



ImageTag Welcomes Its Newest Customer – The Breakers Palm Beach

**Legendary Resort Destination to Further Enhance Operational Efficiency
and “Green” Initiatives with Assistance from KwikTag, the Leading
Transactional Content Management Solution**

Tempe, AZ September 15, 2011—[ImageTag](#) today announced that [The Breakers Palm Beach, Inc.](#) is now a customer of KwikTag, ImageTag’s market-leading transactional content management (TCM) and workflow automation product embedded in [Microsoft Dynamics®](#) ERP systems AX®, GP® and NAV®. KwikTag TCM combines paper and electronic document imaging, content-based search and retrieval with routing and approval workflow, all in the context of business processes and enterprise business systems. The Breakers Palm Beach, is owned by Flagler System, Inc. which specializes in hotel, private club, oceanfront apartment rentals and residential property management, real estate brokerage, dining and luxury retail operations. The Breakers Accounting and Finance Departments implemented KwikTag in only days using the KwikStart™ implementation methodology. After only one day, Accounts Payable was live with KwikTag, processing over 100 invoices with minimal training. The finance department is benefiting from real-time availability of capital projects payables transaction information as they no longer have to wait to receive physical documents.

As an iconic resort property with the highest caliber reputation and standards that achieved the AAA Five Diamond Award, The Breakers chose KwikTag for its ease of use, integration with their accounting system Microsoft Dynamics GP, and ability to quickly return value on their solution investment. Transactional content management is also part of The Breakers’ strategy for ongoing green lodging initiatives – conducting business in step with environmental efforts.

“The KwikTag solution provides The Breakers with immediate value by increasing visibility to critical documents. We have eliminated the filing process associated with certain transactions entirely and will save significant time previously spent searching for, rescanning and emailing accounting records. KwikTag fit in to our existing process without effort and the implementation resulted in increased efficiencies with few subtle changes. We are already planning future uses,” said Jorge Cabrera, Director of Accounting and Technology Services, The Breakers.

Randy Eckel, CEO of ImageTag, said, “We welcome The Breakers to our list of customers. We are pleased that they enjoyed immediate benefits within hours of implementation. KwikTag fulfills customers’ critical missions for efficiency and cost savings, and advances The Breakers’ important environmental initiative.”

To see a demonstration of KwikTag, please visit www.kwiktagdemo.com or contact us to hear about our fall pricing promotions at 1-888-KWIKTAG or online at <http://info.imagetag.com/contact-us>.

About ImageTag, Inc. and KwikTag - KwikTag® by ImageTag is the market-leading ERP-embedded and enterprise-scalable transactional content management solution. Implemented in days and easy to use, KwikTag delivers document imaging, content-based retrieval, instant audit, workflow routing, approval and tracking for greater cost control, accuracy and efficiency. KwikTag is fully embedded in Microsoft Dynamics GP, AX, NAV and Microsoft SharePoint or can be used stand-alone throughout the enterprise. KwikTag balances a complete solution with affordability for the quickest ROI and lowest TCO. Applicable to any industry, KwikTag automatically links paper and other electronic documents directly to Microsoft Dynamics transactions and records, or standalone, in the context of the business process. KwikTag streamlines processes and increases productivity while supporting disaster recovery. Its process and capture method is so unique that these innovations are protected by six U.S. patents, as well as numerous foreign patents. Learn more at www.imagetag.com.

About The Breakers Palm Beach - One of America's legendary resort destinations, this 540-room, Italian Renaissance-style hotel resides on 140 acres of oceanfront property in the heart of Palm Beach. The Breakers was founded in 1896 and is listed on the National Register of Historic Places, and continues to thrive independent of chain affiliation. Renowned for its gracious service, the resort indulges its clientele, whether couples on a romantic getaway, multi-generational travelers on a family vacation or large gatherings in celebration. With the commitment of its long-standing ownership, descendants of founder Henry Flagler, The Breakers invests \$20 million each year in the property's ongoing enhancement to ensure it remains appealing to future guests. Following a comprehensive ten-year \$250 million revitalization, its timeless atmosphere -- from its magnificent interiors to its artfully designed landscape -- has been renewed in a style of relaxed elegance. For more information please visit www.thebreakers.com.

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