

# HP mfps with Informa Software revolutionize document handling for small and medium-size businesses

HP Success story



“Informa's ImageQuest mfp software has allowed us to add a significant new solution and margin-maker to the sale of our strongest product line-HP printers.”

-Starr Brown  
COO, Southern Computer Warehouse



informa  
software



Southern Computer Warehouse



**HP LaserJet mfps, in combination with Informa Software, deliver the simple, effective, and affordable electronic filing solution small and medium-size businesses have long been waiting for.**

Assisted by Informa Software and Southern Computer Warehouse, HP multi-function printers are being used in an exciting new way to meet the document handling needs of small and medium-size businesses.

## HP mfps with Informa Software revolutionize document handling for small and medium-size businesses

The solution is not only simple and effective. It also provides sophisticated electronic filing capabilities that no other solution in its price range can offer.

### **Tapping a large, under-served, and lucrative market**

Small and medium-size businesses have long yearned to cut their labor and operating expenses by reducing their reliance on paper. While such companies may not be able to quote the following statistics verbatim, they are well aware of the expense associated with inefficient paper records.

Consider, for example: The typical office document is copied, either physically or electronically, an average of nine to eleven times at a cost of \$18.<sup>1</sup>

And this: It costs roughly \$120 in labor to find a misfiled document and up to \$220 to recreate a lost one.<sup>2</sup>

Research also shows that the hard costs of copiers, printers, paper, and supplies make up only 10 percent of the total cost of a company's document output. The other 90 percent is largely attributed to document management processes involving a company's most valuable asset—its workforce.<sup>3</sup>

### **In search of the perfect solution**

Like other SMBs, Southern Computer Warehouse (SCW) wanted to handle documents with more efficiency, but was disappointed with the “workflow automation” solutions designed by vendors for larger enterprises. They were simply too exotic, too complicated, and too expensive.

Although SCW couldn't find the solution they wanted on the open market, they did find a company eager to develop one: Informa Software, a company that's been leading in the development of document-handling solutions for over 20 years.

What SCW wanted most was a competitive advantage—an efficient, money-saving document-handling solution that

would help them compete with large VARs and direct manufacturers. That meant a solution that would lower the amount of time and money spent copying, filing, and faxing documents.

### **Synergy at work**

Informa Software was already keen on just such a solution and saw what they needed in HP's award-winning LaserJet 4345mfp. (Those awards include “Four Stars” from PC Magazine in February of 2005, a “Better Buys for Business Editor's Choice” in 2005, and “Pick of the Year 2005” from Buyer's Laboratory, Inc.)

Three HP features attracted Informa's interest: the ability to electronically capture documents, the ability to integrate with other applications, and the ability to provide great solutions at an affordable price.

What Informa did was develop an innovative new software called “IQ”—short for ImageQuest mfp—that synergized those three features into the world's first real-world electronic filing solution perfectly suited to the needs of small and medium-size businesses.

### **Keeping it simple**

Everyone knows how to find a file: Open the drawer, find the folder, leaf through the pages, and pull the document. Equipped with Informa's “IQ” software, an HP mfp can now deliver the same intuitive experience but with a huge difference: There are no physical folders to search or hard copy pages to thumb through. Once documents are scanned, they can be instantly located and retrieved in electronic form through a few keystrokes. Users can even see thumbnail views of each document!

In other words, with only three components—an HP LaserJet 4345mfp, a simple server, and “IQ” software—a small business can quickly have an easy-to-use electronic filing system up and running without having to alter its workflow processes or overcome technical complexities.

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<sup>1</sup> According to a Gartner Group study

<sup>2</sup> According to a Price Waterhouse Coopers study

<sup>3</sup> According to an HP study

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“We're selling more and more HP LaserJet mfps because they perfectly meet the demand and are so easy to use.”

—Joseph Gabriel

CEO, Southern Computer Warehouse

#### **Immediate benefits**

As one of the first customers to use the solution, Southern Computer Warehouse found itself not only printing, copying, faxing, and scanning but also filing documents electronically—all via a single sleek, affordable, and incredibly easy-to-use desktop device.

By scanning documents right to their networked desktop, to e-mail, and to centralized folders, SCW employees gained the ability to immediately replicate and share paper documents as well as electronic content anywhere on the network. It also marked the end of lost and misfiled documents.

One thing did surprise SCW, however. Its customer service improved so dramatically that customers began asking for the same capabilities.

From that point on, SCW sales have been soaring.

“Informa's ImageQuest mfp software,” says SCW COO Starr Brown, “has allowed us to add a significant new solution and margin-maker to the sale of our strongest product line—HP printers.”

#### **Electronic filing at the right price, with none of the hassles**

The ability to scan, store, and retrieve important documents in seconds is helping SCW customers save enormous amounts of money.

Fewer trips to the copier mean more employee productivity. For smaller companies especially, finding information quicker means being more receptive and responsive to customers, which translates directly into competitive advantage. And other advanced HP mfp features, such as send-to-e-mail, significantly reduce shipping and faxing costs.

While the new solution is giving SCW customers unheard of functionality at a very low cost, it's also scalable to the needs of mid-market and enterprise-class workgroups. And its intuitive user interface minimizes end-user training.

All of which adds up to a solution that's not only easy to install, administer, and use, but easy to sell.

#### **All systems go!**

The new solution also has no competition. Only the HP LaserJet 4345mfp with “IQ” from Informa provides small and medium-size businesses with the effective, proven, and affordable electronic document filing solution they need.

By using HP mfps to uncover a wealth of hidden cost-saving opportunities, Informa Software expects to double its market every year. And that's good news to resellers like Southern Computer Warehouse which has leveraged an initial desire to improve its own business into a new and profitable product line that's delighting customers.

## At a glance

- Company: Southern Computer Warehouse (SCW)
- Headquarters: Marietta, Georgia
- Employees: 17 full-time sales people
- URL: <http://www.gotoscw.com/>
- Products and services: Technology solutions provided to regional business, government, and education customers with the highest service levels at the lowest possible cost

## Technology highlights

- ImageQuest mfp software is based upon Informa's enterprise ImageQuest document management system.
- Wholly written in .NET, ImageQuest mfp resides on an industry standard server with Microsoft Server 2003 or Windows XP Professional SP2 installed. The index uses Microsoft's SQL database.
- Document search, retrieval, and viewing of images uses Informa's IE-based Web IQ viewer.

## Challenge

- Improve company efficiency by cutting the labor and operating expenses associated with the handling of paper-based documents.
- Market the same simple, effective, and affordable solution to tap a large, under-served, and lucrative market of small and medium-size businesses for whom larger "workflow automation" solutions are too exotic, complicated, and expensive.

## Solution

- The new easy-to-use electronic filing solution is comprised of just three components:
  - An HP LaserJet 4345mfp
  - A simple server, and
  - "IQ" software from Informa

## Results

- Dramatically reduced labor costs
- Significantly lower shipping and faxing costs
- Improved employee productivity
- More responsive customer service
- All via a single sleek, affordable, and incredibly easy-to-use desktop device

For more information, visit [www.hp.com](http://www.hp.com)

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