



6 Strategies to Future-Proof Your Business

A webinar exclusively for BPOs and Outsourced Service Providers

An AIIM Webinar presented July 10, 2018



**Your Digital Transformation begins with
Intelligent Information Management**



**The Community for
Information Professionals**

www.aiim.org

The image shows the IBM logo, which consists of eight horizontal red stripes of varying lengths on the left, followed by the lowercase letters "ibm" in a dark blue, sans-serif font. The stripes are arranged in a way that they appear to be stacked on top of each other, with the top stripe being the longest and the bottom stripe being the shortest. The letters "i", "b", and "m" are positioned to the right of the stripes, with the "i" being the tallest and the "m" being the shortest. The "l" is a single vertical bar on the far right.

ibm

Tips for Participating in Today's Webinar



- **Group Chat** – to talk with each other, found in the icons along the bottom. *Note: everyone can see and participate.*
- **Q&A** – for questions to the speakers, held for the end (and tech help).
- Check out the **Resources** available to you today, in the box to the right of the slides.
- A **Survey** will open at the conclusion of the webinar – we value your feedback on how we did today.

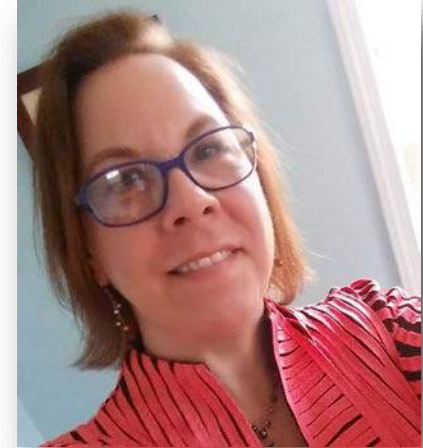
Today's Speakers



Mark Brousseau
President
Brousseau & Associates



Jim Bunn
Director, BPO Markets
ibml



Host: Theresa Resek, CIP
Director
AIIM

Introducing our Featured Speaker



Mark Brousseau

President

Brousseau & Associates

- Top BPO pressures
- 6 strategies for future-proofing your business
- Case studies
- Questions

TARGET

COMMUNICATION

GOAL

FINANCE

LEADERSHIP

STRATEGY

TEAMWORK

PRODUCTS

PROFIT

BUSINESS

MARKETING

SOLUTION

WORK

PLAN

INNOVATION

SUCCESS

Top BPO pressures



- Grow monthly recurring revenue
- Get to scale and to processes that can be replicated across clients
- Provide greater domain and process specialization and competency
- Reduce operations costs
- Become more price competitive
- Make new investments in infrastructure



6 Strategies to Future-Proof Your BPO Business



1. Be open to new ways to improve operations
2. Bring intelligence into your capture process
3. Innovate to be more competitive
4. Use equipment rental for short-term projects
5. Think leasing to leverage cash flow
6. Speed up your time to cash

