



National Capitol Chapter, AIIM Meeting; 14 January 2010 Selling Inside and Getting Stakeholder Buy-in

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Delivering Value, Achieving Results

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- Some history?
- What technologies are there?
- What are the benefits, and why?
- Compliance, Compliance, Compliance?
- What's the fastest approach?
- What's the slowest approach?
- How do agencies benefit?
- What's the long-term commitment?
- What should the results be?
- It is too much to tackle?



What technologies are there?

- Document Capture & Imaging
- Document Lifecycle Management
- Records Management
- Enterprise e-Workflow
- e-Forms Management
- RFID Record Tracking
- e-Discovery
- Collaborative Work Space
- Data Governance
- Enterprise Content
- Business Process Analysis
- Digital Facsimile Management
- Digital Asset Management
- Geospatial Data Management
- Enterprise Portal
- Knowledge Capture & Transfer
- Digital Rights Management
- Record Auditing
- EDI Services
- SIPRNET/NIPRNET Records
- CMS Enterprise Systems
- Zonal Forms Automation
- Check-21
- BPM Compliance Integration



What are the benefits, and why?

- Automation
- Faster User Adoption
- Flexible Management
- Reduced Risk
- Business Process Management Improvements
- Reduced Storage
- Preserve Intellectual / Capital - Organizational Knowledge
- Lower Cost of Operations
- Faster response measured in time
- Authenticity
- Compliance
- Auditing & Legal
- Reporting & Metrics
- Remote Access to Knowledge
- Operational Cost Reduction
- Competitive Edge
- Better Overall Security
- Increased Productivity
- Process Consistency
- Access to Latest Information
- Version Control
- Portability



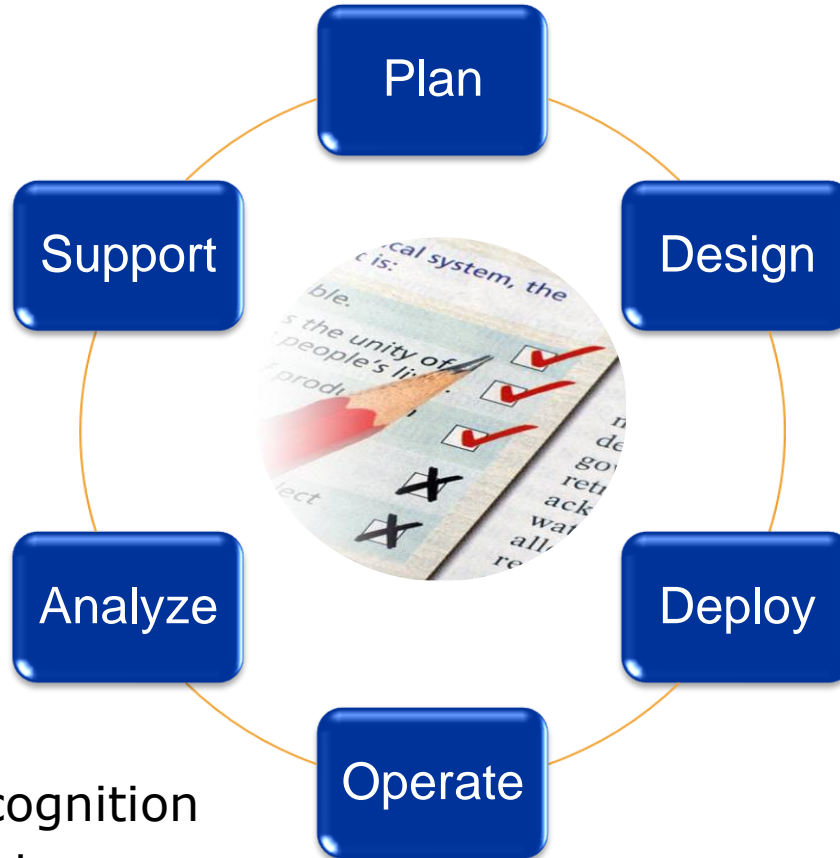
Compliance, Compliance, Compliance?

