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## Frost & Sullivan Lauds SOFTPRO for Achieving Outstanding Customer Satisfaction With Its Pioneering Dynamic Signature Verification Solutions

PALO ALTO, Calif.--(BUSINESS WIRE)--Based on its recent analysis of the dynamic signature verification market, *Frost & Sullivan* recognizes SOFTPRO GmbH with the 2007 Frost & Sullivan Customer Service Leadership Award for excelling in serving its customers and gaining superior customer satisfaction levels.

The company's "Fraud Prevention Solutions" portfolio made up of the SignPlus product family (branded as FraudOne in the United States) provides a holistic approach to detecting and preventing fraud in paper-based processes such as payment transactions, as well as increasing operational efficiency using signature management and verification solutions.

"SOFTPRO is currently the only company, whose products fit perfectly, even in the most complex processing environment," says *Frost & Sullivan* Research Analyst Neelima Sagar. "SOFTPRO's SignPlus system is recognized for its high level of security, consistency, ease of use, and strong level of user acceptance due to its non-invasive authentication process."

SignPlus products provide several advantages over competing products. They drastically reduce the total cost of ownership through the use of a unique and innovative centralized architecture reducing the number of silo solutions required to fight fraud and reaping a return on investment (ROI) within two years or less of its installation. SOFTPRO solutions support signature capturing and verification in hybrid environments where paper is phased out from processes step by step.

The suite successfully combats fraud by minimizing the chance of human error. It uses a unique combination verification technique combining both the static and dynamic characteristics of a signature. Unlike other similar products, the SOFTPRO method has the advantage that it does not require the capture of dynamic references to start using the products effectively. SignPlus also authenticates a signer within seconds making it an effective tool for authentication and fraud prevention. The major product modules of the SignPlus suite for dynamic signature capturing and verification are SignDoc<sup>®</sup> – the e-signing solution for paperless documents – and SignWare<sup>®</sup> – the software development kit which allows capturing and verifying dynamic signatures in a wide array of third-party solutions.

"Product quality, reliability, durability, and availability are some of the factors SOFTPRO has excelled in to achieve superior customer satisfaction levels," notes Sagar. "The company's dynamic signature verification products are being deployed in various sectors such as financial, healthcare, retail, education, and government sectors for high security thus complementing their static verification products which have become a de-facto standard in the financial industry."

SOFTPRO's ability to innovate is primarily a result of intense discussions with its prospects and customers to

clearly address their needs and collaborate in sustainable partnerships with other industry leaders. Thus the company is also responsible for setting the milestones in trustworthy signature capturing hardware. The latest example for a successful partnership is due to be launched in the U.S. soon. Together with the leading specialist for stylus-based tablets – Wacom – SOFTPRO launches the SignPad, which has already received an award for innovation at Europe's leading show for enterprise content management, "DMS," some days ago.

Further, SOFTPRO offers excellent advanced technical support services to customers for its products. The company provides customers with a dedicated support manager who is involved in the entire integration process. The company guarantees compatibility of its products with the current standards of the signature verification biometrics industry by maintaining a high degree of flexibility and accuracy.

Overall, SOFTPRO has demonstrated deep technical expertise, vertical domain experience and strict adherence to stringent quality and security standards. The high quality and cost-effective services provided by its superior engineering talent offers its customers higher ROI as well as reliable and long-standing client-vendor partnerships.

As is evident from its strategies and commitment, customer satisfaction is SOFTPRO's distinct, present and future goal. The unique customer service strategies followed by the company have resulted in increased interaction with customers, easy and improved response to customer queries and immediate attention to customer needs.

Each year *Frost & Sullivan* presents this award to the company that has demonstrated excellence in customer service leadership within the industry. The award recognizes tremendous responsiveness to customer needs and continual focus on long- and short-term customer profitability goals. In addition, it highlights demonstrated flexibility in tailoring product offerings to suit customer businesses.

*Frost & Sullivan* Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

## **About SOFTPRO GmbH**

The SOFTPRO Group is the worldwide leading vendor of systems for capture and verification of handwritten signatures. The company is based in Boeblingen, Germany with local subsidiaries in North America (Wilmington, Delaware), the United Kingdom, and Asia-Pacific (Singapore). The group currently employs an international staff of over 60 people, enabling more than 200 companies worldwide to streamline their document and transaction workflows.

With its Biometric product line, SOFTPRO provides solutions for securing the authenticity and integrity of documents within electronic processes, such as those required for legal contracts. For this purpose, a unique signature technology is used to extract and evaluate both the static and dynamic (biometric) characteristics of handwritten signatures. SOFTPRO's "Fraud Prevention Solutions" portfolio provides a holistic approach to detecting and preventing fraud in paper-based processes (such as payment transactions), as well as increasing operational efficiency using signature management and verification solutions.

Among SOFTPRO's customers are American Express, Bank of America, Barclays, Citigroup, Discover Financial, Ingolstadt Hospital, JPMorgan Chase, Lloyds TSB, SEB, Standard Bank of South Africa, TeleCash (First Data) and Wachovia.

For more information, visit <http://www.softpro.de>.

## **About Frost & Sullivan**

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#### Contacts

##### **Frost & Sullivan**

Stacie Jones, 210-247-2450

[stacie.jones@frost.com](mailto:stacie.jones@frost.com)

or

##### **SOFTPRO Group**

Joerg-M. Lenz, +49-7031-66-06-55

[jle@softpro.de](mailto:jle@softpro.de)

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