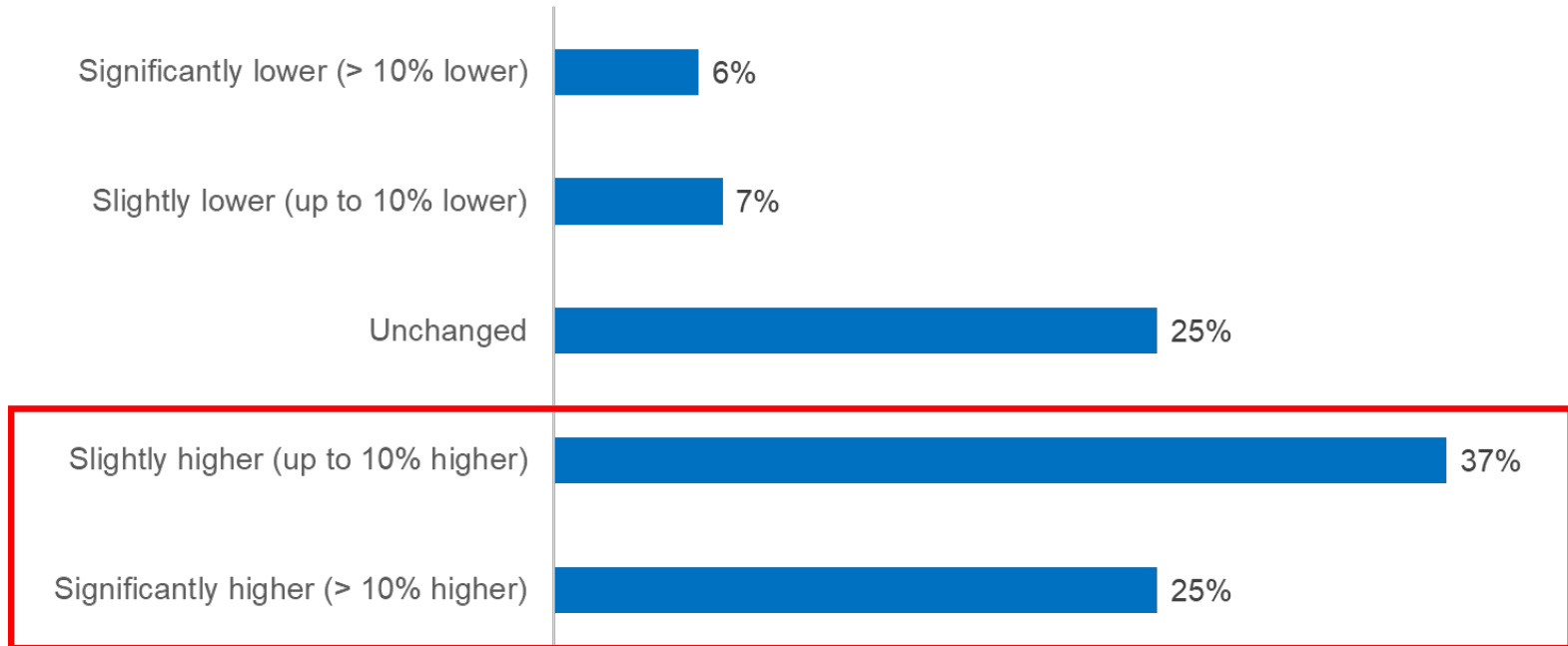
Strategy #1:

Be open to new ways to improve operations

Document volumes are increasing



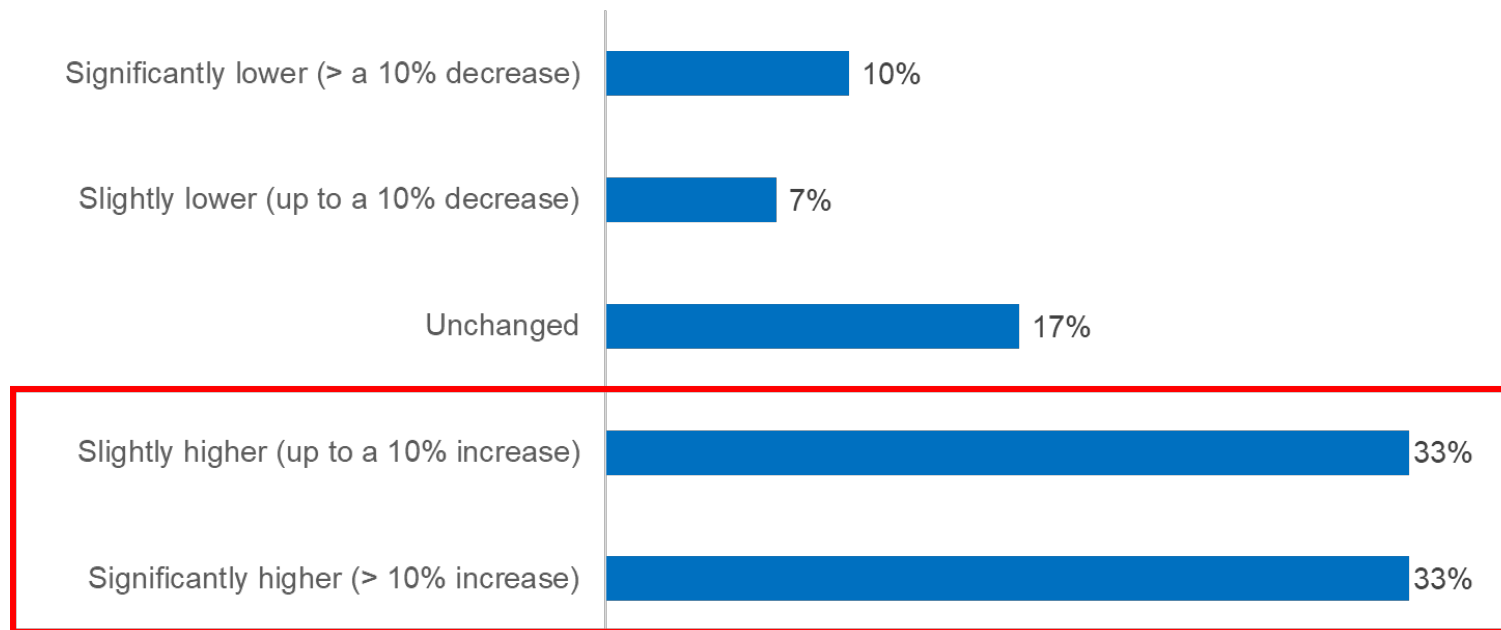
Compared to two years ago, how would you describe the volume of documents (paper and electronic) flowing through your processes?



