BayBridgeDigital and Parashift Offer Salesforce Users Easy Access to process automation & AI for New Value-add Services

Collaboration expected to speed adoption of process automation by Salesforce community through proliferation of OCR solution

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Parashift, a provider of modern, machine learning-powered Intelligent Document Processing (IDP) software, has just announced a solution partnership with BayBridgeDigital, a leading technology company headquartered in New York and specialized in Salesforce technologies, among others. The partnership enables Salesforce clients to automatically classify and capture any kind of documents, making data instantly actionable.

BayBridgeDigital's extensive Salesforce know-how and deep industry expertise combined with Parashift's IDP solution empower businesses to take significant steps in their digital transformation. Critical business processes that rely on document data can finally be streamlined in a reliable and cost-efficient manner. An ever-increasing number of ready-to-use solutions for industries like retail, healthcare, insurance & financial services as well as energy & utility makes it easy to get started. Implementation projects are thus drastically shortened and meaningful business results are achieved more quickly.

For specific customer requirements, Parashift provides a drag-and-drop experience that doesn't require writing complex code. This means that business users can now easily and quickly create automation themselves to increase process efficiency and improve time-to-value.

"BayBridgeDigital is a phenomenal company with a great track record. Together, we can provide powerful AI technologies to help companies address cost pressures and regain enterprise-wide agility," said Alain Veuve, CEO of Parashift.

"Incorporating document data, regardless of type or volume, into an automated workflow can truly change the way people work and businesses use data. The new integration with Parashift unlocks the value of documents by automating and simplifying repetitive data entry, enabling organizations to make data-driven decisions faster," said Guy Jerusalmi, COO of BayBridgeDigital.

About BayBridgeDigital:

BayBridgeDigital is an innovative global consulting company. Headquartered in New York with offices in Paris, London and its technology Hub in Tel Aviv, BayBridgeDigital is a leading provider of retail-specific cloud and mobile software, driving digital transformation for the world's largest companies. BayBridgeDigital is an «industry cloud» pure-player specialized on Salesforce, the world's #1 CRM provider. BayBridgeDigital helps companies in diverse industries on what they do best through an ever-evolving suite of digital transformation services on the saleforce platform.

For more information, visit: https://baybridgedigital.com/

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About Parashift:

Parashift AG, founded in 2018, is a deep-tech company focusing on the autonomization of document extraction through machine learning. Parashift is based near Basel (Switzerland) and employs around 30 people in the field of machine learning engineering and development. Forbes named Parashift 2019 as one of 30 promising AI startups in Europe.

For more information, visit: https://parashift.io/en/

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