

Celaton



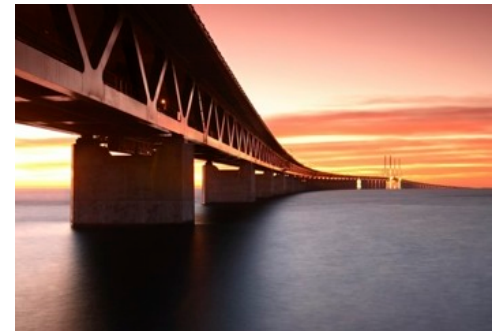
Automating the 'instream'

Bridges are the finest example of efficiency.

Around the world bridges connect people and places enabling shorter faster journeys that were previously long, time consuming and often impossible. Journeys that took hours now take minutes and what was once an effort is now effortless.

We are to the business process, what the bridge is to the journey. For over 10 years, we've been perfecting our business process outsourcing and automation solutions that streamline your critical information processes involving paper. With no capital outlay we guarantee rapid return on investment by significantly reducing your operational costs and increasing the efficiency of your business.

Welcome to Celaton.



"Celaton are unique. Their solutions require low effort but provide high measurable return. The improvements in performance alone are testimony to their ability to impact a business where it really counts"

Nick Willcox
UK Chief Financial Officer
The Carphone Warehouse plc



Our Company

Celaton automates the critical inbound information streams that flow into and through organisations every day. Dramatically transforming the way that paper, email, fax, mobile and electronic data streams are processed and delivering Guaranteed Perfect Input into line of business systems.

Deployed on-site, on-demand or outsourced, we're the only company that seamlessly blends inSTREAM™ technology and out-tasking to connect people, systems and processes anywhere.

With no capital outlay we guarantee a rapid return on investment and an average 74% reduction in transaction costs. Without the need to re-engineer your current processes, you'll significantly increase operational efficiency and transform your business with tangible measurable results.

Did you know?

Celaton inSTREAM™ learns autonomously to perform tasks that normally require human intervention and intelligence such as visual perception and decision-making.

That's the definition of **Artificial Intelligence.**

A photograph of the Golden Gate Bridge in San Francisco, California, taken at dusk. The bridge's iconic orange-red towers and suspension cables are illuminated with warm lights, which reflect on the calm water below. The sky is a deep blue, and the surrounding hills are visible in the background. The bridge spans across the water, leading towards the city in the distance.

"Celaton has exceeded our expectations. Over £1.45 million reduction in operational costs in the first 12 months. However, the improvements in customer experience and the exceptional efficiencies we now benefit from are significant"

Alistair Holt
Financial Systems Manager
Gullivers Travel Associates

Our Customers

Since our origins in 1993, our success has been measured by the results that we consistently deliver to each and every customer to;

- Increase efficiency & visibility
- Ensure compliance
- Reduce operational costs

The Carphone Warehouse plc, GTA Travelport and Asos.com are just a few of our customers. They operate in ever changing, highly regulated and demanding markets where process and control of the right information at a moment's notice makes the difference. The fact is, all our customers demand not only the rapid tangible results that we deliver but also our flexible 'can-do' attitude to address the tough challenges they face every day.

Did you know?

GTA Travelport rely on us to automate the handling of up to 20,000 invoices in 40 different languages every day.

Despite a **200%** increase in transactions it's all done with **50%** fewer people in **1/4** the time.

"Celaton's solutions are incredibly flexible and their approach to us has been outstanding at all levels"

