ABBYY®

We're proud to use ABBYY FineReader 14 in Sigma!

Using FineReader for Marketing

Every so often in marketing you find a really well written, topical and engaging piece of material that explains your solution to the target market perfectly. For marketers in a technical space that's a real gift that you have to make the most of. However there's nothing more frustrating than finding that information imprisoned in a locked document, or a 'lockdoc' as they're now known in the office.

To repurpose this elusive golden content into other media formats used to mean retyping everything and screen grabbing images, which was unnecessarily time consuming and fussy.

Thankfully FineReader 14 can scoop up all the content and give it to us in a flexible format to use in a multimedia campaign, giving us the freedom to do whatever we want with the contents of lockdocs.

Also, working in the UK marketing, but having to work with information from the US locked into a PDF means we can't customise the content for our Geo. Using FineReader14 gives us the power to delete the Americanisms that alienate UK readers or update contact information in PDFs to the local offices, which means we keep our leads in the UK.

> **"To me, FineReader14 represents power, flexibility and efficiency. It's like a Swiss Army Knife for files and documents – one tool to rule them all."**
>
> - Ollie Christophers,
> Head of Communications, Sigma Software Distribution

Other ways we use FineReader in the marketing team:

- Quick editing or making layout changes to PDFs
- Closing the loop on contract management by giving both parties the ability to make edits and return for approval
- Comparing documents, which means we can quickly see when someone 'makes a few changes'
- Collating larger documents for reports with the drag and drop functionality for all types of documents
- Spellchecking PDFs
- Completing forms that are in lockdocs or interactive forms.

Want to buy ABBYY FineReader 14 for an end user?

Speak to a Sigma Software Distribution Account Manager at **sales@sigmasd.com** or telephone: **+44 (0) 1364 655200**

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