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## **RESEARCH NOTE PROFILES IN CONTENT MANAGEMENT: DIGITECH SYSTEMS**

### **THE BOTTOM LINE**

**Digitech Systems PaperVision Enterprise and ImageSilo content management solutions have enabled organizations to increase productivity, streamline document management processes, and reduce administrative and storage costs.**

The growing volume of enterprise content and silos of information are fueling information overload and restricting user productivity. As a result, many enterprise decision makers are looking to improve their content management strategy and consolidate multiple sources of content to make it easier to store, retrieve, and share information across the business.

Nucleus has analyzed the content management strategies of a number of different organizations that used Digitech Systems technologies to automate key processes, comply with regulatory requirements, and increase employee productivity. This research note highlights challenges, deployment strategies, and best practices in Digitech Systems technology deployments.

### **DIGITECH SYSTEMS**

Digitech Systems provides on-premise and on-demand content management solutions. Using either Digitech Systems PaperVision Enterprise or ImageSilo services, organizations can centralize document storage and automate various workflows to make sharing enterprise content easier and more efficient. Digitech Systems's low cost, ease of use, and rapid deployment make content management an affordable option for both small and large companies looking to implement or expand their current initiatives.

### **BUSINESS CHALLENGES**

Given the amount of content organizations create, store, and share, managing information assets has become a challenge for many of today's businesses. Not only are employees frustrated by the amount of content they must search through in order to do their jobs, but they are also facing greater responsibility to meet financial compliance, provide high quality service to customers and patients, and reduce operational costs. The following are a few examples of common challenges Digitech Systems's customers faced.

#### **Labconco**

Labconco Corporation manufactures a variety of products that are sold to support research and development efforts at universities and pharmaceutical companies

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around the world. As Labconco's business continued to grow, the company found that its paper-based accounts receivable and accounts payable processes were time-consuming and difficult to track.

Labconco realized that it not only needed to invest in a system that was easy to install, but that would also enable the business to better manage document-based processes, reduce the amount of paper it produced, and support future growth goals.

**Children's Hospital New Orleans**

Children's Hospital in New Orleans is a not-for-profit regional medical center that cares for a range of pediatric needs, including life threatening illnesses, routine childhood sicknesses, and preventative care. With more than 56,000 patients a year, Children's Hospital of New Orleans was outsourcing the electronic scanning of patient records into a Digitech Systems PaperVision Enterprise repository. Because document scanning did not occur until after the documents were sent offsite, managing emergency room files was heavily paper-based and time consuming for the medical staff. Given the frequent access of these documents and their routine removal from their storage locations, the hospital found that files were often hard to locate, misplaced, and incompletely billed.

To avoid the growing cost of manually storing files and misplacing emergency room documents, the Children's Hospital needed an automated manageable process to enter, search, and distribute patient records.

**Bigelow Tea**

Bigelow Tea is a \$100 million-company that produces more than 1.3 billion bags of tea each year. Until 2002, the company had been manually managing its accounting processes and found that without an electronic document repository, finding information and preparing for annual audits was time-consuming and frustrating for employees. Bigelow Tea realized that if it continued using six 5-drawer file cabinets to manage sensitive financial information, the company was likely to increase its regulatory compliance risk, complicate key account processes, and increase the cost of sharing documents between departments.

Bigelow Tea wanted to find a solution that would replace its paper-based system and create a centralized repository to decrease document search and distribution time.

**BENEFITS**

Organizations that have deployed Digitech Systems solutions have solved their content management challenges, streamlined processes, and achieved a number of direct and indirect benefits. These deployments include the migration of multiple silos of information, the automation of document capture, and the elimination or reduction in paper file management, all of which have resulted in many of the same benefits.

**Improved workflows and streamlined processes**

Because Digitech Systems solutions replace many manual and paper-based processes, organizations are able to modify their procedures in order to reduce costs:

- Labconco uses Digitech Systems to support its active document processing projects including a purchase order workflow process that is integrated with the company's AS400 work order application, a customer service application, an accounts payable application and an accounts receivables application. As a result, Labconco has achieved a 98 percent return on investment and has decreased the time it takes to process invoices and other company documents across the organization.
- At the Children's Hospital in New Orleans, Digitech Systems PaperFlow document capture solution has streamlined the emergency room patient admission process and improved the accuracy of patient records, leading to greater patient care and a return on investment of 103 percent.
- Bigelow Tea's finance department uses ImageSilo services to streamline the reconciliation of marketing promotion activities and the management of annual audits, which has resulted in increased productivity and has avoided seasonal hires. Given Bigelow Tea's successful implementation in its finance department, the company is now using ImageSilo services in its sales, customer service, purchasing, and tea divisions.

**Increased employee productivity and new hire avoidance**

Employees using Digitech Systems solutions spent less time searching for, filing, and processing documents. This was a common benefit achieved by employees in all three organizations and has been a driving factor for a positive ROI.

Both medical staff at Children's Hospital New Orleans and employees at Bigelow Tea saved a significant amount of time by no longer having to track down missing documents and return them into an onsite file system.

With such significant savings in productivity, specifically in the case of Bigelow Tea, the company was able to avoid new hires when employees left the organization or were reassigned.

