DIGITECH SYSTEMS

The Digitech Times

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Don't Miss Makin' Moolah, Jan. 13-15, 2011

MAKIN' M$M 2011 MOOLAH

Mark your calendars now for Makin' Moolah 2011, January 13-15 at the Inverness Hotel in Denver, CO. No other vendor conference will better prepare you to cash in on the economic recovery. We'll show you the smartest sales and marketing strategies that will deliver results and make you more money in 2011.

Brain-$timulating Marketing

With the economic rebound already underway, Digitech Systems is investing in proven marketing techniques that will help you push your prospect's "buy button." Don't miss the details behind this cutting-edge new science called Neuromarketing. You'll see how Digitech Systems is revolutionizing its marketing plan and bringing in strategists to help you become a more effective marketer. Learn what new resources are already being developed, and get ideas on how to use them. *Read more on page 2.*

The $harePoint Money Tree

Microsoft SharePoint is a huge sales opportunity, and Makin' Moolah will sharpen your SharePoint strategy. Get an overview of the product, and see how this collaborative tool is shaking up the industry. Understand how PaperVision® Enterprise and ImageSilo® can add value to a SharePoint installation, and learn why Digitech Systems is positioning itself as the King Daddy of Capture for SharePoint. The event will get you up to snuff on the most popular ECM sales driver and help you shake the SharePoint money tree.

$trategies from the Experts

At Moolah you'll get ECM industry news and sales tips from a top-notch analyst at Nucleus Research. Plus, Digitech Systems' CEO, HK Bain, and Founder, Scott Matthews, will give you a sneak peek into company strategies and the 2011 product roadmap. You'll learn what tactics will build your revenue and where developers will take us next.

$oftware Knowledge & $kills

Feeling a little rusty on the newest product features and capabilities? Need to learn more about PaperVision® Capture and Digitech Systems' Professional Services? Want a safe environment to test your software skills? No problem! Technical breakout sessions, taught by Digitech Systems' product experts, will catch you up on PaperVision Capture and the PaperVision Enterprise suite. You'll be back on top of your game in no time.

Fun, Fun and More Fun

Everybody knows that Makin' Moolah is synonymous with fun. We promise to celebrate top performers, hold high-class receptions, dish up delicious meals, boogie to live music and treat you to a night on the town. This is your opportunity to network with the best reseller community in the business and unwind with the Digitech Systems family. Look for the invitation coming soon!

In This Issue . . .

Our Vision:

We desire to create for all stakeholders a safe, prosperous, wildly successful, value-based organization by offering affordable electronic document management solutions giving customers the ability to get any document, anywhere, anytime.

Technical Tip

PaperVision Capture: Exporting to SharePoint

Use these steps to export documents from PaperVision Capture (Capture) to Microsoft SharePoint (SP).

1) Find the export script in the directory *Digitech Systems\PaperVision Capture\Library\Exports*, titled "SharePoint.xml"

2) Configure these variables to automatically move documents to your SP library:

a. Windows User Name and Password: Enter these for users that will add documents to your library

b. Domain: Enter the domain name that is hosting your site

c. Base URL: Enter the address used to access your site, including the port number (if not configured using default port 80 http://mySharePoint Site:12345)

d. List Name: Enter the name of your SP document library

e. Path: Allows you to create a folder to store documents

f. Indices to Include: Allows you to map index fields between Capture and SP

Find more information in the Capture Administration Guide.

For more technical FAQs check the Knowledge Base.

Neuromarketing Strategy Gets Saucy

Digitech Systems' new Neuromarketing strategy is heating up and now it's getting saucy! We're teaming up with MediaSauce, a marketing production company, to create a new library of Neuromarketing resources for resellers.

MediaSauce is a 50-person team of marketing strategists, but more importantly they are trained Neuromarketing professionals. These leaders deliver forward-thinking marketing solutions, creative services and digital media consulting—all based on the Neuromarketing philosophy.

