Chambre mimimizes order processing time using digital pen & paper technology

Chambre Hellas SA operates in Greece since 1997, employs approximately 250 people, is active, very successfully, in import and distribution of natural cosmetics in Greece and since 2004 has created its own range of cosmetics under the name "Natrice".

Chambre in order to meet its order processing needs for automation and after extensive market research decided to use **irForms™** solution from CubeIQ.

CubeIQ, which specializes in electronic transaction processing systems, proceeded to design and implement an innovative application that when tested in the field, proved that provided multiple benefits to Chambre.

Specifically, Chambre purchased the **irForms™** system which consists of 210 digital pens, the special "Anoto background technology", **irForms™** Server software, **irForms™** Internal Clients software and together with **irForms™** capability of using mobile phones (Bluetooth) to transfer data via Vodafone's GPRS network is using the solution for **wireless order processing** in Attica and in the other provincial areas that the company operates (Crete, Thessaloniki, Patras, etc.).

The innovation of this solution is that all data recorded in the paper form (with Anoto background technology) from the sales persons pass automatically to Chambre central processing systems within seconds through Vodafone's GPRS network, by using the digital pen technology and Bluetooth capable mobile phones. Data are transferred from the digital pen to the mobile phones through Bluetooth connection and from the mobile phones to **irForms™** Server via GPRS network and the internet.
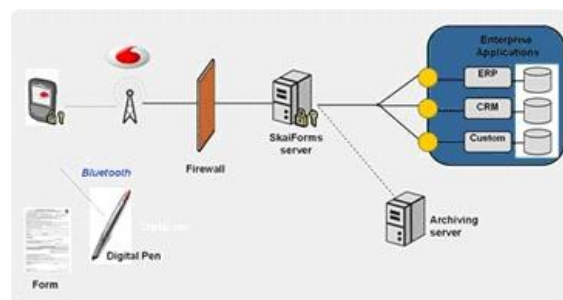
Mr. Kontakos, Commercial Director of Chambre Hellas SA commented:
"Previously order processing was done using traditional methods in which our sales persons had to fill the order form by hand and then when returning to the company premises delivered the orders to the data entry group. A second group was responsible for photocopying

and archiving the order forms. This was a process that produced lengthy order processing time, increased the work load and deceased employees productive time. Today using almost the same orders forms, the digital pens, **irForms™** software and Vodafone's GPRS network we have managed to release our sales persons from the obligation of returning to the company premises for delivering the order forms; they are constantly on the move increasing order's volume.

By providing our sales persons with the digital pens, forms with "Anoto background technology" and compatible to the **irForms™** system mobile phones, we gave them the ability to immediate transfer remotely their orders. The final result is that our sales persons have the ability to update our central order processing system directly and remotely, they have more flexibility on order management, the order processing time has been decreased since they are not required to return to company premises nor to use a fax nor to call to the company in order to submit their orders for processing. The days that they filled out and kept copies of their orders are past."

Using **irForms™** solution from CubeIQ and Vodafone's GPRS network Chambre has achieved to increases its flexibility and its productivity and to decrease its operation cost in the critical and highly competitive company's operation sector such as cosmetics sales.

Vodafone's GPRS network was chosen from one hand for its high quality and reliability and from the other hand because Chambre was using Vodafone for its mobile communications needs for over one year, investing in the expertise and leadership of a company that aims beyond the supply of telecommunication services; it aims to become a reliable partner in each company road to success.

irForms™ is in productive operation since January 2008 and processes on an average 6.000 order per month.

Anoto Digital Pen and Paper technology
A digital pen looks and feels like a normal ballpoint pen. However, it contains an integrated digital camera, an advanced image microprocessor and a Bluetooth® transmitter. Any paper can be used with a digital pen, if the Anoto dot pattern is added to the layout before printing the paper. The Anoto dot pattern consists of numerous black dots that can be read by the digital pen, but are almost invisible to the naked eye. The pen reads the pattern and registers what and where the user writes.

Anoto Group AB is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable conversion of handwritten text into 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. Anoto share is listed on the NASDAQ OMX Nordic Small Cap under the symbol "Anot".

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