

We bring processes to the business level!



The headquarters of Papyrus Software is located in the Vienna metropolitan area. The company maintains numerous other branches worldwide – from Dallas to Singapore

Interview with



Annemarie Pucher,
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PAPYRUS
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Founded in 1988, Austrian software developer Papyrus Software has grown into a global player with its digital platform for business communication and process management. The company's formula for success: reliability and innovation. In the fast-moving software industry, this strategy is paying off – while many are only beginning to explore AI, Papyrus Software has been leveraging innovative technologies for decades. In an exclusive interview, Managing Director Annemarie Pucher shares the challenges her customers are currently facing and the growth opportunities the company is pursuing.

Wirtschaftsforum: Ms. Pucher, Papyrus Software has been a powerful partner for digital communication and document management for 37 years – how exactly do you support your customers?

Annemarie Pucher: Essentially, we provide a platform as standard software that covers the entire lifecycle of business communication – because no-

wadays every area of a company is almost inseparably linked with process management. Our customers can then use this platform with intuitive tools tailored to their specific application environment. Alongside an easy user experience, the reliability and stability of our solution is also of crucial importance: Many companies are bound by contracts that have existed for decades, which must be trace-

able at all times – even when individual documents are in fact older than Papyrus Software itself.

Wirtschaftsforum: How important is continuous innovation in this context?

Annemarie Pucher: Innovation is certainly just as fundamental to our ongoing success. At the same time, thanks to our

decades of experience, we can serve as an important point of reference for our customers. Right now, of course, there is a lot of discussion around AI. The technology itself is now widely known – but in terms of concrete use cases as well as questions of security, a great deal of uncertainty remains.

Wirtschaftsforum: Papyrus Software has been working



The well-established consulting expertise of Papyrus Software is an important foundation of the company's lasting success



Regular lectures and company events provide excellent networking opportunities

with machine learning and artificial intelligence for decades. Does the current AI revolution overshadow everything that came before – or is it simply the opening of a new chapter?

Annemarie Pucher: It is another chapter in a long story – we already patented our first AI in 2008, when hardly anyone was particularly interested. Now, with GenAI, a new spectrum of possibilities has opened up. We are collaborating with IBM, which provides us with a self-learning agent. IBM guarantees the correctness of the results, which is not only an important mark of trust but also a fundamental business requirement so that our customers can use the agent with confidence.

Wirtschaftsforum: Besides AI, where are your customers' greatest pain points right now?

Annemarie Pucher: Especially in German-speaking countries,

the range of document management systems has thinned out significantly in recent years, as many providers have sold their divisions and discontinued service for existing products. As a result, many of our customers now face the problem of having to migrate their existing landscape to a new solution. Many imagine this to be a dreadful Sisyphus task, involving manual work and enormous costs. Two years ago, however, we introduced a reliable converter to the market that can automatically convert around 90% of the data inventory, which has significantly streamlined the process. This reduces manual steps to an absolute minimum and saves considerable time and costs.

Wirtschaftsforum: Which innovations are currently especially important for Papyrus Software?

Annemarie Pucher: Today, most users face the challenge

that they no longer understand their transactional data. To reduce the associated complexity as much as possible, we enable our customers to work consistently in their business language, with data automatically mapped – without users having to define complex logic in difficult programming languages. This way, we truly bring processes to the business level – not only reducing complexity in a sustainable manner, but also providing a meaningful answer to the massive impact of the ubiquitous shortage of skilled workers in IT.

Wirtschaftsforum: What further goals has Papyrus Software set for the near future?

Annemarie Pucher: We are currently focusing on further growth, as we firmly believe that our comprehensive and robust system – enhanced through our collaboration with IBM – can best serve and support

our customers. To this end, we want to be represented in all our markets with appropriate consulting and sales teams, while also relying on a strong partner network. In addition to our four development centers in the Vienna area, Düsseldorf, Barcelona, and Italy, we are present in all relevant markets such as Singapore and the USA with our own local headquarters, which implement our software solutions and provide support. This allows us to always remain close to our customers.