



Digitech Systems White Paper

2014

E-forms: Stop Paper at its Source

According to Gartner, a paper form can cost an organization \$30-\$165 to use, process and enter.¹ How many paper forms are your customers using? And how many times do they get filled out each day, week or year? The cost of paper forms can quickly pile up and your customers are feeling pain. Alleviate the sting with electronic forms (e-forms), a solution for cutting paper use and seeing big increases in efficiency, control and money. Adding this technology will round out your ECM suite, making you an even more attractive option to buyers! This whitepaper will guide you through the world of e-forms from definitions and benefits to selling tips. What are you waiting for?



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Are your current clients and prospects interested in productivity? Nothing slows down work quite the way entering data manually from a paper form does. Not to mention the cost of still using paper! Once a form is filled out, and the information is entered into the database, you most likely destroy the paper form. That's a lot of wasted paper, and money. With the average cost of each wasted page being about six cents, a company with 500 employees could be spending \$42,000 per year on wasted prints.² E-forms allow your customers to do away with paper forms and instead utilize web-based forms. Users simply fill out the form digitally, and all the information is already where it needs to be.

What is an E-form?

Before you can position and make a profit from e-forms, you need to understand what they are. Good news, the technology is quite easy to wrap your head around. An e-form is simply an electronic version of a paper form.

E-form Definition:

"Electronic forms (e-forms) provide a user interface to data and services, typically through a browser-based interface. E-forms enable users to interact with enterprise applications and the back-end systems linked to them. Web applications, e-government and e-commerce solutions have sparked the demand for better Web forms that support richer and more dynamic interactions than are possible with HTML forms. New e-form applications include XML content identification, multiple data callouts, field-level validation and embedded process logic contained within a secure format that's often portable."¹

-Gartner

Typically, any type of form can be transformed into an e-form, including expense reports, job applications, permits, or requests used to collect and track information.

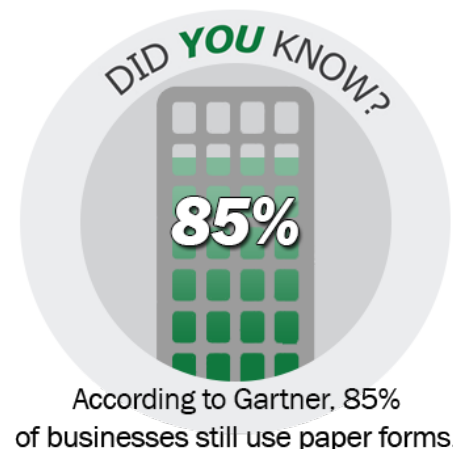
Paper Forms vs. E-forms



Some of us get stuck in the world of paper and are afraid to break free (you know who you are). If this is you, it's likely you think your customers and prospects will carry the same fear. But fear not, e-forms are nothing to get nervous about. They're easy to use, safe, and bound to save time and money. In the battle of paper versus electronic, e-forms win, hands down. Let's break down why.

Benefits of E-forms

Would you rather physically fill out a form with a pen? Or type in the answers? For most, the answer is obvious. As you begin to understand and sell the technology, you'll see that there is a multitude of potential improvements in efficiency, control and money. When using e-forms, your customers will eliminate the cost of printing, storing and distributing pre-printed forms, along with the waste that accompanies obsolete paper forms. Aside from the money savings, e-forms can be filled out faster because the programming associated with them can automatically format, calculate, look up and validate information for the user.



“Compared to paper forms, e-forms allow more focus on the business process or underlying problem for which they are designed. They can understand the roles and responsibilities of the different participants of the process, and in turn, automate routing and much of the decision making necessary to process the form.”³

Confused about how and why e-forms are beneficial? Refer to the chart below to learn how e-forms can fit into businesses, on an individual level and on a company-wide level.



Source: eForms Factory⁴

Incorporate PaperVision® E-Forms NOW!

Are you ready to add this capability to your product lineup? Now that you understand what e-forms are, you need to know how to position the capability to prospects and what PaperVision E-Forms has to offer. Let's dive into a few of its impressive features.

Data accuracy: Simplify customers' form completion and provide better control with data validation, which ensures that date and numeric information is entered correctly.

Instant availability of information: Enhance efficiency with the ability to automatically capture information and file a form as soon as it's filled out. This makes the data available to other business systems and users immediately.