... and will continue to rise!



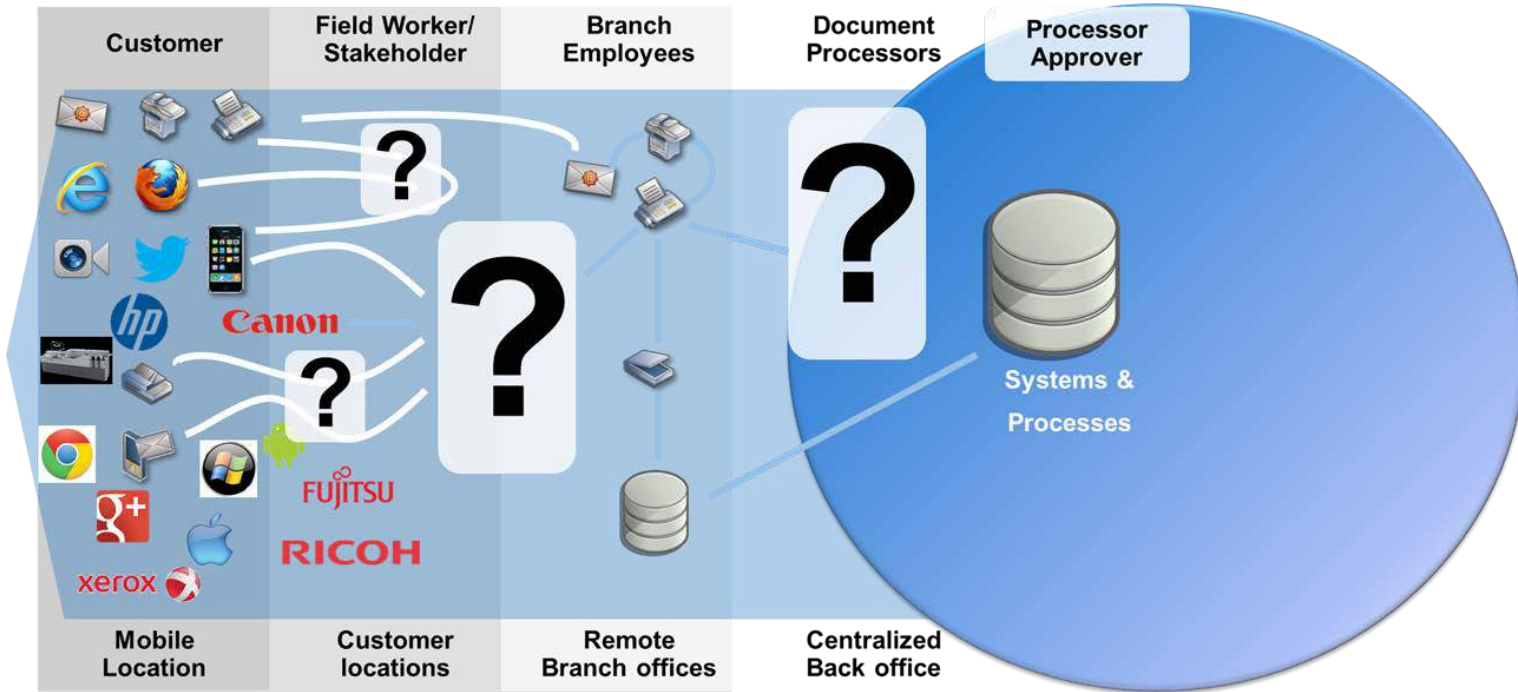
Two years from now, how do you project the total number of documents (paper and electronic) your organization captures will change?



