

**2X**revenue growth
in 3 years**\$325,000**

savings per year

560,000documents processed
per year

Case Study Summary:

Challenge:

Flat demand for
traditional scanning
services

Solution:

Offer digital mailroom
and other automation
services using
PaperVision® Capture,
PaperVision® Forms
Magic™

Results:

2X revenue growth in
three years with no
increase in staffing.

Imagetek: Digital Mailroom Technology Delivers Happy Customers, 2X Growth

You don't succeed in business for more than 25 years without adjusting to change. As demand softened for traditional scanning bureau services, document management solutions provider Imagetek responded by offering customers digital mailrooms, automated accounts payable (AP) and other enhanced automation capabilities.

The move breathed new life into the Des Moines, IA-based company's scanning services bureau. Today, Imagetek processes 560,000+ electronic and digitized paper documents a year. Sales and production doubled over the past 3 years without the need to hire any additional staff.

Business Goal

Since its launch in 1994 in the early days of electronic content management, Imagetek has proven adept at navigating changes in the industry. The latest test came from the declining demand for the basic digitization work done by scanning service bureaus. Identifying the trend early,

Imagetek sought new revenue opportunities for its own scanning bureau. The company needed services that met customers' needs in areas such as real-time information delivery, cost control, data security and data accuracy. And if these new services didn't require investment in additional labor and equipment, all the better.

The Digitech Systems Solution

As a long-time reseller for Digitech Systems, Imagetek turned to PaperVision® Capture and PaperVision® Forms Magic™ to energize its automation services. PaperVision Capture enables custom scanning processes and scanning from multiple operators and locations. Forms Magic is an AI-enabled processing engine that automatically classifies documents and extracts important data.

Business Value to Imagetek

Imagetek's digital mailroom and automated AP services blossomed – without the need to spend on additional labor or hardware. The company virtually eliminated customers' need to manually enter data. Customers also benefited from other streamlined business processes. Interest in the services continued growing with the COVID-19 pandemic and the shift to remote work. Today, the services make up the fastest-growing part of Imagetek's business and are still expanding, according to Kyle Foster, vice president of Imagetek and chief information officer of DRS Imaging Services, which bought Imagetek in 2020. "If we've learned anything during this pandemic, it's that you can't bank on having a brick-and-mortar location. ... Things still get mailed and companies have to handle it. Outsourcing the work solves the problem quickly, simply and cost effectively," he says.

From 2018 to 2021, sales revenue from automation services doubled and the number of documents processed also doubled, to 560,000+ per year. The services now make up about 25% of Imagetek's revenue. The growth came without the need to hire additional workers. The company's scanning-and-capture staff remains at 8 people, saving approximately \$325,000 a year in new salaries.¹

Digitech Systems' enhanced automation technology proved a game-changer. Foster says, "The PaperVision® Capture platform has been a huge success for us because of the flexibility. It's been the key to our success with digital mailroom and automated accounts payable offerings."



"The need for a digital mailroom is only going to grow. If we've learned anything during this pandemic, it's that you can't bank on having a brick-and-mortar location. ... Things still get mailed and companies have to handle it. Outsourcing the work solves the problem quickly, simply, and cost-effectively."

- Kyle Foster, Vice President, Imagetek

The benefits extend to Imagetek's customer list that includes InfoSys and American Enterprise (digital mailroom) and Praxair (automated accounts payable). Customers gained 1) same-day document processing, 2) a processing accuracy rate of more than 99%, 3) reduced risk and liability in the handling documents and 4) cost savings.

Savings are significant for both customers and Imagetek. Though customers often couldn't pinpoint the cost of manual practices before working with Imagetek, "they all agree it was less expensive to have Imagetek helping with automation and processing," explains Foster.

Additional cost savings come from the fast processing of invoices, which often qualifies companies for early payment discounts, commonly around 2% or 3%. More savings come from the ability to better track and budget for document handling processes. A study by Nucleus Research found Enterprise Content Management returns \$8.55 per dollar spent, meaning overall cost savings can be estimated at 855% ROI for businesses who choose to invest in automated processes like digital mailroom and AP automation.² "Forms Magic™ allowed us to process higher volumes without having to increase headcount. Volumes have doubled but the headcount has remained stable over the last 4 to 5 years," Foster says.

Information security is another priority of every businesses and

services like those offered by Imagetek can help. PaperVision Capture enables document security from the moment a document is scanned and information management in ImageSilo® and PaperVision® Enterprise control user access, security settings, and audit tracking to facilitate both cyber security and compliance with a variety of regulations. "Audit tracking gives us the ability to prove what's happening with each document or piece of mail throughout our process, making it easier for our clients to prove compliance with regulations" Foster says.

Conclusion

Imagetek's outlook is upbeat. Demand for digital mailroom services continues to grow as the shift to remote work led even digital-driven companies to convert formerly manual mail processes to digital. Equipped with PaperVision intelligent automation technology, Imagetek is well-positioned to meet customers' needs for another 25+ years.

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