Robert Wilson
Group IT Director
Pentland Group



Our Technology

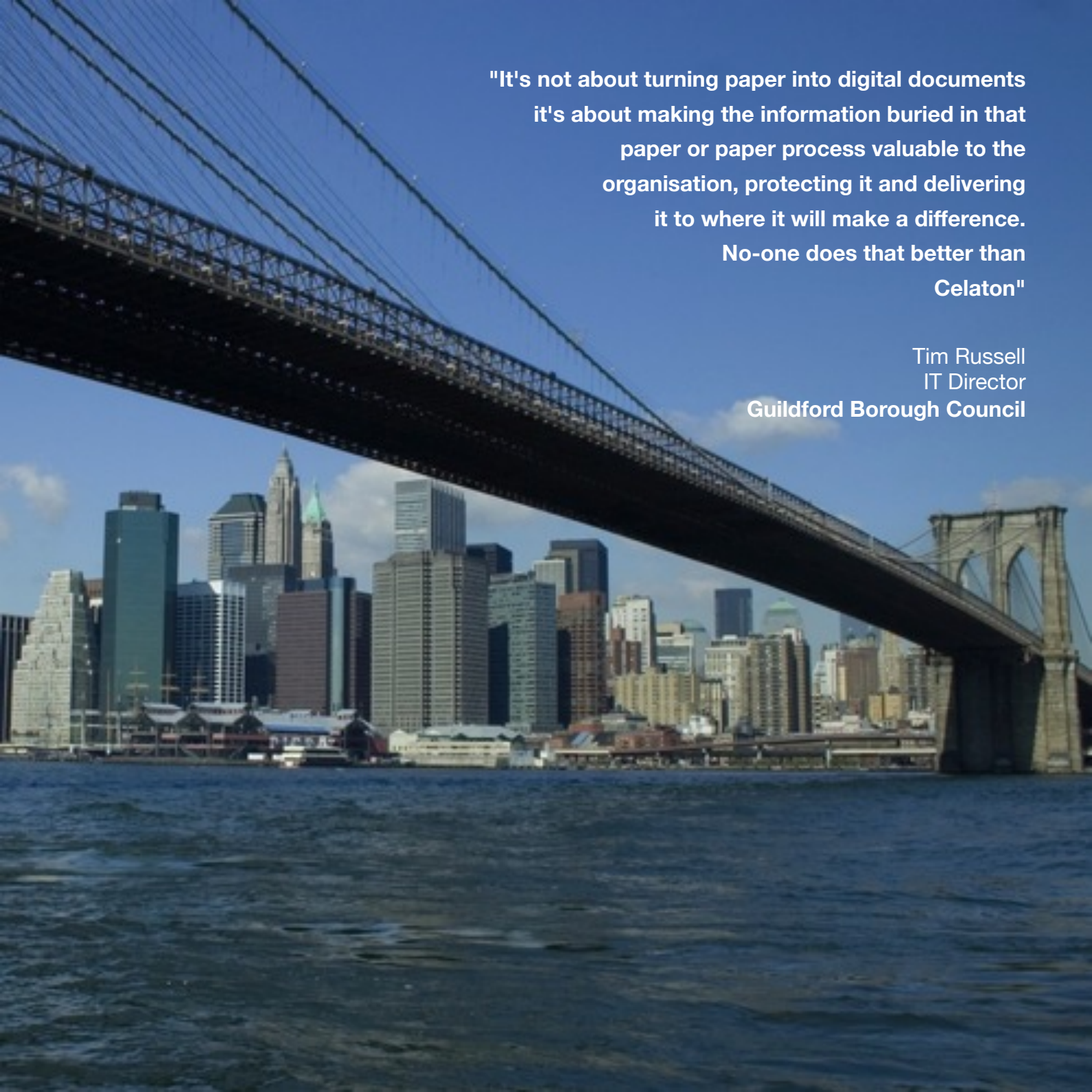
Nowhere is the need for efficiency and security greater than in the inbound information streams (instreams) that drive your business, and yet the processing of this information continues to be one of the biggest issues faced by organisations today.

Regardless of its value or relevance, all the document-centric information you receive every day demands your valuable resources to process it. The human cost alone is staggering, let alone the issues created by delays, errors and lack of visibility.

Our inSTREAM™ technology platform enables us to guarantee you service levels and efficiencies that were previously out of reach. By post, email, fax, web or mobile media, inSTREAM™ captures and transforms all your unstructured, unpredictable and hard-to-manage instreams. On-site or on-demand through our inSTREAM™ hub, the critical data buried in your instreams can be automatically recognised, extracted, validated 'in-flight' and delivered as Guaranteed Perfect Input to your line of business systems with little, if any, human intervention.

Did you know?

inSTREAM™ can not only recognise documents but their content too. Knowing this enables the process lifecycle to be completely automated.



**"It's not about turning paper into digital documents
it's about making the information buried in that
paper or paper process valuable to the
organisation, protecting it and delivering
it to where it will make a difference.
No-one does that better than
Celaton"**

**Tim Russell
IT Director
Guildford Borough Council**

Your information processes

Despite the myth of the paperless office, paper remains the universal common denominator for communications. It's a people thing! Available in all sizes and all colours, this media can be delivered by a postal service, fax or email network that spans the globe, handled and understood by anyone, anywhere on our planet.