Automation: Reallocate time spent on pushing paper to money-making activities! Forms speed up the approval process significantly. Items such as sales orders, vacation requests and expense reports can be routed between the necessary parties, with audit trails and acknowledgements. This makes approving forms a breeze! Surveys and questionnaires can automatically enter a workflow to trigger follow-up responses.



Another bonus? PaperVision E-Forms can be used on desktop, web or mobile devices.

How to Sell E-forms

Now that you understand the technology itself, the Digitech Systems version and why your clients want it, it's time to hit the ground running. Need some help? Here are some tips from the Digitech Systems sales professionals:

- Look for document-driven processes, which are repeatable and have reach across numerous participants and individuals. For example, expenses reports are documents that have to be filled out by multiple individuals, and there are generally multiple participants involved in the approval process for payment.
- Also consider enrollment. Whether it is student enrollment for classes, enrollment in insurance or investment plans, or just signing up for the local workout club, the criteria are the same. You have a repeatable document-driven process that has numerous participants and individuals.
- Once you've identified these types of applications within your prospect or already existing customer base, do the return on investment (ROI) research. How much labor is involved in the current process? How much are printing and faxing costs? What manual processes occur today that could be eliminated because the forms are already electronic? You get the picture.

Other thoughts to consider: Has the customer ever lost an opportunity, because documentation (paper, faxes, etc) was lost? What was the cost? When information is electronic, it is easier to protect and costs less than when stored and managed on paper.



“Make sure to also consider turnaround times. Today’s customer wants information *NOW*. What could be gained by a much quicker process? Does this have an impact on the ROI? From a sales perspective these are the types of questions that I would want my customer or prospect to answer. Once the research is complete, and the customer acknowledges a strong return on investment because they did the research, closing the sale is a no brainer.”

-Sean Morris
Director of Sales, Digitech Systems

Now that you know all there is to know about e-forms, get going! This addition to the Digitech Systems product lineup is a powerful one, and you’re sure to impress customers with this new capability. Do your research and be prepared for questions. This is your opportunity to make more Money*NOW*! PaperVision E-Forms eliminate the need for pens, but we’re sure to write history together!

Works Cited

¹ IT Glossary, Electronic Forms (E-Forms), Gartner, <http://www.gartner.com/it-glossary/electronic-forms-e-forms>

² Save the tree – use eForms (statistics), 8 Factors to Consider in Creating an Information Management Strategy eBook and Presentations, <http://msmvps.com/blogs/laflour/archive/2010/04/02/save-the-tree-use-eforms-statistics.aspx>

³ e-form (electronic form), SearchCIO, <http://searchcio.techtarget.com/definition/e-form>

⁴ eForms vs. Paper Forms, March 2012, eForms Factory, <http://www.eformsfactory.com/eforms-vs-paper-forms/>

Additional Resources

There are a lot more opportunities to learn about e-forms! Take advantage of the resources below to answer your questions and provide additional guidance while navigating your way through the world of understanding and selling e-forms.

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.

Digitech Systems White Papers:

Enterprise Content Management for You!

<http://www.digitechsystems.com/wp-content/uploads/2013/10/ECM101-WhitePaper-2012-FINAL.pdf>

Ten Security and Reliability Questions to Address Before Implementing ECM

http://www.digitechsystems.com/wp-content/uploads/2012/12/TenQuestionsBeforeBuyingECM_2012Updated.pdf

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.

<http://community.aiim.org/search?executeSearch=true&SearchTerm=e-forms&>

<http://www.aiim.org/About/News/E-forms-and-Electronic-Signature-Simplify-Business-Processes>

Nucleus Research

Nucleus Research, Inc. provides investigative information technology research and advisory services. Advising both vendors of technology and technology users, Nucleus Research provides information and data to help you make the best-informed decisions. Their analysts are experienced technology experts who review many topics and benefits in the ECM space, e-forms included! Plus, the firm recently reviewed PaperVision E-Forms.

<http://nucleusresearch.com/>

<http://www.digitechsystems.com/wp-content/uploads/2014/02/Nucleus-PVE-R77-Review-Sheet.pdf>

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Digitech Systems, Inc.

Digitech Systems, Inc. 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 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 recognized PaperVision Capture as the Outstanding Enterprise Capture Product for 2012. To learn more about the company's software and services that deliver any document, anywhere, anytime, visit www.digitechsystems.com.

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