



Anoto

Pen and Paper in Business Survey

June 2010



New Research Finds 86% of Companies Still Using Paper-Based Forms for Business Data Capture Needs

FAST FACTS

Number Surveyed: 7,600

Number of Responses: 168

Business Verticals Surveyed:

Field Services, Healthcare, Education, Municipalities, Finance, Transport and Logistics.

Results Concluded:

86% are still using paper based forms.

45% said the use of paper-based forms over the last five years has either increased or stayed the same, confirming the continued reliance on paper

75% said they would be interested in a solution that could digitally capture handwriting, convert it into data, and then instantly transmit that data to a back-end database

38% said they are planning to incorporate new solutions, particularly the iPad, into their business processes for data capture

“This survey reaffirms the crucial need to fill the ‘white space’ in business computing that exists between laptops on the high end, and paper and pen on the low end. The results about the iPad for business use were a bit surprising, especially since it is expensive, requires training and is a target for theft. In addition, the lack of a physical keyboard limits its power as a data entry device. Anoto’s digital pen and paper technology provide the ideal solution since its simplicity encourages rapid adoption while at the same time, converts digital notes into computer-readable data.”

Pietro Parravicini, President and CEO of Anoto, Inc.



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Business Context

New research released by Anoto found that 86% of businesses are still using paper-based forms in either their own business or in their clients' business, compared to 13.9% who say they are no longer using them at all. This research confirms the ongoing use of paper-based forms in business and highlights a clear need for solutions that can digitally capture handwritten data.

Traditional paper based forms are tedious and usually require employees to manually input (into a computer) all the data that has been filled out throughout the day. Respondents to the survey had a significant interest in new solutions to solve this problem. While they are considering products such as the iPad and other touch tablets, these technologies have yet to prove their ROI case to businesses and IT departments based on ease-of-use. This is especially true for companies with field service workers where training, troubleshooting, and workflow interruption can result in added expenses.

The survey asked questions about how data is collected and processed, technologies if any being considered for data capture and the extent to which paper-based forms are still being used particularly for field service applications. Findings included:

FIGURE 1: Does your company plan to incorporate the new Apple iPad into your business processes, either internally or as an offering to your clients?

