ECMNOW! has Allowed myDigitalOffice to Take the Hospitality Industry By Storm

When myDigitalOffice was founded in 2015, their idea was to help organizations go green by becoming paperless. But they quickly realized there were other problems they could help organizations solve as well. "We noticed people were going paperless, but not taking the proper security measures or using the proper tools," said Ali Moloo, CEO. "That is how we got inspired to go into business. We specifically noticed the hospitality industry was still using paper-based manual processes, and we saw an opportunity to go after an industry that was severely underserved in terms of technology options."

Since becoming a Digitech Systems reseller, they have increased their recurring revenue which has allowed them to invest in and grow their business at a CAGR of 400%.

ECMNOW!™

EfficiencyNOW!
Can get 10 hotels up in running in just a few weeks

ControlNOW!
Recurring revenue has allowed them to grow and invest in their business

MoneyNOW!
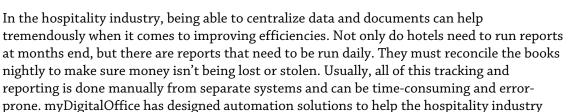400% Compound Annual Growth Rate (CAGR)

ECMNOW!™
Customers need very little training to get up and running fast

myDigitalOffice

The Business Goal

In the hospitality industry, being able to centralize data and documents can help tremendously when it comes to improving efficiencies. Not only do hotels need to run reports at months end, but there are reports that need to be run daily. They must reconcile the books nightly to make sure money isn't being lost or stolen. Usually, all of this tracking and reporting is done manually from separate systems and can be time-consuming and error-prone. myDigitalOffice has designed automation solutions to help the hospitality industry eliminate these manual processes.

 "We wanted to make it easy for hospitality professionals to spend more time growing their business, and less time on the areas that took them away from that," said Moloo. In order to address the unique needs of this industry, myDigitalOffice set out to find a software partner that would allow them to target this underserved market and help them eliminate manual processes. "We looked at a lot of other software, but ImageSilo®, a cloud-based Enterprise Content Management (ECM) system, was the right option for what we wanted to build. We needed a solution that was in the cloud, offered e-forms, and most importantly had a flexible workflow that allowed us to build the custom solution we wanted," said Moloo.

The Digitech Systems Solution

 Working with the custom application programming interface (API) in ImageSilo, myDigitalOffice was able to develop two modules designed specifically for the hospitality industry to eliminate manual processes. The first module is called myPerspective, which integrates multiple systems into an all-in-one dashboard that makes it easy to view any information related to that property. Users can login to a single system and monitor nightly revenue, promotional rates, sales information, and more.

The second module is called the Paperless Night Audit, which automatically generates and sends the reports at the end of each day. Together, or separately, both modules can increase the efficiency of any hotel, helping them eliminate manual processes while reducing costs.

Today myDigitalOffice provides services to more than 400 hotels and 40 management companies. With a business plan that focuses on providing solutions to the hospitality industry, business is booming. According to Moloo, "There is a lot of guest-facing technology in the hospitality industry, but the back-office functionality is really underserved. When we show a client how much time and money eliminating manual processes can save them, they are blown away because they weren't even aware it could be done a better way."

> "There is a lot of guest-facing technology in the hospitality industry, but the back-office technology is really underserved. By partnering with *ECMNOW!* and creating our modules, we were able to target an industry with a custom solution they didn't even know they needed."
>
> - Ali Moloo, CEO

Thanks to ImageSilo and the hospitality modules, myDigitalOffice has been able to reduce their sales cycles. "Our sales cycles are shorter because we are now the experts in the industry," Moloo explained. "We get a lot of business from referrals that come from our existing customers. It makes the sales process a lot easier when we have a reference base like that."

One of the best parts is that ImageSilo implementations don't require any installation time and training is quick. "We can get 10 hotels up and running in just a couple of weeks and training takes less than an hour for each employee," said Moloo. "ImageSilo is so easy to use, some hotels barely need any training at all."

Quick implementations lead to quick returns, and myDigitalOffice is benefiting from a strong recurring revenue stream which has allowed them to have greater control over their business. "We are still a young company, so the recurring revenue from ImageSilo has enables us to grow and invest in our business," Moloo explained. "It's allowing us to not only build a business but grow an asset."

As a result, myDigitalOffice has seen its year-over-year growth rate increase by 400%. According to Moloo, "Since becoming a Digitech Systems reseller, we have moved into an underserved market and have positioned ourselves at the top." Selling ImageSilo and the hospitality modules have created a stable, growing business for myDigitalOffice.

What has also helped myDigitalOffice succeed is their strong relationship with Digitech Systems. Moloo says, "The education and training Digitech Systems has provided has been really helpful." Moloo also enjoys the level of technical support Digitech Systems provides. He said, "I'd say 90% of the time we are able to get issues that arise taken care of in a just a couple of hours. Working with the people at Digitech Systems and their technical support team is one of our favorite things."

Conclusion

Overall, becoming a Digitech Systems reseller has allowed myDigitalOffice to create a stable business. Thanks to the integration with their modules and ImageSilo, myDigitalOffice is building their credibility, growing their customer base, and making money.