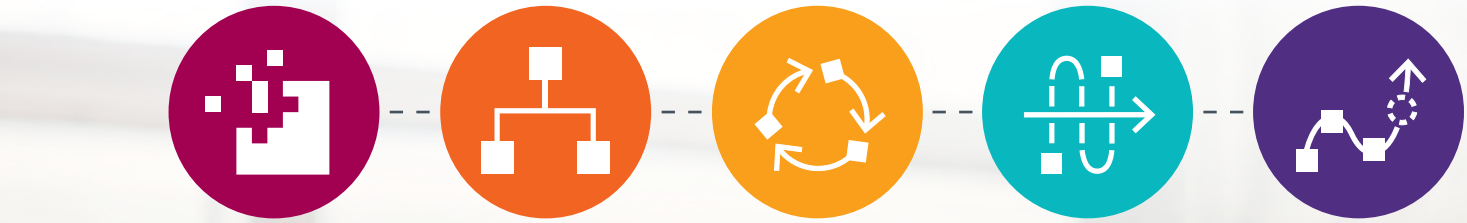
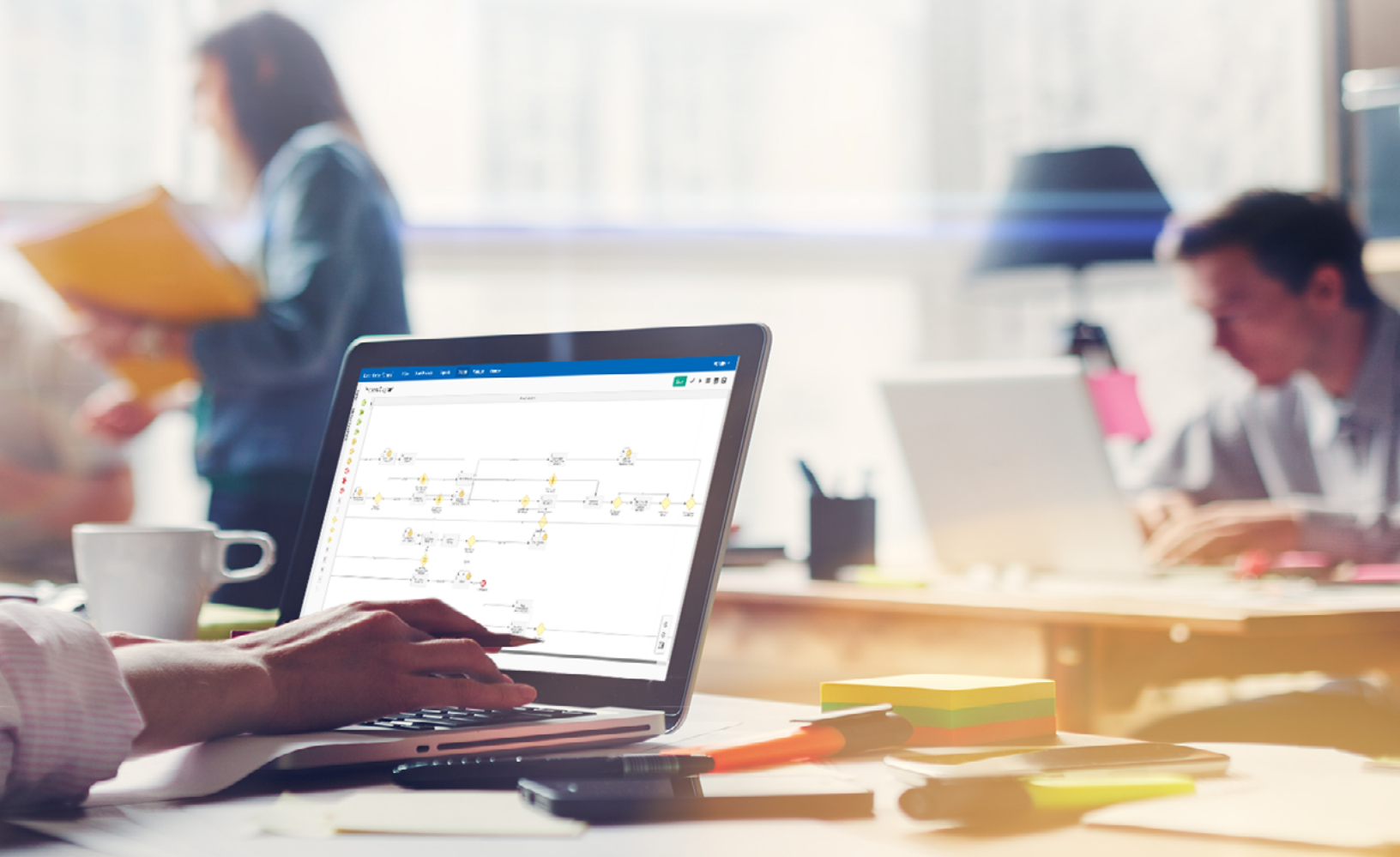
Laserfiche®