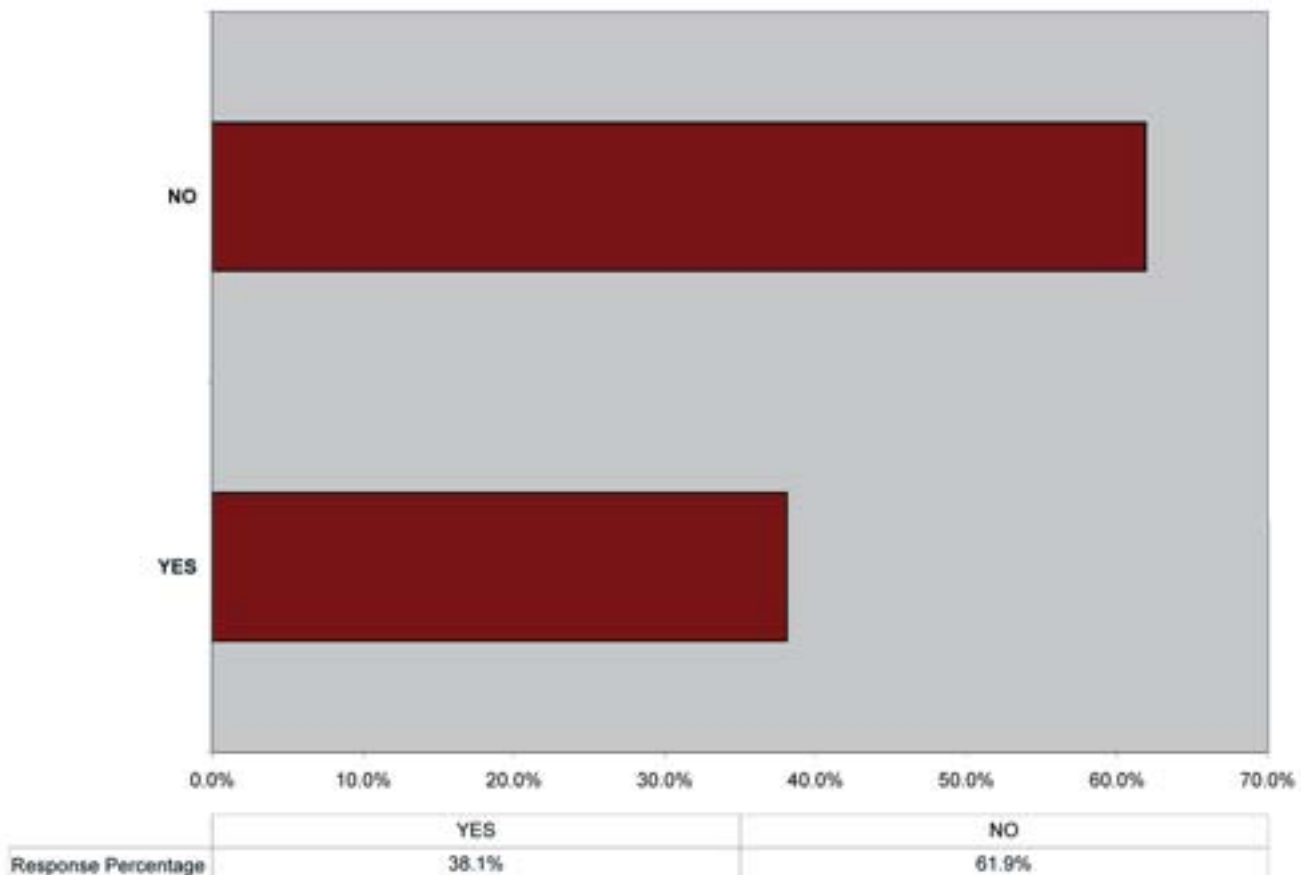


FIGURE 2: In your opinion, what is easier for field workers in your industry to use when collecting data in the field?

