

## IND Corporation

### *IND Corporation* Uses activePDF Solutions to Transform a Client's Entire Workflow by Eliminating Paper Waste and Streamlining Communications

#### Company

IND Corporation

#### Industry

IT Consulting

#### Product(s) Used

activePDF Server  
activePDF DocConverter  
Microsoft® SQL Server  
Database  
Microsoft ASP.NET®

#### IND Corporation

- Provider of comprehensive IT services, including certified network engineering, helpdesk solutions, and software and web site development.
  - Location: Parsippany, New Jersey
  - Founded: 1990
- [www.indcorp.com](http://www.indcorp.com)

#### ■ Company Overview

IND provides strategic technology guidance, software development, network integration and PC helpdesk services that eliminate headaches, reduce expenses, and increase business performance, allowing clients to achieve the most value from their IT investments. IND's experience in both complementary and fully outsourced managed services, combined with their innovative Web portal, provide real ROI for clients and account for their history of success since establishment in 1990.

#### ■ Business Challenge

Success Communications Group, a rapidly-growing advertising agency, approached IND for assistance in developing an application that would allow employees to track advertising projects from client order to invoice. Previously, the company employed a manual, paper-based method for managing their projects; however, this proved impractical as the company expanded, receiving an average of 6,000 orders each month. After working with Success Communications to define the functional requirements of the new system, IND business analysts and software architects quickly developed a streamlined workflow management application, dubbed AdWorks. Built using ASP.NET and Microsoft SQL Server, AdWorks is entirely web-based, enabling employees to login from any web browser and view client orders, upload project-related files, and submit completed projects for review, approval, and billing. Clients can also login to view reports, which were converted on the server then displayed as PDF, leveraging the format's cross-platform support, visual fidelity, and the ubiquity of PDF viewers.

Though simple to use, the original PDF applications tested by IND throughout their analysis process were subject to several undesirable side effects. Most PDF conversion solutions required that the native application be open during conversion, which would result in excessive memory utilization and additional processing increasing infrastructure costs. Many of the tested products also proved unable to handle the expected bandwidth, experiencing crashes or hangs during high volume processing. Additionally, the tested applications typically generated

### Solutions

- Web-Based Workflow Management
- High-Volume Document Conversion

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a copy of each PDF on the client machine, leaving employees with multiple versions of the same document, when only one needed to be retained. The development team at IND knew that a more reliable and automated solution was required. "We wanted a way to just browse to the file that needed to be uploaded and have it turned into a PDF and saved in one click... many of the products we quality tested could not handle the workload and would lock up," cited Steven Evans, Account Manager for IND. It was important that the PDF component be completely transparent to end users in order to minimize training requirements and avoid confusion. With these goals in mind, the developers searched for a server-side PDF converter that could easily be integrated into the AdWorks application.

### ■ activePDF Solution

Following its analysis of potential solutions, the team at IND selected a handful of converters for evaluation. Deciding on activePDF DocConverter due to its support for over 280 file types to PDF as well as the ability to perform well under stress, developers were confident that DocConverter could easily convert all Success Communications' documents and handle the company's high volumes. "[DocConverter] provided the most benefits for the cost," recalled Evans, adding, "The price was very reasonable." Shortly after installing DocConverter, the development team set to work integrating it with AdWorks and soon introduced a streamlined, more reliable version of the mission-critical application.

Converting a document to PDF and uploading it to the Success Communications database is still accomplished from a single page within AdWorks. Employees simply access the application through a standard web browser, select the upload option for an insertion order, and browse to the file to be submitted. The file is sent to the DocConverter server, where it is converted to PDF using the specified settings. At this point, the output PDF file is saved directly to the SQL database, without creating any client-side files. A true multi-threaded converter, DocConverter allows for simultaneous processing of multiple files with no crashes or hangs, improving the overall performance for Success Communications employees and customers alike.

### ■ Results

Although the PDF conversion technology is virtually transparent to the end user, the benefits of integrating DocConverter with the AdWorks application have been made obvious by the performance of the application and lack of support calls or training requests. "DocConverter works without locking up and we don't have to

activePDF

train users on separate steps in the process," says Evans, citing user adoption and streamlined processing as the primary advantages of the DocConverter component. The combination of A dWorks and D ocConverter has afforded Success Communications a highly effective document management solution, allowing projects to reach completion quicker than ever before. "DocConverter does what we need and we have not had any issues," states Evans, "activePDF offers a great product for a great price; I would recommend them to anyone who needs a server-based PDF solution."