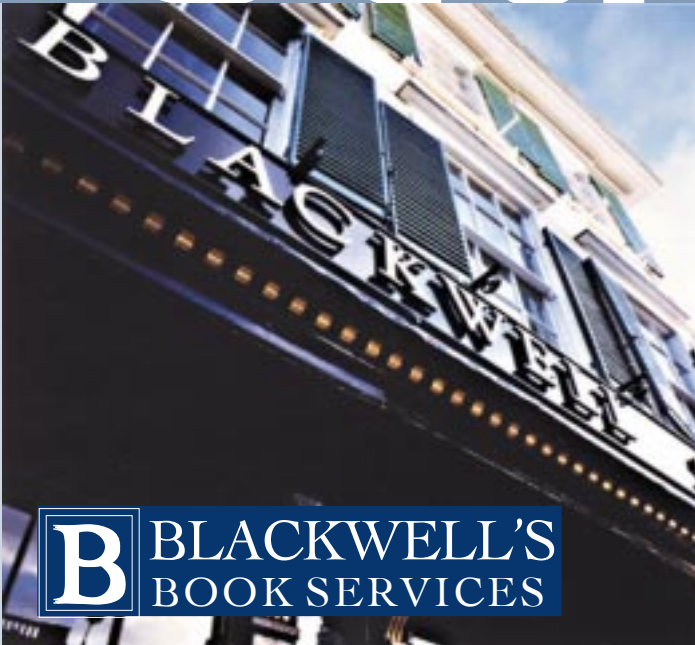


case study



Placing Books in Academic Libraries Worldwide

Over 1,500 invoices and 12,000 orders a month are now scanned and automatically indexed in DocuWare at Blackwell's Book Services, an international academic book distributor. This saved the company 2,000 plus man-hours a year and created an indispensable new database used to significantly improve customer service and reduce overhead costs, allowing Blackwell's to remain a leader in book selling. Return on investment savings were reached within the first year of operation.

Well known in the world of academia, Blackwell's Book Services specializes in the supply of books and value-added bibliographic products to more than 15,000 academic, research and special libraries in more than 120 countries around the world. Blackwell's Book Services has a history rich in knowledge about academic book and library issues. The company is a subsidiary of Blackwell Ltd., a family-owned company that has been in business since 1879. The family also owns a publishing company and a chain of 70-80 academic retail book stores in the U.K., usually attached to universities.

Blackwell's Book Services (BBS) works with libraries to help them build their collections. Products such as shelf-ready services, out-of-print services, table-of-contents enrichments, collection management via online library profile and electronic ordering are some of the ways BBS utilizes technology to integrate its services with its customers' library functions.

Headquartered in Lake Oswego, Oregon, BBS was incorporated in 1975 and operates an international business with operations in Blackwood, New Jersey, Sydney, Australia and Oxford, England. Managing all the accounts payable work for the Oregon and New Jersey sites, and the accounts receivable work for both the US and UK from the Oregon office, was a monumental task. BBS' culture of continual innovation lead the company to examine its own business practices, which utilized microfiche, and to implement a document management system.

Documents

Each time the New Jersey distribution center received a shipment of books, the invoices and packing slips from the shipment were boxed up and mailed to the A/P office in

Oregon. On average, the A/P department received 1,500 invoices for books a month! There, the documents were processed, archived on microfiche, and the paper documents destroyed. A copy of the microfiche was sent to the other two sites on a weekly basis.

Additionally, the Customer Order department was struggling to keep up with the information generated from the 2,000-3,000 orders they received weekly. Although 60% of the orders were received electronically, the department manually entered the orders into the order processing system, and utilized microfiche to store and share this critical information.

Work Processes

BBS buys from over 40,000 publishers, so the A/P invoices come in all sizes and colors. To standardize the invoices and streamline the A/P process, BBS created an internal voucher by stamping the vendor invoice. Once the paper voucher was processed, the information would be transferred to microfiche and the paper voucher destroyed.

