



PaperFree Corporation Increases Strategic Marketing Efforts

The recent addition of Dawn Berry confirms the commitment made earlier this year to further broaden its marketing efforts. PaperFree intends to reach a wider audience this next year as well as to continue fortifying its overall messaging as the leading system integrator for document capture and management solutions

([PRWEB](#)) November 20, 2009 -- PaperFree Corporation, the leader in information capture and content management solutions, today announced that it has hired marketing specialist Dawn Berry to enhance the company's marketing efforts and promote new services towards business and government agencies.

"We continue to experience substantial growth year over year," said James Robinson, President and CEO of PaperFree Corporation. "We are finding that the marketplace is hungry, especially during these tough economic times we are currently facing, to find solution providers that can make a quick and substantial impact on the operational bottom line through the use of automation. This includes those that are relatively new to the concept of data capture and document management as well as for those who are considering expanding upon their original investments into even newer automation technologies such as EMC's Dispatcher product suite. We believe Ms. Berry's expertise will build upon the marketing initiatives already in place at PaperFree by assisting us in reaching even more potential clients. We need more folks out there to hear the message that PaperFree has the proven ability to help them successfully implement information capture and management solutions as a way to help cut costs and improve their operational efficiency."

Berry said she is thrilled to join the dedicated and highly-skilled team at PaperFree.

"PaperFree Corporation already leads the way in data capture and management," Berry said. "The company has established itself as a prominent player in the industry, and has proven there is great value not only in its software and technologies, but also in its approach to customer service. There is one success story after another that demonstrates how PaperFree effectively creates and supports data capture and management systems for its clients. My goal is to promote these success stories and achieve top-of-the-mind awareness so when businesses find a need for these services, they automatically think PaperFree."

Robinson said marketing efforts will focus on the name saturation and branding of new products such as their automated redaction solution and FocalPoint, a complete reporting and system monitoring solution.

"By strategically partnering with top-level industry giants like EMC, we are able to significantly customize and build upon existing cutting edge technology platforms that have a large install base such as EMC's Captiva product suite," Robinson said. "Our automated redaction solution is a great example of this, it is a fully-functional and extremely flexible way to streamline data processing redaction and ultimately minimize time, cost and errors for our clients."

About PaperFree

PaperFree Corporation is the recognized leader in enterprise-wide information capture and management. The company is committed to providing customer-centric service for corporations as well as federal, state, county and



local government agencies. Specializing in the capture, management, and analysis of business-critical information through the use of automation technology and/or strategic outsourcing services, PaperFree helps its customers drive their processing efficiency, increase information delivery throughout the organization, and ultimately reduce costs where it is often needed most.

Founded on the firm belief that information is an often overlooked or underutilized component that can help drive the success of any business or government agency, PaperFree succeeds in bringing together the market's best technologies alongside with leading best practices to achieve a higher return on investment for all information entering and moving throughout the enterprise. PaperFree's commitment to its customers and ability to respond to the ever-changing needs of business and government, make it the ideal choice as an information management technology partner.

For more information on this press release, or on PaperFree and the many solutions they provide, please call 1-888-726-7730 or via the web at www.paperfreecorp.com.

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