Your legacy solution may not be good enough



- No support for electronic documents
- Key information is not captured
- Information is not timely
- Information is not accurate
- Data is poorly organized
- Systems are not well integrated
- Decision-makers don't have access to key variables



What if ...



Your BPO could use one solution to capture all documents & related data, in a consistent manner, regardless source or format?

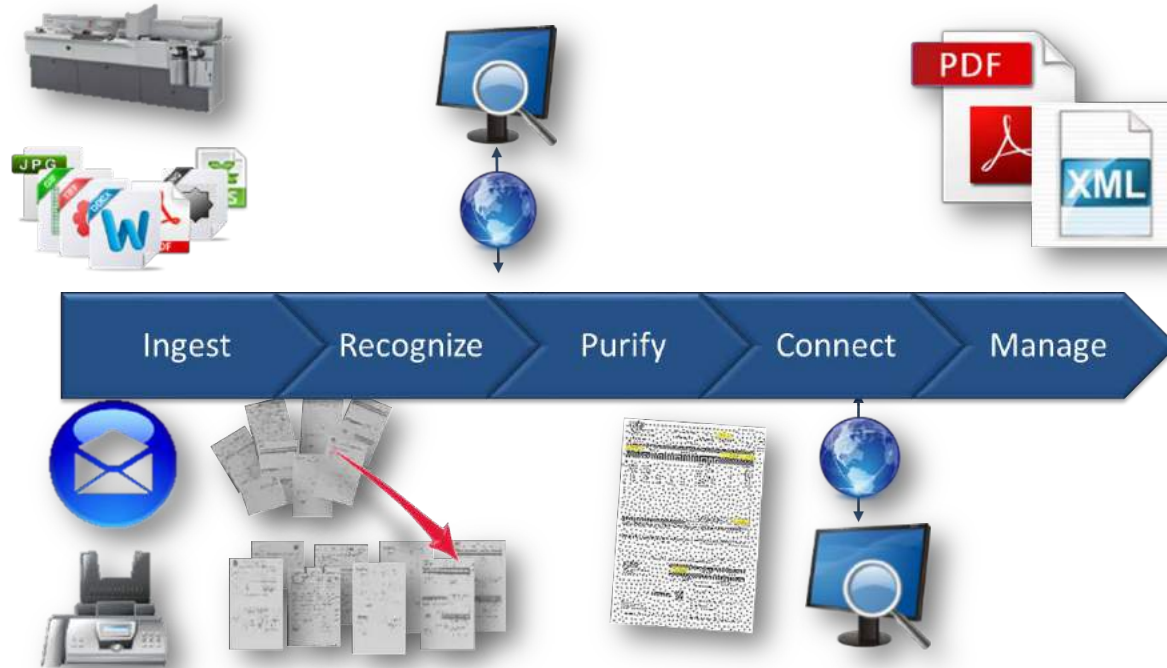
How would that impact:

