



Case Study Facts:

DIGITECH SYSTEMS
RESELLER: GRACE,
Hornsby, NSW,
Australia

PROBLEM: To gain missing document management functionality and expand business opportunities

SOLUTION: PaperVision® Enterprise and their own data storage facility

RECOGNIZED BENEFIT: "With PaperVision Enterprise and GRACE OnDemand, we are able to create a comprehensive solution and develop ongoing partnerships with ongoing revenue. As our clients increase their use, our revenue keeps increasing."

-Michael Hyland,
National General
Manager

GRACE uses PaperVision® Enterprise to Increase Revenue 40%

As a 100-year-old company and a leader in records management for the past 25 years, GRACE embraces the importance of the entire lifecycle of information and aims to provide "peace of mind" solutions that address all stages of information management—from capture to destruction.

With the intent of expanding product offerings, GRACE analyzed customer needs and recognized a need for web-based Enterprise Content Management (ECM). Already familiar with Digitech Systems' comprehensive ECM solutions, they saw the value of leveraging their Digitech Systems reseller partnership to help them answer these customer demands and create recurring revenue.

By investing in their opportunity with Digitech Systems and by building their own web-based data storage solution, GRACE answers more of their customer needs and increases profits. "GRACE OnDemand is the future of our business," said Michael Hyland, National General Manager.

Business Goal

Since 1884, the name GRACE has been synonymous with quality service and value. One humble, Sydney, Australia retail store grew into an empire including GRACE Removals, which provides relocation services, records management and a myriad of other services for both businesses and individuals. Today, GRACE is the leading supplier of integrated information management and has offices in the U.S. and 50 other countries.

With its document storage services, scanning and imaging bureau and document destruction services, GRACE had mastered both ends of the document lifecycle. Now, they needed a convenient offering that would support missing document management functionality, paralleling existing services and renewing recurring revenue streams. When GRACE recognized that clients needed a total information management solution, they knew they could optimize their partnership with Digitech Systems to satisfy customer goals.

As a Value-Added Reseller, GRACE was familiar with Digitech Systems' on-demand ECM services, which allow resellers to sell ECM without managing the data center themselves. However, GRACE considered building and managing their own data center and allowing customers to access information via Digitech Systems' reliable ECM software, PaperVision Enterprise. To make the investment worthwhile, GRACE wanted to leverage their famous company name in the new product offering.

Digitech Systems Solution

GRACE thoroughly re-evaluated Digitech Systems as both a business partner and as a business solution worthy of commitment. "We evaluated the reseller program, the product models, their functionalities and how they were priced in the market. The functionality was right. The technical support was right, and the relationship was exactly what we were looking

Key Benefits

- Increased revenue 40%
- Enhanced offerings to include web-based ECM, which continues to produce ongoing revenue
- Expanded the number of web-based users from 20 to 190
- Shortened implementation times from days to seconds
- Expanded sales into new markets

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for. Plus, we've got it all in a single solution that allows us to be price competitive," said Hyland.

In March 2007, they unveiled GRACE OnDemand. Using leading-edge technology, GRACE operates three data centers that include mirrored server systems and three-tier application security. GRACE enables their customers in Australia and areas of the Pacific Rim to use Digitech Systems technology to easily retrieve and deliver information in an instant.

Business Value to GRACE

GRACE OnDemand expands offerings for the entire information lifecycle, meets a variety of market demands and creates an ongoing relationship with both new and current customers.

The flexibility of Digitech Systems' products allows GRACE to adapt to different customer needs. As a scalable and flexible solution, all the security and functionality of the ECM product suite can be sold as an outsourced service or as an on-premise system, making it both customizable and comprehensive. "Now, we don't give customers a solution up front—we give them options—and that sets us apart from our competitors," said Hyland. "Once we turned our customers on to the web-based system, they could immediately recognize its functionality. We are converting all our existing customers to GRACE OnDemand customers," said Hyland.

The impact on revenue has been significant. Within four months, GRACE has seen the number of web-based users jump from 20 to 190, resulting in a 40% increase in revenue. "Our business is no longer a single hit. With PaperVision Enterprise and GRACE OnDemand, we are able to create a comprehensive solution and develop ongoing partnerships with ongoing revenue. As our clients increase their use, our revenue keeps increasing," said Hyland.

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Web-based ECM services make implementation fast and simple. What used to take days, now takes seconds. "Implementation times have never been faster, and productivity has greatly improved," said Hyland.

GRACE knew customers would have confidence in an information security system from a trusted source. That's why branding the new offering with the GRACE name was a top priority. Digitech Systems offers resellers customization opportunities that make product names virtually invisible to end users. In fact, users go straight to the GRACE OnDemand website to login and access their information. Providing web-based ECM capabilities under the GRACE name has helped them build credibility into the new system.

Since PaperVision Enterprise manages virtually any information, document or image, GRACE has widened their capabilities and continues to open new opportunities for their business. Now, GRACE is securing business with new groups and industries, like accounting departments, healthcare companies and the telecommunications industry.

Conclusion

By further investing in their partnership with Digitech Systems, GRACE is enhancing product functionality, answering customer demands and increasing sales by demonstrating value alongside a competitive price. Combining superior software with leading-edge technology, GRACE has secured their business for the future. "We love Digitech Systems, because they are supportive and noncompetitive. One partnership meets our needs and generates ongoing revenue," said Hyland. "It's been a positive experience, and Digitech Systems continues to assist us with great service and support."