



WHITE PAPER

# **Can Your Organization Benefit from Automating the Management of Paper and Other Document Processes?**

A Special Guide on Document Management

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## Overview

No matter what your industry or size, gaining control of all documents is critical to every organization. Ever-expanding government regulations require effective and auditable control systems for all documents and communications—both paper and electronic. Competitive pressures require that organizations become more efficient and responsive in order to survive and thrive.

As the volume of documents within your organization explodes, managing these documents can be a real and pressing challenge. If your organization is like many others, paper documents, emails, faxes, PDFs, CAD and other office documents are left unmanaged and stored in filing cabinets, on file servers or on desktop PCs around the office. This exposes your organization to compliance risks, service delays, cost overruns and a host of other challenges. However, you don't have to grapple with old-fashioned paper-storage systems or deal with electronic files scattered all over the place to manage your documents. Today, software solutions are available that combine document and records management capabilities into a single, complete offering. These solutions enable you to reduce the time, cost and complexity of storing and accessing your documents throughout the information lifecycle. They also give you the power to improve access to critical documents, enhance customer service and operational efficiency—all while reducing risks and addressing compliance demands.

## Do You Need A Document Management Solution?

According to the Association for Information and Image Management (AIIM), the international authority on enterprise content management, unstructured information typically represents 80 percent of the overall documentation and information that surrounds a business process. For even small and medium size organizations this is a staggering amount of data, making it essential yet challenging to manage and control.

What's driving organizations such as yours to better manage and control unstructured information? According to AIIM, the biggest drivers are associated with costs, users and risks.

If your organization can identify with these business drivers, then it's likely that you can benefit from a document management solution. This should be thought of strategically from both an offensive and defensive perspective. From an offensive perspective, to remain competitive and efficient you should have a document management solution to optimize business performance. From a defensive perspective, to address compliance and mitigate other business risks you definitely should incorporate a document management solution into your strategy.

If you are still not sure if you need a document management solution, answer these simple questions:

- Are the costs of managing and storing paper-based documents rising?
- Do you store customer and vendor communications in paper-based files or on PC hard disks?
- Do you need to quickly access and exchange document-based information with customers, suppliers, governmental agencies and partners?
- Are you impacted by government regulations which require strict government control?
- Do you need secure access to business records for potential litigation or business continuity purposes?
- Could your organization better leverage existing IT resources to improve operational efficiency and employee productivity?

If you answer yes to any of these questions, chances are you need a document management solution.

### PRIMARY BUSINESS DRIVERS

Source: AIIM, Executive Summary of AIIM State of the Industry Report for Conference Attendees

#### Cost

- Improved efficiency
- Reduced costs
- Increased profits, improved performance

## User

- Better customer service
- Leadership, competitive advantage
- Faster turnaround, improved response

## Risk

- Compliance
- Risk management/business continuity

## National Security Archive Speeds Information Delivery to Public with Captaris® Alchemy® Case Study

### Digital Document Management Aids Freedom of Information Act Initiative

The National Security Archive is an independent, nongovernmental research institute and library located at George Washington University in Washington, D.C. Founded in 1985 by journalists and scholars, the Archive collects and publishes declassified documents acquired through the Freedom of Information Act (FOIA). Current collections total more than one million documents with close to an additional 50,000 added on an annual basis. The Archive has received numerous recognitions, including the Special George Polk Award in 2000 “for serving as an essential journalistic resource and for expanding access to previously classified documents,” and an Emmy Award in 2005 for outstanding achievement in news and documentary research. Since its inception, the Archive has used the most advanced electronic tools to collect and catalog documents; however, the growing influx of documents and the advent of the digital era demanded a step forward.

### THE CHALLENGE

The information systems manager for the National Security Archive, who is also an information analyst, described a keen sense of purpose for his work. “Our goal is to make information available to the public. It strengthens democracy,” he said. Such passion serves him well given the intense efforts to review, file, store and retrieve multi-page documents—especially if digital archiving were not available. Previously, when analysts set out to create a briefing book—a grouping of 10 to 150 documents related to a specific issue—they relied partly upon the availability and recollection of other analysts. All files were delivered to the Archive addressed to different analysts heading specific projects. When projects were closed, papers were assigned general headings and stored in boxes off-site. “You may retrieve 30 to 50 boxes trying to find past documents relevant to a current project,” the manager explained. Otherwise, the researcher inquired of other analysts. “If you were lucky, the analyst had reviewed the material and directed you to pertinent documents.” In addition to creating and managing document collections, analysts receive information requests from constituents such as journalists, historians, investigators, congress people and university students. To fulfill the requests, analysts could spend weeks or months searching through documents. “An issue could be dropped because we just didn’t come across anything,” he said.