**Information quality?
Process speed & agility?
Labor costs?
Customer experience?
Control & reporting?**

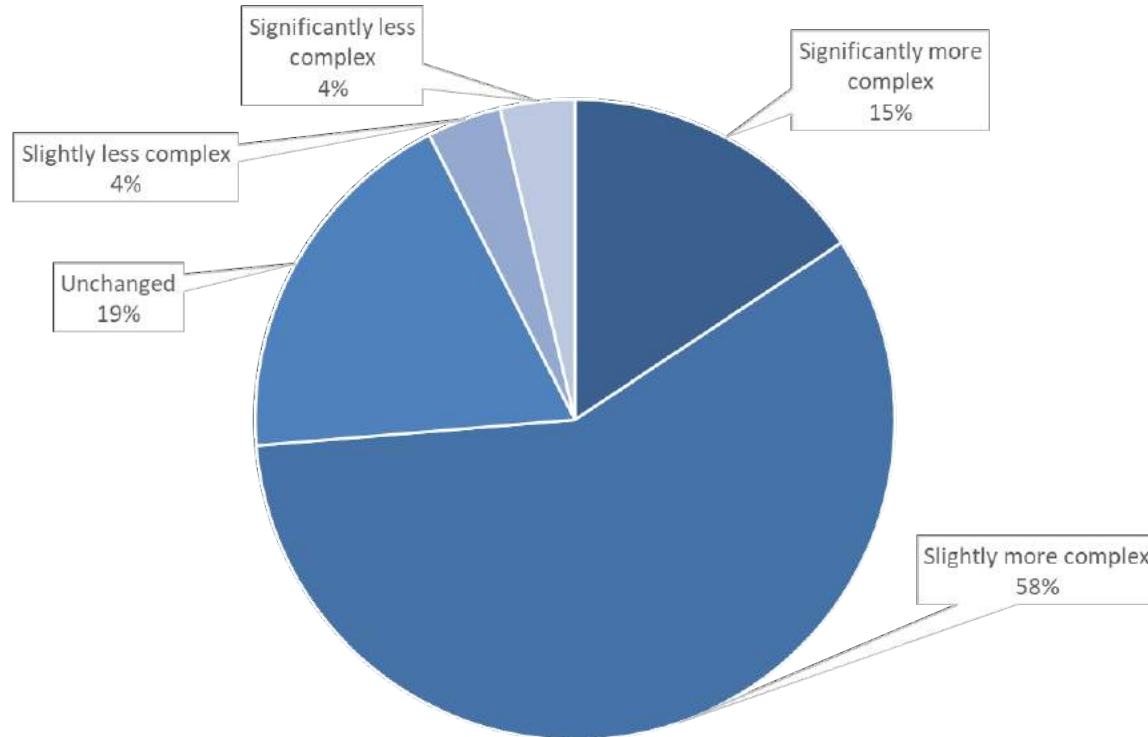
Strategy #2:

Bring intelligence into your capture process

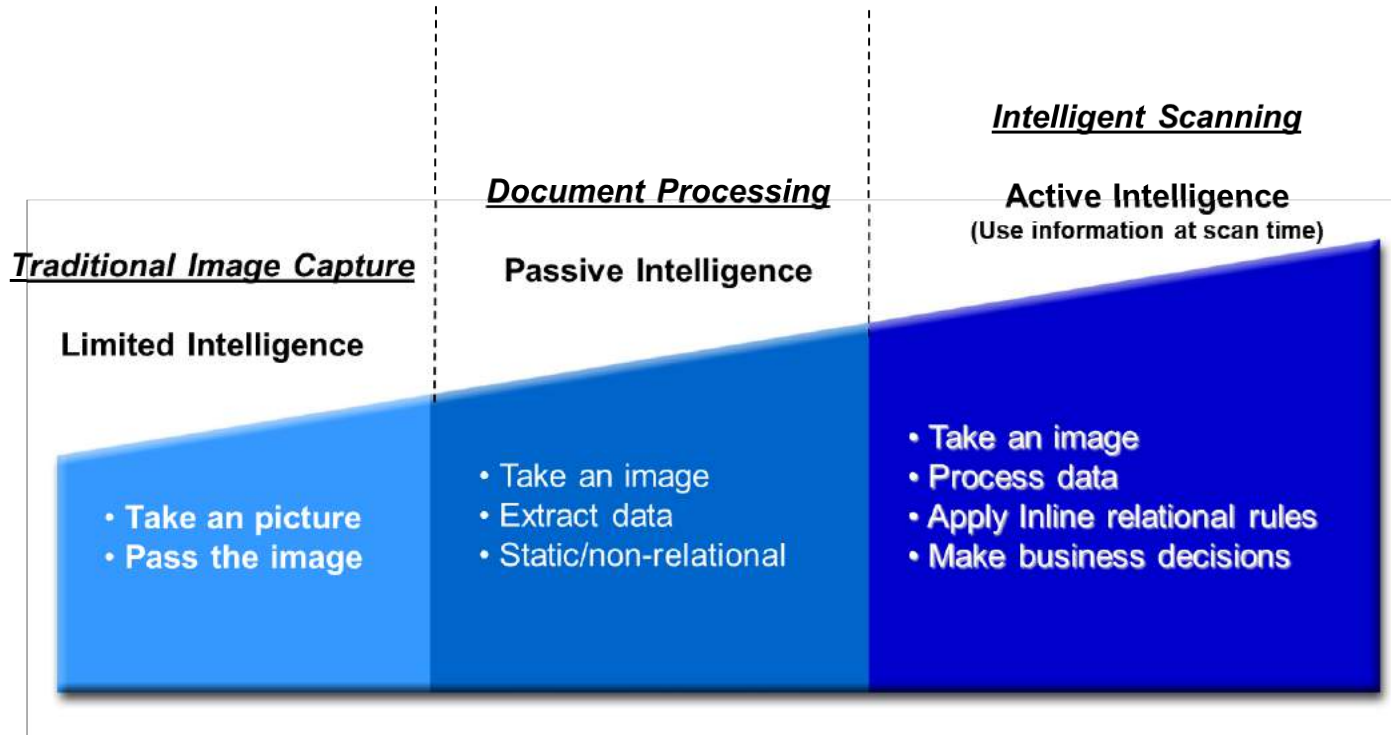
The solution: Intelligent capture software



