



*Work Like Tomorrow.™*

## Taking Advantage of Trends in Business Process Management

Using software to improve Your workflows

**KOFAX**



## Introduction

Every business needs to balance two things: productivity and record-keeping. Governmental compliance, accounting considerations and legal protection demand accurate documentation be stored and organized in a way that makes documents accessible when they're needed. On the other hand, productivity calls for efficient operations and streamlined work functions, such that there's minimal time spent on projects or systems that are not directly related to creating products or providing services.

These two priorities come into conflict when a business determines its structure. How much time will employees spend on the necessary recordkeeping as compared to productive work? How should the business organize its records and store documents needed for each function? Kofax has developed programs that help companies bridge the gap and become more efficient, while improving on the old organizational designs.



## Summary

The goal of this paper is to articulate how the programs that Kofax creates can assist your business in several essential ways. In the following sections, we will:

- ◆ Outline several problems that companies face when balancing efficiency against accurate record-keeping.
- ◆ Provide concrete examples of how those issues arise in real-life situations and describe the ideal solutions.
- ◆ Review how the business world has addressed those problems in the past.
- ◆ Offer insight regarding our design process and how we created programs that satisfy each of these problems.
- ◆ Show how these programs can fit into your existing business structures and streamline inefficient workflows.
- ◆ Reveal several ways that you can learn more about these programs and determine which ones best fit your business.



## Identifying Current Problems

While every business faces unique challenges, there are several categories that issues tend to fall into:

- ◆ Storing and preserving the documents that you receive
- ◆ Organizing these documents so that you can recover them when needed
- ◆ Analyzing and combining documents
- ◆ Allowing multiple staff members to work on documents
- ◆ Enabling team members to access shared file storage remotely
- ◆ Submitting documents to clients and receiving them once completed
- ◆ Converting documents between digital formats

Each of these issues connects to other ways that an office can benefit from increased efficiency. If offices lack the software to address these problems, then businesses must continue to dedicate employee time to execute workarounds. The result is that the business spends more money and generates less productivity.





## Analysis

To provide additional context, we'll next look at several ways these problems affect businesses:

### **Need:**

**Taking physical documents and storing them to prevent loss or damage**

### **Example:**

A small business has been operating for a few years, with the owner directly managing the finances for the business. As a result of successful marketing and business practices, the owner must spend more time screening applicants, hiring and training new employees, and developing existing staff to meet the demand. The owner has consolidated the financial work so that he may complete it during tax season, but must preserve all receipts, payroll documents and invoices during the year.

### **Solution:**

Physical storage sometimes results in documents being lost or damaged. To ensure that the information contained in these documents remains available, the business owner must use a method to digitize them. If they are kept in digital storage on a computer or backup hard drive, the documents will be available during tax season. Therefore, the business needs a program that can scan and save these documents without losing any information.



**Need:**

**Organizing numerous documents in a sensible system that can be retrieved when needed**

**Example:**

A medium-size business works with medical clients from several different states. Due to the varying regulations between these states and the specific medical fields, each client has different requirements regarding how information may be stored and for how long it must be stored. The physical filing system made it easy to keep these documents separated, but it takes up too much space and requires too much time to sort through when the documents need to be referenced in the future.

**Solution:**

Rather than use filing cabinets and other space-expensive storage systems, a purely digital approach can reduce clutter and better organize the information. The ideal method involves software that can scan the documents and parse them based on the information contained within, sorting the PDFs into appropriate folders for easy access. Additionally, the PDF files can be tagged with the client name, state, and any other relevant data by which the business's employees would use to search for the records.

**Need:**

**Sorting through the documents to find relevant information and combining these documents for further analysis**

**Example:**

A small market research company collects surveys from its clients' customers. These surveys are completed and submitted digitally, but they must be analyzed to extract the information that the clients need. Currently, employees at the business spend many hours each week sorting through the surveys and manually recording responses in a spreadsheet, which is then summarized and provided to the client. This process takes many hours and requires several employees to complete, preventing them from working on new projects and developing additional services for the clients.

**Solution:**

Software can automate significant portions of this workflow to improve its efficiency. Specifically, it can allow these PDFs to be searchable and can even provide intelligent analysis of each field, producing the data that previously was collected manually. The employees can be freed from this repetitive task to focus instead on improving the quality of their analysis and better serve the clients, while the company reduces the number of employees needed for this task.



**Need:**

**Enabling collaboration between multiple team members working simultaneously with the same documents**

**Example:**

A content marketing firm produces newsletters, brochures and flyers for its clients to both send digitally and print for distribution at expos. These materials must be presented in PDF format for maximum compatibility, but deadlines are tight. No more than one employee can work on each PDF document at a time due to software limitations. When clients request rush jobs, the firm must schedule its employees for overtime, reducing the financial return on the project.

**Solution:**

If the firm upgrades its PDF editor to one that allows access to multiple users on the files, then it can reduce the working wait time. Each team member can work on their respective portion of the project concurrently and within regular business hours, meaning the firm can reduce or eliminate overtime on rush jobs and increase its profit margin.

**Need:**

**Allowing employees to access documents from offsite locations or between multiple offices**

**Example:**

A startup travel magazine employs freelancers from around the world to provide local perspectives, pictures and suggestions for travelers. Every month, the magazine compiles these highlights in time for the new issue, but the freelancers must email the files, writeups and images to the staff at the home office. These staff members then must take the attachments and upload them to the corporate network where the marketing team accesses the files to create the magazine copy. Any missed files at any juncture can delay the article and potentially cause a missed publication deadline.

**Solution:**

Using software that integrates with a cloud network allows the freelancers to not only submit the documents to the corporate network, but also directly into the PDF files that the marketing team uses to create the magazine. The result is a process that eliminates time and potential trouble spots and allows for an extended review period.

