

Getting the Most from Digital Send Technology

An HP Planner



The reality is that the paperless office has not yet arrived, and it probably won't anytime soon. But that doesn't mean you can't improve the way you share, edit, print, store and retrieve documents. This planner is designed to help you understand how to use digital send technology to improve productivity, enhance competitiveness and reduce costs by streamlining the way you digitize and share documents.

Think about it: a quick look at some of the problems caused by working with paper documents in an increasingly digital world and how digital sending technology can address them.

Act on it: workflow-, operations- and document handling-specific checklists to help you determine if digital send technology is right for your organization.

Work with it: tips to help you seamlessly integrate digital send technology into your organization's day-to-day processes.

Get help with it: a quick overview of HP's comprehensive family of digital send hardware, software and services solutions.

Digital send technology offers a fast, simple and reliable way to capture valuable information from your paper-based documents and convert it into a digital format so that it can be processed and routed quickly and cost-effectively.

- Knowledge workers now waste 20 percent to 30 percent of their working hours managing document-based information outside automated systems and this is expected to grow.⁵

But as much as people love paper, the fact remains that it is much more economical to distribute information electronically as the chart below illustrates.

Distribution Comparison

This chart compares the cost and time to distribute 10 copies of a 42-page document to 10 locations.

Method	Time	Quality	Cost
U.S. mail	3-5 days	Original or copy	\$ 61.00
Fed Ex	One day	Original or copy	\$196.00
Fax	Several hours	Poor	\$144.00
PC-Fax	<One hour	Poor	\$127.00
E-mail	<5 minutes	Original	\$ 1.78*

*Note: cost of printing \$1.26

Think about it

The problem with paper

There's no escaping paper. In fact, it's more important than ever these days as these statistics show:

- It is estimated that 90 percent of all business information is still held on paper.¹
- In the United States alone, organizations produce a total of more than four billion pages of documents to be archived each year.²
- The introduction of e-mail into an organization causes, on average, a 40 percent increase in paper consumption.³

Yet experts such as Pricewaterhouse Coopers, IDC and Gartner agree that the price organizations pay for creating, sharing and storing paper documents has never been greater.

The average organization:

- makes 19 copies of each document
- spends \$20 in labor to file each document
- spends \$120 in labor searching for each misfiled document
- loses one out of every 20 documents
- spends 25 hours recreating each lost document
- The typical enterprise with 1,000 knowledge workers wastes \$6 million to \$12 million per year "searching for nonexistent information, failing to find existing information, or recreating information that can't be found."⁴

Bridging the gap with the digital send solution

Digital send technology offers a fast, simple and reliable way to capture valuable information from your paper-based documents and convert it into a digital format so that it can be processed and routed quickly and cost-effectively. Going a step beyond mere digitization, digital sending enables you to scan documents and then:

- send them directly to e-mail inboxes.
- fax them via your existing LAN, Internet, Microsoft, Windows, or other network fax solution.
- archive them on your intranet or in some other data storage system.

With the right digital sending solution in place organizations can expect to:

- improve productivity and be more competitive.
- merge paper and electronic data so both are easier to share, edit, print, store and retrieve.
- streamline business processes to reduce costs.

Act on it

The following workflow-, operations- and document handling-specific checklists are designed to help you determine if digital send technology is right for your organization. Look for the "HP FYI" notation for tips on choosing the right solution for your organization.

Workflow-specific considerations

- ✓ How much time does your staff currently spend cross-referencing data stored in both print and electronic formats? If your employees access old print records frequently, or spend a lot of time trying to find the right source for information in both print and electronic formats, your organization could be taking a significant productivity hit.

HP FYI: Survey your staff to calculate exactly how much print record searches are costing you. Use this information as a baseline against which to compare the cost of a digital sending solution before you buy and as a measurement of ROI following implementation.

- ✓ **What business activities would be easier, faster and better if you had options for the way you send paper-based documents?** How much does a single-function solution (such as fax-only) cost in productivity and service? If you need to support multiple recipients with different format preferences a digital sending solution can give you the flexibility to accommodate all of them.