- 1. Covering the creation of and access to information and records:**
 - a. Federal Records Act (FRA) and National Archives and Record Administration (NARA) regulations
 - b. Section 515 -Treasury and General Government Appropriations Act for Fiscal Year 2001
 - c. E-Government Initiative (E-Gov) and Government Paper Elimination Act (GPEA)
 - d. Freedom of Information Act (FOIA) and E-FOIA amendments
 - e. Federal Advisory Committee Act (FACA)
- 2. Covering the protection and security of information:**
 - a. Privacy Act and Electronic Communications Privacy Act
 - b. Computer Security Act
 - c. Federal Information Security Management Act
- 3. Management of information and efficiency in its creation, collection, and use:**
 - a. Paperwork Reduction Act (PRA) and Government Paper Elimination Act
 - b. Clinger-Cohen Act
 - c. Government Performance and Results Act
 - d. OMB Circular A-130 - Federal Information Management
- 4. For maintaining recorded information of enduring interest:**
 - a. Federal Records Act
 - b. National Archives and Record Administration regulations
 - c. Federal Advisory Committee Act

What's the fastest approach?

Talk it

Reporting
 Email
 User Training
 Change Mgmt
 Key Stakeholder
 Automated Help
 Zero Footprint
 Fax
 BAM
 Intelligent Tone Recognition
 Comms and Outreach

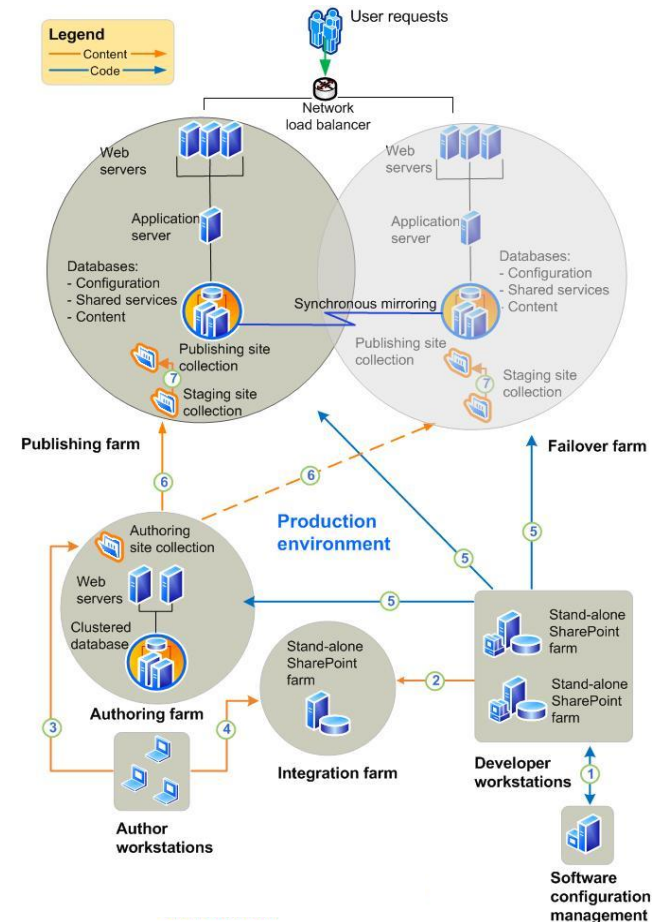


Use it

Federated Search
 Web 2.0
 Portability
 Mobile Devices
 Encryption
 Cross-Pollination
 Retention
 Digital Signature
 Mapping
 Collaboration
 Long term Storage

What's the slowest approach?