**Need:**

**Sending documents to clients, then allowing the clients to complete and return them**

**Example:**

A small law firm keeps meticulous records and needs to have authenticated communication with its clients, the courthouse and other legal entities. Currently, the firm must use certified mail and send physical documents to the recipients and wait for those documents to be signed and returned via courier or post office. The delays result in added pressure on the attorneys, reducing the amount of time that can be spent working for the clients.

**Solution:**

Easy-to-use PDF-editing software with built-in authentication allows the firm to send these documents digitally. Digital documents would save both time and money, permitting the firm's clients and contacts to return the documents with digital signatures.



**Need:**

**Manipulating documents in various formats that are accessible to your team and clients**

**Example:**

The owner of a small tech company produces quarterly reports to attract investors and share good press. This process involves using Excel spreadsheets, Word documents and various image files, which are compiled into a single PDF document. Currently, this process is challenging, as the available PDF editor cannot work with these other documents. As a result, the owner must use various workarounds to convert these documents, which creates delays and errors.

**Solution:**

An effective PDF editor that can convert documents between Word files, Excel spreadsheets, PowerPoint presentations, JPG images and PDF documents would address this issue. Each component could be easily imported into the PDF report. Subsequently, the owner can edit the report to include dynamic bookmarks that form an easy-to-use table of contents. This ideal report would simplify the experience for the potential investors and help maintain an air of competence for the tech company.





## Looking Ahead

The traditional approach to each of these problems has involved throwing manpower at the issue. Entire departments have been created to address these issues, while accounting and human resources have had to work with separate databases to keep track of a vast quantity of information. Even with computers, the internet and cloud storage systems becoming available, many businesses struggled to develop solutions that didn't require staff dedicating too much time to file organization and document management.

As companies transition from startups with a few employees to medium businesses that employ one or two dozen people, the hurdles associated with document management tend to multiply. These inefficiencies scale and serve as a tax on the business, ultimately keeping many of them from growing into larger businesses regardless of how well-designed their business models are. One of the most common solutions has been to outsource as much of this document management as possible, particularly with financial documents and accounting. Unfortunately, many of the issues outlined above cannot be addressed with outsourcing and instead demand an internal answer.





## Designing a Solution That Works

Kofax considered the everyday needs related to document management, and the software development team identified three major areas that required attention:

### 1. Document scanning and tagging

Modern office scanners and operating systems generally offer methods by which companies may scan documents into their systems. The basic scanning software cannot understand the content that's being scanned, however. Therefore, the ideal solution is one that incorporates optical character recognition (OCR) and automation to process and identify what information each scanned document contains.

### 2. Digital file organization

Many businesses already have either a local network, internet-ready shared drive, or both. However, employees still needed to manually upload, name and tag the files for organizational purposes. Any employee laxness in this regard ruins the organizational schema. The team at Kofax determined that an effective solution would work within these networks and automate as many functions as possible that employees currently handle.

### 3. Accessibility and collaboration

The team recognized that cloud-based services such as Microsoft SharePoint provide an adequate solution to remote storage, but remained limited when it came to working with PDF documents remotely. Therefore, the solution must integrate with this kind of cloud-based service and allow employees, contractors and partners to access the file platform from anywhere they have internet access.

After identifying these three areas, Kofax set to work developing programs that would balance these needs. The result is three different programs that address each of these three points to varying degrees, allowing businesses to select the program or programs that best suit their needs.



## Justification

The solution that Kofax offers small and medium businesses is a suite of programs including **Kofax Power PDF™**, **Kofax OmniPage™** and **Kofax PaperPort™**.

Each program excels at one of the areas above but offers enough flexibility that many businesses will only need to use one of the three to suit their needs; other firms may benefit by using two or all three.

### Power PDF

Businesses that need to produce elegant PDF documents containing a blend of images, text and data can use this program to collaborate more effectively. It allows multiple employees to work on any PDF at the same time without losing data or producing “ghost” copies. Additionally, Power PDF allows your users to effortlessly convert documents between file formats, incorporate cutting-edge digital security into PDF documents, and merge or split multiple PDFs.

### OmniPage

This program uses industry-leading OCR to remove the difficulties associated with scanned documents. OmniPage helps your team digitize any document and begin searching through it, as it can discern whatever information exists on the page. This discernment leads to effective document tags that make it easier for your team to sort and find these documents as needed.

### PaperPort

With an emphasis on digital organization, PaperPort empowers your team to scan large quantities of documents in short periods. These scans remain high-quality and fit into your company’s organizational structure. Replace your physical filing cabinets with an excellent digital system that provides a clear label for each file and organizes them according to the type of information contained therein.



## Next Steps

Your business faces difficult competition from other companies that are fighting for the same share of the market. History has shown that it takes more than being the hardest-working or most innovative to succeed in any industry. The most important part of success is the ability to effectively do what you need to do with a minimum of redundant action. After all, the more efficiently you can enable your employees to work, the more their efforts will generate additional revenue without adding to your expenditures.

Each of the solutions—**Power PDF**, **OmniPage** and **PaperPort**—has some overlap between them, so it may not seem easy at first to discern which of them your business needs to succeed. We have produced helpful web pages that explore each in more detail, as well as product sheets and comparison charts. Our team has extensive training in helping businesses determine the correct software for their needs, so you may speak with our sales or customer support team for relevant advice. You can also sign up for a free 15-day trial for any of these programs to try out their features right in your office and experience firsthand the kind of impact they can have on how your business can improve document management workflows.

Give your business the best chance to succeed by empowering your team with advanced software solutions that eliminate your document management woes.

Explore the creative [document imaging solutions](#) that Kofax provides to help your business **Work Like Tomorrow**.



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