

DOCUMENT STRATEGY

Content. Collaboration. Technology. Governance.

Plus

**WHY THE
DOCUMENT
STRATEGY FORUM
IS THE INTERSECTION
OF THE INDUSTRY**

**MEASURING
CUSTOMER EXPERIENCE**

**12 TIPS FOR YOUR
E-SIGNATURE PROJECT**

**OVERCOME
DIGITAL DISRUPTION**

2015

*The
Annual
List*

HOT COMPANIES

*The Businesses Behind
Document Strategy Solutions*

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Some say cyberspace lacks sequence, is devoid of consequences and gives instant access to information—and, therefore attention spans will shrink, deep thoughts will decline and interpersonal bonds will wither away. In less than a generation: no connection with nature or tradition. In other words, chaos.

At Compart, we take an alt + view of a business world free of constraints: of the US letter size page, of 2480 x 3508 pixels, of page definition, of obeisance to particular formats, devices or screens. In other words, freedom.

New technology is turning the document output industry on its head. With digital communication becoming dominant, it's not about pages anymore. It's about content, pure and simple. IT and Operations are no longer a cost of doing business. They are now key components in a strategy to improve customer experience.

Or as Gartner Research says, "...the smartest leaders are those that flip their approach from supporting the enterprise with legacy technology and capabilities, to identifying and exploiting digital business opportunities by leveraging new, emerging technologies and a digital-information-focused mindset."

The space between these two visions is the delta. Between freedom and chaos, limits and endless possibilities...as anyone in the know will tell you: there is money to be made in the delta. All you need is the right bridge.

The bridge has to be well-constructed. Software vendors that grow by acquisition tend to shoehorn disparate technologies together. Solid architecture is not just pieces thrown together. There needs to be precision and flexibility or the bridge will collapse. The German auto engineers that build the greatest engines in the world understand this, and so do we. Precision rules.

Here's how the Wall Street Journal put it:

"Germany's reputation for engineering excellence and innovation means that consumers buying German goods are typically looking for that little bit extra: be it cutting-edge technology or that special, perfectly designed something that simply can't be found elsewhere. For that reason, Germany's companies — and particularly small and medium-sized enterprises that dominate the economy — are veritable innovators."



**EXECUTIVE
PROFILE**

Compart is a leading international supplier of multi-channel solutions for document management. The scalable and platform-independent DocBridge family of products, designed, developed and supported by Compart, allows documents to be output anytime, anywhere, digitally or on paper without disturbing the metadata that makes the process run smoothly and adds value to the customer experience.

Scott Gerschwer, Ph.D., joined Compart, North America this summer with a commitment to help move the document output industry forward with remarkable technology and a deep understanding of Gen Y: the channel is more important than the message.

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**H
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COMPANIES

2015