Capture requirements are more complex



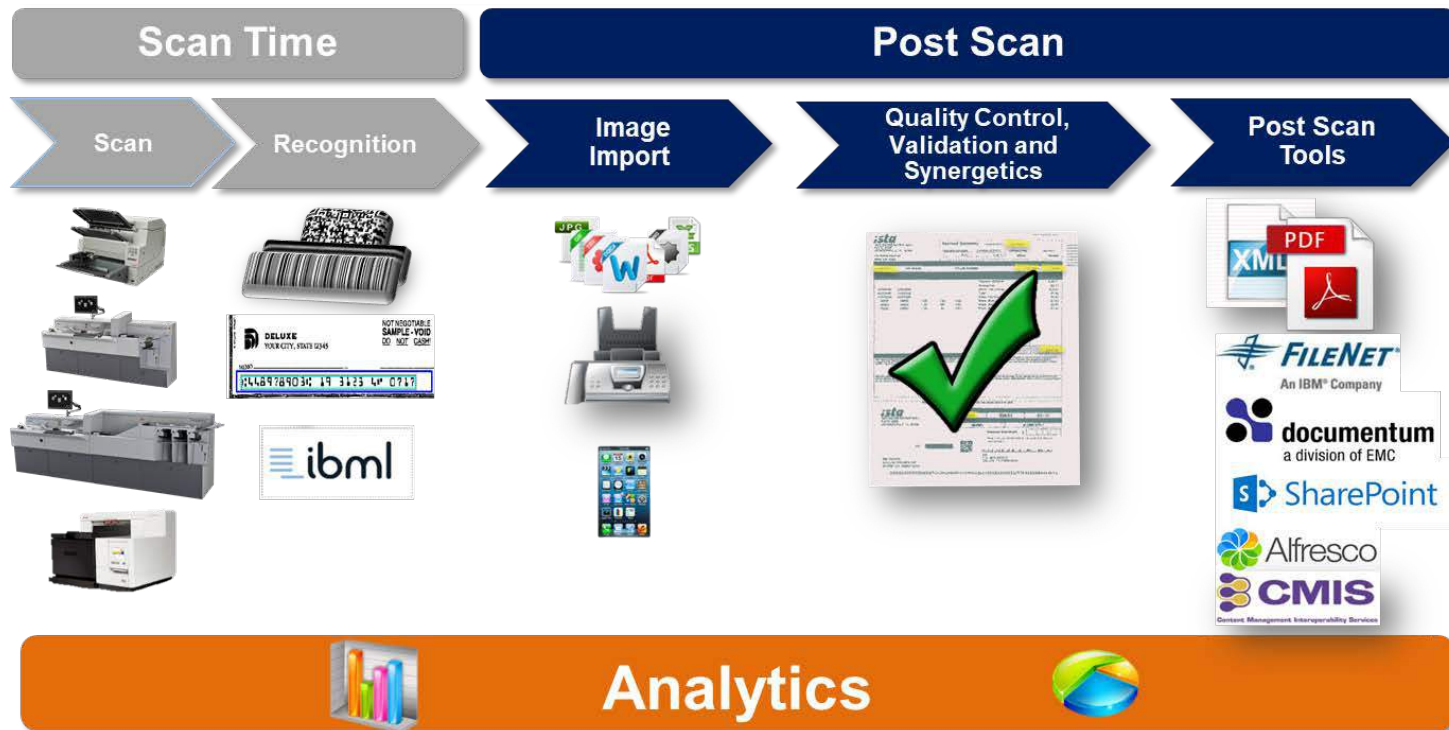
The solution: Intelligent scanning



BPO Need	Intelligent Scanners
Reduce costs/accelerate cycle times	Continuous mixed document handling
Reduce costs/accelerate cycle times	Real-time inline image and data capture
Meet SLAs/enhance customer service	High image fidelity duplex imaging
Meet SLAs/enhance customer service	Ultrasonic multi-feed detection
Reduce costs and hardware footprint	Up to 429 pages per minute throughput
Reduce manpower/improve quality	Up to 21 pockets document sorting
Streamline efficiency	Easy to setup and monitor software