- ✓ **How much time and money do you spend sending paper documents via courier and mail? What is your monthly long-distance fax bill?** Investigating the answers to these questions will help you decide if investing in a digital send to e-mail solution can really lower your costs. In addition, this information can help you identify all of the ways digital send to e-mail capability could benefit your company.

- ✓ **Do you need to both e-mail and fax paper documents?**

HP FYI: If your answer is yes, consider purchasing a multifunction product (MFP) that will both fax your documents and generate electronic versions you can share via the company network or e-mail and archive for later reference.

Operations-specific considerations

- ✓ **Are print documents taking up valuable floor space?**

First determine exactly how much your storage rooms are costing you and then think about what you might do with that money if you didn't have to store print documents. Could you reduce your monthly lease or reorganize your office so your employees could be more productive?

- ✓ **What would your recovery costs be if a flood, fire or other disaster wiped out your printed-paper archive?** While disaster recovery costs are difficult to estimate, they can give you a good idea of how much money a secure digital storage solution may potentially save you. How long would your staff have to spend

recovering key data? You may very well be surprised at how quickly you could recoup the costs of getting a digitizing and storage infrastructure set up in the event of a disaster.

- ✓ **What kind of e-mail server does your company use?**

Digital send to e-mail tools work with your existing e-mail services to send scanned documents, so you need to know what e-mail servers your solution needs to support.

HP FYI: All of HP's digital send to e-mail solutions support SMTP, the standard protocol for sending e-mail, which your e-mail server most likely uses as well.

- ✓ **Do you need to control who has access to the digital send to e-mail systems that you put into place?** When someone on your staff sends an e-mail message from his or her computer, the recipient knows exactly who sent the message. You may need to have similar controls in place with your digital send to e-mail system. You may also want to limit access to your digital send to e-mail system so that only certain staff members can use it to prevent unauthorized messages or messages from one user masquerading as messages from another.

- ✓ **Are you currently using any LAN, Internet or Windows fax service?** If you are, you want to be sure that your digital send to fax system integrates smoothly with those services. A new system that doesn't integrate well with the systems you already have in place will most likely cost you more money instead of cutting costs.

Document-specific considerations

- ✓ **How many documents do you need to send? How often?**

HP FYI: Before you can choose the right solution for digitizing documents, you need a good understanding of the capacity the solution needs to support.

- ✓ **What condition are your documents in?**

HP FYI: You can run documents in good condition through an automatic document feeder, but you may have to digitize older or worn documents by hand.

- ✓ **What are the dimensions of the documents?**

HP FYI: If you need to digitize larger or odd-sized documents (like blueprints or architectural drawings for example), you may need to choose a flatbed device so you can digitize a large document in several sections.

✓ **To what electronic format do you want to convert your paper documents?** The most common formats in use today are PDF and TIFF. Typically, TIFF files are for images, and are very large. PDF is a better choice for documents you want to share because they have a smaller file size, thanks to built-in PDF compression. They're also accessible to anyone with the free Adobe® Acrobat® Reader.

HP FYI: You can take your digital sending solution to the next level with Optical Character Recognition (OCR), send to folder, send to application and send to database solutions. These systems are complex and, for the best return on your investment, should be customized to your company's specific needs. If you are interested in a more advanced data merging solution, contact your local HP reseller for more information

Work with it

The following suggestions are designed to help you help employees take full advantage of any digital send solution you implement.

- ✓ **Create a roadmap of the process changes you want the system to support and plan for the implementation of each.** Share this roadmap with your staff so they can prepare to change and be more productive. It pays to start slowly. Choose two or three key process changes and make those your focus.
- ✓ **Provide adequate training to everyone who will use the system.** Focus on the devices and the workflow that will work together to make the system successful. Institute a series of weekly or bi-weekly meetings to answer questions and discuss any issues that come up. You will most likely be able to address all concerns within four to eight weeks. Be sure to invite participants to suggest improvements and extensions that can be implemented to make the system even better.
- ✓ **Create cheat sheets, quick reference cards and other helpful documents that employees can quickly refer to as they use the new system.** Even the most attentive participant in the best training can't remember everything presented. Remember, the more tools you

give your staff to help them adopt the new system, the better the rate of adoption.

