



## *Digitech Systems Whitepaper*

### **Are you Ready to Move to the Head of the Class?**

Have you looked at the education industry lately? Educational institutions consume more paper than almost any other industry. Schools, universities and other higher education institutions are looking for solutions because they are generating more paper than they can effectively manage. In a recent AIIM survey, 77% of institutions surveyed said they are still mostly reliant on paper and are looking for help.<sup>1</sup> This means there is a sizable market opportunity for *ECMNOW!* resellers who can help improve efficiency and reduce overall costs.

Incorporating Enterprise Content Management (ECM) software such as ImageSilo® or PaperVision® Enterprise can help educational institutions free themselves from their paper traps. Combining technologies can significantly help them speed enrollment processes, comply with federal regulations, and reduce overall costs. If you are interested in growing your business while helping improve student education, read on to learn how to nail that sales call!



What if you could offer educational institutions a solution that would allow them to combine all of their data into one, easy-to-use system that would save them money? How might a university generate more revenue if they streamlined enrollment and were able to admit more students? How might the staff at an elementary school have more time for important tasks if information was accessible to students and other staff on-demand? Many institutions use several systems that can span across multiple departments and are looking for ways to integrate information to free themselves from their paper traps. As a Digitech Systems reseller, you can help! Keep reading to find out just how big this opportunity is, and how *ECMNOW!* can help them improve efficiency, gain control, and save money.

## Market Overview

### A Sizeable Opportunity

The education market is often overlooked, because the bidding and sale processes can be complex. However, educational institutions are one of the largest consumers of ECM. Schools and universities are filled to the brim with paper and looking for ways to improve their efficiency to save money. Markets and Markets report the growth of ECM in the education industry is going to be worth \$13 billion by 2019.<sup>2</sup> Globally, most governments and education departments are continuing to grow at a moderate pace and are expected to spend \$491 billion on IT in 2017 alone.<sup>3</sup> *ECMNOW!* can be used to help schools intelligently manage their information to improve efficiency, boost control and save money.



### Drivers of Growth

What are the primary concerns to the education marketplace? As educational institutions look to free themselves from paper, they are also looking for supplemental solutions to further automate their offices to comply with federal regulations, growing student numbers, and shrinking budgets.

#### Trend One: Automating Processes

Educational institutions are looking for solutions to help them become more efficient, such as cloud or on-premise services. The industry typically uses some scanning software, but a recent AIIM survey found that 47% of institutions surveyed say they only scan for archival purposes—not to manage their files.<sup>1</sup> It can take administrative staff days to fulfill requests for information, resulting in lost productivity. Increased productivity is often cited as the main benefit of automating processes. In a recent AIIM study, businesses that ditched the paper reported a 30% increase in productivity.<sup>4</sup> Many institutions are keenly interested in trying to improve processes with the staff they already have due to tight budgets.

“At a time when workload is increasing and resources are already stretched thin, ECM looks to be a way for higher education professionals to graduate to digital ways of working, which is more productive, costs less, and has a better outlook for the future.”

- Thomas LaMonte, AIIM<sup>1</sup>

### Trend Two: Complying with Regulations

All educational institutions keep massive amounts of information on every student. There are federal regulations that dictate that all electronic information, including email, must be retained and how that information must be kept secure. The Family Educational Rights and Privacy Act (FERPA) is the federal law that protects the privacy of not only student records but all information related to the student. FERPA provides parents and students certain rights regarding the disclosure and sharing of their personal information.

In addition to federal laws, The U.S Department of Education releases the Nation Education Technology Plan (NETP) every five years. The 2016 plan outlines that schools must establish a robust technology infrastructure that meets current connectivity goals and can be flexible enough to allow for growth. “Technology has the potential to bring remarkable new possibilities to teaching and learning by providing teachers with opportunities to share best practices, and offering parents platforms for engaging more deeply, and immediately in their children’s learning,” said U.S. Education Secretary Arne Duncan.<sup>5</sup> Being able to comply with these regulations and keep student data accessible and secure is of top priority for many institutions.

### Trend Three: Enhancing Customer Service

Many institutions are faced with this question on a daily basis, “Can’t I just do that on your website?” Students and parents today expect to be able to just login to a system to complete tasks or view information. Waiting days for records just isn’t acceptable in the eyes of the students or their parents. In the increasingly competitive landscape in the education industry, lack of technology can impede staff efficiency and hurt the institution’s competitive edge, costing them valuable student registrations.