Driving Innovation with the

Laserfiche Digital Transformation Model





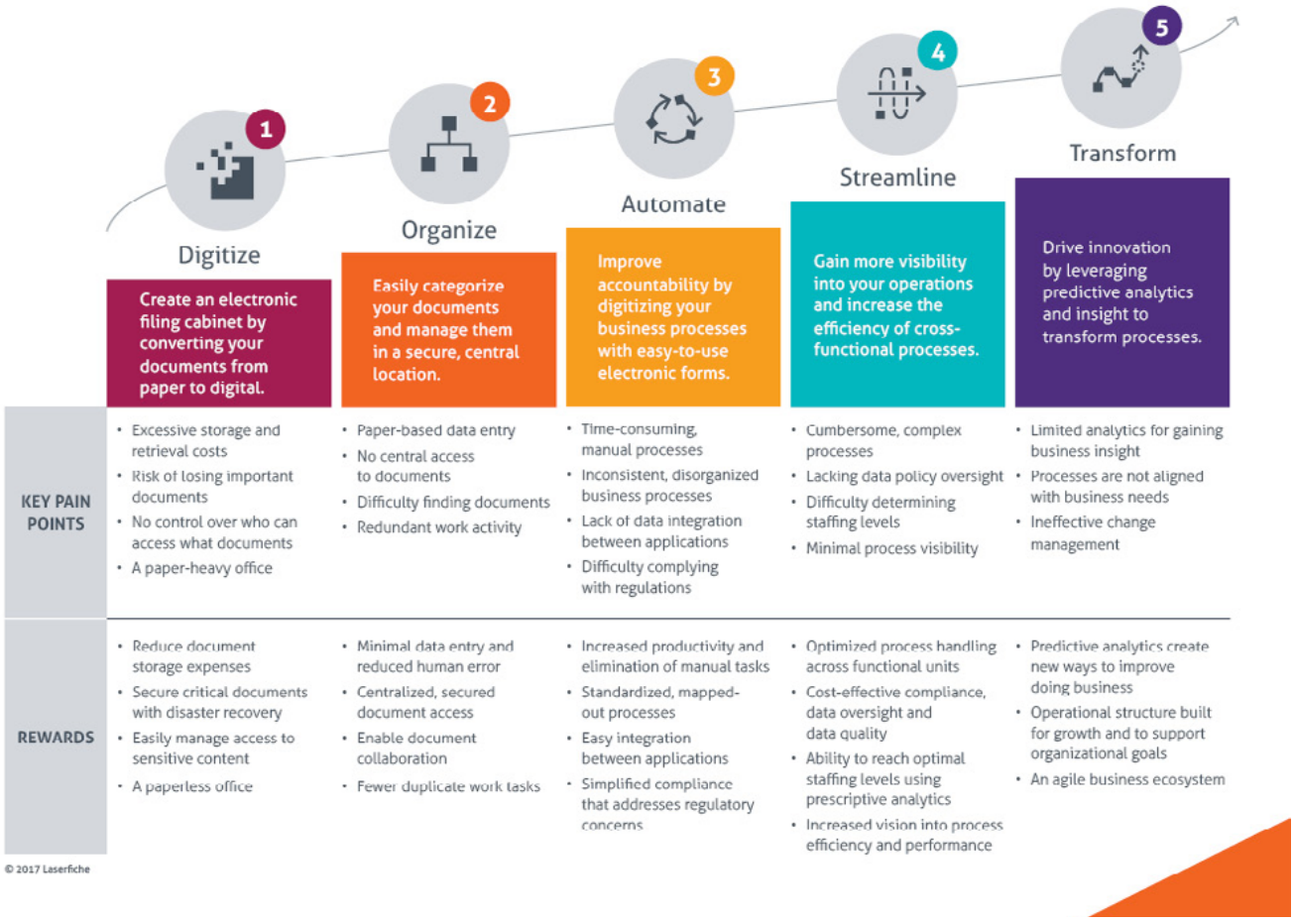
According to a study by the University of Texas, Fortune 1000 companies could gain $2 billion a year in employee productivity by increasing usability of their data by 10 percent.

However, nearly 80 percent of enterprise data—including emails, photographs, video, social media content and text documents—is unstructured and most organizations remain unable to leverage it.

