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CPT Intelligent Technologies Installation Nets Client Kinetic Information Process Innovation Award

Dr. Leonard's System Processes Hand Written Orders and Checks; Recognized for Business Effectiveness

Flemington, NJ – CPT Intelligent Technologies, Inc., a leading Value Added Reseller of document, data capture, and content management solutions, announced that Dr. Leonard's Healthcare Corp. of Edison, N.J. was honored with the Process Innovation Award by Kinetic Information LLC. Dr. Leonard's is the leading direct mail marketer of home healthcare, comfort and convenience products, housewares, gifts, and apparel targeted at individuals over 55 years of age through its Dr. Leonard's and Carol Wright catalogs. The company was recognized for developing a comprehensive solution to accelerate its order entry process, which was implemented by CPT Intelligent Technologies.

Winners of the ninth annual awards were selected for their process improvements that added value to one or more of the following areas: productivity, profitability, ability to adapt to market conditions, or competitive standing and market share. From 1975 to 2004, Dr. Leonard's manually entered its order form data into the mainframe. By implementing this solution, the company has realized an 80% increase in productivity.

Dr. Leonard's, with assistance from CPT Intelligent Technologies, Inc., combined the use of three disparate elements to automate the data capture from its mail order forms. OPEX mail opening and scanning equipment, OCR for AnyDoc, and AQ2's remittance processing software were combined to create the solution. For the implementation, CPT developed the OPEX Bridge, a proprietary software tool that links together all three systems.

Mail order envelopes are opened by the OPEX Model 51 Rapid Extraction Desk. The envelope contents, typically an order form and a check, are placed onto a conveyer belt, which transports them into the OPEX AS3600i scanning system. The OPEX scans all the documents separating the orders from the checks, while reading the MICR data on the checks for further processing by the AQ2 remittance software. The OPEX Bridge polls for output and prepares batches for import to OCR for AnyDoc, and passes check images and data to AQ2. Next, based on Dr. Leonard's defined business rules, OCR for AnyDoc validates and extracts specific data fields, such as item numbers, quantities and dollar totals from the hand written mail order forms the company receives daily.

CPT also configured the AnyDoc software to automatically display the customer data for each order. It does so by reading the customer account number on the order form and matching it with a lookup table on the Dr. Leonard's mainframe database. Operators can review the order and check images to determine if there are any changes in the address, and if so, can make the changes that update the mainframe as part of the CPT process. Previously, operators had to perform a query on the customer account number on each order to verify the customer information.

When the AnyDoc processing completes, the data and images are delivered to the Dr. Leonard's mainframe and image archive system, and order amounts are passed to the AQ2 remittance software where they are compared to the legal amount on the check, then automatically deposited to the bank electronically via Check 21.

The process enhancements CPT implemented using OCR for AnyDoc and AQ2 have reduced the time to process orders and prepare checks for deposit, yielding Dr. Leonard's a savings of over \$500,000 per year.

"Part of innovative thinking is the ability to see beyond the obvious benefits of a single application to determine how it will interoperate with other applications," said Steve Weissman, president of Kinetic Information LLC. "Dr. Leonard's clearly thought this through and netted substantial gains as a result. Its application truly embodies what the Process Innovation Awards are all about."

About CPT Intelligent Technologies, Inc.

CPT has provided solutions for business and industry since 1957. CPT specializes in implementing document management and remittance solutions and has been doing so since 1987. Headquartered in Flemington, New Jersey, CPT can be reached at (908) 284-0900 or by visiting www.cptinfo.com.