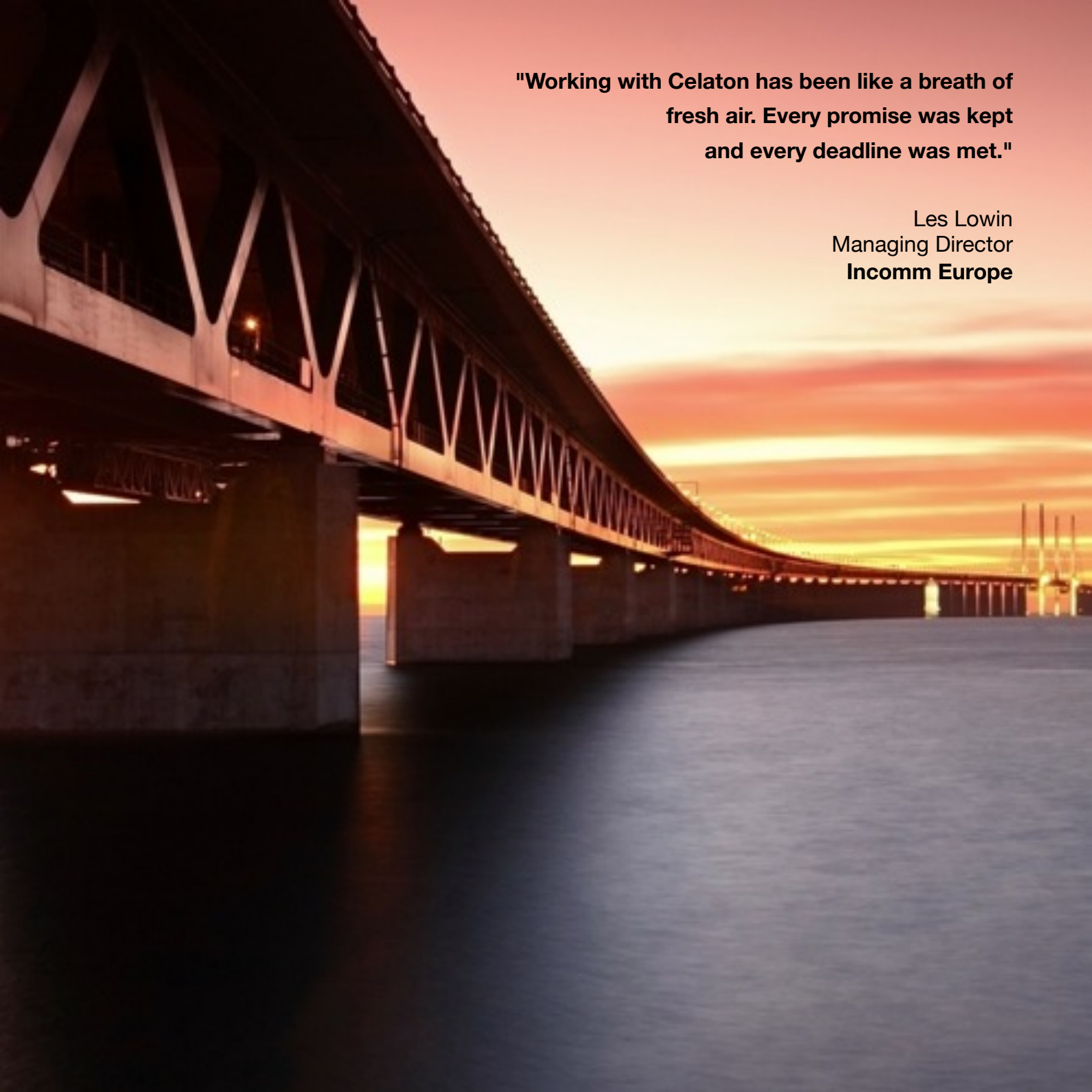
Take a look around your business and you'll realise just how important paper is to you, your customers, your suppliers and yet the high cost and complexity of handling and sharing this information is significant. Extracting what's relevant and valuable in its content is difficult to realise and almost impossible to protect.

It's the paper intensive processes in your Finance, Legal, HR and Mailroom operations where you'll find your greatest efficiencies and why we have developed specific solutions for these four key operations.

Did you know?

The name **Celaton** was inspired by the multi-nutrition tablets that Andrew's mother took every day when he was a boy.

Andrew says "Even today, she always has lots of energy and youthful good looks"

A long, multi-lane bridge spans across a wide body of water. The bridge features a series of concrete piers and a steel truss structure. The sky is a vibrant mix of orange, red, and yellow, indicating a sunset or sunrise. The water is calm, reflecting the colors of the sky. The bridge's lights are visible, and the overall scene is serene and majestic.

**"Working with Celaton has been like a breath of
fresh air. Every promise was kept
and every deadline was met."**

Les Lowin
Managing Director
Incomm Europe

A Unique Approach

Our unique step by step approach enables individual tasks or end to end processes, such as Purchase to Pay, HR Recruitment or Contract management to be streamlined and automated in a highly flexible, modular way.


