



Case History

CDS Global achieves ImageTrac ROI in less than two months



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-Craig Campbell, Head of Business Solutions, CDS Global

CDS Global is an international mid-sized business process outsourcer (BPO) with operations located in the UK, USA, Canada and Australia. The company's UK operation undertakes a wide variety of document processing projects, which involve handling and processing data received from multiple sources including email, paper-based mail, web forms and telephone.

In addition to CDS Global's core publishing business, which handles subscriptions and transactions on behalf of many of the UK's top consumer and business-to-business media companies, the company runs a thriving intelligent capture solutions business from its head office in Market Harborough Leicestershire. The intelligent capture solution business manages large-scale backfile scanning projects for local government, social care organizations, the NHS, banks, financial services organizations and others.

SEIZING THE OPPORTUNITY

In June 2008 CDS Global was approached with a major business opportunity that presented senior management with a significant throughput challenge. North Yorkshire County Council approached CDS Global with a requirement to scan two million Special Education Needs (SEN) documents from eight sites within a five-week period. The pre-existing infrastructure at CDS Global wasn't capable of handling such an ambitious project; however, the opportunity was too substantial to overlook.

Craig Campbell, Head of Business Solutions at CDS Global, recalls: “When North Yorkshire first approached us we were using Kodak i600 series scanners in our records management center. They had served us well in the past, but they weren't capable of processing such a large project in the timeframe allotted without compromising current client projects. We had already seen IBM's ImageTrac in action, and we knew it could handle the North Yorkshire project with ease.”

CATALYST FOR CHANGE

The SEN project was the catalyst for change, and although the selection process was compressed into a very tight timescale – just two weeks – CDS Global did conduct a thorough review of alternative products.

“We needed to be sure that our chosen solution could handle the complexity and sensitivity of social care documents with the speed and accuracy required by our clients. Overall, the ImageTrac proved to be more robust than its competitors. Its integration with automatic capture software was neater and document handling is smooth and reliable,” says Campbell. “IBM staff members were very knowledgeable and responsive, providing all information requested in full and on time.”



HIGH THROUGHPUT, LOW COST PER IMAGE

CDS Global purchased one IBML ImageTrac III High Volume Color Scanning Solution from Kodak, in its capacity as EAMER reseller for IBML, together with a small amount of consultancy and training. In addition, Kodak would provide ongoing support. The unit arrived on time, and Kodak was always on hand to ensure problem-free installation and operator training.

The ImageTrac handled the North Yorkshire County Council project on time and on budget and continues to operate 17 hours a day every day. This purchase has marked the beginning of a new era for CDS Global's records management center. According to Campbell, the purchase has enabled the company to diversify and grow its business considerably:

"The arrival of the ImageTrac has fuelled our business in ways that would have been impossible in the past. We are processing tens of thousands of images daily at a significantly lower cost per image than was previously achievable. This has enabled us to be more responsive and much more competitive, which is beneficial for our clients. We use the ImageTrac's intelligent data capture processes to offer value-added services in addition to straightforward scanning and archival, and we ensure that all compliancy requirements relating to legal admissibility are met. In addition, we now offer digital mailroom services, which deliver immense savings to our clients in terms of cost, time and productivity."

POWERFUL YET COST EFFECTIVE BPM

The ImageTrac predominantly processes documents containing unstructured data, although documents containing both structured and semi-structured data can be processed on the fly with little or no pre-sorting and less preparation required. When handling projects where unstructured data is prolific, the operator applies Optical and Intelligent Character Recognition (OCR/ICR) processes that automatically capture data, create metadata that is suitable for analysis and typically pass this data on to an Electronic Document and Records Management System (EDRMS) or interactive Customer

Relationship Management (CRM) system.

This end-to-end process, combined with the accuracy and high throughput of the ImageTrac, enables CDS Global to offer very powerful yet cost effective Business Process Management solutions to clients.

IMAGETRAC: THE MAILROOM WORKHORSE

Clients using CDS Global's digital mailroom service route all incoming paper-based mail to the Market Harborough head office. Mail is opened early in the morning then scanned immediately in order to meet stringent service-level agreements. Once scanned, mail items are routed to the intended recipient or a CRM system for further processing.

The ImageTrac is the heart of the digital mailroom, operating at high speed to capture mail during the morning and handle transaction-based or archival projects throughout the afternoon and evening.

A BOOST TO BUSINESS

Delivery within shorter timescales and more competitive pricing are just two of the benefits the ImageTrac brings to the business. In addition, when bidding for new contracts, CDS Global invites prospects into the center to view the system in action. The sheer size and robust form of the ImageTrac never fails to impress; it is a clear indicator of the stability of CDS Global's business and its commitment to investment in the records management sector.

IBML's ImageTrac has become CDS Global's scanner of choice and, if business continues to grow, the company will certainly consider additional units. Few investments generate such rapid and visible results, as Campbell concludes: "The ImageTrac has enabled CDS Global to generate £750,000 worth of incremental business annually. This translates to a return on investment in less than two months. We have become more responsive, more competitive and better equipped to win new business, making this investment a great success."

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