## **ECMNOW! Meets This Need**

Navigating through a mainly paper, but somewhat electronic system, can be painful and slow. Many institutions use many systems that span multiple departments. Just by combining a few technologies, the process can become much less time-consuming. *ECMNOW!* can offer institutions a cost-effective flexible solution to improve the student experience and administrative tasks just by improving the flow of information.

### **Issues and Technologies**

#### Imaging Software

Traditionally, capturing student information and standard business data has been a manual process. Students and staff use paper forms or turn in information via email, and administrative workers manually enter incoming information into the various systems they use. Many institutions have moved to a somewhat digital system, but have not moved away from manual process. Thanks to imaging or capture software such as PaperVision® Capture or PaperFlow™ they can now convert paper records into digital images. These files are then sorted by type. Once the document has been classified, the capture software extracts the critical data from the document. This eliminates the need for manual data entry, reduces the time it takes to process documents, and increases the accuracy of the data—saving administrative staff valuable time and money. The information can now be sent to the ECM software.

### ECM Software and Services

Because the documents are digital and being stored in an ECM system, such as ImageSilo® or PaperVision® Enterprise, they are secure and safe from natural disaster. Documents in the ECM system, including email, can be stored on-premise or in the cloud, ensuring files are instantly searchable and securely available to not just the institution, but to the students and parents, so they are compliant with federal regulations.

### Business Process Management (BPM) Software

Document routing then becomes a breeze when documents are stored in the ECM software thanks to BPM applications like PaperVision® Enterprise WorkFlow, which works seamlessly with the ECM. For example, when a student files out an electronic form online, the system automatically sends it to the proper people for processing, allowing documents to flow through business or admissions processes much more quickly. This reduces the time it takes to process not only student records but regular documents related to business, saving institutions valuable time and money. According to Dr. Troy Whalen, Superintendent of Cook County School District #104—automation is the way to go. “The goal for schools is always to save on operational costs in order to put more money into instruction. Improving staff efficiency and converting storage space into classrooms allows us to put our budget to work for our students.”<sup>6</sup>

See below for another example of what happens when these technologies are combined to dramatically support and improve customer service and office processes.

### Case Study: Texans Can Academies

When Fernando Marino, the Director of Business Solutions, was tasked with improving the student enrollment process at Texans Can Academies, he quickly realized the paper in his department wasn't the only paper causing problems. The school was literally drowning in paper. After implementing PaperVision Enterprise and PaperFlow across multiple departments, Texans Can Academies has saved over \$1 million dollars every school year. The organization recognizes the following measurable benefits from the implementation:

- Records can be located in minutes instead of days.
- All documents are 100% protected from loss, theft or natural disaster.
- Saves over \$1 million dollars annually by eliminating paper records and invoices.
- Student records are instantly searchable and securely accessible to anyone, anytime.



*“PaperVision Enterprise is fantastic! Now when a student shows up for enrollment, we don’t have to delay their enrollment and tell them to come back in a week when we finally find their records. The system is saving us more than \$1 million dollars every year!”*

*- Fernando Marino, Director of Business Solutions*

## Matching Features to Customer Needs

The table below matches education industry goals with *ECMNOW!* key features and benefits. It will help you build better sales demonstrations, since you can show features critical to solving your prospect's specific needs. In addition, you'll be better equipped to answer common questions for prospects in this industry as you familiarize yourself with the content of the table below.

Education Goal	ECMNOW! Feature	Advantage/Benefit
Move toward digital content	Convert paper records to electronic documents	Manage documents electronically to enhance productivity and cut costs on paper, postage, storage, and distribution
	PaperVision Capture	Automatically scan and index documents no matter the format they arrive in
	PaperVision Enterprise Directory Manager	Import files automatically to streamline document capture
Streamline records management	PaperVision Enterprise WorkFlow	Automate document-driven processes and enforce procedural steps to enhance efficiency and easily collaborate with multiple departments
	ImageSilo	Make information securely accessible from anywhere, anytime to increase productivity
	Search functions	Locate files in seconds with keyword and full-text searches to reduce turnaround time and accelerate customer service
	PaperVision® Enterprise Report Management	Automatically index and store computer-generated reports, reducing distribution costs and eliminating the need for paper storage
	Integration capabilities and PaperVision Enterprise Tools	Allow users to access any stored document without leaving their primary line-of-business application

