

**White Paper**

**Take a  
30,000 Foot View  
Before Purchasing a  
Document Imaging System**

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## The 30,000 Foot View

Every organization has a CEO and CFO whose responsibility is to step back and take a 30,000 foot view on the way a solution to any given problem fits into the overall planning and development of its business objectives. Document imaging is all about using technology to achieve your business goals. When you flip the switch on a document imaging system, you have turned on one of the most powerful office tools a business can deploy. You can:

- Search through millions of documents in less than a second
- Improve customer service and answer most questions on the first call
- Make better business decisions because you will be armed with better information
- Improve employee morale, and
- Provide protection for your business in the event of a disaster.



As the CEO or CFO you are concerned with such things as how much time it will take to train your staff to use this technology. Will it be embraced by your staff so they will actually use it or

will they look for ways to work around it? As we have illustrated in this graphic, simplicity is the hallmark of a system that most CEOs, CFOs, and office personnel would like to see implemented.

Most of the time, document imaging decisions are turned over to the IT department, whose focus seldom matches that of the CEO. Most technology oriented people like gadgets. They are predisposed to making decisions based on how many bells and whistles a product has to offer. This graphic represents a system that technically oriented people like. The contrast between the two graphics illustrates that an IT department and the office staff's vision of the best solution can be radically different.



We would not suggest that your IT department not be involved in a project of this type. But, the first sign of trouble will be when your project manager brings you a spreadsheet that compares each system feature by feature. Instead, they should be focusing on the ease of learning the system, the ease of using the system, and whether they feel the system will be embraced by the rest of the staff. They should be able to provide you with an estimate of the NPV, the IRR, and total cost of ownership in this technology. Since every vendor will engineer his document imaging solution differently, each vendor should provide you with this information and more.

Ultimately, the selection and implementation of a document imaging system requires a CEO and CFO to take a 30,000 foot perspective and make a decision based upon many factors including ease of use and ease of integration with current processes.