

ReadSoft expands in South America

ReadSoft has established a new subsidiary in Brazil's largest city, São Paolo. The South American market is growing in importance for ReadSoft and Brazil is the single most important market for automatic data capture there, with over 160 million inhabitants.

The company has been working on the Brazilian market from the subsidiary in Chile and has, for example, signed an agreement to deliver software for automatic data capture to Avon Brazil. "The Brazilian market is large and with the established business volume as a platform for a subsidiary, we can develop our business fast in Brazil," comments Jan Andersson, MD at ReadSoft.

ReadSoft's strategy is to establish subsidiaries in important markets, which can market and sell the company's products and provide support on local markets. A local presence provides increased focus and yields greater control of sales than selling solely through local resellers. It is essential for the company position and strength to be able to penetrate the strategic markets fast and take market shares.

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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.