**Reduced overhead, communication, and storage costs**

Because Digitech Systems solutions reduce the amount of paper an enterprise has to manage, organizations exhibit a direct cost savings by no longer having to print, copy, ship, and fax documents between facilities, clinics, doctors' offices, and departments.

- Labconco for example, eliminated the purchase of preprinted forms while also reducing the number of documents that were manually printed and mailed to customers and suppliers.
- Likewise, Children's Hospital reduced overhead costs and decreased chart usage by 40 percent.
- At Bigelow Tea, electronic document storage decreased the amount of files created and has enabled the company to decrease its offsite storage costs by now being able to meet compliance requirements electronically.

### **Improved customer service and patient care**

Both Digitech Systems's on-premise and on-demand solutions centralize the storage of files, documents, and other information, enabling organizations to find information about customers and patients more quickly and efficiently than before:

- Labconco now centrally stores all customer information and has strengthened its customer relationships by having a broader view of customer interactions across the organization.
- Because files are better managed at Children's Hospital, doctors decreased patient turnaround time and deliver lab test results more rapidly.
- At Bigelow Tea, customer service representatives are able to solve issues more quickly and have reduced average call times by 10 minutes per call.

### **COSTS**

Total costs for Digitech Systems projects vary by delivery model and range based on the amount of content stored or the need for additional hardware. On-premise deployments tend to be largely software and hardware-based and represent 40 to 50 percent of total costs, whereas ImageSilo deployments tend to include larger consulting and outside services costs to account for scanning and hosting services. Because Digitech Systems solutions require little customization and are easy to use, other costs such as training and personnel tend to be lower than traditional content management projects. With Digitech Systems's on-demand solution, ImageSilo, costs are lower than its on-premise offering and are based on the amount of content the organization is storing.

### **BEST PRACTICES**

To maximize the ROI from your Digitech Systems deployment, organizations should focus on building a business case based on benefits, implementing a phased deployment strategy, and extending the value of the system to more users or business processes.

### **Focus your business case on key benefits and secure management buy-in**

Building a focused business case doesn't have to be a big effort. Following these steps will help keep you on track.

- Identify benefits. A good way to do this is by making a list of all the potential direct and indirect benefits the organization and its users are likely to achieve. Examples include reduced overhead costs, reduced headcount, increased productivity, and improved customer satisfaction.
- Rate benefits based on breadth and repeatability. By determining which of the identified benefits are going to have the greatest impact on the ROI, organizations should focus on those that will either eliminate tasks or that are performed frequently.
- Assess returns from top benefits. Building the business case based on the greatest expected benefits will increase the likelihood of executive support and help drive the implementation process. Organizations can also build support from management as well as employees by using case studies and sharing other examples of successful deployments. Doing this will ease the implementation of content management initiatives and encourage greater adoption.

**Phase deployment**

Phasing implementation enables organizations to quickly deploy a technology to a needed environment and then determine how to best scale the remainder of the company if applicable. Doing this will deliver benefits faster and decrease the payback period. Bigelow Tea, for example, began its deployment in the finance department and over time realized that scaling the technology to other departments would increase the value of the investment, reduce costs, and increase productivity.

**Look for ways to extend the use of the technology**

One of the key factors for assessing ROI and delivering a greater return is identifying potential benefits based on breadth. Deploying a solution that can be used by other departments is a good way to increase the value of a technology investment. Children's Hospital realized that by extending its Digitech Systems use beyond the emergency room and into the doctors' offices it would increase doctor productivity while simultaneously improving patient care.

**ON-DEMAND DELIVERY**

With consolidation shaping the landscape of the content management marketplace, organizations are going to be making purchasing decisions based on price, ease of use, and rapid deployment. Because Digitech Systems has an on-demand option, many organizations, particularly smaller ones without the IT resources and infrastructure, may want to take advantage of this solution.

**HYBRID MODEL**

Digitech Systems's multiple delivery options and dual use may be advantageous for some customers. Considering ImageSilo's low cost, organizations with a distributed work environment particularly large enterprises may find an investment in PaperVision Message Manager, Digitech Systems e-mail management product, and ImageSilo enables them to more flexibly and cost-effectively manage not only their own internal information assets but also those of key suppliers, customers, and partners on an on-demand basis.

**CONCLUSION**

Organizations using Digitech Systems technologies for their content management initiatives have achieved high return on their investments because they were able to eliminate many paper-based document storage processes and replace them with a centralized electronic repository, significantly increasing employee productivity. In addition, Digitech Systems's low cost and ease of use make it highly scaleable and quickly adopted by employees, enabling the organization to achieve benefits more quickly and with more people. Organizations considering an investment in content management should identify the key benefits – likely user productivity and reduced overhead costs – and the potential scale of those benefits to determine if investment in a document management solution such as Digitech Systems's will deliver a positive return on investment.

*Nucleus Research is a global provider of investigative technology research and advisory services. Building on its unique ROI case study approach, for nearly a decade Nucleus Research has delivered insight and analysis on the true value of technology and strategies for maximizing current investments and exploiting new technology opportunities. For more information or a list of services, visit [NucleusResearch.com](http://NucleusResearch.com), call +1-781-416-2900, or e-mail [info@NucleusResearch.com](mailto:info@NucleusResearch.com).*