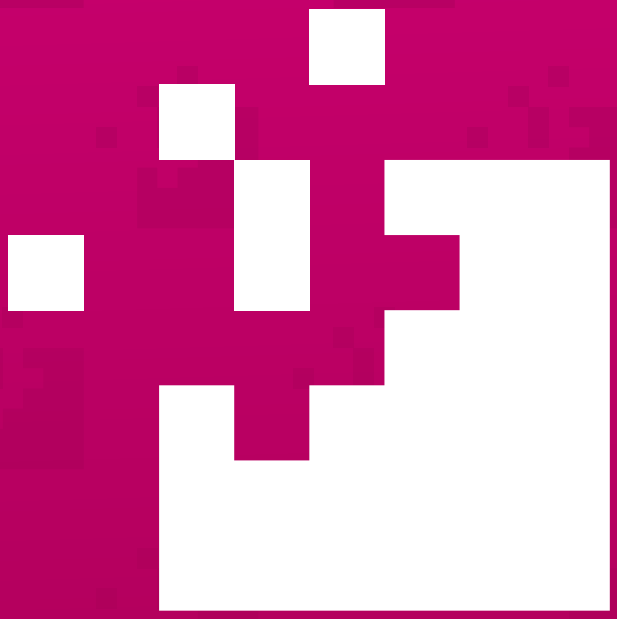
Using technology to increase efficiency is a seminal step in transforming your organization into a digital workplace. But for most, it can be difficult to know where—or even how—to start.

Laserfiche developed a Digital Transformation Model to provide you with a strategic roadmap to the solutions you are seeking.

This framework identifies the five phases every organization should progress through on the way to becoming a digital workplace:



Wherever your organization is on its journey, this guide will provide the necessary insights into digitally transforming your organization.



PHASE 1:
Digitize

As early as the 1960s, media and marketing entities heralded the advent of the paperless office. In 1975, BusinessWeek famously predicted that paper would become obsolete with the rise of computers. Decades later, the concept continues to elude most organizations as business leaders find it difficult to implement.

Eliminating paper is the focus of Phase 1 of the Laserfiche Digital Transformation Model. A recent survey conducted by the Association for Information and Image Management (AIIM) found that only 17 percent of respondents believed they worked in a paper-free office. In fact, about 80 percent of respondents agreed that paper content and processes were a huge impediment to remote access and teleworking.

Moving from Paper to Digital Information

Your organization is at Phase 1 of the Digital Transformation Model if you continue to struggle with paper documents. Paper documents are scattered, disorganized, not properly secured, and difficult to find.

You'll likely find yourself—and your employees—dealing with the following pain points:

Phase 1 Pain Points

- You're running out of space for paper storage, and storage costs are becoming untenable as filing cabinets proliferate
- Digital files are scattered across hard drives and difficult to locate
- Information is duplicated or redundant
- You risk data loss due to damage of physical documents (from fire, flood or simply decay over time), and information is not secure for a variety of reasons (it is physically threatened, duplicated or shared)

As an organization, you need to gain control of the chaos in your file room. If you've already solved these problems, you can move to ***Phase 2: Organize.***

Laying the Foundation for Transformation: Phase 1 in Action

Since shortly after its founding in 2006, Missouri-based Aspen Contracting has always ranked among the nation's largest residential roofing contractors. It's experienced exponential growth over the past decade, achieving a gross revenue of $100 million in 2011.

As the company grew, so did the need for file cabinets. At the same time, out-of-budget costs for document shipping increased. While the company adopted many technologies to give it a competitive advantage, its paperwork associated with hiring, purchasing and payments were at the mercy of the elements—putting the organization at Phase 1 of the Laserfiche Digital Transformation Model.

The organization began to remedy this by scanning all its paper into electronic documents, enabling documents to be uploaded, viewed and exported from the regional offices to headquarters. This dramatically improved the speed and reliability of records distribution demands—so much so that the system was quickly saving the company tens of thousands of dollars in document shipping costs.

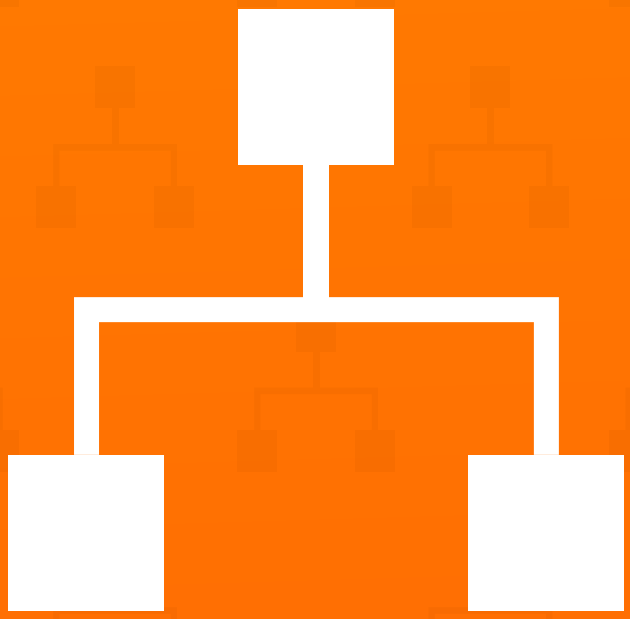
In addition to shipping and storage savings, digital backup files are now available in case of natural disaster. Electronic storage also made information much easier to find for day-to-day needs.

