

Real Software and Océ join forces in new Joint Venture

- Joint innovating approach of the document technology market -

Kontich, September 28th 2000. Real Software N.V. and Océ-Technologies B.V. have announced their intention to join forces in a new Joint Venture, Océ-Real Business Solutions BV. Océ-Real Business Solutions will supply total systems for creating documents automatically from company databases and from legacy and ERP systems. The systems will be marketed under the name Océ-Real VarE-Docs. Océ is contributing its knowledge of printers, scanners, output management systems and forms-printing systems together with its system support, outsourcing and facilities management expertise. Real Software is providing the software products required to generate documents automatically and to create real-time database links from legacy systems, SAP, Oracle, Microsoft and other SQL databases. It is also contributing its IT integration, consultancy, support and e-Business know-how. “Transforming Information into Communication” is the mission of Océ-Real Business Solutions.

The joint venture hereby offers a solution for the customer’s demand of flexible document creation and output systems that makes the available information in ERP systems and all internal and external databases accessible through one system. This results in highly personalized documents and reports, the very first condition for CRM (Customer Relationship Management).

VarE-Docs : creating simple or complex personalized documents

The VarE-Docs solution is able to generate, produce and distribute electronically - in real time - simple to complex highly variable text, graphics and data-based documents (offers, invoices, contract conditions, marketing kits, product descriptions and annexes, including internal HRM documents). Through XML data exchange the relevant company data from arbitrary databases can quickly, easily and in real-time be integrated and processed in any company-critical internal and external variable document production and communication process.

The basic documents can easily be designed based on WYSIWIG¹-editors, like Microsoft Word, - even with the most complex business rules- without the help of IT-specialists. VarE-Docs assembles this standard document or report with the data from diverse databases, makes intelligent choices during the personalization process and produces in no time a nice and accurate final document. One document or thousands of personalized documents, it makes no difference.

¹ WISYWYG : What You See Is What You Get

According to Rokus van Iperen, Chairman of the Board of Directors of Océ, VarE-Docs immediately supports the increasing demand of Océ's customers to convert their valuable company data into document creation and communication processes. "After the wave of investments in ERP systems, it is now of great importance to make optimal use of these company data in these important processes. This can be realized with VarE-Docs".

What, when, how, ... : it's all up to the customer

VarE-Docs is equipped with all important communication and distribution channels allowing print hardcopy reproduction on local or remote sites, e-mail, fax, archive, Web and in the future WAP, centralized or not. Through the Internet customers or internal users can indicate their own preferences for the layout and personalization of their own documents.

VarE-docs : already a success in the financial sector

With VarE-Docs, Océ-Real Business Solutions targets the financial sector - banks, insurance and leasing companies -, government-related and utility sectors. For the retail sector VarE-Docs provides an ASP concept. "VarE-Docs offers companies in these sectors with document intrinsic processes an extremely powerful document creation solution that realizes quick lead times, communication effectiveness and an improved customer service. In the mean time some major customers like Credit Suisse, Fortis Bank and Fortis Lease have implemented the VarE-Docs solution successfully", affirms Rudy Hageman, Chairman of Real Software. "Océ-Real Business Solutions offers our customers the best of two worlds: the (best) system solution combined with a high-quality integration of their current back-end systems. VarE-Docs is developed to communicate or interface with the existing systems and the applications present in a company. It is the unique accomplishment of the concept to process all relevant data from totally different databases in perfectly finished, personalized business documents."

Joint Venture : firm market position

Real Software NV and Océ-Technologies BV participate each for 50 % in the Joint Venture. VarE-Docs solutions will be commercialized with special account-teams of the Joint Venture and further developed within the Joint Venture. All consultancy, implementation and support services will be supplied by both mother companies. The first commercial focus is aimed at the Benelux, after which the EU and the USA will follow. Océ Technologies B.V. as well as Real Software can implement world-wide the VarE-Docs product as resellers with their customers.

Real Software's combination of knowledge and experience in the IT-integration of business applications, linked to the wide document production range and the innovating document management of Océ, gives the Joint Venture the opportunity to acquire a strong position on the market for this solutions.

About Océ-Technologies BV

Océ enables people to exchange information by offering products and services for the reproduction, presentation, distribution and management of documents. The international Océ Group supplies a wide range of products and services. The range comprises print, copy, scan and output imaging supplies, general and technical services. The product range is mainly developed and produced by Océ. By means of direct sales and services Océ offers professional support in a direct relation with the customer. Océ's main office is located in Venlo, the Netherlands. The Océ Group employs world-wide more than 23.000 people and realizes a turnover of more than NLG 6 billion. This turnover comes not only from the sale of machines and material, but more and more from rental, financial lease, service and facility management services.

About Real Software NV

Real Software was established in 1986. In 1999, the company recorded consolidated operating revenues of 248.4 million EUR and an operating profit of 34.9 million EUR. The group currently employs a staff of more than 2800. Real Software offers a comprehensive range of software services ranging from the development and implementation of its own products, over tailor-made solutions and consulting (including implementation and sale) for third-party products. The company exports Belgian technology to countries such as the Netherlands, France, Germany, Ireland, Switzerland, the United States and the Far East. Real Software customers include companies such as Du Pont de Nemours, GIB, Océ, Johnson & Johnson, Merck Sharp & Dohme, Biogen, Renault, the Paris Metro, TF1, EDF – Electricité de France, SNCF, the Dutch Post Office, Nedcar, Philips, Shopi, Goodyear, KBC Bank and Fortis Bank.

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