

THE COMPUTERWORLD HONORS PROGRAM

CASE STUDY

LOCATION:
*Shawnee, Kansas, United
States*

YEAR:
2006

STATUS:
Laureate

CATEGORY:
Business and Related Services

NOMINATING COMPANY:
Morgan Stanley

ORGANIZATION:

Perceptive Software, Inc.

PROJECT NAME:

ImageNow

Summary

When Perceptive Software began development of ImageNow, the focus was simple -- build a product that provides the highest level of value to customers. This principle guides all aspects of the business, and the impact of this product development philosophy on customers worldwide in healthcare, education, government and numerous other industries has changed the landscape of how enterprise document management technology is used, deployed and expanded.

Introductory Overview

ImageNow creates a direct and effortless connection between business workers and the documents they need to complete their daily activities. The product enables users to efficiently capture and organize more than 200 document types, then retrieve a precise page with a single click from within any business application at the moment it's needed.

Since its beginnings, Perceptive Software has continued to innovate the delivery of document management software that is cost-effective without sacrificing functionality. The key is ImageNow's patented integration that weaves tightly into any business software application, regardless of manufacturer or platform, without need for a single line of code. Every ImageNow installation offers customers the security, speed and anytime, anywhere access to documents that are critical in today's competitive global business environment.

Perceptive Software's distinct business model helps customers across all industries build on existing infrastructure and hardware investments, with no long-term maintenance costs. From large, multisite corporations to small businesses and everyone in between, customers use ImageNow to reclaim time, money and their sanity at the department level and organizationwide. The company's philosophy is to educate users early on, equipping them with the right mix of tools and support to help them truly make ImageNow their own.

Benefits

Benefits to an organization begin at the most basic level -- the daily application of this technology. The ease and speed at which workers retrieve documents using ImageNow encourages a



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high level of usage and provides an immediate boost to daily productivity and timelier processing of business transactions. Organizations use ImageNow to unify unstructured data (digitized documents and other electronic images and files) with structured data by using data elements from existing business systems to organize or retrieve relevant documents with a single click. This functionality is seamless, operating as though it is built in to core business applications.

The most unique benefit derived from ImageNow comes during the delivery phase of a project. Integration with an IT infrastructure is typically a complex option that requires substantial time and financial investment. But ImageNow drastically reduces the time and cost of integration in every instance using patented technology -- whether the product is deployed in a small department or across a global enterprise.

This technology, coupled with a tested methodology, also allows organizations to easily accommodate alterations and updates to the system over time while maintaining the tight integration with host business applications. The innovation provides flexibility to modify a business system and quickly tailor solutions for individual departments and ever-changing business processes.

Because of the way in which the software is architected, ImageNow can be applied in any department in any industry at a fraction of the cost of similar solutions. What this means to budget-conscious organizations is that comprehensive, document management technology -- once thought to be cost-prohibitive -- can be applied to solve the inherent inefficiencies and risks that surround paper- and unstructured-data-intensive processes.

For example, today's organizations need cost-effective solutions to comply with multiple regulatory requirements simultaneously like HIPAA (Health Insurance Portability and Accountability Act), Sarbanes-Oxley, USA Patriot Act and FERPA (Family Educational Rights and Privacy Act). ImageNow technologies securely manage an organization's information and unstructured data, supporting the basic requirements of compliance: data integrity, confidentiality and accessibility.

The following few scenarios illustrate how ImageNow translates into efficiency and effectiveness gains at the user level in different business areas:

Patient history and insurance information are just one click away, improving a healthcare provider's service speed and quality and overall customer satisfaction.

Invoices are accessed, viewed and processed in record time, increasing an AP department's opportunity for valuable supplier discounts.

Proof-of-delivery statements are accessible from any location, letting a national distributor quickly confirm shipment arrival.

Personnel documents are stored centrally and securely, helping HR resolve payroll discrepancies immediately.

The Importance of Technology

In the electronic document management industry, there are integrated and nonintegrated solutions. Nonintegrated products provide a one-dimensional solution, treating the unstructured data repository as a stand-alone, postprocessed "filing cabinet."

In contrast, ImageNow integrates fully with all desktop applications, allowing for organizations



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to securely capture unstructured data and incorporate the data into daily business workflow. Because integration itself is key, Perceptive Software developed patented technology that makes this easy to accomplish.

ImageNow is universally compatible with all existing or future business applications, implements rapidly with minimal effort and is easily maintained. The result is a superior, cost-effective solution that delivers immediate return on investment.

The following few facts describe the importance of ImageNow's patented technology to organizations:

Perceptive Software's implementation methodology eliminates 75-90 percent of the service fees commonly required to deploy and maintain a complete enterprise document management solution.

The company's products leverage any technology, integrating seamlessly with more than 900 different host applications and versions to date.

The technical integration of the company's products with a customer's business system usually takes a matter of minutes or hours, as opposed to months.

