

How to sell document capture



Two methods of selling

Product Sale



Solution Sale



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Cost Plus Selling

- Cost Plus selling mimics most multifunctional sales processes
- Scanshare Capture is sold as a 'digital peripheral'
- There is a ceiling on the price you can charge for software
- Scanshare Capture makes the device look more capable and advanced, by linking the MFD to cloud and mobile solutions



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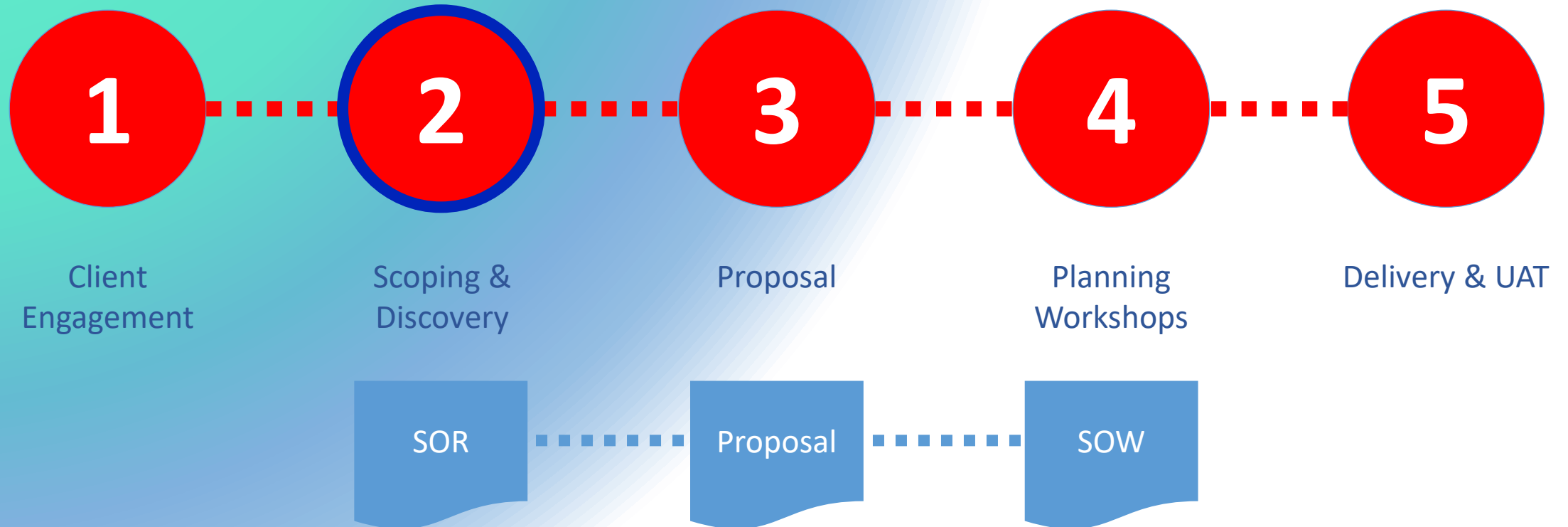
Solution Selling

- Identify pain points to the business in a product agnostic way (we need *the* problem)
- Identify cost to the business due to pain points (labour, compliance, etc.)
- Identify budget to remove the cost (may be equal or less to cost of problem)
- Propose a solution which illustrates a saving to the business, with a return on investment in 12 months or less (most CFOs prefer 12 months)



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Solution sales process



Process improvement

- **The scoping and discovery workshop**

- **Symptoms of a broken process**

- Some things take too long
 - It wasn't right the first time
 - We throw money/people at the problem and it doesn't get better
 - High frustration factor
 - High variability in output or result
 - Wait times
 - Customers are unhappy

- Map current state of process
 - Discuss desired state of process
 - Track time and materials of broken processes



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What to look for

- **Waste in the office**

- Transporting documents from one areas to another
- Document waiting in an inbox for approval at various stages
- Passing on incomplete information; a defect that requires rectification at a later date
- Pick up, put down, pick up.... this is over-processing
- Delivery an order to production that will product the wrong thing is a defect
- Waiting for the customer to provider the correct information

Scope & discovery

- **The mutual decision**

- Identify pain points and agree on these before proceeding
- Obtain commitment from client (no surprises – clarity of next steps in chain)
- Alignment to business goals
- Approval to approach the people doing the work
 - Don't just stick with IT – this is where big projects fail!

