

Strategies

from Strategic Business Systems

Content Management

Industry analysts say that just 10% of the information in an organization is contained within its data processing systems.

Where's the other 90%?

It exists on paper such as signed contracts, delivery receipts, and purchase orders; and in archived reports that have legal significance and must be retained for years. Information is in correspondence that is routed through the organization for action. Data is on forms such as medical claim forms or purchase orders that must be entered into the data processing system. The value of the information on this paper is high; the costs associated with capturing it are also high.

Processing and storing these paper documents entail various costs. There are the direct costs of the staff required to retrieve the information from the documents when it is needed, and storing the paper or archiving the documents. Getting data from forms into the data processing system includes the costs of hiring, training, and employing data entry staff. The indirect costs that result from lost documents, such as government fines and customer charge backs, can be even more significant.

Content management enables a company's documents and reports to be captured, managed, archived, and integrated with its data processing systems. The payback period for implementing a content management system is usually less than one year. The justification is hard dollar savings including eliminating direct costs and streamlining operations. Today's high-density, low-cost magnetic disk storage has made content management a practical solution for almost every business.

The design of a company's content management system may include one or a combination of Document Image Management, Optical Character Recognition (OCR), and Computer Output Management products.



A content management system allows you to retrieve images and reports with a single query.

Document Image Management

Document Image Management software enables you to scan, index, and electronically store your company's important documents, making them ready to be:

- Located and viewed simultaneously by many authorized individuals
- Routed either formally or informally
- Stored compactly with copies taken off-site for disaster recovery
- Provided, on demand, wherever needed
- Used like a photocopy as evidence in a court of law

As a result, information is available when needed rather than delayed by a search through paper files and desks, or a request to off-site archives. No costs are incurred due to lost documents.

Greater value is realized by integrating document image management with the data processing systems. For example, a Proof of Delivery (POD) solution touches order processing, invoicing, and accounts receivable. Typically:

- A bar code of the shipment number is printed on the delivery receipt.
- When delivered, the customer signs the delivery receipt.

Contact Strategic Now –

For a **complimentary** business process analysis including Return On Investment (ROI) Estimate

Demos On Demand

Content Management

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Strategic Expertise

Strategic Business Systems has been providing successful solutions for over 20 years.

We offer expertise in these areas:

e-business Implementation

- Business Process Analysis
- e-business Strategy Formulation
- Financial Justification

Infrastructure

- Local Area Networks
- Internet Connectivity
- Security and Firewalls
- Virtual Private Networks

Servers

- IBM AS/400 and PC hardware
- Internet server configuration
- Novell
- Microsoft
- Lotus Domino

Applications

- RPG Application Development and Maintenance
- LANSA Application Development and Maintenance
- Web and Internet Application Development and Maintenance
- Graphical Interface Design for existing terminal applications
- Secure remote server access via the Internet

Content Management

- Document Imaging
- Computer Output Management Systems
- Proof of Delivery
- Optical Character Recognition

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- When the route is complete, the delivery receipts are scanned.
 - Each delivery is marked as complete, triggering invoicing.
 - Missing receipts are automatically identified so the driver can find them before leaving.
- Detailed invoices with copies of all delivery receipts, required by many supermarket chains, are easily printed as a batch job.
- If a customer disputes an invoice, accounts receivable can directly fax or e-mail copies of all related delivery receipts.

A disputed receivable is no longer charged back because of a missing delivery receipt. For one of our clients, the cost of the POD system was more than justified in the first month by proving that a \$42,000 delivery had been made.

We have implemented many document management systems with similar savings in other applications including insurance, investments, health care, real estate management, human resources, corporate security, accounts payable, consumer relations, transportation, consumer goods, food, wine and spirits, chemical, pharmaceutical, education, and government.

Optical Character Recognition

Often information in documents from outside the organization must be entered into the data processing system. The data may be on standard or non-standard forms, such as medical claims or purchase orders. OCR technology automates the input of typed or hand-printed data. Moving data entry employees to higher value assignments quickly offsets the cost of implementing a Document Input Management with OCR solution.

Before implementing a content management system, one of our customers had four employees entering 1,000 medical claim forms each day. Their OCR solution enabled two of the employees to be reassigned, resulting in an investment payback of about six months.

Computer Output Management

A Computer Output Management system can automatically download, index, store, and distribute computer-generated reports. With full-text indexing, users have immediate access to all information within the reports that match their security profile. This data can be printed, e-mailed, or exported to a spreadsheet for further analysis. Without changing the original, reports can be annotated with additional details, far superior to attaching a sticky note to a printed report.

During an audit, the company's key reports are easily accessible. Information across several reports can be correlated among many auditors simultaneously.

Preprinted forms can be eliminated in most cases by using form overlays, producing the look of a preprinted form for a fraction of the cost.

Computer Output Management can yield additional productivity and cost savings by replacing micrographics (film and fiche), eliminating manual bursting and distribution, and eliminating additional programming for new reports. One of our clients eliminated a substantial micrographics bill and gave their users significant operational benefits with a computer output management solution that paid back its investment in six months.

Strategic's experience in the design and implementation of content management solutions can help you take control of your company's paper.

For a complimentary business process analysis, including an ROI estimate, contact Strategic at 1-800-727-7260!