"No more copying or faxing," says Laura Trotta, field system specialist at Aspen Contracting. "It electronically streamlines so much of what were once manual tasks."

Once you've tackled Phase 1, your organization will realize the following benefits:

Phase 1 Benefits

- ✓ More efficient and cost-effective storage of documents
- ✓ Digital files have been gathered from disparate hard drives or personal cloud solutions into one central repository
- ✓ Information is no longer duplicated; team members can effectively collaborate on documents
- ✓ Mitigated risk of data loss and secure, restricted access to information



PHASE 2:
Organize

Just like paper can pile up and become disorganized, so can digital and electronic files. With digital files, it can be almost easier to ignore disorganization because it's out of sight, hidden somewhere on your hard drive or in the cloud.

A recent study by the International Data Corporation (IDC) found that, in many organizations, content such as documents, images, video and email is scattered across a wide variety of systems. Twenty three percent of this content is stored in personal computers, 19 percent in cloud file sync and share services, 18 percent in file shares, 17 percent in email, 11 percent in team sites—and only 12 percent is centrally and securely stored in an enterprise content management system.

With so much valuable information stored in so many different places, how can we find the information we need to get the job done? How can we secure it? These are the questions we want to answer in Phase 2.

Categorizing Information

Your organization is at Phase 2 of the Digital Transformation Model if you already have a process for digitizing documents and a place to store them. However, you still need help organizing them so they are easy to find.

The following pain points are indicative of Phase 2 of the digital transformation journey:

Phase 2 Pain Points

- Lack of established rules and classification results in inconsistent filing practices
- Digital documents are disorganized and scattered across systems, making them difficult to track and secure
- Inability to find digitized information leads to wasted time, difficult collaboration, and time-intensive, costly compliance procedures

If these issues describe your organization, you're in Phase 2.
If you've already solved these problems, you can move to ***Phase 3: Automate.***

Moving Toward Easy and Efficient Classification of Documents: Phase 2 in Action

The Wenger Group, an animal feed products manufacturer with over 70 years of history, operates seven plants serving the mid-Atlantic. In 2015, Wenger diversified its three areas of operation into distinct subsidiaries, which required increased administrative efficiency in order to pave the way for further growth.

The company assessed its business processes, many of which depended on paper documents. Continuing with these paper-based processes—that required printing, mailing, filing and digging through boxes and filing cabinets to retrieve information—would be costly and highly inefficient.

Wenger began by digitizing documents. As an ISO-certified organization, Wenger must carefully maintain documentation on processes and use many forms to capture daily work outputs that support this documentation. With such a large amount of documents and emails routed to multiple people, the company was at Phase 2 of the Digital Transformation Model: It needed to centralize information and streamline the classification and filing of electronic documents.

Wenger captured all of its critical documents—including safety data sheets that provide lists of chemicals in the mills for local public safety officials in the event of an emergency—in one digital repository. The information is now automatically routed to the mills and electronically filed, making it easier to find and mitigating the risk of expensive fines for failing to meet regulatory obligations.

"With our safety data sheet project, we went from 27 to nine working days (projected over the course of a year) to compile and maintain these documents," says Wenger IT Director Nick Szmyd. "We look at these time savings as key metrics in estimating our overall success."

Once you've completed Phase 2, your organization will realize the following benefits:

Phase 2 Benefits

- ✓ Consistent filing practices
- ✓ Information is readily available, easy to navigate and easier to secure
- ✓ Work and collaboration is streamlined; documents to support compliance are immediately accessible

PHASE 3:

Automate

Productivity—it's a pervasive topic of surveys, studies, books and news articles in the business community, yet enabling employees to achieve their full potential continues to evade most organizations.

The research supports the idea that business leaders and their employees feel they could get a lot more important work done if they could free themselves of administrative tasks like manually routing information, follow ups and data entry. In 2013, the Harvard Business Review reported that in a survey of knowledge workers across the U.S. and Europe, respondents said they devoted large amounts of time to tedious, non-value-added activities.

This is often the case even in organizations that are considered "modern" in many other aspects—they have digitized much of their information and employees can easily retrieve and access it when needed. If this sounds like your organization, it is in Phase 3, where documents are digital but processes are not.

Eliminating Inefficient Processes

You may be relying on inefficient, unstandardized manual processes that waste time and resources. In this phase, you will automate manual processes and tasks to increase efficiency, standardize your processes, and reduce the risk of regulatory noncompliance.