- **Solution build**

- Workshops for “desired state”
- Aligned to business goals
- Costs within ROI model



Go To Market Strategies

- **Verticals**

- **Manufacturing** – print shops, factories, AND shipping, transportation, logistics.
- **Legal** – Attorneys, legal aid, public defenders, etc.
- **Medical** – Must provide medical service to people or animals
- **Finance** – Accounting, insurance, banking, real estate, Investment companies, etc.
- **Religious** – Houses of worship
- **Retail** – Government / Education - Towns, Villages, Colleges, Public Schools, Private Schools

- **Horizontals**

- **Finance** – accounts payable, receivable
- **HR** – CV, personnel contracts, certification
- **Mail distribution** – internal mail, faxes, memos
- **Warehousing** – delivery dockets, goods in
- Etc.





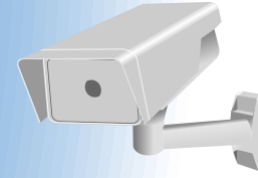
Go To Market Strategies

- **Bundling**
 - Measure sell out (activations), not sell in
- **Create PS rate sheet**
 - For every \$1 of product, \$1-\$3 of PS revenue is possible
- **Document customer requirements**
 - Have your partners create statements of requirements, don't rely on email or phone calls!
 - Create a statement of work template for your partners to use; create value around the solution

Prospecting

Leverage interest in document capture

Types of opportunities



Document capture opportunities can be broadly categorized into two areas:

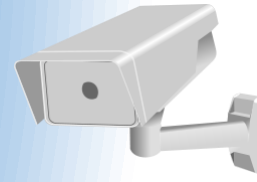
- **Document Workflows**

- Digital workflows using interactive MFD client and automation features such as barcode recognition, zone OCR and document system connectors
- Scan to formats such as searchable PDF, Word and Excel for collaboration
- Addressing pain points including inefficiencies of handling paper-based documents, interfacing with document systems, convergence of paper and digital information workflows, indexing and retrieval of data

- **Back-file Conversion and Archiving**

- Scanning archives and filing cabinets, paper stores etc.
- Use file formats such as TIFF, PDF/A and ABC for archival
- Addressing pain points including document security and accessibility, records management, retrieval of information, recovery of office space taken up with filing cabinets, regulatory compliance with information storage

Areas of opportunities



Examples of where paper intensive processes exist in organisations:

- **Document Workflows**

- Accounts payable: invoice, purchase order, packing slip, integration with ePayables
- Medical: patient check-in, health questionnaires
- Education: student registration, examination forms
- Warehouse: receipt and processing of delivery dockets and collection slips
- General office: electronic distribution of inbound mail and correspondence
- General office: inbound invoices and paper-based sales orders

- **Back-file Conversion and Archiving**

- Healthcare: patient record storage
- Education: long term storage of student records
- Finance: client paperwork, tax records
- General office: invoices, correspondence, financial paperwork, legacy filing

Example prospecting – high-level



- “What are the most important paper-based documents in your organisation?”
 - For prospects with no current scanning workflow and little awareness
 - Objective is to identify a paper-based workflow critical to an organisation
 - Identify costs (labour, postal etc.) associated with processing this document, in addition to any bottlenecks:
 - Following questions should try to uncover the document origin, who handles the document, where it’s stored, if it needs to be retrieved
 - How many documents of this type are stored currently?
 - Can the document flow be digitized earlier to increase efficiency?
 - Can metadata be employed at the time of scanning to automatically direct the document through the organisation?
 - Does the document require some type of restricted access, security or encryption?



