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**FOR IMMEDIATE RELEASE**

## **Johnson Smith Company Wins AIIM Best Practices Award for System implemented by CPT Intelligent Technologies.**

**Flemington, NJ** — CPT Intelligent Technologies, a leading provider of automated document and data capture, classification, and workflow solutions, announced today their client The Johnson Smith Company, one of the nation's oldest mail order catalog businesses, has won the 2012 AIIM Carl E. Nelson Best Practices Award.

Johnson Smith selected CPT Intelligent Technologies, Inc. to implement a system to streamline the processing of thousands of mail order forms and checks they receive annually. CPT's system includes components from AnyDoc Software, AQ2 Technologies, Global Payments, and OPEX, in addition to custom CPT modules which tie the four systems together.

The Carl E. Nelson Best Practices Award presented by AIIM, the Association for Information and Image Management, recognizes excellence in the Enterprise Content Management (ECM) field. The term "Best Practices" denotes a standard of excellence that has been achieved within an organization and refers to a process or implementation that can be quantified, adapted, and repeated.

Paper mail orders generate forty percent of Johnson Smith's business. The company leverages the OPEX Model 7200 Integrated Mail Extraction and Scanning System to open the mail and scan the orders and payments in a single pass. Next, OCR for AnyDoc lifts the handwritten data from the order forms and validates it against Johnson Smith's business rules, increasing the speed of their mail order data entry process by three times. CPT's solution also uses AQ2 Technologies Remittance Software to create an automated feed to Global Payments to facilitate check verification and guarantee, and to deposit checks electronically via Check 21. In addition, customer service reps can quickly retrieve order images from their workstations while servicing customer inquiries.

Using this solution, the catalog firm drastically reduced processing costs, achieving a return on investment (ROI) in just 6.4 months, and will net more than \$1.5 million in total savings in the first 5 years. "Johnson Smith achieved better results than we had planned, and eliminated nine manual touch points," said Ellen Pullman, IT Manager for Johnson Smith. "Most importantly, our customers reap the benefits as we are able to fulfill orders more quickly and accurately. We reduced our order turnaround time from 2.5 days down to 1 day, and quicker access to order information allows us to streamline merchandise restocking and minimize backorders."

The AIIM Best Practices Awards were presented at The San Francisco City Club during AIIM's Annual Awards Celebration on Wednesday, March 21.

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