### THE SOLUTION

Since installing Alchemy in 2004, the National Security Archive has streamlined archiving efforts, reduced turnaround for requests and realized other efficiencies. “The Archive is like a memory of what US officials are doing,” the manager summarized. “Captaris Alchemy helps make that memory sharper.”

While it still maintains paper files in the library for historical purposes, the Archive now scans new documents into Alchemy for digital filing, searching and retrieval before the hard copies are stored. More than 500,000 documents were added the first year in 350 archive databases. The number includes new domestic materials and special collections from other countries that arrive already digitized. “Before, we would receive something like 300 CDs from another country’s agency, and we didn’t have a way to integrate them,” the manager said. Now, using OCR technology and the Alchemy search engine, he and other analysts easily search and browse on key words or phrases. Plans are set to scan the most used archived collections to expand research and cataloging capabilities. “Alchemy is like a hyper-fast, accurate archivist,” he remarked. “You can count on it. Most of the time it’s even more accurate than a human archivist.” In its search for a document management solution, the Archive investigated several options. He described other products as huge and inflexible. Visits with vendors involved extensive back-and-forth discussions regarding requirements. Then, he found Alchemy. “It fits everything we needed and is well-organized,” he said. “It even includes features we didn’t know we needed until we saw them.” The manager likened

the purchase of Alchemy to working with building blocks; it offers capabilities and adaptability others do not. Being a nonprofit organization, the Archive depends largely on contributions from foundations. He feels the progress made with digitization will positively impact potential funding. “Alchemy allows us to work better and faster,” he said. “Foundations like to hear that we’re moving information at the speed of light. They get excited about that.”

## THE RESULTS

**Briefing Books** Previously, analysts had to retrieve hundreds, even thousands, of documents and spend the day reading through the material to come up with a handful of relevant files for a collection. Now, analysts are able to quickly locate any document in less than half the usual time, “We search through files with key words, transfer the documents to digital folders and export all the data attached to them,” he said. In addition, the reports are easy to post online along with source records. Analysts have more time to focus on research and analysis rather than paperwork.

**Requests** When constituents call with requests, the reply is now almost immediate. “Within the hour, we can respond with dozens of documents related to their subject.” New data is also available sooner thanks to 80-page-per minute scanning capacity and the organizational capability of Alchemy. “We’ve found we can go as fast as it is humanly possible, because Alchemy can just swallow it,” Osorio said. Analysts put this to the test recently when high-interest transcripts were released. Several people, including the Archive director, went to the library and worked in the trenches. A top analyst became “scanner-man.” After processing and filing close to 15,000 pages on CD, they called The New York Times contacts who were amazed by the fast turnaround. The Times then wrote a front-page story for the next day based on the Archive’s findings in the transcripts.

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*“The Archive is like a memory of what U.S. officials are doing. Captaris Alchemy helps make that memory sharper.”*

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## What a Document Management Solution Does

Electronic document management software allows organizations to capture documents and information in paper or electronic format, and then share, index, store, preserve and deliver the information throughout its lifecycle. Records management software, which allows organizations to automatically enforce consistent records retention and classification policies, has historically been a separate solution.

Today there is a new breed of software that brings together both electronic document management and records management software capabilities into one integrated solution. This complete and modular solution allows organizations to choose from all the key components of document and records management—imaging, capture, indexing, archival and retrieval, document management, records management, integration, Web access and distribution functionality—to meet their unique goals. This modular approach enables organizations to implement a single, economical solution for managing electronic archives that keeps documents safe, secure, compliant and quickly accessible.

With such excellent technology available today at affordable prices, if your organization is still manually processing, managing and storing paper documents in filing cabinets or paper-based archives or you still allow users to save their electronic files anywhere they please, then you are wasting valuable space, resources, time and money. You are also at risk for compliance and litigation problems down the road.

