



GOING GREEN: CERENADE E-FORMS SOFTWARE SAVING TIME, MONEY & TREES

(INGLEWOOD, Calif., April 13, 2009) A pair of Inglewood entrepreneurs is responsible for saving hundreds of trees each day, thanks to the effectiveness of their Cerenade electronic forms software.

- Besides saving paper, their clients are also saving valuable time and money by automating their forms processing and records management. Their Cerenade software has become a vital tool during the current recession.
- “From local law firms to the U.S. Department of State, our clients are converting thousands of paper forms to digital records that meet the stringent security standards of the federal government,” said Behdad Payami, co-founder and vice president of sales and marketing for Cerenade. “Our forms engine can convert paper forms and PDFs into interactive E-Forms that automatically perform the design, fill, sign, save, print, email and archive functions involved in digital records management.”
- Since 1992, Payami and co-founder Phillip Yadidian, Cerenade’s president and CEO, have focused on the growing mid-market of schools, universities and small companies. But thanks to the usefulness of their software, and the efficiencies built into Cerenade’s core architecture, they can now serve the world’s largest corporate and governmental clients, often responding more adroitly than their larger software competitors.
- Payami and Yadidian both emigrated to the U.S. from Iran, and after college, went to work in the computer software industry. Their paths first crossed at Locus Computing Corporation, but when the workload slowed because of the sluggish economy, they were laid off. They decided to start their own company from a tiny office they shared in the City of Industry. From that recession to this, they have forged a unique niche in the software business.
- “Back in the ‘90s, we were inspired to focus on e-Forms when Phillip had to wait in line for three hours just to pick up an immigration form in downtown L.A.,” Payami said. “He made a mistake while filling it out, and faced another three-hour ordeal just to get another copy of the form. I recreated the form on my computer, and it met all the government’s requirements. It sparked a concentration on legal forms that produced our popular EILA, Esq., EIMMIGRATION, and JCF-Lite products.”
- Since the year 2000, Payami and Yadidian have developed Visual E-Forms, a software engine and user-friendly “wizard” that enables any organization to move from antiquated paper systems to an all-digital, integrated forms management system. Clients’ staff members previously dedicated to data entry and manual records management are able to be reassigned to more productive functions.
- Over the years, Cerenade’s forms processing and management tools have progressed from floppy disks and CDs to the desktop and now the Web. Not surprisingly, Payami and Yadidian have stayed ahead of the market by anticipating the needs of their

customers. • “One of our best ideas was to have our software developers provide technical support to our clients,” Payami said. “No one knows the adage, ‘time is money,’ better than our customers, and we provide all the back-up they need in a single phone call.” • Cerenade is riding the crest of the paperless wave. The federal Paperwork Reduction Act, Section 508 of the Rehabilitation Act for accessible facilities, and reviews by the Office of Management and Budget all add impetus for the automation of forms and data management by government agencies at all levels. • At the same time, the current state of the economy has compelled private companies of every size to find ways to operate more efficiently. Cerenade’s products enable organizations to automate their forms processing, complete with secure online signature and authentication. Payami predicts that E-Filing will become “the next big thing.” • “Being located in Inglewood, so close to LAX, is a great advantage for us, now and in the future,” Payami said. “Our building at 9800 South La Cienega provides us with excellent space, convenience and security at a very reasonable price.” • Cerenade’s success has drawn the attention of Inglewood’s business community. “Behdad Payami and Phillip Yadidian have passed muster with no lesser authority than the State Department,” said Marc T. Little, general counsel and chief operating officer of The Forum, who also serves as president of Inglewood Partners for Progress. “Their clients range from Amerada Hess and Shell Oil to the U.S. Department of State. They even provide the platform for the federal government’s financial disclosure form, so you know their software is secure.”

Inglewood Partners for Progress is a public/private partnership between the City and its largest employers. Together they work to build business for Inglewood while enhancing the experience of visitors to its celebrated sports, entertainment, medical and shopping facilities. Partners members include The Forum, Hollywood Park Land Co., Hollywood Park Casino, Centinela Hospital Medical Center, Inglewood Park Cemetery, Los Angeles World Airports, Inglewood/Airport Area Chamber of Commerce, and the City of Inglewood.
