

# Leading market researchers expand business with ReadSoft

*ReadSoft has closed a deal worth 70,000 pounds with UK's top market research company Millward Brown UK Ltd, which is part of the WPP Group\*. Millward Brown UK has invested in ReadSoft's data capture software, to streamline its payroll processing function. ReadSoft expects that there is considerable growth potential in this deal.*

As one of the UK's top Market Research companies, Millward Brown has used the software for data capture from questionnaires for a number of years. This recent expansion into payroll processing is seen as a strategic development, as Millward Brown continues to automate future business processing.

Interviewer pay claim forms are now scanned and processed using ICR (intelligent character recognition) technology with the automatic data capture software Eyes & Hands FORMS. Once data has been extracted, the pay claim documents are then stored electronically for later retrieval.

Craig Morris, who is Millward Brown's Technical Manager explains, "The introduction of the software has brought about processing efficiencies that otherwise were not possible. Our team of operators has welcomed the new approach and the whole process has benefited as a result. We look forward to implementing the use of this system into new business areas in the future."

\* WPP Group is a multi-million dollar concern and Millard Brown is one of several of it's market research sector companies.

-----  
*For more information contact:*

ReadSoft AB  
Jan Andersson, MD ReadSoft, or  
Kristina Kisthinos, Information Services Coordinator  
Pho: +46-42-490 21 00  
E-mail: [info@readsoft.com](mailto:info@readsoft.com)  
[www.readsoft.com](http://www.readsoft.com)

*ReadSoft is a leading company in the development and sales of software for automatic data capture, which is software that automatically registers and interprets data on forms and invoices in paper or electronic format. ReadSoft is the market leader and has established offices in the most important international markets. Since its establishment in 1991, ReadSoft has evolved into a global corporation with ten subsidiaries in several European countries, in North and South America and Australia.*