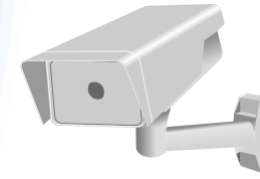
Example prospecting – high-level



- “Do you back-up your paper-based information?”
 - Objective is to identify a paper-based backup procedure for the ~20% of business-critical data that typically only ever exists on paper
 - If a process exists, identify its efficiency
 - Are documents scanned, tagged and automatically archived
 - ...or does it require manual intervention (rename and manual filing)
 - Identify risks with missing or inefficient paper backup processes
 - Document security, process auditing, correct file format etc.
 - Further questioning should try to uncover the document origin, who handles the document, where it's stored, if it needs to be retrieved
 - What would happen if you suffered a total loss of your paper documents?
 - How much does it cost (labour/time) to file a paper document?
 - How much does it cost (labour/time) to retrieve a paper document?
 - What percentage of business-critical data is stored just on paper?



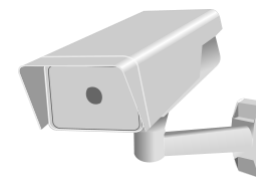
Example prospecting – mid-level



- “Do you have separate workflows for paper and for electronic documents?”
 - Objective is to identify when the paper and digital workflows converge
 - Typically the earlier the workflows converge, the more efficient the process
 - Capture and conversion enables the paper-based information to be integrated into the electronic workflow early in the information lifecycle
 - Identify opportunities to integrate paper information into electronic workflow at point of origin
 - Scanning inbound mail, invoices, delivery dockets etc.
 - Distributing to email, server file system, document management systems etc.
 - Further questioning should try to uncover the paper-intensive workflows and the optimal scanning workflow
 - Where does the document come in to the business?
 - What information in the document or context could be used to route and process?



Example prospecting – low-level



- “Does your scanning workflow fully integrate to your digital environment?”
 - Objective is to identify existing , sub-optimal scanning workflows, e.g.:
 - Scanning to email, saving locally, renaming and redistributing
 - Scanning to folder, manually retrieving, uploading to document system or filing in correct location in corporate directory structure
 - Identify opportunities to streamline scanning system to automate some of the manual processes
 - Use metadata, zone OCR or barcode information to name the document
 - Utilise information in company databases to tag documents with information
 - Browse the directory file structure from the panel of the MFD
 - Connect and upload a document management system directly from the MFD
 - Further questioning should try to uncover the environment specifics
 - What document management system are you using?
 - Can we use data in your corporate database to tag documents?

Document Facts



- The paperless office, once predicted as a result of information technology (IT), has not transpired. Industry analysts estimate that 95% of business information is still stored on paper

Source: International Institute for Environment and Development (IIED)

- More than 70% of today's businesses would fail within 3 weeks if they suffered a catastrophic loss of paper-based records due to fire or flood

Source: Hamel, M., DVDs & Documents...why neither make sense

- 45% of documents in filing cabinets are duplicates

Source: ForestEthics

- 18 minutes is the average search time for a document

Source: The Paperless Project

Document Facts



- 15% of an organization's revenues are spent creating, managing & distributing documents
Source: The Paperless Project
- On average \$30/hr knowledge workers waste \$4,500/year working with paper documents
Source: Microsoft
- Paper in the average business grows by 22% a year, meaning your paper archive will double in 3.3 years
- 60% of employee time is spent working with documents
Source: The Paperless Project
- 15% of paper documents are misplaced

Document Facts



- The handling cost of documents is about 6% to 15% of **all revenue** of a company
Source: Cap Ventures
- 85% of all archived documents never leaving the filing cabinet, once filed
Source: Cap Ventures
- When an employee leaves a company 70% of his knowledge walks out the door with them
Source: The Paperless Project
- Electronic-only filing would halve the storage space needed for paper in 5 years, a saving of nearly 8% in overall office costs
Source: AIIM

Document Facts



- The average daily web user prints 28 pages daily
Source: Gartner and HP
- For every \$1 that a company spends to create a final document, \$10 is spent to manage the creation process
Source: Microsoft
- 45% of printed documents are discarded in the same day
Source: Xerox

Document Facts



- Document handling costs
 - \$20 on average to file a paper document
Source: PricewaterhouseCoopers
 - \$120 on average searching for a misfiled document working with paper documents
Source: PricewaterhouseCoopers
 - \$220 on average to recreate a lost document
Source: PricewaterhouseCoopers
- 60% of all companies still process, store and retrieve documents manually
Source: Gartner

Thank you

For more details
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