

New Report on document composition published by Madison Advisors

Madison Advisors, an advisory firm that provides thought leadership, strategic consulting, and market research to clients in the print and electronic communications industries has released the *Document Composition Market Study; Third Edition*. The 2008 Study reviews the significance of the market drivers in today's document composition market and how they are affecting change across the end-user, print service provider, and vendor markets.

Sefas's Middle Office new release (Version 6.2) was assessed as part of the Study and was found to be "well suited for high-volume production environments with requirements for distributed document design."

Some highlights include

- Middle Office is flexible: in comparison to other software offerings, Sefas supports a broad array of operating systems and has broad capabilities in handling a multitude of Print Description Languages. This gives our customers comfort that Middle Office provides a platform that can keep pace with organisational growth and change;
- Middle Office is easy to use: Uniquely among the products surveyed, Sefas feature in top quartile in all three measures:
 - Data Layout;
 - Design;
 - and Testing.
- Assessed as being among the easiest products to use in design functionality, Middle Office allows true collaboration at a non-technical content owner level – meaning that Marketing, Compliance and Customer Services can take direct control over any changes to content within the composed document.
- Sefas was also in the top quartile in terms of production functionality; and it was recognised that less integration and software maintenance is required for applications built within OpenPrint. This enables customers to implement faster, at lower cost – and without a dependence on, an often scarce, IT resource.



- Middle Office is in the top echelon for both breadth of capability (including data processing, design clients, document archives and print management) and openness of technology (including application servers, messaging systems, Web services and APIs).
- Madison Advisors also judged Middle Office to be in the top three software products in relation to the strength of the Open Print architecture - showing strong ability in support & process threading; and the report reflects well on the recent developments in web technology and thin client capabilities.

If you require further information on the report, please don't hesitate in contacting Sefas or read more at the Madison Advisors web site.

About Madison Advisors

Madison Advisors, an advisory firm, exists to advance the print and electronic communications objectives of Fortune 1000 companies. The company's analysts provide advisory services for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications. Through short-term, high-impact engagements (measurable in days or weeks, not months), Madison Advisors offers expertise and advisory services that directly help clients achieve hard and specific return on investment (ROI) related to their enterprise output goals and objectives. The company's analyst team has an extensive background in the enterprise output industry, enabling Madison Advisors to offer its clients unique, objective perspectives and unparalleled guidance for their print and electronic communications initiatives. For more information about Madison Advisors or to purchase the Document Composition Study 2008, visit the company's web site at <http://www.madison-advisors.com> or call (817) 684-7545. If you require further information please don't hesitate in contacting Sefas or read more at the Madison Advisors website.