

Anoto's Digital Pen integrates with Salesforce.com

Submitted by: Six Degrees Limited

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METICULUS INTEGRATES ANOTO DIGITAL PEN AND PAPER WITH SALESFORCE.COM

Meticulus, a specialist source for business-class data capture using Anoto's Digital Pen and Paper, has developed 'Salespen' – an application specifically targeted at field sales professionals. Salespen has been certified by Salesforce.com, the worldwide leader in on-demand customer relationship management (CRM) services.

The Salespen application enables the mobile salesforce to capture computer data directly using a smart pen and paper, eliminating the need for expensive and fragile PDAs or laptops. There is no need to carry any additional technology as the data can be sent using a Bluetooth-enabled mobile phone. The digital pen records what is being written on to a form printed with Anoto's special dot pattern. This data is then electronically transferred to Salesforce.com.

"Salespen provides remote sales workers with a complete on-the-road package which allows them to do their job as effectively as if they were fully loaded with laptops or PDAs," said Gordon Olson, chairman, Meticulus.

"With Salespen, the mobile sales force needs only to carry a digital pen, a supply of forms and a Bluetooth phone – and can be assured that Salespen's security features will safeguard critical information on leads, opportunities, contacts and accounts. New information is uploaded to Salesforce.com as soon as it has been collected."

Salespen is an AppExchange-certified application. While all applications and components are reviewed before they go live on the AppExchange, applications that have earned a certified designation have met a higher set of independently reviewed security standards. The AppExchange certification process includes extensive testing of applications by Salesforce.com, as well as the submission of endorsements from customers who have used them.

For more information, visit <http://www.salespen.com/>

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Anoto Group AB

Anoto Group is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable transmission of handwritten text into a digital format. Anoto operates through a global partner network that focuses on user-friendly forms solutions for efficient capture, transmission and storage of data within different business segments, e.g. healthcare, bank and finance, transport and logistics and education. The Anoto Group has around 110 employees, offices in Lund (head office), Boston and Tokyo. Among the major shareholders are SEB, Robur and DNB. The Anoto share is traded on the Small Cap list of the OMX Nordic Exchange in Stockholm under the ticker ANOT.

For more information: <http://www.anoto.com>

About Meticulus

Meticulus is a UK based company specialising in all stages in the development and delivery of digital pen and paper data capture solutions for business. Its key focus is on forms processing systems using Anoto technology for large scale enterprise customers in commerce and healthcare. Its solutions go beyond basic data capture and are tightly integrated with its customer's enterprise systems and business processes

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