



Digitech Systems White Paper

2017

How Mobile Are Your Prospects?

Are your prospects doing business on their mobile devices? Do they need access to their information 24x7? For companies of all sizes and virtually all industries, working on the go can streamline operations and reduce costs. However AIIM reports 84% of companies say they are isolated from normal business workflows when out and about, and 39% have no mobile access whatsoever.¹ This means there is a sizable market opportunity for *ECMNOW!* resellers to connect workers with content anytime, anywhere.

Mobile technologies provide real-time access to business processes from remote locations. ImageSilo®, a cloud-based Enterprise Content Management service, can help businesses move to the cloud and enable a mobile workforce. Extending existing processes to mobile workforces, businesses can significantly improve business responsiveness, increase productivity and save money. If you are interested in growing your business while helping your customers access their data on the go, read on to learn how to nail that sales call!



What if you could offer your customers a solution that would allow them to access their information from virtually any device, at any location, and at any time? How might they improve their productivity?

According to Gartner, 70% of all software interactions in the enterprise will occur on mobile devices by 2020². Hewlett-Packard reports 60% of employees surveyed said mobile technology makes them more productive.³ This means your customers are transitioning to mobile. As a Digitech Systems reseller, you can help! Keep reading to find out just how big this opportunity is, and how *ECMNOW!* can help your customers improve efficiency, gain control, and save money.

What's the Opportunity for You?



Who can you sell to? The market is exploding! For example, Markets and Markets is reporting the ECM market is expected to grow from \$32 billion in 2017 to \$67 billion by 2022, at a Compound Annual Growth Rate (CAGR) of 18.7% during the forecast period. The major drivers of this market include the increasing need for businesses to convert to an ECM solution to streamline business processes and ensure optimal resource usage—such as leveraging employees' mobile devices.⁴

Gartner predicts 80% of businesses will suffer revenue loss by not supporting web-based customer service on mobile devices.⁵

- Gartner, 2016

What is mobile ECM?

In order to maximize the resources available, many companies will turn to mobile ECM. Employees are already accessing their email on their mobile devices, and being able to access critical data on the go is the next transition. Mobile ECM provides businesses with the ability to capture, manage, store and securely access any information, including electronic files, images, and email that delivers any document, anywhere, anytime on virtually any device. Mobile ECM can improve the productivity of the entire office, by enabling employees to respond to questions, lookup information needed for smart decisions and continue critical business process workflow while away from their desks and the corporate network.

50%
of users access
emails on three
or more devices.
- AIIM, 2015



Why is mobile exploding?

Mobile adoption is growing rapidly as today's workforce requires access to an ever growing amount of information and the ability to collaborate and interact on a 24x7 basis. Businesses are providing mobile access, because it relieves information bottlenecks and improves productivity. Companies with mobile access report a net gain of approximately one hour per person, per day, which is a 16% improvement in productivity.⁶

Rapidly growing data

As the amount of information rapidly increases, the need for the business to interact with this data increases. Without a mobile plan, businesses are setting themselves up for huge data challenges. Cisco expects mobile data traffic will grow at a CAGR of 47% from 2016 to 2021, reaching 49.0 exabytes per month by 2021. (One exabyte is equivalent to one billion gigabytes.) Cisco is also forecasting by 2021 there will be 1.5 mobile devices per person. That means there will be 11.6 billion mobile-connected devices by 2021, which would exceed the world's projected population (7.8 billion).⁷



Security is key

Security is clearly a key consideration since information stored on mobile devices can be lost or stolen. Storing documents in a cloud ECM system can help protect these devices. In a recent AIIM survey, 75% of businesses felt the security offered by cloud providers is likely better than the security of their own servers,⁸ so they are looking for cloud ECM to enable secure mobile access to critical business data.

Regulatory and compliance issues

Many businesses struggle to keep data secure, and non-compliance with government regulations can be costly. Laws such as the Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), and Sarbanes-Oxley Act (SOX) require companies to manage disclosures and explain how customer data is protected, shared, and secured, which can be complicated in a mobile workforce.