Some vendors will encourage you to change your processes to suit their software and make huge investments for long-term gain. In reality this represents only the start of a long and often unpredictable journey. We don't believe in that approach and neither do any of our customers. They made it very clear that our technology and service must work their way, not the other way around. They wanted fast return on investment within 6 months and that is exactly what they get.

That's why we deliver our inSTREAM™ technology and document processing as a service with cost efficiencies, guaranteed service levels and rapid deployment within 3 weeks.

Did you know?

All our software **development and support teams** are based at our headquarters in Milton Keynes.

Richard says "We don't sub contract or off-shore any of it it's far too important"



"Their Purchase to Pay solution delivers complete control and visibility across our business. Yet again Celaton have excelled themselves. They may be a supplier, but we treat them like they're part of our team"

Bruce Marson
Director of Shared Services
The Carphone Warehouse plc

A measure of our success

Celaton has been built on the success that we consistently deliver to each and every customer. Continually faced with the challenge to drive down operating costs and increase profits, our customers demand innovative, flexible solutions that demonstrate rapid, tangible results. Understanding our customers, and our customers customer, is essential.

Above all, our customers are our greatest asset. Their continued success with Celaton is evidence of our ability to deliver results, and the reason why so many of the world's leading organisations continue to rely on us. Each success story is testimony to the success that we strive to achieve. We believe that our customer's testimonials speak for themselves, but if you would like to know more, speak with us.

The Carphone Warehouse plc Claim processing

74% Reduction
in process time

45 Reduction
in FTE headcount

£1.1m Return
on investment

Within **10** months

GTA Travelport Global invoice processing

64% Reduction
in process time

45 Reduction
in FTE headcount

£1.4m Return
on investment

Within **7** months

**"To us, knowledge is only valuable for a short time.
With Celaton we can receive information deliver and
act on it while it is still valuable"**

Michael Page
Chief Superintendant
Thames Valley Police



Visibility

Every day, thousands of decisions are demanded of your business from simple invoice & expense approval to complex contract reviews and customer correspondence. With Celaton, technology drives the automated process but your business rules drive the technology. These can be strictly enforced to minimise human intervention and increase automation with the essential 'checks and measures' in place to ensure protection and compliance.

Where managers are required to make decisions and interact with any process, the key information they require is presented in a format that enables rapid approval and/or validation regardless of their location.

Visibility is important. With Celaton, you'll find and extract information that's valuable, while it's still valuable, disregard what's irrelevant before it costs you time and money, validate what's in question, consolidate information from multiple sources, collaborate with external systems, get alerts when you need to know and interact with decision makers.

Did you know?

Outsourced doesn't mean out of sight - Our customers can see everything in real-time.

inSTREAM™ monitors every transaction from receipt and at any point in its lifecycle.

Our Management Team

Our innovative and dynamic management team brings over 120 years combined experience in business solutions and services in sales, finance, marketing and technical roles. Such experience and commitment to customer service is endorsed by the fact that many of our current customers have had successful relationships with Celaton directors for over 20 years.

With 30% year on year growth, we have an established track record of dependability, service quality and flexibility that has gained the trust and respect of customers and industry commentators alike.

Did you know?

Andrew and Gary started working together in 2004, but they have been friends since 1987.

Andrew Anderson, Managing Director

An entrepreneur with over 18 years experience within the IT industry, Andrew has extensive knowledge of communications, messaging and information systems in sales, marketing and technical roles.

Following seven years with The Parachute Regiment, Andrew gained experience as Communications consultant with Copymore Systems plc followed by six years at Amba Communication Systems Ltd as Technical Director.

He founded RedRock Technologies in 1993 and, through acquisition and organic growth, built one of the UK's best known brands in communications and messaging software. Andrew steered the company through IPO and listing on OFEX in 2001. RedRock was acquired by Netstore plc and Andrew joined its management team as Vice President of Product Development

In 2004, Andrew led and funded the management buy out of RedRock Technologies from Netstore plc. In the same period, RedRock acquired DG Tech Ltd and was subsequently renamed Celaton Limited.



Gary Grant, Operations Director

With over 18 years experience within the IT industry, Gary has extensive knowledge of communications, messaging and imaging systems in both sales and technical roles.

Following ten years with HM Forces, Gary gained experience in telecommunications as a field service engineer with NEC. In 1988 he joined Comwave Limited, the UK's largest provider of computer based fax systems and software. He was instrumental in the production and design of the UK's best selling intelligent fax board and within three years, became director of sales and marketing for the group. In 1993, Gary led the management buy out of Comwave's product business and founded Hexar, an international communications company, which became one of the leaders in enterprise fax switching systems.

