



OVERVIEW



THE TOP THREE WAYS TO JUSTIFY YOUR DOCUMENT IMAGING PROJECT

1. Prioritize your project drivers
2. Identify the areas that have the most to gain from the project
3. Get buy-in from all stakeholders with a concrete Return on Investment

ABOUT CAPTARIS, INC.

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax®, Captaris Workflow™ and Captaris Alchemy is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ National Market under the symbol CAPA.

Know How I Got My Document Imaging Project Approved in Record Time? I was Justified. Are You Justified?

Why is document imaging so important? When document imaging first hit the scene the primary driver was to make our organizations more efficient. Then came regulations and corporate accountability, and our attention turned to risk reduction and compliance. Compliance left us no alternative but to champion solutions that help mitigate risk. As often is the case, history repeats itself as budgets for scanning and capture implementations are once again being justified by efficiency and productivity gains. Now, the battle cry of management is once again the familiar charge to lower costs and squeeze more work out of the same resources by increasing productivity.

Recent industry research is supporting this shift in business drivers. For example, IDC Canada research suggests that **\$14,000 worth of productivity is lost per worker per year here due to a worker's inability to find the data they require to do their job.** That is a lot of money wasted—wouldn't you like to have that back?

What are the two most important reasons for implementing scanning and capture technologies in your organization?

	All	AIIM	Outside
Total	402	224	178
Compliance reason	28%	24%	33%
For leadership or competitive advantage	9%	4%	16%
To improve efficiency and productivity	73%	82%	61%
For risk management or business continuity	26%	27%	25%
To improve customer service	30%	30%	29%
To reduce costs	25%	15%	38%
For faster turnaround, improved response	25%	25%	24%
To increase profits, improve financial performance	7%	4%	11%

2007 AIIM Capture Survey

1. Prioritize your project drivers

What are your most important reasons for implementing scanning and capture technologies in your organization?

You are one of the people who 'gets it' and you are certain your organization would benefit from document imaging—but how do you justify the investment? You know that document imaging is simply a business tool that can increase productivity and make your business more profitable. It is similar to a laptop, a copier or telephone system; all of these items are business tools that make you more productive. Defining your problems and solutions in terms of greater employee productivity allows you to define a clear return and justify the investment.

A well thought out document imaging implementation helps your operation to grow without constantly adding more clerical staff, and it produces tangible hard dollar cost savings from reduced expenses on supplies, floor space and labor costs. So what's your strategy? Hang posters around the office

proclaiming, “Hey Paperhead, file cabinets are dead!” Ambush the biggest tree killers by covertly sticking a “File Me” sign on their backs? Or justify your document imaging solution in clear terms of dollars saved?

Here are several areas where you can look for cost efficiencies and productivity improvements to justify your document imaging solution.

2. Identify the areas that have the most to gain from the project.

Who has the most to gain from document imaging and who has the most to lose if you put the project off?

Hard Costs

Paper, copier supplies, file cabinets, floor space, off-site storage; all contribute to unnecessary costs and subject organizations to loss or damage. What is the cost per square foot of your office floor space? What do you spend each year on off-site storage? How much is spent on file folders, copy paper, copiers, fax machines and printers? Paper not only costs hard dollars but the practice of making a copy “just in case”, or making a copy and throwing it away, is costly and exposes sensitive information to risk. Document imaging doesn't guarantee a paperless office but it does save hard dollars.

Administrative Staff Time

Ask Finance what the biggest company expense is and they will probably say payroll. Tools that empower people to do more in less time are easy to justify. Keep in mind the IDC Canada research we mentioned earlier: \$14,000 per worker per year can be lost! What is the fully burdened cost of your employees per hour and how much of their day is spent filing paper and looking for the information they need to do their jobs? Now apply that consideration to Management; what is the fully burdened salary for your Managers and how much of their day is wasted waiting on information? Additionally, a common organizational goal is to keep growing without adding employees. This means that solutions to facilitate quick access to your information can minimize the need to hire clerical staff for busy seasons and audits.

Customer Service

More than 75 percent of companies say inadequate information in commerce, marketing and service organizations is hampering their ability to deliver satisfying and profitable customer experiences, according to a survey by ATG (Art Technology Group, Inc.).

Customer loyalty is on the decline and the quickest way to lose a customer is to provide poor customer service. Companies spend a great deal of money to recruit customers and earn their business but if we don't take great care of them, shopping a competitor is just a click away. If a customer needs service you can quickly respond to their needs if your customer records are in one place and easy to search. How much time is spent locating customer records when responding to an inquiry? Do you delay customer response while representatives search for paper files, make copies and refile documents? How would customer service improve if you had a digital archival tied to your CRM system? If a customer has a question concerning their bill, how much time on the average is spent responding?

Accounts Payable and Receivable

Small improvements in collections yield big gains for company cash flow. Clients will delay payment by asking for additional copies of purchase orders, invoices and statements. Days can be shaved from the collection cycle by taking advantage of imaging and providing instant access and delivery of requested documents. What is the average number of days that receivables are outstanding? What would the impact on cash balances be if the average number of days was reduced by five or ten days? With an electronic file cabinet all of the information relating to a specific transaction—from a delivery document to the payables check, can be searched, retrieved, viewed and delivered—right from the desktop.

3. Get buy-in from all stakeholders with a concrete Return on Investment.

Presenting the facts—money saved and costs avoided—will justify your case.

Choose a Solution That's Easiest to Justify

These cost considerations represent potential areas of savings, cost avoidance and factually justify the implementation of a document imaging and management solution like Captaris® Alchemy®. Alchemy saves you time, money, provides better document security and helps you better maintain documents as records to meet compliance objectives. You have several easy ways to capture documents into the Alchemy archive: Scan paper in from just about any document scanner; drag-and-drop files from Windows Explorer; check documents in from within Microsoft Word, Excel and PowerPoint; or add the entire contents of a network folder. Once in the archive, anyone in your organization can find a file in seconds without leaving their PCs and there are no more lost documents to kill your productivity.

Here's the best part: Justify the Alchemy purchase based on efficiency and productivity, and you can also fulfill your compliance and risk reduction in the same solution. With its role-based access control, rules-based capture and audit tracking features, Alchemy provides compliant retention and delivery of all kinds of document types, including PDF, Microsoft Word, Microsoft Excel, TIF files and more. Add the Alchemy Records Manager Module and documents can also be retained for a determined amount of time before they are disposed, thereby reducing the costs associated with paper and keeping inline with industry regulations.

As the choice of more than 11,000 organizations worldwide since 1993, Alchemy is a name you can trust.