The Road to Mobile

The productivity of the entire office will increase when businesses add mobility to their workforce, because employees will now have access to business critical information on a 24x7 basis from any device they have handy. *ECMNOW!* can offer companies a cost-effective flexible solution to begin making their office mobile.

Imaging Software

Traditionally, capturing information had been a manual process as data entry workers manually hand-keyed information on paper documents. Today, using imaging or capture software, documents are converted into digital images using a scanner and 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, reducing the time it takes to process documents, and increasing the accuracy of the data, saving your prospects valuable time and money. Now that the document is digital, the information can be made available remotely via a cloud ECM repository.

Cloud ECM Services

Because your prospects documents are digital and in the cloud, accessing the data via a mobile device is easy. ImageSilo allows businesses to manage documents electronically, ensuring the documents are on virtually any device, instantly searchable, and securely available.

BPM Automation Software

Document routing then becomes a breeze when documents are stored in the cloud thanks to BPM software applications like PaperVision® Enterprise WorkFlow, which works seamlessly with ImageSilo. No matter where the document is in the process, the system automatically sends it to the proper people for processing. If the documents are stored in the cloud they can be accessed from virtually any device, at any time, allowing documents to flow through business processes much more quickly. This reduces the time it takes to process documents, saving your prospects valuable time and money.

When combined, these technologies can dramatically simplify information management and flow to support critical business processes and decisions.

ECMNOW! Makes the Mobile Transition Easy

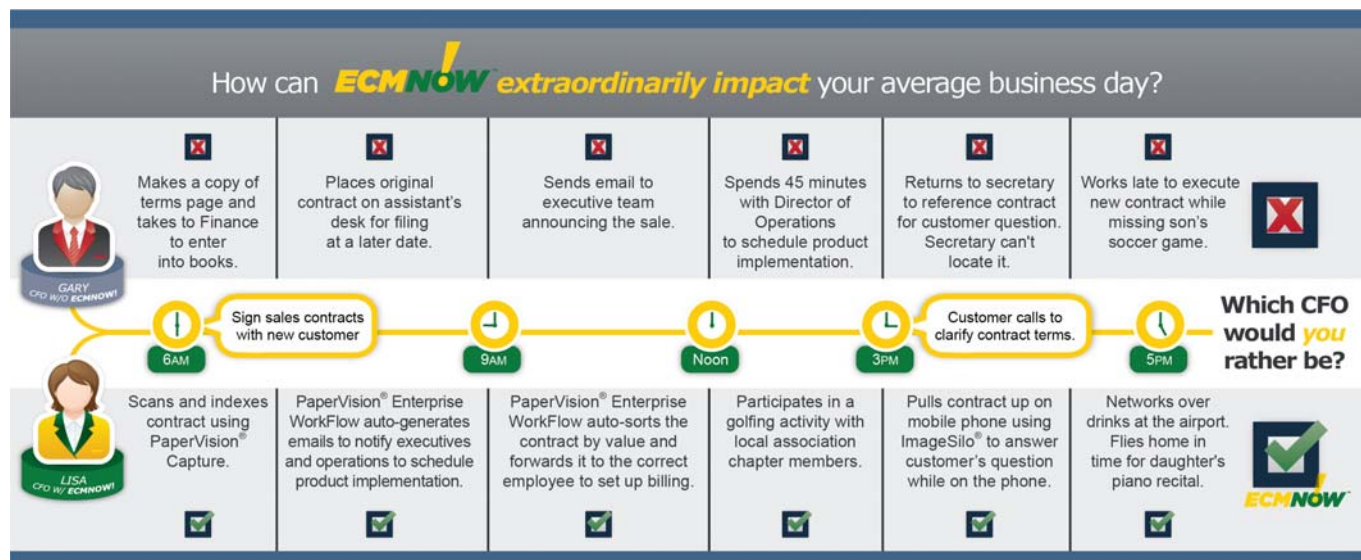
According to AIIM, 76% of businesses know they need to embrace mobile applications or be left behind.¹ Thanks to the ECMNOW! suite and ImageSilo, it's easy. ImageSilo was the first cloud offering in the ECM marketplace and is still the world's most trusted cloud ECM service.