If you're in Phase 3 of your journey, even though you've digitized your documents, you're still experiencing the following side effects of manual processes:

Phase 3 Pain Points

- Information still originates on paper before being scanned into your digital repository
- Processes are not standardized, which increases risk of error and makes it difficult to train new staff
- Tracking of tasks and processes occurs in emails and spreadsheets behind the scenes, leading to a lack of transparency
- Business leaders lack ability to manage and audit information access

If any of these issues describe your organization, you're ready for Phase 3 of your journey. If you've already solved these problems, you can move to ***Phase 4: Streamline.***

Moving towards Consistency and Clarity: Phase 3 in Action

Recent studies show that human resources managers believe they could contribute to an organization's success—beyond traditional functions such as hiring—if they could free themselves of manual tasks.

The HR department at furniture and mattress company Steinhafels proved this to be true—becoming a force in driving organizational growth—when it automated the company's job requisition and employee onboarding processes.

The department eliminated all non-standardized paper forms involved with hiring, replacing them with a smaller set of standardized electronic forms that can be submitted through the company's intranet. This initiates a workflow that automatically routes information to the relevant managers for review and approval. The new processes eliminated the need to hire new HR employees, resulting in annual savings of $80,000. Additionally, the HR team now has more time to engage employees and help them with complex issues.

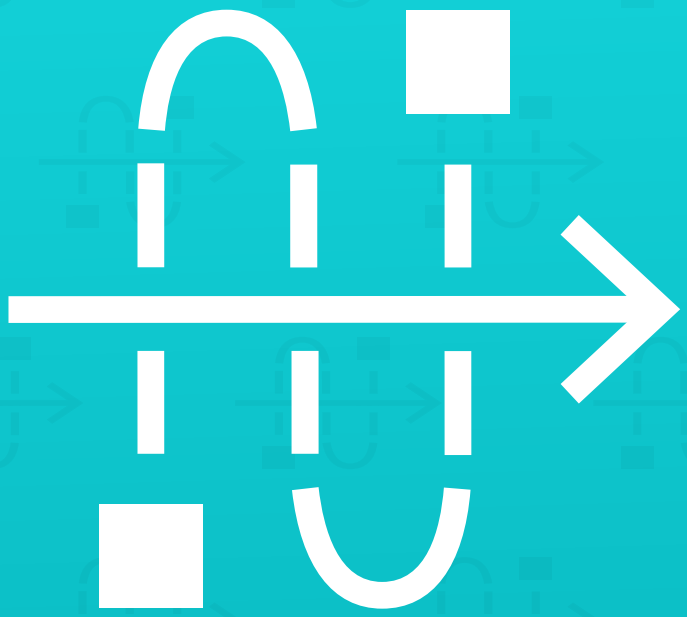
Once an HR organization automates a business process such as employee onboarding, it can begin gathering data about that process—seeing how long the process takes from start to finish and identifying bottlenecks that may occur along the way.

As Steinhafels HR Manager Lynda Malmberg notes, any time a company can do more with less, "you put yourself in a position to grow. You remain efficient and competitive."

At the conclusion of Phase 3, you'll see the following benefits:

Phase 3 Benefits

- A digital-first mentality greatly reduces wasted time and resources
- Repetitive processes are defined and standardized, increasing accuracy and facilitating easier training for new staff
- Automated processes are transparent, leading to increased accountability for the way information is handled
- Reports and audit tools mitigate risk of noncompliance



PHASE 4:
Streamline

In an Economist Intelligence Unit survey, 55 percent of respondents said they spend at least 16 hours a week working with or processing documents (such as forms, emails, manuals, presentations or contracts).

As organizations grow, so can those hours. Key business processes, even when automated, can be time- and resource-intensive, hindering an organization's ability to scale up. At Phase 4 of the Digital Transformation Model, you may have automated processes, but quite a few of those processes may have been designed by how your organization interacted with paper, leading to some of the same problems and bottlenecks. Processes may be too complex or contain unnecessary steps, and there may be limited visibility across teams.

Phase 4 focuses on streamlining—examining your automated processes and making them run smarter, faster and better.

Cumbersome Processes

What are the signs of Phase 4 of the Digital Transformation journey? Here are some pain points your organization may experience:

Phase 4 Pain Points

- Standardized and automated processes exist, but they're complex and difficult for employees to understand
- There's no clear data policy oversight due to incomplete data
- There is no way to measure success or failures
- Difficulty integrating those outside your organization (such as customers and vendors) into processes

If these issues describe your situation, you're in Phase 4.
If you've solved these problems, you're ready to move to ***Phase 5: Transform.***

Moving Toward Efficiency: Phase 4 in Action

Ramblers Walking Holidays is a 70-year-old travel company that operates out of Lemsford Village, England. In contrast with its tour experiences—which offer customers the chance to unplug and escape from the fast-paced modern world—the company's staff relies heavily on technology for streamlined and efficient operations.