There were several inherent problems working with microfiche. The first and biggest problem was that information was hard to find and retrieval times were long. The accounting department alone wasted 2,000 hours a year just looking for information. Second, a lot of time and personnel were involved in managing the "identical" microfiche files at each location. If a microfiche was lost or misplaced, another copy could be made from a backup copy, but it was a time consuming process. Third, the use of microfiche limited the company's ability to provide top-of-the-line customer service. BBS sells 3 million books a year and the invoicing is complicated. Special attention needs to be paid to volume number and book title, because many payments are applied on a book-by-book basis.

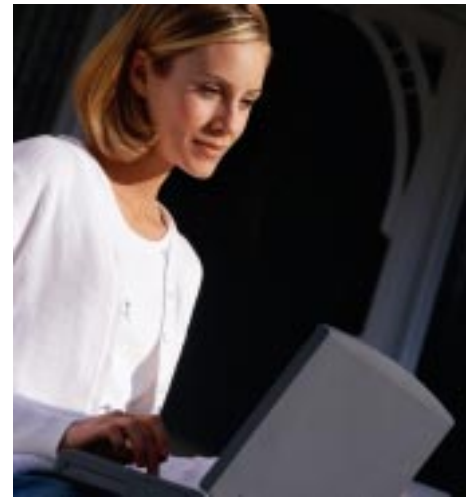
Before DocuWare, when a Customer Service Representative received a call questioning an invoice, she would have to leave her desk, walk across the street to the accounting department, find the correct microfiche, locate and print the invoice in question, walk back to her desk and call the customer back. This process took a minimum of 20 minutes and was frustrating for both the rep and the customer. Fourth, BBS' microfiche reader was on its last legs and the company did not want to make a capital investment in old technology.

The Customer Order department was experiencing the same frustrations as the A/P and Customer Service departments. They had even more reason to complain because they worked with thousands of documents a week. Accessing these orders was exasperating and time consuming.

In 1999, BBS implemented a basic document imaging system on the A/P side. They found the system to be unreliable, cumbersome and lacking key features. In order to fax a document, BBS would have to print it and fax it manually.

"Our vendor invoices were scanned into a document imaging system yet we couldn't send them electronically," said Scott Pakel Operations Accounting Manager for Blackwell's Book Services. "The system was not fulfilling its basic function, managing documents; it was only generating more paper."

Furthermore, if they did e-mail a document image, most of their vendors didn't have the software to view the document. To make matters worse, the A/R side was not using the imaging system and having two systems in the accounting department was awkward and inefficient.



The Accounts Payable department received 1,500 invoices a month.



"Our documents contain a lot of information. Significantly more people

access these documents now, than when we were using microfiche. Accessing information is so easy."

Scott Pakel,
Operations Accounting Manager,
Blackwell's Book Services



"While the rest of the world was moving forward to digital systems, we were stuck in the dark ages," said Scott. "On the accounts receivable side, we were taking information from an electronic or digital accounting system to a manual system, paper statements, and then to a mechanical system with the microfiche. It just didn't make very much sense."

IT Situation

A main frame computer governs most of BBS' business. Currently, Blackwell's is converting to a server-based solution. Its IT staff administers major business applications and manages the 500 person user-network. A T1 line is used for Internet connectivity. BBS has a core IT staff of 50 people.

Solution Requirements

BBS wanted to find an electronic document system that would reduce document retrieval time and eliminate



wasted effort. Management desired a scalable, non-proprietary, user-friendly, multi-site system with low administration costs that would allow all employees, no matter where they were located, to access information quickly and easily.

Other key requirements were that the new system interface with existing corporate software and be able to import the images stored in the current imaging system. BBS also required that the new system had the ability to fax or e-mail documents directly from the system, without printing, and it needed a program that stored document images in a format its vendors could view without installing special software.

Solution

BBS purchased two Canon DR-5020 scanners, the DocuWare System License and the DocuWare modules COLD/READ, INTERNET-SERVER, ISIS Pro,

AUTOINDEX and CDMAKER, as well as two FULL FUNCTION licenses as its DocuWare system.

