

A Digitech Systems Case Study



Case Study Facts:

DIGITECH RESELLER:
ARK MPS

PROBLEM: Needed to stay ahead of the curve as current clientele and prospects look towards cloud and automation in the content management industry.

SOLUTION:
ImageSilo®

PaperVision®
Enterprise

PaperVision®
Enterprise WorkFlow

PaperVision® Capture

PaperVision® Forms
Magic Technology

RECOGNIZED

BENEFIT: Ability to meet any complex business need, improve efficiency internally and for customers, and maintain high-quality, high-caliber enterprise clientele base.

Evolving from Consultant to Solution Provider

David Katusa “doesn’t lose.” Which is why ARK MPS is a leading expert in high-quality, high-caliber enterprise content management strategies, specifically in streamlining key business processes, like accounts payable (AP). In order to maintain this expertise, Katusa wanted to stay ahead of the curve and provide better, in-demand solutions. He evolved his business from print hardware services, to what he calls “The Enlightenment” of content management: the PaperVision product suite.

He loved the Digitech Systems reseller opportunity because the PaperVision products and services were a ‘win’ for his own offerings. As a Digitech Systems’ reseller, ARK MPS is able to offer the capabilities for competitive content management solutions, and maintain their high-quality, high-caliber enterprise clientele.

Business Goal

Katusa’s career path started in hardware, specifically multi-functional sales. He later branched out and created his own company, focusing on consulting print assessment and optimizations for key, enterprise-level clients with multiple business units. His finance and engineering skillset allowed him to complete assessments for companies that saved them millions of dollars in their hardware print environments. However, enterprise client needs started to change as technology advanced. The growth in technology and business data was going to cause a gap in Dave’s offerings, and he knew ARK MPS needed to be ahead of the curve in order to continue providing competitive quality for their current clientele, and start offering state-of-the-art services to prospective customers in the advancing market. “Some clients started to seek cloud management systems,” said Dave, “so as more customers asked for cloud, I moved my attention from hardware to providing solutions.” The goal for ARK MPS was to meet any high-quality, high-caliber client need, and to corner that market by providing hands-free AP solutions.

Digitech Systems Solution

By adding the PaperVision product suite to ARK MPS, Katusa was able to maintain the high-quality focus as a Digitech Systems reseller. The award-winning cloud service, ImageSilo, and other PaperVision products allowed

ARK MPS to grow smarter with their current and new clientele business processes. “I knew cloud was the future and, to stay ahead of the curve, knew that’s where we needed to go. ImageSilo® was 100%, spot-on the product that met our goal,” Katusa explained. “We are not a commodity, one-off clientele company,” Katusa said. “We want to build relationships and bring value with our solutions.” Those relationships with AP grew with their focus on AP automation bundles. Katusa said, “You always want to hire and partner smarter.” He then explained that adding PaperVision® Capture with PaperVision® Forms Magic Technology, combined with Digitech Systems’ legendary technical support and professional services, was a no-brainer.

Key Benefits

- Nearly 100% product acquisition
- Shortened sales cycles to 30 days, versus a few months
- Only 15% of support tickets come from PaperVision
- Comprehensive, flexible product suite allows clients to scale a solution to meet any enterprise need



ARK Managed Professional Services
Cloud Document Management

“Our clients do not need other third-party implementations—PaperVision® is truly a complete suite and the key benefit is you don’t have to invest in the entire suite. It’s never an over-investment, because you can scale the solution to fit any enterprise need.”

-David Katusa, Owner, ARK MPS

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PROBLEM: Needed to stay ahead of the curve as current clientele and prospects look towards cloud and automation in the content management industry.

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Business Value to ARK MPS

ARK MPS has migrated away from transactional revenue, towards cloud and more recurring revenue. “Since there’s more consistency with the PaperVision product suite, I’m starting to do implementations internally before I even have proof of customer satisfaction,” Katusa said. He fully invests in the PaperVision product suite because it allows ARK MPS to meet any enterprise need confidently through easy implementations and flexible integrations. “Our clients do not need other third party products— PaperVision is truly a complete suite and the key benefit is you don’t have to invest in the entire suite, because it’s such a modular system,” Katusa said. “PaperVision is never an over-investment, because you can scale the solution to fit any enterprise need.”

As a Digitech Systems VAR, ARK MPS’ suite offers comprehensive A-to-B, creation to destruction, enterprise content management strategies. The completeness of the PaperVision product suite has helped shorten ARK MPS’s sales cycles to as little as 30 days, compared to a few months. The entire PaperVision suite has also affected the speed of implementations. Ease-of-use is a foundational quality that Digitech Systems ensures with every product, which means implementation and training is quicker and simpler. This yields a high success rate of almost 100% product acquisition; for example, ARK MPS implemented ImageSilo for a group of 25 users who were transferring their manual paper processes to the cloud for a two-year cycle, and it was so successful that the application vendor re-worked their code to match ImageSilo’s capabilities. “For me,” Katusa said, “that built the momentum proving PaperVision had the right products and services. I was ecstatic that an application vendor at a high-caliber wanted to re-write their code to ImageSilo.”

For Katusa, price point is secondary, because the best products in this market are ones that can grow and adapt with business needs. “PaperVision is stable and mature, even though it includes cutting edge technology that keeps up with research and development (R&D),” Katusa said. “Because this is a product suite that works, we have very few PaperVision support requests coming through. Eighty-five percent of our support tickets come from other print solutions and other products. PaperVision is consistently reliable across the board.”

ARK MPS has been able to leverage their expertise in AP process strategy as a Digitech Systems reseller. “In this world of growing technology,” Katusa explained, “the ImageSilo model upholds stability and maturity, which are the driving forces behind our continued commitment to being a Digitech Systems reseller.” ImageSilo and the PaperVision suite has allowed ARK MPS to offer solutions that grow alongside technology. For example, Katusa ensured that, by bundling PaperVision products and services, AP departments can easily go hands-free. Combining PaperVision Capture and Forms Magic for intelligent scanning needs, with PaperVision® Enterprise WorkFlow to automate invoice approvals and processing, ARK MPS has the solution to enterprise content management for any complex business need. “Analyzing the maturity and stability of PaperVision products, and adding the incredible Digitech Systems’ technical support, these metrics are the best I’ve ever seen, especially in the technical market.”

“The PaperVision® product suite is stable and mature, even though it includes cutting-edge technology that keeps up with research and development (R&D).”

-David Katusa, Owner,
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Conclusion

Becoming a Digitech Systems reseller has allowed Katusa to provide advanced business solutions for any high-caliber client who comes his way. Plus, he is mapping the future of hands-free AP processes as an expert in the PaperVision product suite. From reliable hardware-focused sales, to undeniable business solution provider, David Katusa will always stay ahead of the curve. For more information, visit the ARK MPS website www.arkmps.com.