



Crawford Technologies Introduces SaaS Post-composition Solution to Technology Dealer Market

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[Crawford Technologies](#), provider of innovative document solutions, announces the general availability of cSimpl (pronounced “simple”). This SaaS document reengineering service was designed for print manufacturers and their resellers. [cSimpl](#) fills the gap for affordable, simplified, optimization software for use by organizations of all sizes. cSimpl delivers greater efficiency, effectiveness and automation to an organization’s workflow.

cSimpl reduces cumbersome and costly manual steps in the customer communication manufacturing process. To address common issues, cSimpl offers a solution for PDF optimization, barcoding, forms replacement, job splitting, postal sorting and more. A base offering within cSimpl is the ability to fix problematic PDF files in the cloud. This eliminates the challenges that come with ripping and printing many slow files on production printers and presses. Additionally, cSimpl makes it easy to connect print files to printers and post-production equipment like inserters and finishing solutions.

“We are excited to bring to market a SaaS service that supports a current business need with a cost-effective market-expanding solution, and also enhances revenue opportunities for our customers,” said Ernie Crawford, president and CEO of Crawford Technologies. “With its ability to re-invent and streamline the process of connecting legacy applications to new modern printers and mail inserters, cSimpl changes the dynamic for dealers to sell more hardware and grow their business while making it easier for their customers to use their printers.”

The cloud-based document reengineering service is offered as a white label solution, so dealers can sell it as their own branded service. It offers a “pay as you go” low cost of entry. It is also fast, easy and inexpensive to implement, making it possible to get into production quickly.

Crawford Technologies will showcase [cSimpl](#) in Booth #N723 at PRINTING United Expo, being held October 19-21, 2022 in Las Vegas.

About Crawford Technologies

Crawford Technologies develops solutions that help enterprises optimize and improve the secure and accessible delivery, storage and presentment of their customer communications. As an award-winning, global provider of products and services with over 1,800 customers on six continents, Crawford Technologies enables some of the world's largest banks, insurers, healthcare providers, utilities and print services companies to reduce costs, simplify processes and streamline mission-critical communications across all channels and in all formats. For more information visit www.crawfordtech.com or [Twitter](#), [LinkedIn](#) or [Facebook](#).