

HOW TO...

# SELL DOCUMENT MANAGEMENT

Manage more sales

**BRENNAN PEYTON,  
HEAD OF SALES,  
PANASONIC DOCUMENT SYSTEMS**

The need for managing documents more efficiently is an essential activity for businesses of all types and requirements.

Whether motivated by the necessity to streamline core processes, or improve the quality of customer communications, document management guarantees compliance and logic across an organisation, and is crucial for the functioning of any business.

A transitional step toward reducing paper flow is being undertaken within businesses as existing paper records can now be scanned and combined with electronic feeds and systems to form comprehensive data records. As organizations complete this transition, the need for digital imaging is decreasing.

Also, with the incorporation of Multi-Functional Devices into networked offices working within the document management process, output devices have now developed into a complete communications solution, harnessing the power of network scanning, scan to e-mail, PC faxing and inbound document routing. The network MFP has become an all encompassing document communication centre.

It is important that you flag up to your customers the ease of use and functionality of document management. Highlighting the key features it allows such as, the ability to name files and choose file types, such as PDF, copy, blind copy and choose e-mail addresses for replies, all enhancing the ease of use for the end user.

Document management also frees up record storage space, which can then be used for revenue-generating activities more closely



aligned with the organisation's overall aim. Another area to draw attention to is that as less staff are needed to physically manage records, resources can be better used.

It seems that everyone is reducing paper flow and customers should be made aware of the well documented cost savings. Another key aspect of document management to emphasize are features available with certain manufacturer's products which let you operate, store, retrieve and manage all from a tightly integrated single interface. While you work, every click is saving the staff, and ultimately the firm, lost time; both reducing stress and increasing productivity.

Document management systems don't have to be high priced. For smaller firms, it can be as simple as a desktop scanner, or even using an existing MFP and PC. For business with larger amounts of data, that requires storage, a model with wider capabilities may be required. ■

## TOP TIPS

>> 1.

**GET THE RIGHT TECHNOLOGY AND DON'T BE AFRAID TO REVIEW IT – RESEARCH CONDUCTED BY PANASONIC AND YOUNG&Rubicam SHOWED THAT TECHNOLOGY MADE IT POSSIBLE FOR 32% OF RESPONDENTS TO START UP THEIR BUSINESSES.**

>> 2.

**PUT ASIDE SOME TIME TO PLAN YOUR GROWTH AND MANAGE YOUR DOCUMENT WORKLOAD.**

>> 3.

**PLAN AND UNDERSTAND YOUR CUSTOMERS' PROCESSES. ONLY THEY KNOW HOW THEIR BUSINESS WORKS. MAKE SURE THAT YOU TAKE THE OPPORTUNITY TO REVIEW AND SIMPLIFY TASKS THAT WILL SPEED UP EFFICIENCY.**