BPO Need	Intelligent Capture Software
Become more cost competitive	No software “click” charges
Meet changing requirements	One source for all document ingestion
Reduce manpower costs	High-speed inline data capture
Replicate processes/ensure efficiency	One software for multiple scanner types
Mitigate potential risks	Meets stringent security requirements
Extend investments in legacy software	Configurable output connectors

End-to-end intelligent capture software



Future-Proofing through Intelligent Scanning



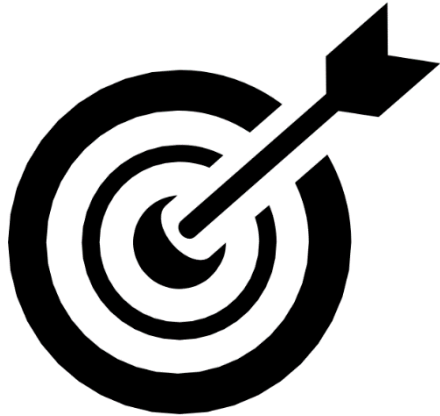
- Higher quality data capture from images
- Faster document processing
- Reduce document preparation requirements
- Simplified operations
- Higher-value sales
- Differentiated offering
- Strong brand awareness



Strategy #3:

Innovate to be more competitive

3 tips for differentiating your BPO



1. Choose your core services – and do them better than anyone else



2. Innovate



3. Specialize

Specialize: Lending



Lending Challenge	How BPOs Can Help
Competition	Accelerate borrower & originator notifications
Customer-service demands	Deliver useful information downstream faster
Labor-intensive processes	Classify & extract data from loan documents
Regulatory compliance	Mitigate potential TILA-RESPA compliance risks
Risk-based decisions	Transform loan data & documents into meaningful information
Growing origination costs	Extract data based on form type
Integration with other systems	Export images & data downstream

Specialize: Lending



Closing Disclosure

This form is a statement of final loan terms and closing costs. Compare this document with your Loan Estimate.

Closing Information		Servicer Information		Loan Information	
Loan Issued	4/15/2013	Servicer	Michael Jones and Mary Stone	Loan Term	30 years
Closing Date	4/15/2013	Address	123 Anytown Street	Purpose	Purchase
Settlement Agent	Epsilon Title Co.	City	Anytown, ST 12345	Product	Fixed Rate
File #	12-3456	Seller	Statewide and Amy One	Loan Type	<input checked="" type="checkbox"/> Conventional <input type="checkbox"/> FHA
Property	888 Somewhere Ave	Address	321 Somewhere Drive	Loan ID#	123456789
Sale Price	\$180,000	State	Anytown, ST 12345	MIC #	00064377


Loan Terms		Can this amount increase after closing?	
Loan Amount	\$162,000	Interest Rate	NO
Interest Rate	3.875%	Monthly Principal & Interest	NO
Monthly Principal & Interest	\$761.78	Prepayment Penalty	NO
Estimated Total Monthly Payment	\$1,050.26	Balloon Payment	NO

Projected Payments		
Payment Calculation	Years 1-7	Years 8-30
Principal & Interest	\$761.78	\$761.78
Mortgage Insurance	+	+
Estimated Escrow	82.25	82.25
Estimated Total Monthly Payment	\$844.03	\$844.03

Estimated Taxes, Insurance & Assessments		This estimate includes	
Amount can increase over time. See page 4 for details.	\$356.13 a month	<input checked="" type="checkbox"/> Property Taxes	In escrow? YES
		<input checked="" type="checkbox"/> Homeowner's Insurance	YES
		<input checked="" type="checkbox"/> Other Homeowner's Association Dues	NO

Costs at Closing	
Closing Costs	\$9,712.10
Cash to Close	\$14,147.26

Databases and table lookups can be used to validate data.



