



# Learn and Earn

Increasing sales using today's digital solutions

<p>Key Customer Message</p>	<p><b>Document Management Solutions have a <i>Positive Return on Investment</i></b></p> <p>“Document Management deployments may differ broadly in scale and scope, but no matter the size, DM tends to payoff: Three-quarters of the user companies participating in our benchmark study have said the benefits from DM have far outweighed the costs.” (Source: <a href="http://www.nucleusresearch.com">www.nucleusresearch.com</a> “Benchmark Study: Document Management”)</p>
<p>Supporting Facts</p>	<p><b>What is ROI (Return on Investment)?</b></p> <p>Simply put, ROI answers the question “What do I get back ('return') for the money I'm being asked to spend ('investment')?” Some organizations express ROI as a simple measure of the time it takes to recover the cost of an investment e.g., “the system will have paid for itself in 24 months”. Others state it as a percent of return over a specific time period, such as 135% in 2 years.</p> <p>In the past, when IT professionals and executive leaders discussed the ROI of a technology investment, they were primarily thinking of “financial” benefits. Today, business and technology leaders also take into account the “non-financial” benefits of IT investments such as document management as a strategic enabler to achieve corporate goals.</p> <p><b>Hard - Financial Benefits</b> result in changes to an organization's budget and finances. This includes measurable cost reductions and revenue changes.</p> <p><b>Soft - Non-financial Benefits</b> are the so-called “intangibles” or “non-quantifiable” benefits of information technology. This can include improved customer service and satisfaction, better use of company information assets, and increased business efficiency.</p> <p><b>Using ROI Tools to Increase Sales</b></p> <p>Purchasing decisions are influenced by ‘Return on Investment’ analysis. The latest Open Archive paper, <a href="#">Return on Investment Sells Document Management to Executives</a>, provides a road map for any business evaluating document management solutions.</p> <p><b>Be a solution provider and see your sales grow!</b></p>
<p>Sales Tools</p>	<p><b>Want more ROI information?</b></p> <p>Download these sales tools at our website <a href="http://www.openarchive.com">www.openarchive.com</a></p> <ul style="list-style-type: none"> <li>• ROI Paper – <a href="#">“Return on Investment Sells Document Management to Executives”</a></li> <li>• <a href="#">The Benefits of Document Management</a></li> </ul>
<p>Application</p>	<p>Office environments and engineering departments everywhere!</p>