



icon signs cooperation agreement with InovoOlution

icon enhances its solution portfolio to include the NOVO Mail platform by InovoOlution, an input management solution which was awarded the *Industriepreis 2012* (Best of 2012)

[Stuttgart/Utting, 5 July 2012] – icon and InovoOlution have entered into a strategic partnership: The cooperation agreement concluded focuses on the marketing and distribution of the NOVO Mail platform by icon. In addition, InovoOlution will be the system integrator for icon's Content Service Platform.

It's a situation common to many companies: While the scanning of paper mail has been firmly established in the incoming mail processes for years, the integration of incoming e-mails is often associated with many manual tasks.

E-mails and attachments have to be opened manually, read and checked by the people in charge. For "automated" processing and archiving, e-mails are often printed and scanned by the tried-and-tested incoming mail solutions. As a result, it may take hours or even days before the sender of an e-mail gets a written acknowledgement of receipt and his or her letter is handled.

However, according to a study carried out by the IT consulting company IDC, quick and easy integration of information into the existing document processes is a prerequisite for optimising decision-making processes, which also helps avoid duplication within a company. The integrated provision of all pieces of information enables customer service centres to increase productivity by 30% on average.

With the cooperation agreement concluded, icon increases its own product portfolio: The NOVO Mail solution marketed by icon makes it possible to integrate all incoming mail efficiently into the "icon Suite" correspondence solution. Using NOVO Mail, incoming e-mails are automatically classified, validated against legacy systems and archived in PDF/A format. The information gained is then made available to icon's correspondence system via the Content Service Platform "icon/CSP". This way, companies can integrate incoming e-mails into customer correspondence in a simple and efficient manner, avoiding any media discontinuity.

Benefits for both partners

"The products of InovoOlution are an ideal addition to our own solution portfolio," explains Uwe Seltmann, CEO of icon. "Thanks to our partnership, we can integrate all incoming mail into customer correspondence, allowing us to offer our customers an even greater number of tailored one-stop solutions."

"We are delighted that we have gained icon as a highly renowned and well-established partner for marketing our products," adds Thomas Schneider, CEO of InovoOlution. "In turn, icon's Content Service Platform is an ideal supplement to our portfolio."



About InovoOlution GmbH

InovoOlution is a consulting company and system integrator with outstanding specialist expertise and many years of experience in the field of input management. When developing innovative and customised solutions, InovoOlution's employees adhere to the following principle: "We create human IT." The IT solutions designed by InovoOlution create an environment where software supports and serves people. Thanks to InovoOlution's additional soft skills and comprehensive industry know-how, many renowned companies have decided to use InovoOlution's solutions and services to optimise and automate their business processes. Based on the successful implementation of numerous projects, InovoOlution has become the long-term partner for both medium-sized companies and corporate groups.



About icon Systemhaus GmbH

icon Systemhaus GmbH has offered comprehensive customer correspondence solutions to renowned insurance undertakings, banks, utilities and industrial enterprises for more than 16 years. icon Suite covers the complete range of high-volume, interactive and process-oriented functionalities and is also used for the most sophisticated types of customer communication.

Currently more than 50 customers from German-speaking countries rely on icon as their competent innovation partner and advisor who supports them when it comes to maximising their strategic customer communication. icon Suite is far more than just a solution for your correspondence. The icon community is a strong network of excellent experts. It consists of customers, partners and specialists who work closely together to continue to improve icon Suite. In its Stuttgart headquarters, icon Systemhaus GmbH employs more than 100 highly qualified specialists.

For further press enquiries, please contact:

Jochen Maier • Tel.: +49 711 806098-281 • jochen.maier@icongmbh.de

All company, product and service brand names and/or logos used in this press release are owned by the respective companies.

Reprinting free of charge. File copy requested.