Enterprise email gets a brain with FormVerse

FormVerse transforms email from a communications deluge into a powerful, low-cost, and easy to use business process application system

Forget the attachment. Drop the laundry list of cc'd recipients. Relax about data leakage. FormVerse Inc.'s patented software transforms enterprise email from an information flood into a goldmine of data, organizational structure and intelligence all within a system that your staff already knows how to use.

"This isn't e-mail as you used to know it," says FormVerse CEO and President Kirk Deininger. Instead, FormVerse is an advanced enterprise software system that leverages a client's existing investment in Microsoft Outlook and Microsoft SQL Server technology and transforms it into a framework for automating and streamlining key business processes. Everything from travel requests to mission critical strategic decisions can be automated with FormVerse. The key is FormVerse's ability to integrate customized forms into the email interface. "We add structure to the email," says

Deininger. "And we do it in a way that's easy, simple to use, and where the key software infrastructure — email — is already in place." The result is a low-cost, highly flexible structure for automating business processes within a framework in which employees already spend nearly half of their working day. But, most importantly, data from these forms and workflow is automatically stored in a SQL Server database. Once there, that data can easily be integrated into our customers other enterprise applications and databases. "There is an enormous use case here for companies of all sizes", said Deininger.

Why Ottawa

FormVerse has received guidance and strategic advice from Invest Ottawa, the city's leading economic development agency for start-ups and emerging companies. Invest Ottawa is a one-stop knowledge-based business incubator, delivering economic development programs, mentors, market

Fast Facts

Corporate profile

FormVerse is an innovation leader in the cost-effective automation of business processes. The company's software is an advanced application engine that uses patented Active Structured Email™ to turn Microsoft Outlook into the framework for automating and streamlining key business processes, from travel requests to mission critical strategic decisions.

Why Ottawa

Invest Ottawa was a key partner in bringing FormVerse from idea to reality. Through Invest Ottawa, FormVerse was selected for participation in the Canadian Technology Accelerator program. As a result, CEO Kirk Deininger spent three months at the Plug and Play Tech Center in California, learning the latest in VC fundraising and taking part in international networking events.

Business Advantage

Existing business process improvement solutions require a new software infrastructure, arduous employee training, and thus are often too expensive to automate any process in an enterprise that is not mission critical. FormVerse is positioned to provide these businesses with major low-cost, rapidly adopted efficiency gains, since it runs within a company's existing email system.

development process and time to market. Deininger and FormVerse cofounder Andrew Moffat, both veteran IT executives and entrepreneurs, credit Invest Ottawa as a key partner in bringing FormVerse from idea to reality.

Business Advantage

According to IDC, business process improvement is worth $16 billion annually, and a growing global market where FormVerse is strategically positioned with a new, agile approach. "We're the only software company that can provide Business Process Automation right within Outlook," says Deininger. Existing business process automation solutions require an entirely new software infrastructure, arduous employee training, and thus are often too expensive to automate any process in an enterprise that is not mission critical. In addition, those tools are way too costly for small to medium-sized enterprises. FormVerse is perfectly positioned to provide these businesses with major low-cost, rapidly adopted efficiency gains, since the software runs within a company's existing email system. About 80 per cent of corporations and over one billion users worldwide use Microsoft's Outlook email program. That is the same program that FormVerse uses as a transport mechanism for routing forms.

FormVerse also provides clients with a way to easily integrate data from email forms with other enterprise applications. "We can pull a copy of the data out of those email forms and use it with other applications, so email can now be a feeder for those other applications," says Deininger.

Future Growth Plans

FormVerse is sold as an enterprise software license, through direct sales and a channel of Value-Added Resellers (VARs). The company is also at work creating a version to integrate with Microsoft's Office 365 platform. Deininger says its customers include companies in Logistics, Pharmaceuticals, Oil & Gas, Mining, Engineering and many other industries. With more than 80 percent of business processes still not automated, FormVerse is positioned for enormous growth. "This is a wide open field for us," says Deininger. "We see big things in the future."

Contact information

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FormVerse adds structure to email.
And we do it in a way that's easy, simple to use, and one where the
key software infrastructure, email, is already in place.
— Kirk Deininger, CEO, FormVerse Inc.

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