Hexar was acquired by investors in 1998. Gary founded DG Tech Ltd, a company with specialist skills and IPR in imaging solutions. The company grew through a series of successful acquisitions to become one of the UK's leading providers of data capture delivery solutions. In 2004, DG Tech Ltd was acquired by RedRock Technologies Ltd which was subsequently renamed Celaton Ltd.



Richard Hill, Technical Director

A graduate of Liverpool university with a 1st class honours degree in computer sciences, Richard has extensive experience in the design and development of communications & messaging software applications within mission critical environments. Richard gained experience as a software developer with Concentra of Boston and Chelsea Building Society in London before joining RedRock Technologies in 1998 to build a new development team.



His software development and leadership skills were instrumental in the design and development of all the software Industries created by RedRock which became the UK's best known brand in communications and messaging software. Richard was a key part of the company through its IPO in 2001 and became head of product development at Netstore plc when it acquired RedRock in 2002.

In 2004, RedRock was acquired by management from Netstore. RedRock acquired DG Tech Ltd and was subsequently renamed Celaton Limited. In 2005, Richard became Technical Director, responsible for all technical services, software design, development and management.

Philip Clark, Commercial Director

Philip joined the board of Celaton in October 2009 with responsibility for sales & marketing, commercial and corporate development.

Formerly the Head of Mergers and Acquisitions with Iron Mountain, Philip is a highly experienced and accomplished business manager with over 20 years experience in B2B sales and marketing roles in the technology and information management industry.

After studying at Durham University, he joined Reliance Security Services as a management trainee and became Head of Sales and Marketing for the London region after six years.

In 1994 Philip joined the Computer Integrated Manufacturing Institute at Cranfield University, becoming Projects Director. He founded K2 Systems in 1999 which became one of the UK's leading providers of integrated ERP solutions to the food manufacturing industry. Following the sale of K2 Systems in 2003 he founded HET Ltd, a company providing work based learning for young people and served on the board of two educational charities.



Rob Wirszycz, Chairman

Rob Wirszycz (pronounced 'Veersits') is Chairman of the company.

A former Marketing and Strategy Director of EDS and Director General of the CSSA (Intellect), Rob is a member of the Parliamentary IT Committee, and the Entrepreneurial Panel of the IT Livery Company.

He is an experienced and accomplished mentor and adviser on strategy, marketing and growth planning to software and IT services companies where he holds a number of non-executive chairmanships. He speaks frequently at conferences and seminars on business and technology issues.





"Celaton play a critical role with Street League, BBC Your Game and Football for Hope. Their technology and infrastructure not only provides the essential process and monitoring but also the reporting to ensure that every 'donated dollar' is effectively utilised."

**Damien Hatton
Founder
Street League**

Corporate Responsibility

At Celaton, Corporate Responsibility is not only a continuous commitment to behave ethically and contribute to economic development but to use our expertise and services to support initiatives that make a difference to the lives of others who are less privileged.

Our commitment supports initiatives such as BBC Your Game and the sport for development charity Street League to transform the lives of disadvantaged young people and adults using the power of sport. Our technology powers their structured sport and education programmes that helps build confidence, improve health, extend social networks, and develop skills towards long-term education, employment and independence.

Our return on investment is assured, but not in financial ways. The people who ultimately benefit from our efforts come from a range of disadvantaged backgrounds including homelessness, drug and alcohol abuse, displacement, unemployment, crime, learning difficulties and mental health. Their individual success stories are evidence of our ability to deliver tangible results in many ways, and the reason why we continue to support such worthwhile initiatives.



Trust

Trust is earned. It's an essential part of the relationships we strive to build with our customers. Every relationship is a journey and for many of our customers and our directors, it is something we have shared for over 20 years, regardless of how individual careers have changed and developed along the way.

Above all, keeping our promises and building trust and strong friendships is good for us and for our customers. We like to work hard and along the way, we like to relax and have fun and our customers are a big part of that too.

Regardless of activity, we always ensure that we host small intimate gatherings with the focus on friendship, not business. Some of our events have become regular dates in the annual calendar but we take an interest in any activity that our customers or staff suggest, so from Archery to Yachting, Golf to Motor Racing, when you work with Celaton, it's more than just business.



What next?

What difference would it make if you could significantly reduce your operational costs and increase the efficiency of your business with no capital outlay and guaranteed rapid return on investment?

For all the marketing information you read about us, we believe that our customer's testimonials speak for themselves, but if you would like to know more about what we do and how we do it, speak with us.

Call 0844 2458000 or email info@celaton.com.