"Today, most companies and employees understand that a mobile-first approach can be good for business, but if you can tell a CEO of a Fortune 500 company that their organization can achieve a 16% increase in employee output, or tell HR directors that they can increase loyalty by over one-in-five, we believe they would make mobility an even greater investment priority."

- Chris Kozup, Vice President of Marketing, Aruba.³

How does it work?

Organizations that enable a mobile workforce report greater scalability, faster access to infrastructure, higher availability, higher employee satisfaction, and faster time to market for products and services. With a combination of today's technologies, adding mobility can be accomplished with ease. Documents that arrive in paper form are scanned into the system and natively digital documents like emails, faxes, and Microsoft® Office and other files can be automatically imported into the system. Electronic documents are automatically routed and easy to locate thanks to powerful search capabilities. Documents can be located from a desktop, laptop, tablet or even from a phone—increasing the productivity of everyone. See below for an example of ECMNOW! at work!



Case Study: Community Business Lenders Service Company, LLC

Back in the early days, when Community Business Lenders Service Company, LLC (CBLSC) first started, they were communicating with board members via email. Board packets were done weekly and quickly these packets became too big to email. Ginger Heckman, Manager of Business Development, realized this wasn't going to work long term. "I thought, what if we could just use email to notify them the information was ready instead?" After implementing ImageSilo, board members can just login and securely access the information they need from any device they have handy. This has allowed them to become a completely remote, paperless and flexible business. The organization recognizes the following measurable benefits from the implementation:



- Information management and sharing has been streamlined across the remotely stationed board members.
- Built a secure business, entirely based in the cloud that is managing over 123GB of growing data.
- Saves over \$64,000 dollars annually by eliminating printing entirely.

"I don't know that we could do the business we do without ImageSilo. The physical aspect of delivering what our partners need without the system would be impossible."

– Ginger Heckman, Manager of Business Development, CBLSC

Hitting Your Customer's Buy Button

Finding an affordable solution for eliminating paper and storing digital documents is a common problem that you can help your customers solve!

The table below lists common mobile challenges and how ImageSilo and the *ECMNOW!* suite of products can help solve them.

Business Problem	Digitech Systems Product, Feature or Capability	Advantage/Benefit
Paper documents cannot be accessed outside the office.	PaperVision® Capture PaperFlow™ ImageSilo	Scan paper documents into digital format for easier access and management. Documents that are located in the cloud can be accessed from any location, from virtually any device.

Business Problem	Digitech Systems Product, Feature or Capability	Advantage/Benefit
Employees need to be able to process documents when not in the offices	ImageSilo PaperVision Enterprise PaperVision Enterprise WorkFlow	When stored in the cloud, documents can be processed, anywhere, from virtually any device.
Documents are difficult to locate a business process.	ImageSilo PaperVision Enterprise PaperVision Enterprise WorkFlow	Instantly see the status of any document, and see where it is in the process from anywhere on virtually any device.
Paper documents are hard to share.	ImageSilo PaperVision Enterprise	Distribute information securely electronically via email or secure web posting.
Obtaining physical signatures is difficult when out of the office.	PaperVision Enterprise WorkFlow	E-Signatures can be added to any document for fast approval from any device.
Slow customer service leads to low satisfaction ratings.	ImageSilo PaperVision Enterprise PaperVision Enterprise WorkFlow	Documents that can be processed from any device create faster processes, better customer service, and more revenue.
Providing mobile access is too expensive	ImageSilo PaperVision Enterprise PaperVision Enterprise WorkFlow	There is no need for a separate, custom system or to purchase all-new hardware for your employees, because ImageSilo works on virtually any device.
New systems don't integrate with existing systems	ImageSilo PaperVision Enterprise	<i>ECMNOW!</i> integrates with and can share information with any line-of-business application, on virtually any device.

What Industries Can You Sell Too?

