

# The New Art of Data Transformation

It seems that regardless of your business or industry, we all share a common mandate; in today's business climate, we need to do more with less. How do we compete effectively in a global economy where our competitors enjoy lower costs for human capital while still offering growing, steady employment that fuels both our businesses and our economy? The answer is not all that elusive; we simply need to increase our productivity. The real challenge is how we accomplish that feat in a world that's already so supercharged with business technology?

The model for success is the same for all of us; we need to put our money to work in places where it will make a difference. That means avoiding unnecessary overhead so that we can invest in areas that will drive revenue. It simply doesn't matter what industry you're in, we are all expected to look for ways to create new areas of revenue while we shut down inefficiency and waste.

A key area of inefficiency today is a direct byproduct of our technology infused world. More than ever, we produce information in unprecedented quantities. What we do with this information can help us rise to the next level or miss out on unrealized opportunity. It all comes down to how we share that information so it can be put to work.

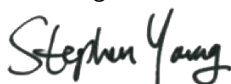
But before we can begin sharing, our information needs to be transformed into something useful. Unfortunately, too many of us rely on ineffective data entry to make this transformation happen. This requires labor that can be both expensive and error prone, while drawing precious resources away from areas of opportunity that could help to further grow our businesses.

We all receive emails (with or without attachments) as part of our daily business processes. We also receive information in hard copy through the mail or from our co-workers and even faxes depending on your industry. In all these information formats are invoices, reports, statements, completed forms, etc. The list goes on - and that doesn't even take into account the data we store in our business applications. The key to making all of this information work for us is extracting and aggregating it within our own systems where it can be measured, analyzed, understood and acted on.

The transformation and sharing of information is what the team at Square 9 has been focusing on for some time. While the idea of restructuring information may not be new, how you approach it certainly can be. There are always opportunities for improving technology. Whether you make it more affordable, more portable, more scalable or simply more usable, the opportunity to create something great is what drives us here at Square 9® Softworks.

In July, Square 9 will be launching a platform for efficiency that will transform your data into information you can use to feed the engine of business process automation. Over the next five weeks we will be introducing a next generation capture product to the Square 9 community and hope you will join us to learn more about what we have to offer.

Best regards,



Stephen Young, President/CEO, Square 9 Softworks