With the beginning of a new fiscal year in July 2001, all BBS vendor invoices, customer orders and customer invoices were stored in DocuWare. Today, the A/P vouchers and customer orders are scanned and automatically indexed in DocuWare. The A/R department utilizes the COLD/READ module to automatically store a copy of the A/R invoices and the INTERNET-SERVER module provides access over the Web to the entire company. Customer statements, which are generated on the financial system, will be added this year allowing customers to access their account.

"Our documents contain a lot of information. Significantly more people access these documents now, than when we were using microfiche. Accessing information is so easy," said Scott.

Benefits

Everyone at BBS has benefited from DocuWare. Today, anyone in the company can quickly and painlessly access any document, directly from the desktop, in seconds. Almost unexpectedly the A/P invoices stored in DocuWare have become another database that BBS employees can access to find information, such as a book's ISBN number, title, author, and volume number. The Accounting department operates much smoother now that both A/P and A/R documents are stored in the same system and the Customer Order department has gained a tremendous resource for improving customer service. Now, as soon as questions arise, regardless if it is a new or older order, the information is instantly available.

With instant access to all the

information, BBS Customer Service reps and Accounting personnel can answer and resolve customer questions before hanging up the phone. Frustrations for both the employees and the customer have been eliminated. The employees are able to focus on their core responsibilities and not get bogged down in tracking down information.

On a departmental level, each department has become much more efficient and productive, allowing for future growth without necessarily adding additional personnel. Employees are more satisfied and less likely to leave because of job dissatisfaction, which in turn reduces personnel overhead costs. Most importantly, the quality of customer service has increased dramatically, strengthening customer relations.

Rita Rosato, Customer Service Manager, said, "Of all the improvements Blackwell's has made, this one is the most appreciated by our department. It vastly improves our ability to do our jobs. We can see invoices immediately. We can print copies for customers or we can e-mail them as attachments. We can see original orders in a split second, rather than having to go to that horrid machine downstairs. I love this system."

On a corporate level, Scott Pikel estimates BBS received a return on its investment within the first year of operation. "We didn't purchase all the modules at once. Each time we purchased an additional module we gained more functionality and reduced our payback period," said Scott. Implementing DocuWare has saved man-hours equal to one full-time employee's hours for an entire year!

The company clearly sees the monetary

benefits of a more satisfied and efficient workforce. Likewise they see that increased customer satisfaction enhances their competitive edge and could result in greater sales as they strive to continue to be the premier provider for all of a library's bibliographic needs.

The company has experienced other intangible benefits such as having one seamless information system between locations and knowing that the DocuWare system is built on a foundation that can expand to meet their unknown future needs. Looking forward, BBS would like to give its

customers the ability to access information over the Web in order to answer their own questions. The company is committed to using DocuWare and attaining new levels of customer service and other efficiencies. DocuWare has significantly contributed to the Blackwell's Book Services philosophy that continual innovation is what makes them a leader in book selling.

For more information
please visit our website
www.docuware.com

Solution Requirements

- Reduce document retrieval time and eliminate wasted effort
- Implement a scalable, multi-site system with low administration costs
- Allow vendors to view images without having to install special software

Solution

- DocuWare
- COLD/READ
- AUTOINDEX
- INTERNET-SERVER
- CDMAKER
- ISIS PRO

Benefits

- With DocuWare, BBS has one seamless information system available to employees in locations around the globe, positioning the company to grow their business without necessarily adding personnel.
- Customer Service reps and Accounting personnel can resolve customer questions before hanging up the phone because A/P and A/R documents are instantly available from one system, tremendously improving customer service and customer relations.
- Increased customer satisfaction has enhanced BBS' competitive edge and could result in greater sales as they strive to continue to be the premier provider for all of a library's bibliographic needs.
- Indexed A/P invoices stored in DocuWare have unexpectedly become another internal database that BBS employees use to quickly find information about a specific book.