



LEARN AND EARN NEWS

Increasing sales using digital solutions

Moving toward the New Business of Printing.



"According to Gil Hatch, President, Xerox Production Systems Group, the marketplace is more complex than it's ever been, and **service providers need to focus on the right technology, workflow and business models to succeed.**

In a speech at the Xplor Joint Technology Council Executive Forum, Hatch told attendees they need to **keep their services relevant, generate new revenue streams, do more with less, and improve productivity and asset utilization. And at the same time, they need to deliver greater value to their customers."**

An excerpt from a Xerox press release dated Oct. 27, 2003

How can Open Archive Systems help?

Open Archive is an established software developer and solution provider. For over 10 years, we have provided Fortune 1000 companies with engineering drawing tools, and document management and viewing solutions.

We can help you become a solution provider ... **to generate new revenue streams, improve productivity and deliver greater value to your customers.**

Research proves this...

Solutions and multi-functionality drive new equipment sales

"new printing equipment can entail a much **lower cost of ownership** .. especially true of multifunction peripherals, which combine multiple functions, such as printing, scanning, copying..

...Effective document management solutions help employees print, share, use, and archive documents. Making sure they have the necessary documents that are easy to find, without keeping redundant copies around, **can be a key money saver.**" (Source: "Minimizing Document Costs, Maximizing Efficiency", an IDC Executive Brief, by Riley McNulty and Susan Feldman, March 2003)

Document Management Solutions have a Positive Return on Investment

"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: www.nucleusresearch.com "Benchmark Study: Document Management")

Scanning volume is expected to increase

"American businesses expect their document scanning volume to increase over the next year,... Participants in the Web-based survey identified a variety of reasons for the rise in image capture, from increasing access to information to reducing costs associated with manually handling paper documents." (Source: www.infotrends-rgi.com, a leading market research and consulting firm for digital imaging technologies and markets.)

What does this mean to you as a Xerox reseller?

You can differentiate yourself from the competition by delivering greater value to your customers - deliver a SOLUTION! **Give your customers a way to organize, use, and archive their scanned documents (and drawings).**

Using Open Archive solutions to increase sales

- The ehive Series is a family of document management software that easily integrates with most scanners. [ehive indexing](#) prepares files for document management solutions with tools for image enhancement, property field creation, and full text capture. Companies can then use [ehive](#) to organize their scanned data with existing electronic files to create an efficient information management solution. [More information](#)
- Many companies are purchasing scanning hardware to archive important historical information. [ehive can help](#). Industry standard ehive databases can be published to CD/DVD for a standalone file archiving solution. [More information](#)
- Scanning paper drawings preserves important engineering data. Companies can view, raster edit, and convert to vector using proven software from [GTX](#). [More information](#)

Be a solution provider and see your sales grow!

Want more information on how to sell solutions?

Download these sales tools at our website www.openarchive.com

- ROI Paper - "[Return on Investment Sells Document Management to Executives](#)", a road map for any business evaluating document management solutions.
- [The Benefits of Document Management](#)
- [Previous Newsletters](#)

An Open Archive Newsletter

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