

## Solution Profile:

Featuring the business benefit of ECM technology in action.



## Paperless Realized

In 2006, GunnAllen Financial boldly embarked on a paperless initiative. Among the plethora of solution choices they discovered one vendor that can do it all. Now they use it everywhere from Insurance & Compliance to the Supervision Department.

### Overview

GunnAllen Financial is a full service brokerage and investment banking firm that has grown to over 200 branches across the United States over the past 20 years. In 2006, GunnAllen executive management created an initiative to go paperless. An extensive evaluation was conducted to identify an enterprise content management (ECM) software

solution that would maximize efficiency, cut costs and eliminate the need for paper. GunnAllen chose *iSynergy*, an enterprise-class, integrated information management software solution from iDatix.

What made *iSynergy* the ideal solution for GunnAllen? The answer:

1. Ease of Use
2. Process Efficiency
3. True Partnership



### Simplify and Conquer?

We think iDatix may be on to something here!

# PAPERLESS REALIZED

## Ease of Use

Change can be painful and going paperless is no exception. *iSynergy's* web-based access, use of Microsoft icons and other software conventions made it virtually painless for GunnAllen employees to adopt more efficient work processes.

One "hugely" beneficial feature for GunnAllen is *iSynergy's* "electronic rubber stamping" that allows for time-stamped approval of documents via electronic signatures. For those documents that are rejected, missing information can be highlighted and e-mailed back to the source. This eliminates the need for all printing and re-scanning of documents, and the mind-numbing monotony thereof.

## Process Efficiency

In addition to approval process improvements, *iSynergy* captures incoming faxes electronically, which are then incorporated directly into GunnAllen's workflow. Employees can also drag and drop relevant e-mails into *iSynergy*, as well as add notes and highlighting to all electronic information captured within the system. After a successful pilot project in the Operations Department, *iSynergy* has been rolled out into the Insurance,

Compliance and Supervision Departments.

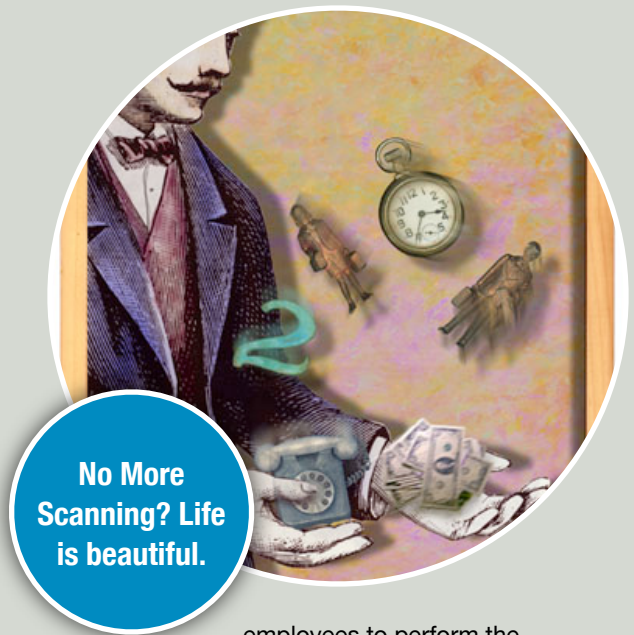
What has been the return on GunnAllen's investment in *iSynergy* and *iDatix*?

Documents no longer need to be scanned in the mail room. Back-end scanning is no longer needed in Records Retention.

Processing time and volume was significantly increased in New Accounts. In these departments alone, 16 full-time, paper-intensive positions were eliminated. What happened to these people? All were transitioned into new roles, many were promoted. Everybody wins.

## Rheinner Analysis: Cost Based ROI

This all sounds very nice, and clearly there are operational benefits to the *iDatix* implementation from a purely "simplify the work process" point of view, but what is the financial impact of this change? Companies are reluctant to discuss these kinds of things, but given our experience we can figure at least one small part of it out. If you think about it, it took 16



No More Scanning? Life is beautiful.

employees to perform the document and paper related business processes that drive GunnAllen's business. Without getting into the details related to the individual cost per item processed, we can make some broad-based assumptions. If you take an annual salary average of say \$35,000, then GunnAllen just reduced the cost of the paper business process by at least \$560,000. Regardless of the the fact that these employees were moved into other positions, the fact remains that *iDatix* simplified the business process and permanently reduced the cost of this mission critical operation by more than a half million dollars annually. Now that's a great example of doing more with less.

-Sean Parnell, the Rheinner Group

## About iDatix

*iDatix* is an emerging leader in the development of Business Automation Software. Launched in 2000 by Founder and CEO, Steve Allen, *iDatix* serves over 250 clients across many industries and around the world, with headquarters and primary operations based in Clearwater, Florida.

## iDatix Solutions

*iDatix* provides a truly seamless and uniquely organic connection between Document Capture, Enterprise Document Management, Workflow Automation and Business Process Management, *iSynergy* Process Automation Suite is a complete platform to drive workforce efficiency.

## The Rheinner Group

Market Research, Consulting, ECM Education, 27 Years of ECM Expertise

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