



**Strategic Business Systems wins  
the AIIM “2006 Best Practice Award”**

FOR IMMEDIATE RELEASE

**CONTACT:**

John Myers  
Strategic Business Systems, Inc.  
17 S. Franklin Turnpike  
Ramsey, NJ 07446 USA  
Phone: +1-201-327-9400  
eMail: [jmyers@sbsusa.com](mailto:jmyers@sbsusa.com)

Ramsey, NJ, July 6, 2006 - Strategic Business Systems, Inc. of Ramsey, NJ has won the “2006 Best Practice Award” from AIIM, the Enterprise Content Management Association. The award, nicknamed the “Shoestring Award” for solutions with a total cost of less than \$50,000, recognized Strategic’s implementation of automated data capture technology at St. John’s University.

“St. John’s faced a classic data processing challenge ... getting accurate hand-printed data from source documents into their systems within a short time period. St. John’s is able to scan and process recruiter cards and admission applications in less time with better accuracy than through manual data entry by a small army of temps,” said John Myers, President of Strategic. “There was a dramatic decrease in mail returns due to data entry errors. The fast capture of data gave St. John’s a longer period to market the university to prospective recruits and more time to evaluate prospective applicants. When you consider both the direct cost savings and the improved effectiveness of recruiting and admissions, the return on this investment was much less than one year.”

In the words of John Mancini, the President of AIIM, "This year's award winners support recent AIIM research that shows the importance organizations place on implementing ECM technologies to help them gain control of their documents to ensure compliance, reduce costs and provide continuity. In each of the case studies submitted for the awards, we saw that organizations are driving for ROI that meets or exceeds expectations to enable their organizations to do more, better, and faster while improving processes. There are many success stories here that can be implemented in any industry or organization regardless of size."

- MORE-

The solution was implemented using “OCR for AnyDoc” software and a duplex Fujitsu scanner. For a more detailed presentation of the St. John’s implementation, please see: [http://www.sbsusa.com/caseStudies/AnyDoc/St\\_Johns\\_University.pdf](http://www.sbsusa.com/caseStudies/AnyDoc/St_Johns_University.pdf)

**About Strategic Business Systems, Inc. ( [www.sbsusa.com](http://www.sbsusa.com) )**

Strategic is a well-respected information technology solution provider founded in 1982. Its Enterprise Content Management practice includes document image management, computer output management, and automated data capture solutions. Strategic’s customers include such well regarded companies as Toyota, Goya Foods, Canon Business Solutions, Mikasa, Allied Beverage, Mazda, and many of the entrepreneurial companies that form the backbone of our nation’s economy. For more information, please visit our web site at [www.sbsusa.com](http://www.sbsusa.com).

**About AIIM – The ECM Association ( [www.aiim.org](http://www.aiim.org) )**

AIIM - the international authority on Enterprise Content Management (ECM), is leading the way to the understanding, adoption and use of ECM technologies. These technologies, tools, and methods are used to capture, manage, store, preserve, and deliver content across an enterprise in support of business processes. As a non-profit association for more than 60 years, AIIM provides news, information, and resources through its website and ongoing education through programs that include market analysis, industry standards development, e-learning courses, publications, local chapters and regional events. Complete information about the association, is available on the web at [www.aiim.org](http://www.aiim.org).

###