

## Incorporator uses activePDF Toolkit Pro in its award-winning, web-based company formation system, providing incorporation services to thousands of companies.

*“activePDF is an integral part of our world class company formation system. It performs an intricate task with great precision, and always does so to the high standard which we (and the various government companies offices) require. And all this at a more than reasonable price and at less cost than its competitors.”*

*- Neal Macrossan,  
Cofounder,  
Incorporator.com.au.*

<b>Company:</b>	<b>Incorporator.com.au &amp; UKcorporator.com</b>
<b>Industry:</b>	<b>Company Formation &amp; Incorporation (Australia &amp; UK)</b>
<b>Product(s) Used:</b>	<b>activePDF Toolkit Pro</b>

### Solution Spotlight

[Incorporator.com.au](http://Incorporator.com.au) and [UKcorporator.com](http://UKcorporator.com) use activePDF Toolkit as part of an online system that automatically provides a set of cross-platform accessible, legally compliant and legally formatted company formation documents and registers.

### Company Overview

Incorporator.com.au is the trading name of an Australian company, Legal-e, which created the first and only automated online system for the incorporation of any type of Australian company in December 2000. The site is the product of many thousands of hours of logical analysis and construction, writing, programming, reviewing and testing, including extensive confidential testing and feedback provided by a range of external test users. Neal Macrossan and Simon Hart, both former practicing lawyers, used their legal experience and knowledge to create a website aimed at helping individuals form companies easily and quickly. An entrepreneur comes to the site and answers a dynamic series of questions relative to the type of company they would like to start. Then, based on the answers given, the site automatically and immediately compiles the latest necessary paperwork (in accordance with the most recent changes to the Corporations Act). The individual can then print all the legally required pre-completed documents, including the application, and lodge the application at, or mail it in to, an Australian Securities and Investments Commission Service Centre to complete the process. And in an upgrade, this lodging process will be done online. No other competitor has a system for the automated identification and creation of all the necessary and legally compliant company formation documents and registers.

Since its launch, the Australian website has received very high accolades from the business sector, the Internet community and, most importantly from its customers. For the implementation of the site, Incorporator received three highly prestigious awards including the Australia-wide CCH Legal Technology Award (2001) and the Asia-Pacific Queensland ICT Best IT Start-Up Company Award (2001).

With the huge success of the site in Australia, Macrossan and Hart, together with the backing of the third business partner, Brendan Muller, took the idea to the much larger UK market (400,000 plus new incorporations per year) and launched UKcorporator.com in 2003. The success of the UK site is quickly catching up to that of its Australian predecessor and together the sites provide thousands of entrepreneurs the ability to quickly and easily incorporate their business ideas.

### **Business Challenge**

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Due to the fact the Australian website was launched using activePDF from the start no prior processes were in place. Most competitors still use off-line methods starting with a customer finding them in the yellow pages, phoning the company who faxes them a preliminary form, completing the form and faxing it back. The company then determines what documents are necessary, manually puts them together, gets them signed by the customer and then files them appropriately. At most, the more advanced competitors have mere automated online ordering systems whereby, following the placement of the online order, actual individuals must take over the back-end function of determining, drawing up and finalizing the necessary company formation documents and registers. Macrossan and Hart knew that faxing forms and mere online ordering wasn't enough and that to exceed the industry competition an intelligent, dynamic and automated solution was needed.

### **activePDF Solution**

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By implementing activePDF, both sites, Incorporator.com.au and UKcorporator are able to provide an online ordering system that also automatically compiles the appropriate up-to-date documents in the legal format required. Incorporator was built using Microsoft® ASP (JScript) and Microsoft SQL Server 2000. User company incorporation data is obtained via an interactive online, artificially intelligent interview process, then it's gathered into a relational database and, following payment, activePDF Toolkit Pro is utilized to fill PDF template fields. The resulting set of documents is then downloaded for signing and subsequent company incorporation. UKcorporator data is gathered (again via an interactive online, artificially intelligent interview process) using a PHP driven website running on a Linux server with Apache and MySQL. Once the user incorporation data is complete the data is converted to XML form and sent to an Active Server Pages script on the Incorporator.com.au server. The XML is then used with activePDF Toolkit Pro to populate form fields in the UKcorporator.com templates.

### **Why Incorporator & UKcorporator chose activePDF**

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By using PDF, they are assured that every set of documents created is easily accessible and that it maintains the proper appearance and formatting regardless of the platform/system which the customer uses. After looking at other alternatives, activePDF was chosen for its price and degree of functionality offered. Macrossan notes that the benefits of using activePDF Toolkit Pro include ease of integrating activeX with ASP, value for the cost and powerful manipulation functions. For Incorporator.com.au and UKcorporator, "activePDF is an integral part of our world class company formation system. It performs an intricate task with great precision, and always does so to the high standard which we (and the various government companies offices) require. And all this at a more than reasonable price and at less cost than its competitors."