

# A Digitech Systems Case Study



## Case Study Facts:

**CLIENT:** DataPro Solutions

**PROBLEM:** Wanted to expand customer base by offering robust automation solutions

**SOLUTION:** *ECMNOW!* suite

**RECOGNIZED BENEFIT:** Sales cycles have been shortened, improved ability to offer automated solutions, while increasing revenue by 150% with quick client implementations

## DataPro Solutions Expands and Grows New Business with *ECMNOW!*

DataPro Solutions has been in business since 1959 and is dedicated to improving small and mid-size business productivity and competitiveness with innovative products and services. They became a Digitech Systems reseller in 2000 but didn't start refocusing their efforts on selling the products until 2017. "Having recently started at DataPro," said Business Development Manager, Steve Bigovich. "We quickly realized the efficacy of the *ECMNOW!* suite and how it would be integral in our efforts to promote automation with our clients and beyond."

Since they started focusing on selling the Digitech Systems *ECMNOW!* suite of products, they have not only been able to expand their ability to offer automated solutions to their clients, but it has given them the ability to expand into new markets where they can streamline business processes for virtually any type of organization.

### The Business Goal

"Our business model was limited to a degree—providing labor management solutions to small and medium businesses," said Bigovich. The entire company only focused on selling one type of software. The business potential was hurt by this narrow sales approach. DataPro Solutions revenue model centered on one solution and failed to fully leverage great relationships. "As a company, we were financially solvent but new revenue streams were limited due to a narrow solutions portfolio," said Bigovich. "We soon realized that we were not utilizing all of the available partner solutions at our disposal so we made the decision to embrace Digitech Systems knowledge base and world-class software solutions."

### The Digitech Systems Solution

Since 2017, DataPro Solutions has evolved into a business process automation (BPA) company. They partnered with not only Digitech Systems, but Epson Scanners to expand their offerings to include not only time management, and other IT solutions, but they now offer cloud and on-premise Enterprise Content Management (ECM), workflow, forms processing, and complete hardware packages. They specialize in creating custom solutions that are unique for each of their clients. Being able to collaborate with their clients to design and implement a system they actually need has allowed DataPro to grow and expand their business. "Once the decision was made to re-engage with Digitech Systems and promote their renowned *ECMNOW!* suite, it became evident that they were more than willing to buttress our efforts," said Bigovich. "Their willingness to provide training and support with regards to our sales efforts has been instrumental in establishing and ensuring an effective partnership moving forward."



#### Efficiency*NOW*

Implementation times have been reduced from weeks to days

#### Control*NOW*

Improved ability to offer automated solutions to clients

#### Money*NOW*

Revenue has increased 150% and continues to grow



Clients get up and running fast with little to no training



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Today, DataPro Solutions is implementing customized automation solutions they didn't even know existed last year thanks to the *ECMNOW!* suite. "Every company needs to eliminate paper and manual processes to stay competitive in an evolving marketplace, if a company is not embracing automation they will eventually cease to exist in such a competitive environment. It's just common sense," said Bigovich. Being able to offer their clients total solutions has allowed them to shorten their sales cycles.

Currently, they focus on getting their clients to start using PaperVision® Capture to scan and index their documents. Once they see how easy eliminating one manual process is, additional services simply sell themselves.

"From a technology perspective, the artificial intelligence algorithms that PaperVision® Forms Magic leverages are a game changer," said Bigovich. "At present day, the ability to classify and extract data in data-intensive environments such as the healthcare industry is extremely important. Streamlining costs associated with such complex workflow processes is of the utmost importance. Forms Magic solves this problem and is unique in its ability to automate such processes from the time a document is received to the moment data has been extracted and delivered."

Thanks to the *ECMNOW!* suite, DataPro Solutions benefits from reduced implementation times, because the software is so easy to use. "Implementation times obviously vary by a clients' requirements but *ECMNOW!* assists in shortening implementation time due to its maturity and ubiquity," said Bigovich. Users also benefit from reduced training times. According to Bigovich training is one of the best parts of the implementation. "PaperVision Capture's ease of use lessens the time necessary for formal training and provides the opportunity for knowledge transfer and mentoring for our clients."

DataPro Solutions is driving new revenue streams thanks to the *ECMNOW!* suite. "The relationship we have developed with Digitech Systems has assisted us greatly in recognizing additional opportunities that we would have otherwise not considered," said Bigovich. "It has afforded us the ability to see significant pipeline growth in just six months."

Not only has DataPro Solutions been able to expand their profitability with more offerings, they are building a stable business that provides a constant stream of recurring revenue. "Unlike hardware sales, which were one and done, we have seen our profits increase 150% in just one year," said Bigovich. "In fact, we expect it to grow at a much larger scale in the coming year."

By far, DataPro Solutions' favorite thing about working with Digitech Systems products is that not only are the products easy to use, but their technical support is legendary. "We have been very impressed with their customer support. When a client calls technical support they can rest assured that they will be speaking to an actual representative and not put through a gauntlet of prompts," said Bigovich. "This is a huge differentiator for our clients which provides a better experience, and ultimately, quicker resolution."

"Being able to offer customizable solutions to our customers has really allowed us to expand our customer base. Learning how to offer these solutions wouldn't have been possible without the training and support Digitech Systems has provided us. It's been instrumental in ensuring an effective partnership."

- Steve Bigovich, Business Development Manager

## Conclusion

Today, DataPro Solutions serves just a handful of customers and is beginning to see real revenue growth. "The momentum that we are experiencing at present day is significant," said Bigovich. "Digitech Systems has been very amenable to our requests and have been very proactive in assisting with our efforts to establish a solid ECM foundation for our clients and, as a result, a consistent revenue stream moving forward."