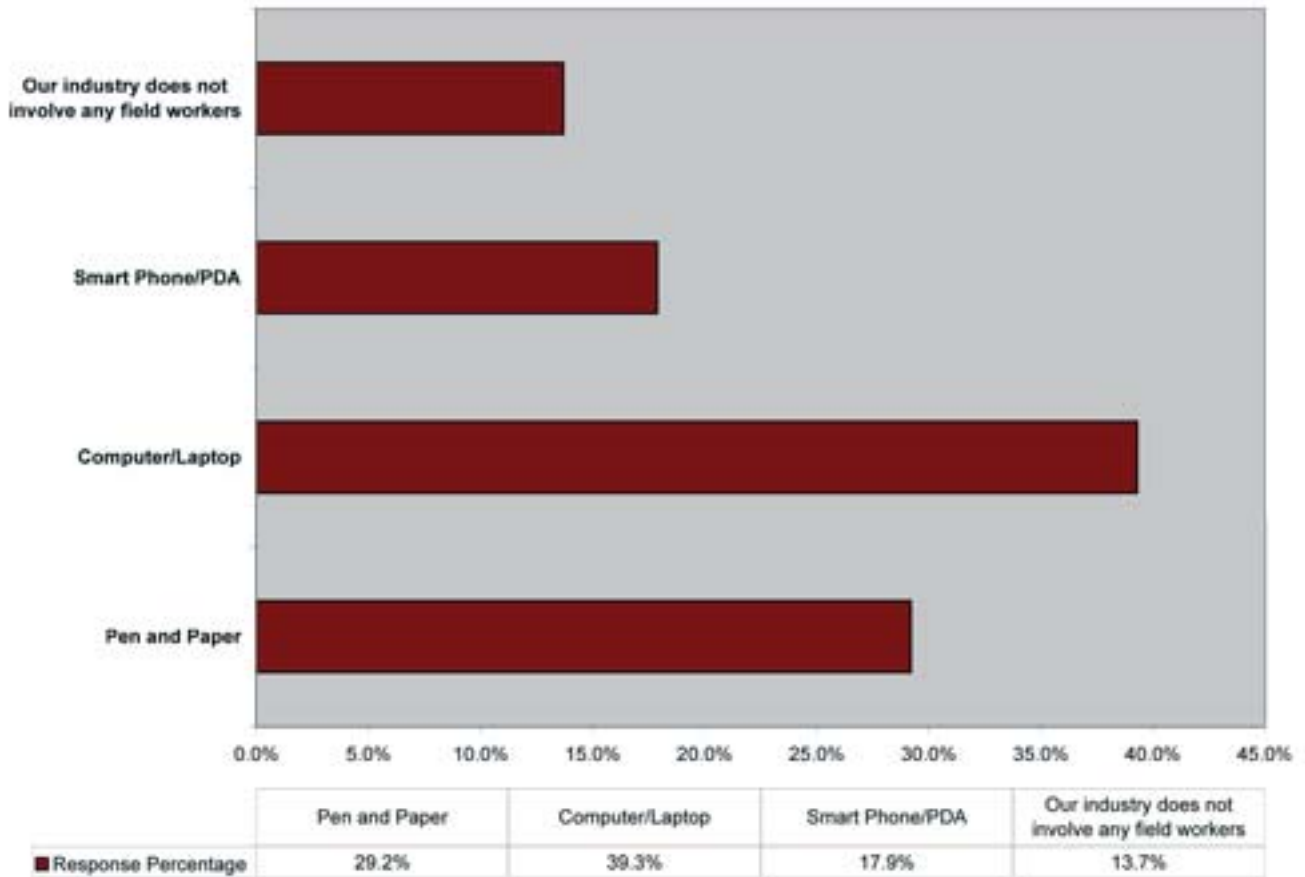


FIGURE 3: If field workers in your industry had access to a pen that digitally captures handwriting, converts it into data, and then instantly transmits that data to a back-end database, would such a pen be of interest to you or your clients?