## Benefits of a Document Management Solution

“Retrieval time was cut in half”

“Saved \$50,000 a year by eliminating off-site records storage”

“Reduced our paper supply costs by \$75,000”

“Freed up an entire office by replacing file cabinets”

“Saved us a full-time position”

All these claims are true and well-documented from organizations who have implemented a document management solution. Your organization can recognize these impressive benefits too and more, including:

## **INCREASED OPERATIONAL EFFICIENCY AND BETTER CUSTOMER SERVICE**

Manual records retention and document management routines are time-consuming, error-prone and wasteful. They take valuable employee resources away from servicing customers and effectively addressing your organization's true business objectives. A document management solution automates repetitive and error-prone processes enabling your organization to streamline processes and gain control of your documents and data. It also eliminates unnecessary, time-consuming and unsecured paper-handling by giving authorized users quick and easy access to information at their desks. Employees no longer waste time filing or searching for critical documents or customer information. Instead, documents are electronically stored in a central repository where authorized employees can quickly and easily search and access documents online or directly from their desktops. This enables employees to promptly act on information, resolve inquiries more efficiently and provide higher and more accurate levels of customer service.

## **REGULATORY COMPLIANCE**

Today, a multitude of regulations impact document management processes. Regulators can shut down, fine or even jail those who don't comply. A document management solution helps with compliance, by replacing manual document handling and record-keeping with tamper-proof repositories where organizations can electronically manage, track and audit critical business documents and enforce records policies. It also automates and provides greater visibility into business processes.

## **LEGAL AND RISK MITIGATION**

The legal controls that once applied to paper-based documents now apply to both paper and electronic documents. Failure to properly maintain and control records of all types and quickly produce them as evidence in legal proceedings can weaken an organization's legal position and expose organizations to criminal penalties, financial loss and negative publicity. A document management solution helps prevent evidentiary problems by enabling organizations to maintain, store and control business documents, including specific document versions. It protects documents from tampering, lowering exposure to fraud. In addition, a document management solution provides tools that support rules-based capture and retention of all kinds of document types including fax and email, making it easier to provide any information necessary for litigation and audits.

## **DISASTER RECOVERY/BUSINESS CONTINUITY**

A document management solution plays an important role in preparing for a disaster by enabling you to manage and store business-critical documents on a variety of secure media. Organizations are able to recover more quickly should a disaster such as a fire or flood strike.

## **ENFORCEMENT OF CORPORATE DATA RETENTION POLICIES**

Many organizations are governed by corporate data retention policies that specify how long data must be retained. A document and records management solution streamlines data retention and disposition processes. This enables you to preserve information as long as necessary and makes it easy to remove information in accordance with corporate and/or legal policies.

## **PAPER AND ELECTRONIC DOCUMENT STORAGE COST REDUCTION**

A document management solution eliminates the need for paper-based processing, paper storage, printing and distribution and helps dramatically reduce costs in these areas. In addition, a document management solution further lowers costs by reducing the time and resources needed for discovery, audits, litigation and compliance.

## How to Choose a Document Management Solution

Selecting the right document management solution can be difficult. Many companies claim to have market leading products and check the “Yes” box in almost every column of a reviewer’s feature comparison chart. Still, when it comes time to implement a solution in your real-world organization, checked box features will not guarantee the solution is right for your environment. However, by following the steps outlined here you should be able to make an informed decision about any solution you implement:

### The Top 9 Things to look for

1. Fast and easy End-user Access
2. Integrated Document and Records Management Capabilities
3. Rich Indexing and Search
4. Security and Control
5. Flexible Storage Options
6. Simple Deployment and Management Tools
7. Integrations with Messaging and Collaboration Tools
8. Scalability and Modularity
9. Measurable ROI and low TCO

## DETERMINE YOUR NEEDS AND MAKE A PLAN

Determine with your key stakeholders what your business challenges are and what the critical criteria for your solution should be. What problems are you trying to solve? How would you apply the solution within your business? What types of documents must be managed? Why is it important to you (compliance, streamlining processes, etc.) and what are your company’s priorities? Who will be using the solution? How often will the solution be used and accessed, and for what? What are the short- and long-term goals you have for the solution? By answering these questions, you should have the baseline for developing a list of products that could address your needs today and in the future.