While mobile ECM and cloud services are being adopted by numerous industries, some industries offer a significant opportunity. Here are a couple industries to consider:

Government

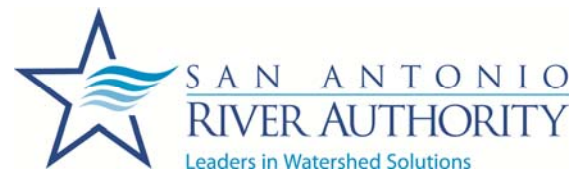
Traditionally the government is not great at adopting new technology. But even they have decided that the cloud is the way to go. Markets and Markets report the government cloud market is going to be worth \$18.48 billion by 2018.⁹ Clearly there is a sizable business opportunity for resellers who can help government offices transition to a mobile friendly environment.

With *ECMNOW!* your prospects will:

- Boost **efficiency** by improving employee productivity while away from their desks.
- Improve **control** by securely protecting sensitive data when accessed remotely.
- Save **money** by streamlining business processes.

Case Study: San Antonio River Authority (SARA)

In Texas, the San Antonio area is known as flash flood alley, and flooding is always a major concern for the San Antonio River Authority (SARA) because they manage water. When Jordan Merson, Database and Development Administrator, came on board in 2003, they were just beginning the big push towards digitization. They needed to protect their documents, and wanted to give workers access to information when out in the field. "We manage water, so having maps on paper when trying to work on wet sewer lines isn't ideal," said Merson. "I inherited the digitization project and got to work."



After implementing *ECMNOW!*, SARA saves countless hours in productivity, ensures compliance, and saves money. The organization recognizes the following measurable benefits from the implementation:

- Documents can be located instantly, from virtually any device, anywhere.
- All documents are compliant and 100% protected from natural disaster, theft or loss.
- Faster processes save over \$44,000 annually.

"The workers in the field used to have to take paper maps and documents with them. Now, thanks to the integration with PaperVision Enterprise, they can just use whatever device they want, and instantly have the information they are looking for because it's all linked."

- Jordan Merson, Database and Development Administrator

Accounts Payable

The Accounts Payable department is a good department to target, because they traditionally receive and use a lot of paper. The Institute for Finance & Management (IOFM) reports that between 70 and 80% of invoices in the United States are still paper-based. Which means there is a sizable market opportunity for digitization.¹⁰ In many cases, imaging software works seamlessly in conjunction with other *ECMNOW!* products, like ImageSilo and PaperVision Enterprise WorkFlow, making users' jobs even easier. How valuable might this transition be to your customer? Once automated businesses can increase productivity simply by now having access via mobile devices. The Gartner Group estimates that a 5% reduction in operating costs can have the same impact as a 30% increase in sales.¹¹

With *ECMNOW!* your prospects will:

- Improve **efficiency** by approving invoices from any location, on virtually any device.
- Increase **control** by accessing workflows and secure content via mobile devices.
- Save **money** by decreasing the time needed for every invoice to process.

Spotting Opportunities

What other markets can you sell too? When you are looking for other opportunities, ask your existing clients and new prospects how they are accessing their data. Perhaps it is an existing customer using PaperVision Capture for scanning that is still storing their documents locally. Or an existing PaperVision Enterprise client that isn't storing their documents in the cloud. Ask them if mobile access would improve their productivity because they could access their documents from anywhere on virtually any device. Try sending them an email campaign that invites them to explore the possibility. When looking for new opportunities it is important for you to closely observe every aspect of the company. Sometimes, the opportunity is hiding in plain sight. Start by reaching out to your existing customers to better understand their needs.

Conclusion

As the volume of electronic data keeps increasing, being able to help customers manage and access this data becomes increasingly important, and the mobile and cloud market represents a significant sales opportunity for Digitech Systems resellers. Solving data management problems can be combined with other issues the business may be having and may require more than a single technology solution. Rather than selling just the cloud component of the solution, you will begin to see significant growth if you combine technologies such as forms processing to automatically extract data from scanned documents, and workflow to route information through processes. By moving to the cloud and enabling mobility, your prospect will be able to improve efficiency, gain control, and save money. Companies will benefit from reduced operating expenses, and you will see your profits rise with this stable recurring revenue stream.

