



Sefas tops industry survey with Middleoffice

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Document composition software from global IT company Sefas Innovation, has been ranked as one of the top products for high-volume print environments in an industry-wide survey.

Sefas MiddleOffice (Version 6.2) was found to be the best overall solution for combining full functionality with open architecture, compared to 18 other leading software packages, including CSF Designer, Dialogue, xPression, and DOC1.

The *Document Composition Market Study; Third Edition* was carried out by Madison Advisors and is one of the most comprehensive reports on the document composition market of its kind.

"We are delighted with the findings of the report," said Giles Hill, Managing Director of Sefas. "It confirms that in terms of full production functionality and Open Print architecture, MiddleOffice is quite unique."

In the Market Study, MiddleOffice is the only solution surveyed to feature in the top quartile for ease of use in three categories; data layout, design, and testing.

"The report found that MiddleOffice was amongst the easiest products to use in terms of design functionality," Giles continues. "This ease of use 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 a composed document.

"It was also recognised that less integration and software maintenance is required for applications built within Sefas' Open Print architecture, which enables our customers to implement solutions faster and at lower cost, without having to depend upon an often scarce, IT resource," Giles adds.

Compared with other products, MiddleOffice was found to support a broad array of operating systems and capabilities in handling a multitude of print description languages.

"The flexibility of MiddleOffice, in comparison to some other software systems, gives our customers confidence that this is a platform which can keep pace with organisational growth and change," Giles adds.

Based in Bristol, Sefas is a world leader in document production technology. The company is headquartered in Paris, with operations in the US and UK. Sefas has been a leader in the European market since 1993 and specialises in creating enterprise solutions with high performance and flexibility. Its clients include blue chip companies and Fortune 500 firms.

For more information about Sefas and its document production software, contact 0117 373 6114, or visit the website, www.sefas.com.

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Issued on behalf of Sefas Innovation Ltd by Venture Public Relations. For media enquiries, or for a copy of the Madison Report, contact Corrina Cockayne on: 0845 223 9889, or 07765 404616.

Editor's notes

Madison Advisors provides advisory services on a range of content delivery strategies, including enterprise output, technologies and customer communications. For more information about Madison Advisors, visit the website <http://www.madison-advisors.com/>.

The complete *Document Composition Market Study; Third Edition* is available from Madison Advisors. It can be purchased directly from Madison Advisors' web site at <http://www.madison-advisors.com/products.html>.

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