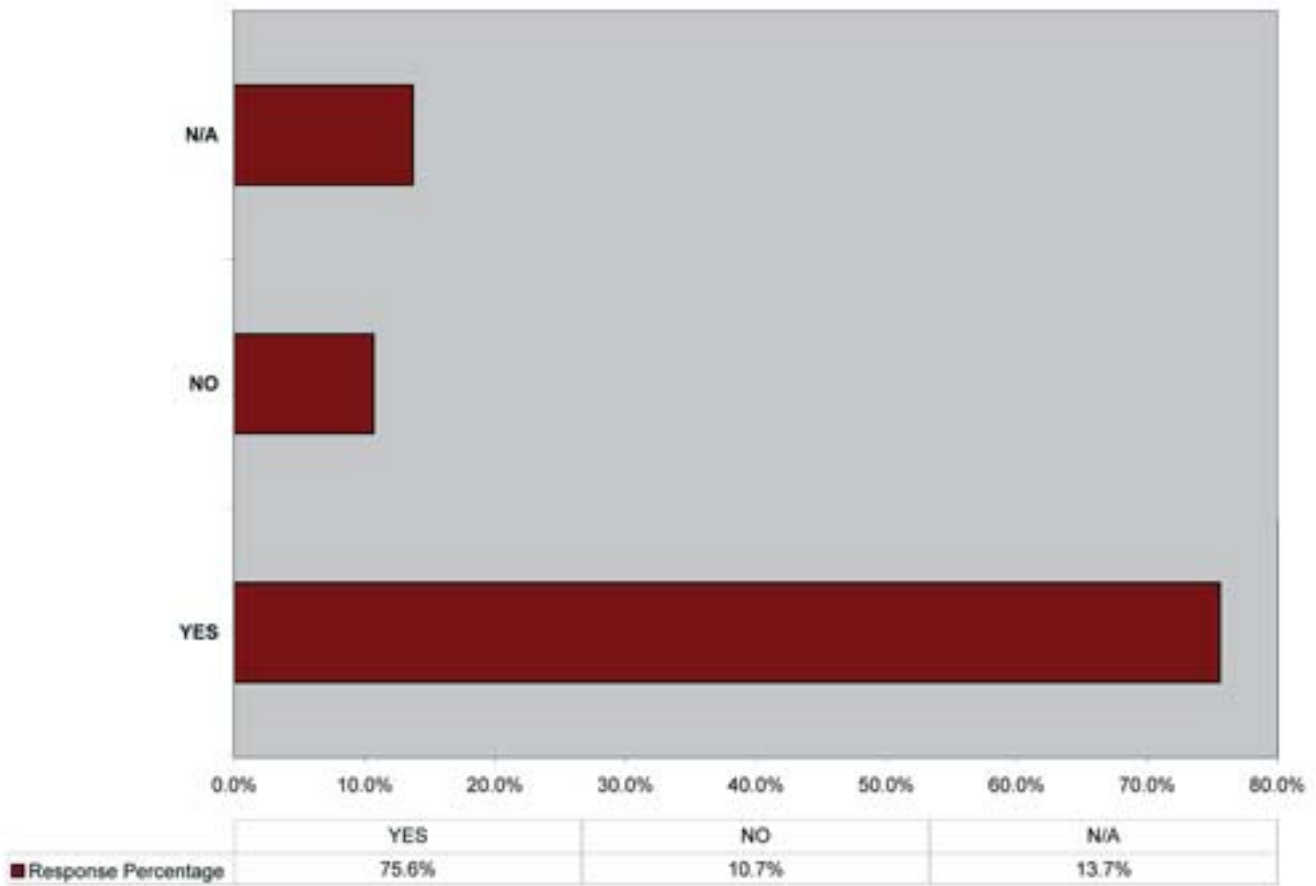


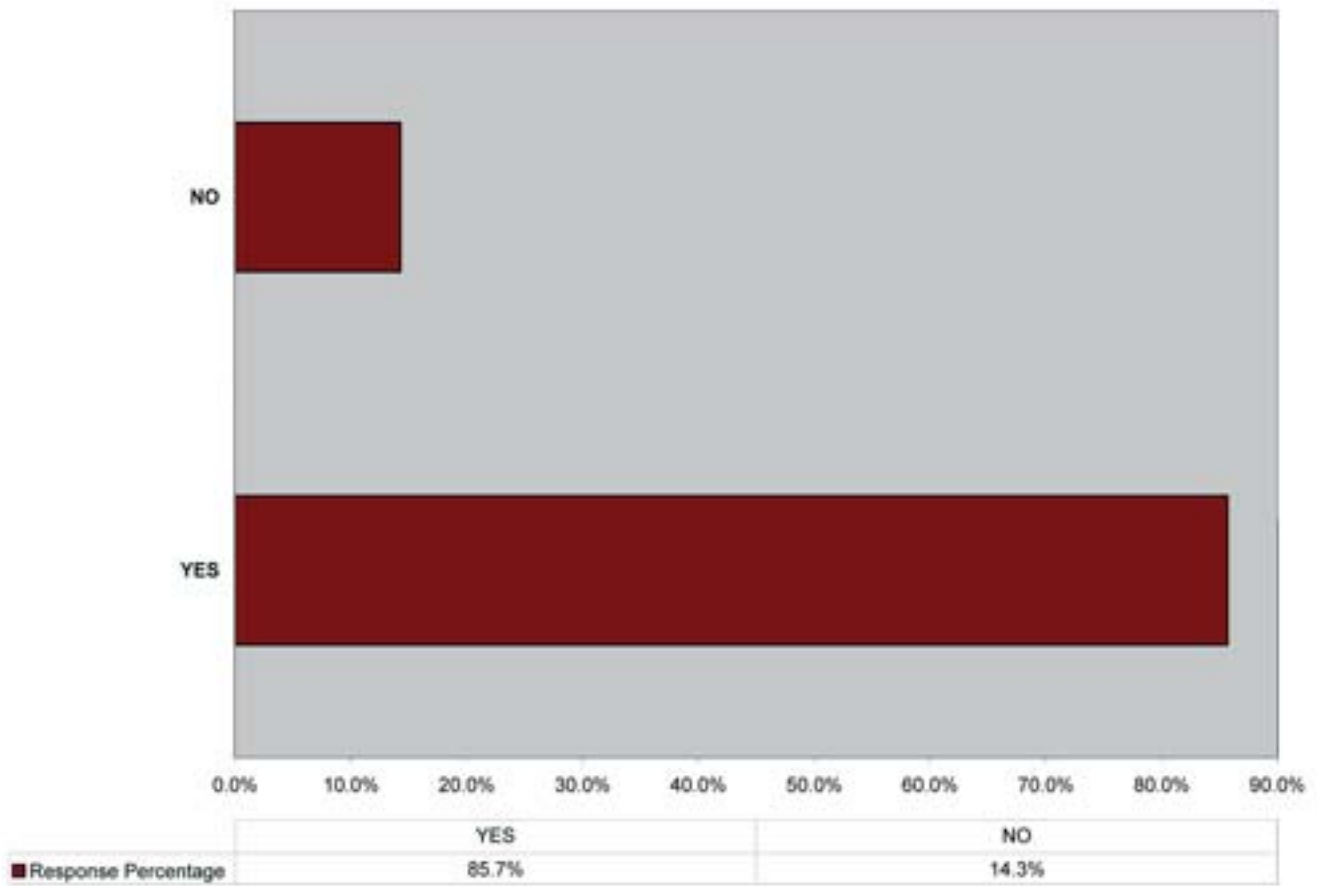
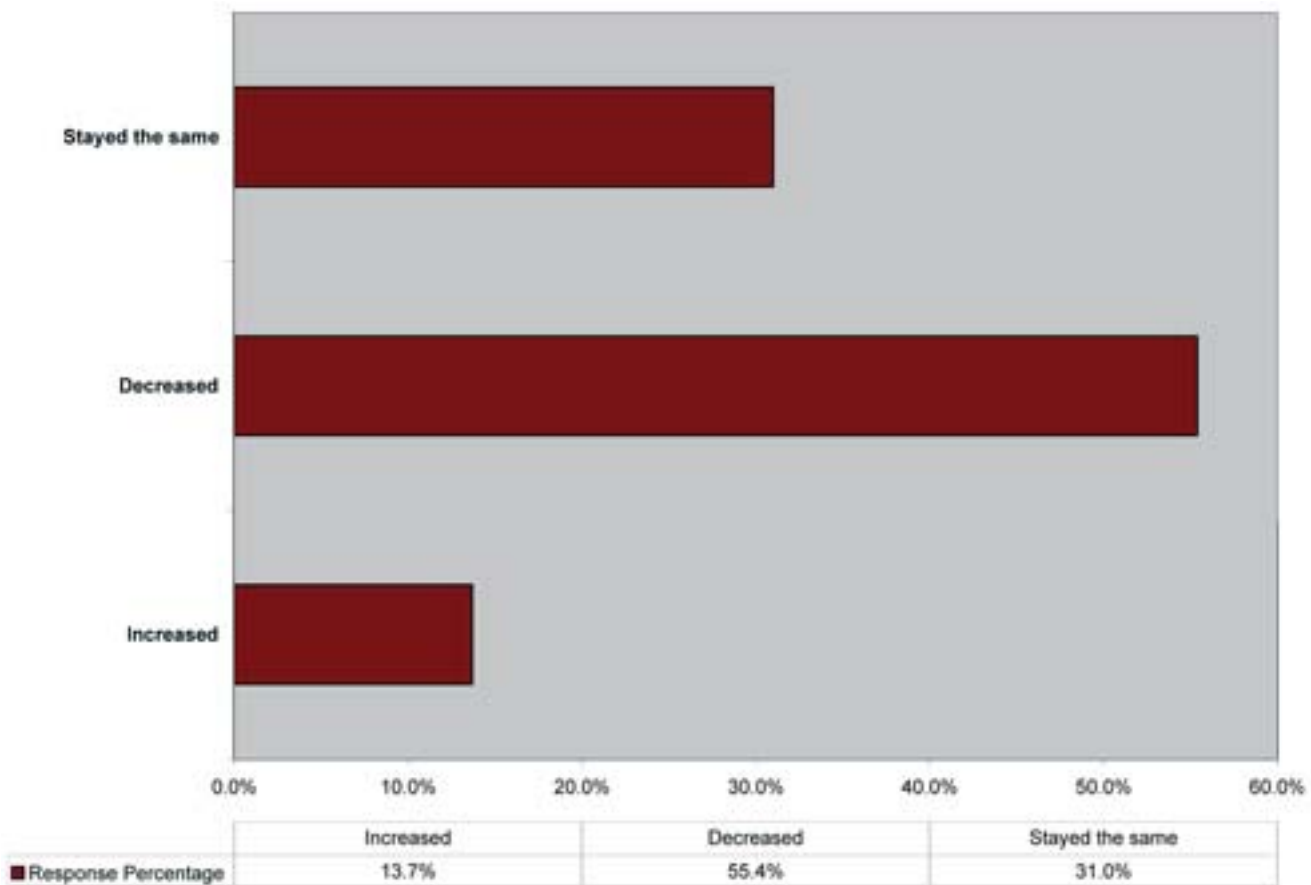
FIGURE 4: Are paper-based forms still used in your business or in your clients' business?

FIGURE 5: How has the use of paper-based forms changed in your business, or that of your clients, over the last five years?



Anoto Group AB is the company behind and world leader 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. The Anoto share is listed on NASDAQ OMX Nordic small cap list under the ticker ANOT. For more information: www.anoto.com.