Additional Resources

AIIM – The Global Community of Information Professionals

AIIM is an association providing education, industry research, training and events for the information and image management industry.

www.aiim.org

Digitech Systems, LLC

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

Industries

For more information about selling to specific industries, check out our website.

Government – www.digitechsystems.com/you-inc/government/

Accounts Payable – www.digitechsystems.com/you-inc/accounts-payable/

Vocabulary and Terminology

Business Process Management (BPM) or Business Process Automation (BPA)

BPM/BPA utilizes imaging technology to create digital records that can be automatically routed through business processes with workflow applications. PaperVision Enterprise WorkFlow is a BPM/BPA application.

Cloud Services

Cloud provides an alternative way for companies to run their business. Instead of developing, maintaining and running content management applications themselves, businesses simply access everything they need through the internet. ImageSilo is a cloud ECM application.

Gramm-Leach-Bliley Act (GLBA)

Protecting the privacy of consumer information held by financial institutions is at the heart of the Gramm-Leach-Bliley Act (GLBA) of 1999. The GLBA provides limited privacy protections against the sale of private financial information. Additionally, the GLBA organized protections against pretexting, the practice of obtaining personal information by false pretenses. It also ended regulations that prevented the merger of banks, stock brokerage companies, and insurance companies.

The Health Insurance Portability and Accountability Act of 1996 (HIPAA)

HIPAA is a federal law allowing persons to qualify immediately for comparable health insurance coverage when they change their employment relationships. HIPAA has the authority to mandate the use of standards for the electronic exchange of health care data; to specify what medical and administrative code sets should be used within those standards; to require the use of national identification systems for health care patients, providers, payers (or plans), and employers (or sponsors); and to specify the types of measures required to protect the security and privacy of personally identifiable health care information.

Imaging Technologies

PaperVision Capture is an imaging application. It works with scanners to convert documents into electronic image files, making them ready to move to the ECM for storage.

Mobile ECM

Mobile ECM provides businesses with the ability to capture, manage, store and securely access any information, including electronic files, paper documents, images, and email that delivers any document, anywhere, anytime on virtually any device.

Sarbanes-Oxley Act (SOX)

Introduced in 2002, the Sarbanes-Oxley Act (SOX) was designed to combat accounting fraud, improve financial disclosures and increase corporate responsibility. Any US publicly-traded company who does not follow the laws outlined by SOX could face extreme penalties. It regulates the activities of executives and managers as well as the accounting and auditing firms that provide services to nearly 20,000 public companies.

Workflow Applications

PaperVision Enterprise WorkFlow is what is known as a workflow application. PaperVision Enterprise WorkFlow is used to automatically route documents and organize workflows to improve business processes.

ECMNOW! Case Studies

For more real-world applications and testimonials on how companies are using the ECMNOW! product suite to enhance efficiency, gain control and save money, please visit MyDSI or

<http://www.digitechsystems.com/category/resources/news/case-studies/>



San Antonio River Authority

Using PaperVision Enterprise, documents are protected from disaster and can be located instantly from virtually any device.



Cook County School District #104

Using ImageSilo, the District has eliminated paper, protected all documents from disaster, and saves almost \$9,000 a year through improved productivity.



Community Business Lenders

Because of ImageSilo, Community Business Lenders can run their business and they have avoided \$64,000 in printing costs.



Netcare Access

ImageSilo helped Netcare Access to reduce patient intake processes to seconds, saving 4,167 hours annually!



Alzheimer's Association

Using ImageSilo, the Alzheimer's Association eliminated all storage costs and streamlined check handling.



Industrial Refrigeration Services (IRS)

After implementing ImageSilo, IRS recovered 500 hours per year and saved \$10,000 in training costs.



Gnomon School of Visual Effects, Games, and Animation

Gnomon decided to digitize their administrative processes with a combination of ImageSilo and PaperVision® E-Forms, and they now save \$100,000 every year in labor.



Human Development Center (HDC)

After HDC implemented ImageSilo, they eliminated all paper charts and saved \$70,000 in administrative costs.

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About 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 CIOReview Top Document Management providers, 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 or on Twitter @ECMNOW.

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