

Automating to PDF

Drawloop Technologies, Inc. has changed the way its customers create and package documents that are used to sell and service their products. Zillion spoke with Mr. Jim Roberson, co-founder of Drawloop. "It's a vision come true," he says. "The labour intensive processes are over."

Drawloop was established in 2001 by Jim Roberson and Todd Mezrah, originally focusing on automating sales proposals and other documents that were compliant sensitive in the financial services industry. In those early days the company operated under the agentLIFE brand, but changed its name to Drawloop when Roberson and Mezrah came to the conclusion that their technology had a broader appeal and allowed for the automation and packaging of any Microsoft Office, Excel, Word or PowerPoint document. "We started to approach company sales teams that needed their documents to be dynamic and combine two or more separate documents to one file that can be delivered to the end customer," explains Mr. Roberson.

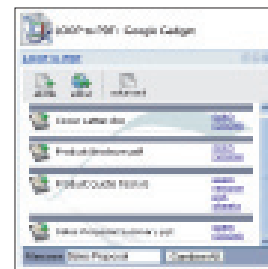
Drawloop, which currently employs twelve people, offers two core services.

The first one is a free, consumer focused service, that allows anyone to convert and combine files to PDF through a web application. Mr. Roberson says: "Not only do we offer that service directly from our website, we also provide it as an add-on to Firefox (the web server), as a Google gadget and finally through various on-demand platforms such as Salesforce and LOOP API." In addition, Drawloop offers its services through other enterprises, who like to give their clients the opportunity to use the convert and combine PDF functionality within their applications. Meanwhile over 40,000 users have discovered the advantages of the convert and combine PDF services.

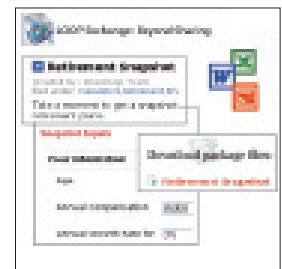
Drawloop's second service is focused on automating documents for enterprise clients. "We have recently launched a global application, that allows anyone to automate and web-enable documents," says Mr. Roberson, who goes on to explain that you can securely upload any Microsoft Excel, Word and PowerPoint files to build Dynamic Document Packages and share them as web-based solutions. LOOP Exchange leverages LOOP's core document-building capability, so that the user can easily add any PDF, JPG, HTML, XML, TEXT, BMP, GIF, PNG, Publisher and Visio files to the Dynamic Document Package and deliver the solution as a single PDF.

"We're addressing a huge, virtually untapped market," says Mr. Roberson. "Thousands of businesses around the world have been using Microsoft Office

files for years now. We are helping these companies deploy their Microsoft Office documents and securely share Dynamic Document Packages on the web and thus increase their efficiency." Mr. Roberson adds that it is a challenge to create new ways for businesses to think about file sharing and automating documents. However, the feedback Drawloop has received so far has been phenomenal. "The Google gadget was launched a couple of weeks ago, and we've received some great reviews," Mr. Roberson says.



loop to pdf Google



loop exchange

Drawloop intends to continue to integrate its service with as many partners and third parties that are out there, as well as extending it to other on-demand platforms. In the near future the company is going to integrate its technology with a print and overnight service, initially in the Western United States.