Like many companies, Ramblers' goals include enabling growth and increasing production capacity—and it's been able to maintain a competitive edge with the help of continuous improvement driven by process automation.

The company automated common processes that many travel companies encounter daily—from filing documents to running statistical reports. Staff members got creative, however, when they began automating some of the company's sales activities.

From internal research, executives knew that first-time customers are more likely to go on multiple vacations with the company if they book their next trip soon after returning from the first. The IT team built an automated workflow that identifies first-time customers are returning from a trip, then creates a custom promotional code that offers those customers a discount on their next vacation. Six months after the end of the customers' trip, they receive the voucher—complete with customers' information, the custom code and date—via email.

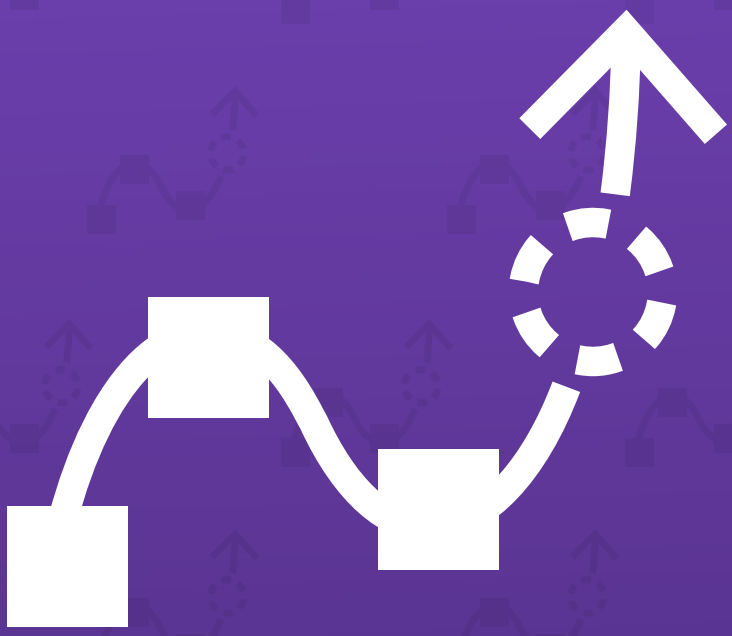
The transformation has enabled Ramblers employees to spend their time providing personalized customer service, planning extraordinary trips and other tasks that require deep focus. Ramblers has also increased its capacity in smaller products by 80 percent without having to add staff.

"The best return on technology investment has been in terms of manpower in the office," explains Richard Clowser, the company's IT and business systems manager. "There are so many projects that we're working on at the moment that will each save almost a full-time staff member per year. That's our goal—to allow our staff to focus on what they do best."

Once you've completed Phase 4, you will see the following benefits:

Phase 4 Benefits

- Simplified processes are more easily adopted across the organization
- Complete and consistent data
- Configurable reporting tools such as dashboards and visualizations make it easy to measure success, increasing accountability and allowing for continued improvement in the future
- Ability to include users outside of your organization (such as customers and vendors) in your processes



PHASE 5:
Transform

We are creating digital information at a more rapid pace than ever before. Recent workplace trends, including BYOD (bring your own device) culture, remote employees and the burgeoning freelance marketplace will continue to drive the digital content explosion.

The availability of vast amounts of digital information makes it easier than ever for organizations to spot trends, prevent problems and gain insights into operations. As more and more information flows into and out of organizations, however, the need to improve the way organizations manage that information is increasing.

By Phase 5, you've streamlined processes, and have a solid method of collecting and organizing information. By automating and fine-tuning processes for maximum efficiency, you've integrated your larger community of clients and vendors into your processes. So what's left? In Phase 5, you're eager to take on new challenges. Your organization is agile and ready to innovate.

Eliminating Ineffectiveness

All of your departments have eliminated paper. You've secured your content, while still allowing for easy access. Your processes are efficient, transparent and provide you with the information you need to keep them optimized and up to date. However, that doesn't mean you're done!