Education Goal	ECMNOW! Feature	Advantage/Benefit
Comply with federal regulations	ImageSilo and PaperVision Enterprise	Know who accessed what information and for what reason with audit tracking
	Compliant disclosure	Keep sensitive information from being released to non-qualified individuals with enhanced auditing
		Hide sensitive information prior to distribution with redaction
	Disaster planning	Securely protect data during transmission and at rest with encryption
	Records retention	Securely store data in the cloud, making disaster recovery easier
Control costs	Email management	Protect records from unauthorized deletion and then safely purge expired records
		Capture, index, and store all email messages in a single searchable system for immediate retrieval
Control costs	ImageSilo and PaperVision Enterprise	Manage documents electronically to enhance productivity and cut costs on paper, postage, storage, and distribution
	PaperVision Forms Magic	Eliminate manual data entry by extracting important information from files as they are scanned



Education Goal	ECMNOW! Feature	Advantage/Benefit
Leverage existing infrastructure	ImageSilo	Avoid purchasing additional servers or hardware by utilizing the equipment you already have

## Ask for Help

If you're still feeling a little intimidated by this market and technology, Digitech Systems can help! Our Sales Engineers are available to assist you with demonstrations of the technology. They can help you figure out how the technology's capabilities match up to your customer's needs, and they will help you customize a presentation specific to your prospect's environment, improving your chances of winning the business. Best of all, your sales person is also familiar with all of the marketing materials available to help you not only explain but also sell this exciting technology to your customers. These materials include all of the following items. If you want help understanding what is available and how to use it, contact your sales person today.

- **Advertisements** – do you advertise in any trade publications? These pre-designed ads are will generate interest and you can customize them to suit you or the publication's needs
- **Postcard Mailers** – direct mail is still a great way to contact your prospect. These are designed to generate interest.
- **Web Banners** – Place these banners on your website and link to more information such as the healthcare industry brief, advertisement or bookmark flyer.
- **Email Campaigns** – Another great way to get in front of your prospect, these campaigns are designed to general interest, educate and convince your prospect.
- **Briefs** – If your prospect isn't sure about federal regulations, send them the brief on FERPA and the brief on the education industry to educate them on what it is they need to be doing.
- **Social Posts** – Make sure you are posting the above materials on your Twitter or LinkedIn pages. We have created sample posts for you to use.
- **Bookmark Flyer** – This bookmark flyer can either be printed as a leave behind after a sales call or as a flyer posted on your website directing them to a custom form.
- **Promotional Email** – Use this email as a follow up to prospects you are activity engaged with if you would like to offer them a promotion for closing business.
- **Phone or Radio Advertisement** – Use these sample sound bites that are perfect for hold music or for running a radio spot.
- **Blog Post** – Use this sample blog post to keep your website fresh. Link to this from emails or via social media channels.
- **Poster** – Print this poster out for use at tradeshow.
- **Case Studies** – Keep your eyes open as we publish more new stories about how *ECMNOW!* is solving real customer problems.

Digitech Systems Professional Services will assist with the implementation of the entire *ECMNOW!* suite of content management products. They will provide a Statement of Work along with detailed analysis of the costs associated with your project. With their help, you're assured of a successful



implementation that helps solve even the most complex data challenge. You'll look like a genius, and business will boom. Visit [www.digitechps.com](http://www.digitechps.com) to learn more.



## Conclusion

As schools and higher education institutions turn to technology to meet student and government demands, being able to identify and implement long-term technology solutions that decrease costs and improve the student experience has become increasingly important. The education industry represents a significant sales opportunity for Digitech Systems resellers who can help these institutions reach this goal. Solving data management problems by combining it with the other issues providers may be having may require more than a single technology solution. Rather than selling just the ECM component of the solution, you will begin to see significant growth if you combine technologies to collect student information electronically, automatically extract data from scanned documents, and workflow to route information through processes. By moving to an ECM system, your prospect will be able to improve efficiency, gain control, and save money. The institutions will benefit from reduced operating expenses, an improved student experience, and you will see your profits rise.

## Additional Resources

There are a lot more opportunities to learn about the education industry! Take advantage of the resources below to answer your questions and provide additional guidance.

### Digitech Systems

At Digitech Systems, ECM is our bread and butter. We want to help you understand what ECM is and our website is one of the best places for you to learn more about the technology, accompanying products, education and expertise we offer.

[www.digitechsystems.com](http://www.digitechsystems.com)

[www.digitechsystems.com/you-inc/education/](http://www.digitechsystems.com/you-inc/education/)

### AIIM

Get more information on ECM news and industry research from the ECM industry perspective. This organization follows the industry closely, including the capture market, for news, updates, market watch and more.