- ✓ **Implement an anonymous suggestion box.** Invite staff to use this box to submit ideas for ways to use the system better, or even complaints about how the system has made their job harder. Periodically review these suggestions and actively work to resolve them.

Get help with it

HP offers a comprehensive portfolio of digital send hardware, software and services from which you can craft the solution that is right for your organization. These tools are designed to work together seamlessly so you can grow and expand your solution as your organization's needs change.

HP multifunction products (MFPs)

HP MFPs, print, copy, scan, fax and support digital send to e-mail and digital send to Internet, LAN, Windows and other network fax solutions. They give you the features of several devices in one and for a fraction of the cost of a collection of different devices that provide the same functionality. Here are just some of the models from which to choose:

HP Officejet 9100 All-in-One series: Offers cost-effective document management as well as color printing, color scanning, color copying, color faxing, digital sending, direct printing from memory card.

HP LaserJet 3300mfp series: A collection of affordable MFPs that include support for analog fax (in the 3330mfp) as well as scan-to-e-mail, scan-to-OCR and scan-to-archive functions.

HP LaserJet 4100mfp: An Internet-enabled device with support for network fax systems, an optional duplex unit and an automatic document feeder. The LaserJet 4101 also supports an optional analog fax accessory.

HP LaserJet 9000mfp: A high-volume device that supports network fax systems, fast digitizing and output and secure digital sending.

HP scanners

HP digital flatbed scanners deliver professional-quality results with 4800-dpi optical resolution and 48-bit color. Here are just some of the models from which to choose:

HP scanjet 8250: Scans up to 15 pages per minute. Six one-touch buttons launch tasks such as save, email and copy scans. Delivers professional-quality results with 4800-dpi optical resolution and 48-bit color.

HP scanjet 8290: Scans up to 25 pages per minute. Produces professional-quality results with 4800-dpi optical resolution and 48-bit color. Can capture scans from 35mm negatives and slides with built in adapter.

HP Digital Sending Software (DSS)

DSS 3.0 Secure Access: A software tool that works with your existing Windows NT, or Novell network to control and track digital send to e-mail access for HP LaserJet 4100mfp, LaserJet 9000mfp and Digital Sender 9100c devices. You can use the intuitive control panel at the machine or use HP web servers or HP Web JetAdmin remotely to adjust your digital send settings.

DSS 3.0 Communications: The next level of digital send software that incorporates all of the features of DSS 3.0 Secure Access and allows you to fax directly from your MFP or digital sender using a LAN, Internet, Windows 2000 or Windows, XP fax service.

AutoStore: A document management middleware application that incorporates all of the features of DSS 3.0 Communications and allows you to send directly to a network folder, an application or even a database. It helps you track documents by assigning a text-searchable tag to each document you scan, and it integrates easily with most document- and knowledge-management tools such as Microsoft SharePoint Portal or Documentum.

HP's Total Print Management (TPM)

HP TPM offers a proven methodology and approach to creating and maintaining an effective and cost-efficient printing and imaging environment. Only HP has the experience, networking expertise and technology leadership to serve as a valuable resource in this area. Get more information about HP's TPM portfolio at www.hp.com/go/tpm. Adobe and Acrobat are trademark symbols of Adobe Systems Incorporated.



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Notes

- ¹ Association for Information and Image (AIIM), industry white paper on Records, Document and Enterprise Content management for the Public Sector
- ² HOW MUCH INFORMATION 2003? University of California at Berkeley's School of Information Management Systems
- ³ Abigail J. Sellen and Richard H.R. Harper, *The Myth of the Paperless Office* (Cambridge, Massachusetts and London, England: M.I.T. Press, 2002), 13
- ⁴ IDC, "The high cost of not finding information," Susan Feldman
- ⁵ Gartner Group, RAS Services, 27 September 2000

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