## RESEARCH DOCUMENT MANAGEMENT TECHNOLOGY

It’s simple: ask the right questions; get the right answers. Document management solutions come in many different flavors. Sometimes, features touted as available in a product are executed so differently in real world applications that they are hardly comparable without in-depth research.

Where do you start your research? Trade shows, Web sites, online, computer magazines and other industry-magazine reviews will help you pinpoint document management products. Industry organizations such as AIIM or analyst firms can also assist with research.

## RESEARCH THE VENDORS

Technology is just part of the equation. You should compare vendors from a technical perspective and from a business perspective. How much experience do they have with document and records management? Have they delivered solutions for companies of your size and within your industry? Is the vendor financially sound? What is the vendor’s reputation for customer service and support? Are they trusted? Can they provide custom solutions and consulting services? Also consider their partnerships and integrations. Do they have experience integrating their solution with your other business applications? Do they offer pre-built integrations to work with your existing hardware or software? Do they offer complementary products that could address your document-centric processes?

## DETERMINE YOUR BUDGET AND RESOURCES

Finally, look at cost. What are your budget constraints—both in hard costs to purchase a document management solution, and in hidden costs? Can it leverage the hardware and software you already own? How difficult are the products going to be to install and manage? What is the total cost of ownership? If a system takes a long time to install or requires many IT resources to perform ongoing management then your return on investment may not be as impressive. Ask how easy the solution is to use for the different people who will be working with it. If it is difficult to learn and use, people will revert to their same old way of filing and hunting down documents and potential savings will be lost.

## What to Look for in a Document Management Solution

When looking for a document management solution it is wise to consider some key characteristics.

## FAST AND EASY END-USER ACCESS

If a system is hard to use and access, users will waste valuable time—both theirs and your IT staff's—or eventually abandon the solution. When evaluating different products, make sure they are user-friendly and easily adoptable within a user's daily workflow processes. Check out the vendor case studies and talk to end-user references. Is it easy for content contributors to add, annotate, index and view documents? Does it offer integrations with Microsoft Office and other familiar applications? Also consider the people that need to access content. Look for a solution that provides quick and easy read-only access to stored information.

## INTEGRATED DOCUMENT AND RECORDS MANAGEMENT CAPABILITIES

Make sure the solution offers a records management module integrated with the document management system. Avoid 'two-vendor' solutions that are disguised as 'integrated'. This will benefit both IT and records managers and reduce the complexity of managing your documents. Does the solution enable IT and records managers to share the same repository? Can records retention policies such as required classification, legal holds and dispositions be easily applied directly to the document repository? Is the repository secure?

## RICH INDEXING AND SEARCH

Remember that the better the indexing and search capabilities, the faster, easier, more accurate and less costly it will be to discover and provide information for customer service, litigation or audit purposes. It is important to look for a solution with full-text indexing that is fully integrated with customizable metadata searching. Is it fast and easy for searching? Does the product provide a powerful search engine? Can it handle large volumes of data? Does it offer multiple ways of searching? Look for search client options such as a Windows desktop client to view repositories on a LAN/WAN or on portable optical discs such as CD, DVD and an Internet Explorer client for Web access.

## SECURITY AND CONTROL

Confidentiality, compliance and accountability issues require enhanced security and control over business data and documents. A document management solution should provide security that is higher than that of your network and provide a tamper-proof repository to store your documents. What feature and access rights can administrators establish? It should provide multiple security levels such as authentication, authorization, audit trail, reporting and disaster recovery. In addition, role- and user-based security should be extendable to individual repositories as well as at a specific document level, regardless of location.

## Capabilities of a Combined Document and Records Management Solution

SOLUTION CAPABILITY	BENEFIT
A unified document repository >>>	Connects daily document management with long-term records retention
Document lifecycle management >>>	Offers complete control over documents from cradle to grave
Records classification and retention rules >>>	Supports compliance and retention guidelines
A secure repository >>>	Protects and preserves document integrity
An imaging component >>>	Digitizes paper files
Email and fax capture modules >>>	Captures all business communications
A workflow component >>>	Automates labor intensive tasks
Fast search and retrieval of archives >>>	Gets the right information to the right people at the right time, no matter the age of the data
Archival storage media support >>>	Supports compliance and retention guidelines

## **FLEXIBLE STORAGE OPTIONS**

Different regulations and storage volume may require different types of storage devices. It is important that the solution supports different storage devices on which documents can be archived. Look for a solution that is able to store archives onto hard drives, Networked Attached Storage (NAS), CDs, DVDs, RAID, tape drives, Storage Area Networks (SANs) or any other storage device. This will enable you to comply with regulations calling for non-rewritable, non-erasable media while giving you flexible options that meet your budget requirements.

