DIGITECH SYSTEMS

DataBank IMX Earns $10,000,000 in New Business with Digitech Systems

In business since 1991, DataBank IMX had established a profitable, full-service imaging and information solutions business spread across the United States. As a customer-focused company, DataBank executives recognized that their existing level of operational consistency, reliability and product quality were three challenges that hindered customer service. In order to guarantee customer satisfaction, DataBank needed reliable technology that could consistently create accurate, high-quality results. Plus, they wanted a solution that would expand their portfolio of offerings and facilitate new opportunities.

Key Benefits

- Gained at least $10 million in new business

- Saved a million dollars in labor costs and improved productivity

- Enhanced quality, consistency and reliability of operations

- Enabled ten production offices to process one billion images per year, or 4,000,000 images per day

Digitech Systems provides DataBank with reliable Enterprise Content Management (ECM) software that helps standardize their operations and continues to serve as a backbone of their business. Using Digitech Systems' technology, DataBank has saved a million dollars in productivity, has secured millions of dollars in new business and has delivered on their 100% customer satisfaction guarantee.

Business Goal

DataBank is a nationwide imaging and document management services business with ten production centers strategically located throughout the U.S. They deliver services, technologies, tools and methods to capture, manage, store, preserve and deliver end-to-end solutions for their clients.

Before DataBank implemented consistent business practices, each region used a different imaging system and different scanners to complete thousands of projects. There were no commonalities among systems, and measuring performance across locations was a challenge. "We needed to take a closer look at our productivity and provide services in a uniform manner," said Chuck Bauer, COO. "We wanted to identify one platform that was superior to all the rest, and we needed to standardize our conversion services business around it."

> *"Now, we process information once, and we do it right. We rarely have to rework a project. Digitech Systems' products are reliable and that helps us deliver a reliable service. Our operating margins have gone up, and our customers are happy."*
>
> -Chuck Bauer, COO

DataBank sought out a scalable and reliable system that was flexible enough to handle the diverse needs of their clients and still provide quality and uniformity. Additionally, DataBank searched for a system that was easy for new employees to understand and improved operating margins. "We investigated everything that was on the market," said Bauer. "We tried out scanners and software and ran every job we could think of to test product quality, consistency and reliability."

Digitech Systems Solution

After many tests, DataBank decided that Digitech Systems software, combined with Kodak scanners, created a superior operating system. "With this software and hardware, we had new

employees up and running and doing high-quality work within a week. Plus, the software was producing accuracy rates exceeding 99%," said Bauer.

DataBank purchased Kodak scanners and implemented a complete Digitech Systems ECM scanning suite, including solutions for both document capture and indexing, in each of its ten locations. Each region was connected using DataBank's secure, private, wide area network. Before long, employees across all regions were collaborating to control quality and complete projects in organized work queues. DataBank's business became consistent and productive. "Now, our business is very process driven. With Digitech Systems products, we can set up jobs and manage work queues with products that force quality interaction from operators," said Bauer.

Business Value to DataBank IMX

Since the standardization, productivity has skyrocketed, and DataBank has saved a million dollars in labor costs. PaperFlow, the production-level scanning and indexing system, allows DataBank to use a distributed system to effectively process images. QCFlow enables them to control quality, easily convert scanned images and output data to any desired format. Today, DataBank uses Digitech Systems products to handle the vast majority of their customers' projects and processes one billion images annually—about 4,000,000 images every day. "Our operators don't have to guess," said Bauer. "Now, we process information once, and we do it right. We rarely have to rework a project. Digitech Systems' products are reliable and that helps us deliver a reliable service. Our operating margins have gone up, and our customers are happy."

Not only has DataBank been able to standardize their business for success, they have used Digitech Systems technology to bring in new business and boost profits. ImageSilo, the on-demand ECM service, and PaperVision Enterprise, the on-premise ECM system, have expanded DataBank's product offerings. As part of DataBank Online Services, their hosted ECM service, the ImageSilo functionality offers "real value to clients" and is one of the "fastest growing segments of our business," said Bauer. In fact, DataBank uses ImageSilo internally, because there is no associated capital cost, it is easy to implement and it provides built-in security and data redundancy. Today, they manage thousands of gigabytes of customer information leveraging ImageSilo.

Within the first few months of partnering with Digitech Systems, DataBank was closing large sales, and within the first eight months, Digitech Systems had recognized them as a Rising Star reseller. After just 18 months, DataBank was one of the top resellers in the country. "Digitech Systems provides a significant increase in our operating margins. We have gained at least $10 million worth of new business, because we have the capability to operate with quality and consistency. We are winning opportunities because of our relationship with Digitech Systems," said DataBank CEO, Richard Aschman.

The key to their success, said Aschman, is a combination of partnering with top quality firms, hiring the best people in the industry, focusing on customer service and concentrating on opportunities where the customer's business is dependent upon information services.

Conclusion

DataBank uses Digitech Systems software to infuse quality, consistency and reliability into their business. By standardizing services around scalable, flexible and dependable products, they built a foundation that supports a 100% customer satisfaction guarantee. Their customer-centric philosophy, teamed with outstanding technology, continues to propel DataBank's ambition for the future. "Because of our satisfaction guarantee, clients recognize that we are success oriented and customer focused, and they know they can trust us," said Aschman. "As a result, 90% of clients will serve as a reference for us, and that kind of success has become a part of our business culture. It drives our energy each and every day."