[www.aiim.org](http://www.aiim.org)

## Vocabulary and Terminology

### Family Educational Rights and Privacy Act (FERPA)









FERPA is the federal law that protects the privacy of student records. FERPA provides parents and students certain rights regarding the disclosure and sharing of their personal information.

### National Education Technology Plan (NETP)

The National Education Technology Plan is the flagship educational technology policy document for the United States. The Plan articulates a vision of equity, active use, and collaborative leadership to make everywhere, all-the-time learning possible. While acknowledging the continuing need to provide greater equity of access to the technology itself, the plan goes further to call upon all involved in American education to ensure equity of access to transformational learning experiences enabled by technology.

## ECMNOW! Education Case Studies

For more real-world applications and testimonials on how educational institutions are using the *ECMNOW!* product suite to enhance efficiency, gain control and save money, please visit MyDSI or [www.digitechsystems.com/category/resources/news/case-studies/](http://www.digitechsystems.com/category/resources/news/case-studies/)

	<p>Adams County School District 50 gained one day of productivity per week and improved efficiency by 20% with ImageSilo!</p>
	<p>Avon Maitland District School Board freed hours of its Records Department's time and is able to focus on more critical tasks with PaperVision Enterprise.</p>
	<p>Cook County School District #104 has improved document retrieval times from 20 minutes to just seconds with ImageSilo.</p>
	<p>Limestone College manages 100-year-old records with PaperVision Enterprise and rests easy knowing those documents are protected from disaster.</p>
	<p>Immediately after Hurricane Katrina hit New Orleans, the Isidore Newman School was able to access displaced students' files via ImageSilo and provide them with the documentation they needed for enrollment at new schools.</p>
	<p>San Antonio Independent School District Federal Programs Department reduced time to spent looking for files by 900 hours annually with PaperVision Enterprise.</p>
	<p>Wake Forest University improved manageability of student records and enabled a proven disaster recovery strategy with ImageSilo.</p>
	<p>Waukegan Public Schools enrolls students 90% faster with <i>ECMNOW!</i></p>

## Works Cited

<sup>1</sup> AIIM Focus Article (2016). "Three Reasons Higher Education Pros are Recruiting ECM."

<sup>2</sup> Ingram Micro Advisor (2017). "Six Use Cases for Document Imaging Solutions in Education." Retrieved from: <http://www.ingrammicroadvisor.com/document-imaging/six-use-cases-for-document-imaging-solutions-in-education>

<sup>3</sup> Gartner (2017). "Forecast: Enterprise IT Spending for Government and Education Markets, Worldwide, 2015-2021, 1Q17 Update." Retrieved from: <https://www.gartner.com/doc/3706417/forecast-enterprise-it-spending-government>

<sup>4</sup> AIIM (2017). "The Business Case for SaaS Secure Content Distribution: Data Regardless of its Source"

<sup>5</sup> U.S. Department of Education (2015). "U.S. Department of Education Releases 2016 National Education Technology Plan." Retrieved from: <https://www.ed.gov/news/press-releases/us-department-education-releases-2016-national-education-technology-plan>

<sup>6</sup> Digitech Systems (2017). "Illinois School District Moves Records to the Cloud with ImageSilo. Retrieved from: <https://www.digitechsystems.com/wp-content/uploads/2017/05/Cook-County-Case-Study.pdf>

## Digitech Systems, LLC

Digitech Systems, LLC enables businesses of any size to more effectively and securely manage, retrieve and store corporate information of any kind using either PaperVision Enterprise content management (ECM) software or the world's most trusted cloud-based ECM service, ImageSilo. By significantly reducing the cost, Digitech Systems has moved ECM from a luxury convenience to an essential element for every well-managed business.

Digitech Systems continues to raise the standard of excellence in the ECM sector, as evidenced by the numerous awards they have received including the *InfoWorld* 100, *CRN's* Emerging Tech Dynamos and multiple Nucleus Research ROI Awards. In addition, Buyer's Lab has recognized both PaperVision Capture and PaperVision Enterprise as the best products in the enterprise capture and ECM fields. To learn more about the company's software and services that deliver any document, anywhere, anytime, visit [www.digitechsystems.com](http://www.digitechsystems.com).

### Contact Information

Digitech Systems, LLC  
8400 East Crescent Parkway  
Suite 500  
Greenwood Village, CO 80111  
Toll-Free: 866.374.3569  
Email: [sales@digitechsystems.com](mailto:sales@digitechsystems.com)  
[www.digitechsystems.com](http://www.digitechsystems.com)

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