If you're still feeling the following pain points, you're ready for Phase 5:

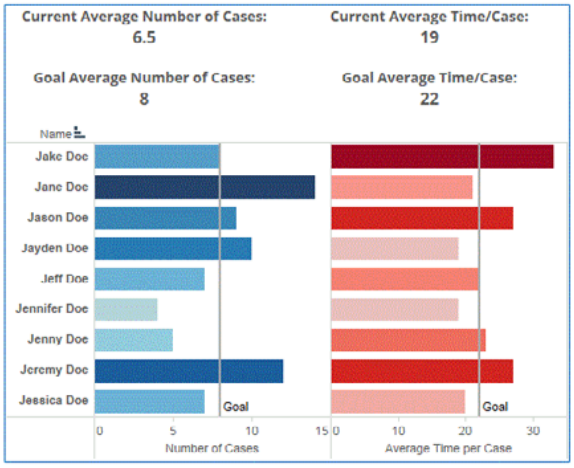
Phase 5 Pain Points

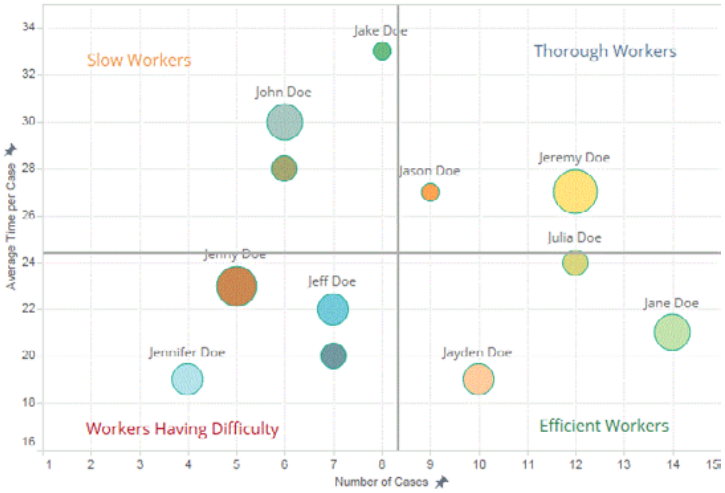
- Processes are not always aligned with business needs
- Pivoting in response to change is difficult and costly
- Your ability to plan for the future is limited
- Your organization is reactive and not proactive

The Journey to Predictive Analytics

In the past, organizations have relied heavily on anecdotal information when improving processes, but the data gathered from automated workflows enables an organization to accurately and granularly examine how people are interacting with documents.

Analysis of this data is called **descriptive analytics**, as it describes what has occurred in the past, facilitating an informed response. Descriptive analytics can reveal unnecessary activities, uncover bottlenecks and help managers identify dominant activities that take the most time and effort in a process—all information that managers can leverage to reform and improve processes.



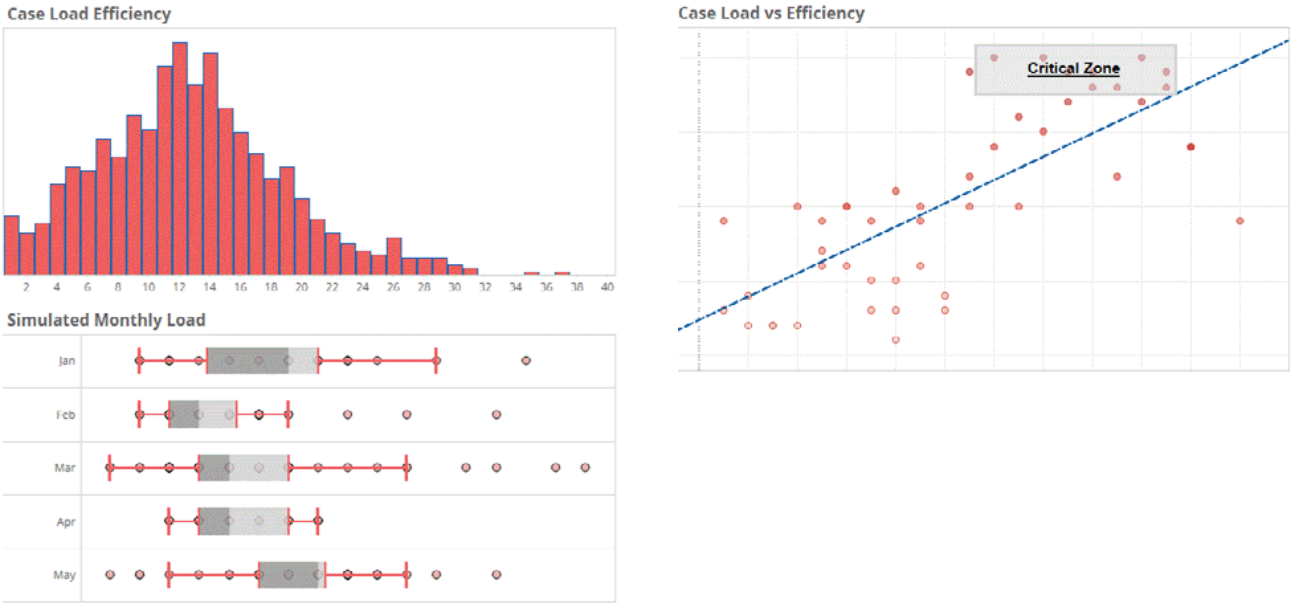


Cases	Assigned Caseworker	
case 0	Julia Doe	Impeded
case 17	Jessica Doe	Overdue
case 19	Jeff Doe	On time
case 22	Jane Doe	Overdue
case 26	Jenny Doe	Impeded
case 28	Jeremy Doe	On time
case 32	Jayden Doe	Overdue
case 33	Jennifer Doe	Impeded
case 71	Jake Doe	Overdue
case 77	Jordan Doe	Overdue