Originality

ImageNow has become a leading product in the enterprise document management space because it delivers distinctive technology that provides unmatched customer value. Though the focus seems simple -- always provide the highest level of value and service to customers -- the product set that emerged from Perceptive Software's customer-focused development offers cost-effective benefits uncommon in today's marketplace. Nonprogrammatic integration (patented), sophisticated functionality, user-friendly interfaces, rapid implementation, flexible configuration and minimal service costs are differentiators that buck industry trends.

The company earned a U.S. Patent for ImageNow's revolutionary architecture that facilitates rapid, flexible, simple and cost-effective integration and implementation. This technology is a direct result of the company's commitment to building original, customer-centric solutions.

Success

When Perceptive Software first introduced the ImageNow product, the company had only a handful of employees and zero customers. Currently, Perceptive Software employs more than 250 software professionals, and more than 1,500 organizations worldwide in a broad range of industries use the company's flagship product. ImageNow's broad acceptance provides more than 50,000 users across 22 countries with the benefits of seamlessly integrated enterprise document management technology.

The following customer perspectives demonstrate how organizations have embraced ImageNow:

Simplifying Deployment at Avis Europe

As Avis Europe was planning for a new Business Support Center in Budapest, Hungary, the company realized that implementing an electronic document management solution would facilitate rapid information sharing between the new facility and rental and business offices across



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Europe. Such an application would also eliminate the need to spend time faxing and mailing paper documents. After considering several options, Avis selected ImageNow.

“A big selling point is ImageNow’s flexibility in connecting with different business applications,” says Chris Soanes, ABC project coordinator/ImageNow project manager at Avis. “It was simple to integrate ImageNow with host systems in multiple departments.”

Using patented technology, ImageNow seamlessly integrated with Microsoft Access, FoxPro and five of Avis’s legacy systems without programming. This process contributed to a rapid return on investment in multiple departments, including customer service, accounts payable and treasury accounts.

“ImageNow’s simplicity and scalability makes it effective in every department,” says Adrian Steventon, ABC project coordinator at Avis. “It allows you to effectively manage documents because you can quickly scan, index, archive and retrieve them.”

ImageNow supports more than 200 file and document types and gives 430 Avis users instant, single-click access to invoices, customer correspondence and all other documents from locations across Europe.

Expanding Efficiencies at Braishfield Associates, Inc.

Braishfield executives are impressed with the efficiencies ImageNow provides in underwriting, customer service, data entry and accounting, and will extend its reach into back office processes. This expansion will make it easier for departments to share information and track documents throughout their life cycle.

The company also plans to take advantage of features such as bar-coding and automatic routing to create further efficiencies enterprise-wide and capitalize on benefits realized already. With these ImageNow functions, Braishfield managers will monitor and authorize any document from the convenience of their desktops.

“Before ImageNow, paper was everywhere,” says Steve Edmonds, systems administrator. “Using ImageNow means we’re now 75 percent paperless. I know that as ImageNow grows with us it will continue to create efficiencies, boost productivity and keep our data secure.”

ImageNow’s instant document access, strong security features and intuitive workflow functions facilitate quicker processes for Braishfield. By cutting out the problems of paper, the company has seen costs fall while productivity rises.

“Purchasing ImageNow is one of the best business decisions this company has ever made,” says Mike Hoagland, executive vice president. “We see its positive impact every day.”

Supporting Compliance at Chapman University

Assignable user privileges, password protection and other ImageNow security features help Chapman University fulfill FERPA (Family Educational Rights and Privacy Act) confidentiality requirements.

“ImageNow makes it easier for us to control document access,” says Robert Manson, enterprise applications manager. “It is a great complement to our FERPA compliance efforts.”

ImageNow also enables Chapman to provide students with their academic records in a timely manner, satisfying another part of FERPA legislation. Before implementation, answering a



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query involved an employee leaving his or her desk, walking to a file cabinet, pulling the file and calling the student back. ImageNow's instant, single-click document access has replaced this cumbersome process.

"ImageNow allows employees to immediately retrieve the exact information they need and has eliminated callbacks," Manson says.

Like the introduction of any product, the initial steps were the most difficult. Momentum began one customer at a time. By focusing on product and relationship development instead of marketing campaigns and capital acquisition, the company created a foundation built through organic growth (software license sales). As customers experienced the benefits of ImageNow, the word spread to other departments and related organizations. Though the grassroots efforts took several years to gain steam, acceptance began to accelerate at a rapid pace. From 2000 to today, the company's compound annual growth rate has equaled 47.16 percent. ImageNow license revenue growth has averaged 54 percent annually since 2003.

Difficulty

Perhaps the biggest obstacle ImageNow has had to overcome is the perception that if a product is easy to use, easy to install, cost-effective and relatively maintenance-free that it is not technologically sophisticated. In ImageNow's case, the opposite is true. The architecture of the product has been painstakingly designed and built using patented and patent-pending methods to make the customer experience as effortless as possible. Advanced development concepts and standards drive the creation of every ImageNow function to ensure the highest possible customer satisfaction.