## **SIMPLE DEPLOYMENT AND MANAGEMENT TOOLS**

If you are like most organizations, your IT resources are overloaded and budgets are tight. That makes it imperative to evaluate any solution based on how easy it is to deploy, use and manage for your IT staff. Look for products with a high degree of out-of-the-box functionality that does not need to be programmed or configured. Ask what integrations, tools and technologies are available with the product? For example, does it offer flexible SDKs and open APIs for Visual Basic, C++, Web and .NET programmers? These tools will reduce the time, expense and amount of IT resources for deployment. Also consider ongoing maintenance requirements. To enjoy a truly low total cost of ownership, make sure it is easy to perform ongoing maintenance and does not require extensive training.

## **Take Advantage of Your Existing Technology Investments**

In order to enjoy rapid payback on your investment and minimize business disruptions, find a solution that can smoothly integrate with your existing IT infrastructure. Ask if the product has been tested with or has certified integrations with your existing technology. Look for solutions that integrate seamlessly with the rest of your infrastructure, including intelligent capture software, MFPs and scanners, enterprise applications such as ERP, applications such as Microsoft Office, portals, existing database structures and a Windows operating system.

## **INTEGRATIONS WITH MESSAGING AND COLLABORATION TOOLS**

The life-span of a document is more than its version or location. How it is shared, collaborated upon, processed and disseminated is also important in its life span. As a result, you should focus on implementing a solution which provides tight integration with workflow, email, collaboration and fax server applications. In fact, a solution that addresses your whole information lifecycle (capture, process, manage, deliver) may best meet your compliance, efficiency and cost-savings goals, thereby providing the greatest value.

## **SCALABILITY AND MODULARITY**

Think about the solution from the perspective of both today and tomorrow. How many people will use it today? How many employees will your organization have five years from now? How many documents will you need to manage over the next ten to twenty years? Organizations and their document management needs grow much faster than you think. Nearly every company needs a scalable document management solution with modules for capturing, indexing, displaying and archiving documents and the ability to implement new features and functionality as your needs grow and change. Also consider the impact of compliance and corporate governance requirements on your system. Heightened compliance demands can strain a document management solution if it is not scalable and modular.

## **MEASURABLE ROI AND LOW TCO**

IT departments are under increasing pressure to justify the value of any IT investment. Therefore, your solution should give you long-term value and provide a platform for managing the complete information lifecycle. Can it provide convenient access and secure long-term storage? Is it robust enough to handle multiple users and integrate with multiple applications? What is the ROI other customers have experienced? Does the vendor have tools and strategies in place to help you build a long-term solution? Is it easy to use, install and manage? If your organization is very document-centric, a document management solution should pay for itself very quickly.

## Introducing Alchemy

Alchemy reduces the costs, time, and complexity associated with securely storing and quickly accessing business data, communications and information. It gives organizations the power to manage and use all critical business information throughout the information lifecycle.

Alchemy delivers a complete document and records management solution that can grow with an organization's needs. Imaging, capture, indexing, archival and retrieval, workflow, document management, records management, integration and distribution functions are available when and where you need it. To provide additional flexibility for your business, the software runs either on a server or as a stand-alone desktop configuration, and can be deployed over the Web for remote user or self-service scenarios as well.

Alchemy is easy to use and easy to implement. It will grow with your business while minimizing the need to invest in additional IT resources. The software is also integrated with Captaris RightFax and Captaris Workflow to provide a complete, end to end document automation solution. Additionally, the software offers integrations with many scanning and capture systems. It is built on Microsoft technology, and includes out-of-the-box integration options with Microsoft Office, Microsoft Exchange, Microsoft SQL Server and Microsoft SharePoint.

### 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<sup>®</sup>, 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. For more information, please visit [www.Captaris.com](http://www.Captaris.com).

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