Data issued:	4/15/13
Loan ID#:	123456789
File #:	12-3456
Settlement Agent:	Epsilon Title Co.
Sale Price:	\$180,000
Closing Date:	4/15/13

Strategy #4:

Use equipment rental for short-term projects

Equipment Rentals



Underwritten by:  ibml

Presented by: Brousseau & Associates

- Short-term, quick turnaround scanning
- Long-term high-volume project
- On-site, at a customer's location
- Seasonal influx of paper-based documents

Future-Proofing through Rentals



Equipment Purchase	Equipment Rentals
Reduces cash flow/available credit	Alternative to capital expense
Expansion can be disruptive/risky	Extend your geographic footprint without disrupting your existing infrastructure
Limited by capital	Bigger/faster machine possible
Limited by capital	Fits every project, budget and timeframe
Long lead time	14-day delivery
Limited by capital	World-class scanners/maximum uptime
Longer terms use of existing devices	More opportunities to upgrade

Strategy #5:

Think leasing to leverage cash flow

39%

of the total value of
equipment and software
was purchased through
leasing in 2017.

BPO Business Challenge	How Leasing Delivers
Need cash for core growth activities	Frees up cash flow/credit
Document capture is essential	Always have access to the best intelligent capture technology
Digital transformation is underway	Provides greater operational efficiency
Build a solid ROI	Delivers maximum value and tax benefits

Future-Proofing through Leasing



- Reduce costs
- Avoid obsolescence
- Improve cash flow
- Preserve credit lines
- Avoid hidden costs
- Gain flexibility
- Achieve convenience

Strategy #6:

Speed up your time to cash

How to make more money, faster



- Accelerate processes
 - Intelligent information capture
- Replace your antiquated scanners
 - Intelligent scanning
- Eliminate capital constraints
 - Leasing
- Expand your geographic footprint
 - Rentals
- Stand out from the competition
 - Choose your core services and do them better than anyone else
 - Innovate
 - Specialize

Introducing our Speaker



Jim Bunn

Director, BPO Markets

ibml

Case Study



The Industry	BPO
The Customer	Document storage company
The Challenge	Accelerate throughput while improving efficiency and service
The Pain Points	Disjointed “one off” systems Cumbersome and slow desktop scanners Needed to visually inspect each image for quality
The Solution	Intelligent information capture solution with production scanners and software that automates document classification and metadata extraction during scan time and centralizes administration and control
The Results	<ol style="list-style-type: none">1. 30% improvement in throughput2. No more “click charges” for processed documents3. 35% reduction in annual software maintenance fees4. 3X improvement in quality control review

Case Study



The Industry	BPO
The Customer	Leading BPO to Fortune 500, large business and government agencies
The Challenge	Accelerate throughput while improving efficiency and service
The Pain Points	Technical issues with aging scanners Concerns about long-term support for its legacy capture solution
The Solution	Intelligent information capture solution with production scanners and software that automates document classification and metadata extraction during scan time and centralizes administration and control
The Results	<ol style="list-style-type: none">1. More than a 50% reduction in labor2. Reuse of patch codes = cost of one scanner3. Faster throughput4. Better image quality5. Achieved payback in 18 months – 6 months ahead of plan

Thank you!



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Learn more how ibml can help your business today:

<https://www.ibml.com/document-scanning-and-workflow-solutions-for-bpo-providers-and-service-bureaus>

QUESTIONS?



HOW TO SELL INTELLIGENT INFORMATION MANAGEMENT TO BUSINESS LEADERS

TRANSFORM YOUR SALES BASED ON AIIM RESEARCH AMONG 300 TECHNOLOGY PROVIDERS AND THOUSANDS OF BUYERS



"One of the best training sessions I have attended in a long time. Useful and powerful information, critical to what we are trying to accomplish" – Director, ECM

Identify vertical and horizontal opportunities for selling Capture/IIM/BPM to business leaders

- Horizontals: Finance (AR, Financial Close Process, AP, Procurement & Purchasing, Contract Management); HR, etc.
- Verticals: Banking (Lending, Audit/Compliance, Fraud Investigations, Card Services, Check Processing), Insurance, etc.

Learn how to engage decision makers and influencers

- Provide new and unique business insights
- Demonstrate importance with research and case studies
- Establish a business case for change
- Educate, tailor your approach, and take control to win the deal

For more information contact your account manager or Atle Skjekkeland at askjekkeland@aiim.org.

