CASO Partners with Digitech Systems to Enhance Customer Service and Revenue

Case Study Facts:

DIGITECH SYSTEMS RESELLER: CASO Document Management

PROBLEM: Needed to improve profitability and grow the business

SOLUTION: ImageSilo, PaperVision® Enterprise and PaperFlow™

RECOGNIZED BENEFIT: Expanded offerings with a price competitive product suite and saved $15,000 each month in management costs by switching from their own hosted ECM system to ImageSilo

This story begins in San Antonio with a company called DM2000. In 2001, it was a start-up, and the Founder, Iris Gilbert, needed an Enterprise Content Management (ECM) product suite and reseller opportunity that would jump start her new business. When DM2000 signed on with Digitech Systems, she never knew that her venture would be so profitable, that PaperVision Enterprise and ImageSilo would be her primary source of income. Ultimately, her ECM success would increase the value of the business and make it attractive to other companies looking to expand their potential.

Business Goal

When Gilbert first looked for a document management reseller opportunity, she was seeking software that would allow her team to provide high-quality imaging services and a comprehensive product suite that would be easy to sell, easy to support and even easier to maintain. Gilbert could choose any software she wanted, so she reviewed many different products and manufacturers, looking for the one that would provide world-class service and software that was easy for her customers to use.

Key Benefits

- Saves $180,000 every year in hosted ECM management costs by storing customer data on ImageSilo

- Reduces implementation times by five months

- Uses product pricing structure to create competitive advantage and enhance profitability

- Improves customer service and relationships with legendary support from Digitech Systems

The Digitech Systems Solution

Her final decision was made. Gilbert selected Digitech Systems' software for both internal imaging operations and for resale to customers. When she experienced the software's ease-of-use as well as support she would receive from her personal sales consultant and the technical support team, Gilbert knew she made the right decision. PaperFlow, the document capture software, fit all her business needs—from conversions and tracking scanning jobs to quality control and post processing. Plus, she was impressed by Digitech Systems' point-and-click integration with virtually any line-of-business application.

After just five years selling Digitech Systems' ECM technology exclusively, DM2000 dominated the San Antonio market and was recognized as a member of the Circle of Excellence, an elite group of top performing resellers. Because of her success and the increased value of her business, Gilbert decided it was time to sell her business.

> *"Digitech Systems literally helped us get into the imaging business. The products are so easy to sell. PaperVision Enterprise and ImageSilo fit anywhere—in any market and in any size business. With a comprehensive product suite that offers customized solutions for unique buyer needs, we are able to build and sustain a profitable business."*
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> -Iris Gilbert, Founder of DM2000 and VP of Sales at CASO

DM2000 and CASO Unite

In 2006, CASO Document Management, a well-established document management company in New York City, was looking to expand their business in Texas and needed a team of experts who would further develop their customer base with a competitively priced offering. When CEO of CASO, Casey McClellan, found DM2000 he immediately recognized the strong potential of their combined efforts. DM2000 generated ongoing revenue

streams, achieved high profit margins and established trusting relationships with customers. It was everything he was looking for.

Unfamiliar with Digitech Systems' ECM technology, McClellan was curious to find out more about the reseller opportunity. Could DM2000 and their Digitech Systems offerings enhance success for CASO?

In 2006, CASO purchased DM2000. Gilbert's consistent confidence in the resale partnership made McClellan take a closer look at the reseller opportunity. After a product demonstration, he liked the simplicity and accessibility of the software. After attending the Digitech Systems' annual reseller conference, he could see the sales opportunity in ImageSilo, the on-demand ECM service. But, it was Digitech Systems' legendary technical and sales support that convinced McClellan to invest in the partnership. CASO signed on as a reseller, and today, they sell the entire suite of ECM products.

Business Value to CASO

ImageSilo revolutionized CASO's hosted ECM offering. As an outsourced service, ImageSilo is entirely maintained and managed by Digitech Systems, and it requires no capital investments from resellers or end users. For years, CASO sold their own hosted ECM solution, Document Access, which cost them thousands of dollars each month to manage and support. With ImageSilo, they could offer superior on-demand ECM services while avoiding all the costly investments in storage servers, data center fees and the personnel needed to run the hosted storage solution. By transferring their customers' data to ImageSilo, CASO saves $15,000 each month in management costs!

When customers log into ImageSilo, they see the Document Access name. By preserving their name recognition, CASO was able to ease the transition for existing customers who switched to ImageSilo. With their new on-demand offering, CASO maintains their branding and leverages the trust they built around their hosted product.

The PaperVision Enterprise and ImageSilo pricing structure is a "huge competitive advantage," said Fred Ramstedt, Director of Marketing at CASO. "With Digitech Systems, we can meet sophisticated buyer needs at an affordable price. We stand against the competition with all the integration and workflow tools buyers expect, and most importantly, we can work within their budget constraints."

CASO uses ImageSilo to reduce implementation times. Employees previously spent an average of six months installing their own hosted ECM service, but ImageSilo is easy to install and requires very little training. Now, even complex solutions are usually installed in less than 30 days. The rapid implementation attracts more buyers, because it has a minimal impact on their business.

Today, McClellan understands first-hand how DM2000 used the benefits of world-class service to make the business shine. "Digitech Systems has outstanding service and support, which improves our customer relationships," he said. "I can still count on one hand the number of times when the problem wasn't solved in just 15 minutes with a single phone call."

Conclusion

Today, CASO successfully serves 75 Digitech Systems' customers and attributes much of their recurring revenue to ImageSilo. In fact, they like PaperVision Enterprise and ImageSilo so much that four other offices across the U.S. started selling them, and in 2008, CASO became a member of the Circle of Excellence. "Thanks to Digitech Systems' unparalleled reseller opportunity, CASO now offers more products and improves revenue," said McClellan.