- Pilot
 - Return on Investment
 - Metrics
 - Demo's
- Proof of Concept
 - Return on Investment
 - Metrics
 - Demo's
- Enterprise
 - 1 year, 2 year deployment
- Agency or Global
 - No results... ever
- High Adoption
 - Too long



How do agencies benefit?



Climb out

*"With this solution we can increase production without increasing staff" **Budgets***

*"Our ability to see how we do business allows us to adapt to our clients quickly" **ROI***

*"We can address compliance without having to worry about it" **NARA***

*"We retain employees longer and manage growth more effectively" **Funding***

*"Our budget is much more flexible using automated business tools" **Client Satisfaction***

*"There is no question why we needed this, the question is how to make it even better" **Growth***

*"We've increased productivity by 62% in 12-months and haven't even completed the rollout" **Accountability***

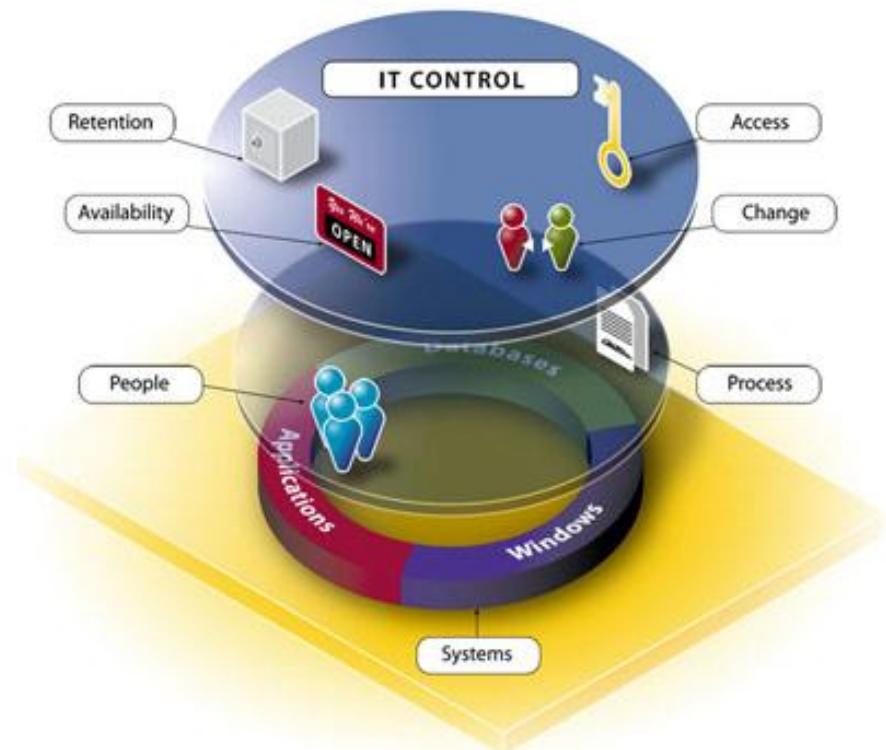
What's the long-term commitment?

- Staff
 - Document Management
 - Records Management
 - Policy
 - Standard Operating Processes
- Support
 - System
 - Security
- New Technologies
- Upgrades & Patches
- Training
 - Change Management



What are the results?

- Lower Employee Cost of Ownership
- Faster Return on Productivity
- Increased Technical Adoption through Usability
- Increasing IT Manageability and Efficiency through Compliance
- Faster Responses to Client Needs
- Common Operating Platform for all users
- Business Continuity & Disaster Recovery for Everything
- Business Process Efficiency to the Object Level



It is too much to tackle?

Not with...

- The Right Planning
- The Right Commitment
- The Right Staff
- The Right Contractor
- The Right Technology
- The Right Size System
- The Right Mix of Features
- The Right Policies

Ask yourself...

- What's the cost now?
- What's the cost later?
- What's the cost per BPM?
- What's the cost a person?
- What's the cost for litigation?
- What's the cost of doing business?
- What's the cost for loosing information?



Thank you

Questions?