Phase	Jake Doe	Jane Doe	Jason Doe	Jayden Doe	Jeff Doe	Jenny Doe	Jessica Doe	John Doe
1	3	6	9	7	9	4	18	17
2	6	6	7	17	10	1	20	14
3	7	7	2	9	1	2	17	16
4	18	9	10	9	15	8	16	2
5	2	5	8	8	10	16	17	11
6	2	12	19	17	5	16	19	7

Descriptive analytics provide managers with quantifiable information to improve process performance, such as the average number of cases processed per worker.

While descriptive analytics provides information workers with valuable insight, advanced analytics can go even further. Building on descriptive data analytics, **predictive analytics** examines processes at a macro level, detecting healthy or unhealthy patterns in workflow based on what has occurred in the past. From these data patterns, advanced analytics helps in forecasting normal timeframes for processes and activities.



Predictive analytics help managers predict timeframes for process changes based on workflow patterns. Here predicted caseloads and changes in employee efficiency are shown.

Interactivity with live data—both structured and unstructured—provides a comprehensive, real-time view of operations. Using structured data, advanced analytics can predict probable occurrences. With unstructured data, advanced analytics also provides insight into causation.

An organization that is analytically savvy can plan and build processes more proactively, creating an agile environment resources can be shifted to quickly respond to trends or changes in the market. Business leaders can ask complex questions about processes, create what-if scenarios and evaluate possible outcomes without affecting live processes and waiting for the results of their changes.

Many organizations across multitudes of industries have already begun transforming their operations with newfound insight:

Financial service institutions can analyze account activities to mitigate risk

Government agencies can geographically pinpoint usage of public services to determine where to launch strategic programs

Colleges and universities can track student performance and activities to implement interventions and prevent dropout

Manufacturers can anticipate machine failures and perform the preventative maintenance to increase production equipment uptime

Oil and gas companies can better manage limited resources by streamlining oil distribution to make it more efficient and cost-effective

Transportation and logistics organizations can make routes more efficient to increase profitability

Marketing and sales organizations can capture and analyze data to personalize shopping experiences

Achieving business maturity and leveraging advanced analytics requires planning, commitment and collaboration from all of the organization's content users, as well as IT and business leaders. This method will result in a robust, scalable and impactful analytics program that will ultimately enable users to engage effectively with their organization's data in real-time and use this information to drive business initiatives.

When you embrace the innovation that Phase 5 brings, you'll see the following benefits:

Phase 5 Benefits

- ✓ Processes are directly aligned with business needs
- ✓ Increased agility enables organizations to easily pivot in response to change
- ✓ Predictive analytics provide the information necessary to plan ahead, create what-if scenarios and evaluate possible outcomes
- ✓ Your organization is now proactive and can drive innovation

Laserfiche®

Next Steps

In the most successful organizations, innovation never stops.

To ensure your organization continues to evolve and grow with changes in the market and new technological advancements, it's imperative to look ahead. The demise of innovation can be sudden and unplanned, or a creeping development that infects all organizational corners.

So how do you innovate your company?

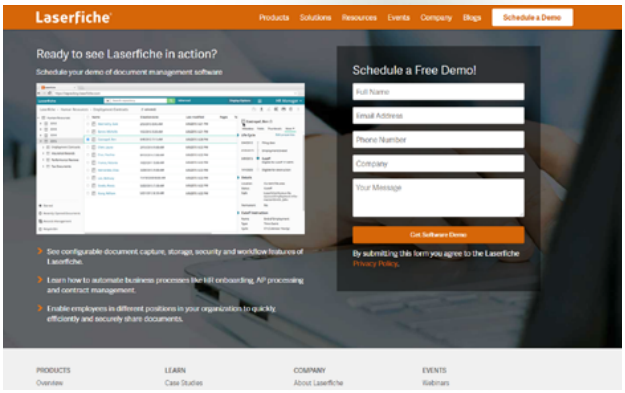
Who has the right answers?

Where do you start?

Because you are reading this, you are already ahead of the curve. Your ideal starting point is the Laserfiche Digital Transformation Model.

To find out where your organization is in the Laserfiche Digital Transformation Model, take a quick assessment.

Take Assessment



To learn more about how Laserfiche helps organizations on their digital transformation journey, get a demo.

Get a Demo

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