

## PowerFlow Profile

Problem statement: *"I'm warehousing tons of paper, yet can't find anything..."*

PowerFlow Solutions had its beginnings in the infancy of the digital age, providing strong technical solutions for digitally capturing historical paper-based information. We realized early on that we also had to look forward, toward the influx of new paper and its eventual crawl to inconvenient storage of some sort.

Consider: if your budget includes significant storage and retrieval costs for paper documentation, your profit margin is also reliant on an ability to locate and provide appropriate information quickly and efficiently. If your information is paper-based and stored in cabinets and folders and storage boxes, how can you be sure you'll find what you need, when you need it, and where it should be? For example:

- For a medical practice, large amounts of paper and patient records are being generated and stored day-in, day-out. How long does it take you to locate a patient file removed or misfiled by someone else?
- For a mortgage company, waves of paper are being created and stored in a sea of filing cabinets for every customer who walks through the door. Where is it this week?
- For a brewery, delivery drivers are returning with stacks of paper invoices—invoices to be filed in a cavernous filing room. You need just *one* sheet from two weeks ago, but it's not where it should be...

The time and money and staff costs of maintaining paper systems are incredible.

### The solution

In theory, the solution was obvious: digitize everything "day-forward" and retrieve information from a desktop computer. But, until recently, there was an excruciating lack of flexible and affordable digital systems that could support *all* segments of industry and their unique needs. The software costs and complexity were simply too high, too unsustainable, to customize for specific workflows for specific markets.

No longer.

Building on our depth of experience with digitizing and managing *historical* paper-based information, we developed from ground-up our PowerFlow Captured Information Management<sup>™</sup> product to run on *your* equipment and to be easily configurable exactly to the way you work. "Captured" means just that: your information is captured and therefore immediately available. Find lost pages immediately. Email loan packages before the customer steps out the door. Discuss the exact same contract pages with a rep across the country, in real-time. And it works the way you work now.

PowerFlow is the proven, ground-breaking solution to make your workflow environment the least dependant on paper as possible. The PowerFlow CIM system takes the paper in your work environment and makes it digital. A digital environment saves time, is more secure, costs less, and has greater flexibility than paper. In developing PowerFlow, flexibility, functionality, and the end-user were primary concerns. But, how is a CIM different from other digital documentation systems?

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### Here are the particulars

PowerFlow is revolutionary: it is not just an imaging system that is cost-effective.

Why is PowerFlow revolutionary? Because instead of forcing you to adapt to a new way of organizing your information, we focused on how you are doing it now. The software was built around the metaphor illustrated here:



Look familiar?

The sole purpose of implementing this metaphor was to provide a highly customizable and secure workflow tool that requires virtually no learning curve. Our PowerFlow solution is explicitly designed to mimic your current paper storage scheme. The user interface is easy to comprehend; the phrase, "That's it?" is commonplace. This is our *Better File Folder*™.

### What is "captured" information?

When something is captured, it is contained and controllable. PowerFlow captures your information—whether paper-based or input—piece-by-piece and systematically contains and controls how you want that information accessed, distributed, and stored. Other digital solutions provide only part of the process, leaving you struggling to finish the job by inventing processes to circumvent the missing pieces.

PowerFlow is the complete solution, with no hidden agenda, no missing parts—when your information is captured, PowerFlow gives you total and immediate management of that information.

### Captured Information Management benefits

Reduce direct costs associated with paper...

- Eliminate unnecessary copying, distribution, and management of paper.
- Eliminate filing cabinets, shelves, and internal office storage.
- Reduce/eliminate offsite storage and retrieval costs.
- Develop a streamlined, clutter-free environment.

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Provide instant access to information...

- Information is now at the "PC Desktop" within fingers' reach.
- Allows employees to see information immediately.
- Reduces information access time from minutes or hours to seconds.
- Digital file is available to all; paper file is available to one.

Improve customer service...

- Resolve customer issue faster, cleaner.
- "See what the customer sees."
- Applicable for internal customer support and/or external customer support.

Reclaim office space...

- Use space for more valuable functions or people.
- Convert a "cost" element to a "revenue" element.

Drive office and work productivity...

- Eliminate traditional file search time.
- Allow employees to stay focused on core activities versus busy work.

Eliminate lost/misplaced files...

- Instead, eliminate the chaos, stress, and disruption associated with lost paperwork.

Improve external distribution of documents...

- Send information digitally, as images, to other departments, field personnel, customers, partners, and so forth via fax, email.

Improve document security...

- Allow access to information on a controlled role basis.
- Protect from unauthorized access.

Address disaster recovery...

- Establish digital "copy" of information that is part of normal backup procedure.
- Create long-term accessibility and preservation.