



## Case History

# Stortext achieves business agility and efficiency using ImageTracs from IBML

**Stortext is one of Europe's most successful specialist document processors with scanning, data capture, document hosting and processing operations situated at three UK sites. Stortext's services are enhanced by offshore BPO facilities specialising in low cost data capture and back-office support services.**

Stortext has amassed 25 years of experience providing outsourced document management services. The company has built a strong reputation for delivering tangible business benefits to clients who typically report cost savings of up to 80 percent; in some instances an ROI of several hundred percent has been realised. These clients outsource a wide variety of applications including invoice processing, claims processing, medical records, human resources, electronic mailroom and archival. As a result, Stortext handles a vast array of different types and sizes of documents from very small tickets to large format drawings, standard A4 invoices and correspondence, opened and unopened envelopes, and, in some instances, documents dating back to the 16th century, many with poor structural quality. All of these document types must be processed accurately at high speeds to maximise operational efficiency and customer service. Stortext currently processes 300,000 images daily (75 million annually).

## THE PROBLEM DEFINED

In the past, Stortext used an extensive mix of Kodak's mid-range and desktop scanners to process documents, which served the company well. However, as Stortext's business grew, the company's goal was to achieve economies of scale with higher throughput from a single footprint to reduce operational costs. Although the Kodak scanners were robust and accurate, they were unable to accommodate intelligent business processes and multiple sorting pockets.

Stortext's Operations team investigated the market for high-volume intelligent scanners. The company identified a shortlist of three scanners very early on in the process then thoroughly evaluated the available options prior to selecting the ImageTrac High Volume Colour Scanning Solution from Imaging Business Machines, LLC (IBML). Mark Iveson, sales director at Stortext, summarises their findings: "We applied due diligence to test the cost, features and reliability of the products we shortlisted. Our findings proved that IBML's ImageTrac technology offers the right capabilities, efficiencies and returns to suit our business plan. These findings were supported by IBML reference customers who confirmed the business benefits and ROI."

## DELIVERING SOLUTIONS

In December 2007 Stortext took delivery of its first ImageTrac IV. Kodak, in its capacity as EAMER reseller for IBML, was actively involved from the outset, providing ongoing ImageTrac support. Stortext adopted a "train the

trainer” approach to ensure rapid deployment of the new scanning solution. Stortext’s staff members, who now work in small cooperative teams of two, have experienced more variety in their roles and increased morale. Many of the Kodak scanners have been retained for contingency work; when not in use, their operators are re-deployed to pre-preparation activities.

The ImageTrac has enhanced the Stortext production system and is capable of scanning mixed batches of documents in differing formats at high speeds with only one operator needed to oversee the process. Even the smallest and most fragile documents can be processed automatically without operator intervention. Exceptions are minimised, and in the rare event of a paper jam, the open transport of the ImageTrac can be cleared quickly and efficiently. The ImageTrac’s intelligent feature set enables Stortext to accurately replicate clients’ business processes and achieve advanced, high-speed data capture and character recognition on-the-fly to facilitate post-scan processing.

Once captured, document images are managed by Omnidox, Stortext’s own developed document management and workflow solution. Omnidox is a leading SaaS (software as a service) solution, named Document Manager Magazine’s Product of the Year at the DM Awards 2008. Omnidox enables clients to securely access documents and reports from anywhere in the world via the Internet.

### RENEWED CAPACITY FOR GROWTH

In January 2008, Stortext secured a large new project that required the processing of 60 million documents. The success of this project led to the purchase of a second ImageTrac IV, which now sits alongside the first unit at Stortext’s processing site in Bedfordshire.

With a combined throughput of up to one million pages daily, 24 hours a day, six days a week, the ImageTracs have provided Stortext’s burgeoning business with the capacity to grow further. The company can now secure a wider range of large, value-added projects than was possible in the past, can run them more efficiently and price them more competitively.

“Our customers appreciate the efficiencies the ImageTrac has brought to our business, and this has a knock-on effect on their own customer service offering. We have empowered our clients – people like Scottish and Newcastle, O2 and Virgin Atlantic Airways – to focus on what they do well, rather than wasting time and resources on costly administration,” says Iveson.

### BOLSTERING BUSINESS CONTINUITY

IBML has successfully advanced Stortext’s business due to the adaptability, speed and intelligence of the ImageTrac. “A substantial part of our business is transaction-based; in many cases we can predict the types of documents we will receive but not the volumes. In the past, the unexpected influx of a large backfile conversion project could cause a challenging spike of activity. Today, the ImageTrac can handle any project, whatever its size or type, so nothing catches us out,” Iveson said.

“Stortext has made a significant investment in IBML’s ImageTrac technology. We are convinced that our business could not have grown as it has without this investment. In short, we have become more agile and responsive as a business; just owning these units conveys to our clients that we take both our business and theirs very seriously.”



For more information visit [www.stortext.com](http://www.stortext.com)  
or phone 01582 845900

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T: 205.439.7100

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