"This is all very exciting!" said HK Bain, CEO of Digitech Systems. "We're taking professionally-crafted, scientific messaging that relates specifically to Digitech Systems and delivering free resources to resellers. It will be a huge boost for sales and brand recognition."

What's Neuromarketing?

Cutting-edge science confirms that you can push "buy buttons" in your prospect's brain. This field of research is known as Neuromarketing, and Digitech Systems is adopting this progressive strategy. We've partnered with the experts to analyze the ECM marketplace and help us develop effective marketing messages that stimulate decision-making parts of the brain. Learn more at www.salesbrain.com.

The Big Picture

First, MediaSauce will develop the big picture—a simple, graphical respresentation that illustrates how PaperVision® Enterprise and ImageSilo® can positively impact buyers. Neuromarketing studies say the big picture is important, because it helps a buyer visualize the benefits of the solution and paints a canvas for more detailed, complex concepts introduced later.

Sales Animation

Next, MediaSauce will develop a short, hard-hitting presentation that will show prospects how they can use Digitech Systems products to create more efficient business processes, better control information and save money. This 90-120 second animation will reach your prospects' true pain, differentiate our unique product claims and demonstrate tangible business benefits.

Video Testimonials

Proofs of gain are a large focus for Neuromarketing. The strongest types of proof include measurable benefits and hard evidence like case studies and customer stories. Therefore, MediaSauce will record customer testimonials and weave together benefits that demonstrate financial, strategic and personal gains.

Reseller Digital Asset Library

Digitech Systems will bring all of these new visual marketing tools together to create a digital asset library available to you! Resellers will be able to access each piece for effective Neuromarketing that influences the brain's true decision maker.

More Talent at the Table

Digitech Systems designated Fred Davis, Marketing Genius at Strategic Perception, as the Creative Director for the Neuromarketing project. We've added depth to our in-house marketing team as well. Meet Mindy Simon, our new Creative Marketing Specialist, and Fred at Makin' Moolah 2011! And don't miss the chance to learn more about the digital asset library. *See page 1 for more information.*

Responding to Cloud Computing Concerns

As the popularity of Software as a Service (SaaS) or cloud computing increases, even the press is mentioning the concerns SaaS buyers have and the challenges sales people face. Here are three top buyer concerns taken from a *Wall Street Journal* article and how you can answer them.

"I Don't Have Enough Control"

Buyers often assume that if they don't own the software, they don't have control. This isn't true. With ImageSilo, customer data is separated and remains invisible to other customers (and even to Digitech Systems employees). Each customer maintains control of their information by designing the system security that fits their unique needs. Extensive security settings enable businesses to implement security policies, to manage information access by group or by user as well as to audit and report on system activity and use. Furthermore, Data Delivery sends customers a backup of all their live information stored on ImageSilo.

"I Can Do It Cheaper In-house"

Companies might be able to do ECM in house, but it doesn't result in the biggest bang for your buck. Do-it-yourselfers won't get the professional results of outsourcing their ECM management to the experts.

With ImageSilo, Digitech Systems (not a third party) is solely responsible for the implementation, maintenance and monitoring of all ECM systems and equipment. Our engineers have decades of security management experience and training. They are required to be storage engineers and must be fully trained by our network equipment vendors. They monitor every piece of equipment in the network 24 hours a day, 365 days a year. That's why customers receive a 99.9% uptime guarantee. ImageSilo also provides:

- A myriad of physical and technical measures that protect the data storage systems all day, every day
- Incredible reliability—storage system failures can occur without data loss or service interruptions
- Fully redundant systems that make disaster recovery and data restoration almost immediate
- The tightest network security to ensure data is never exposed to the public network
- Daily security verification—a third-party tests network vulnerabilities on a daily basis

In fact, ImageSilo is a unique money-saving opportunity. Businesses have the chance to trade high capital costs for low operational expenses and gain immediate tax write offs!

"This Will Put IT Out of a Job"

Fear not—SaaS will not be what automation was to the manufacturing industry in the 1980s. Companies still need people to show them how systems work and how to make them work together. While virtualization, automation and outsourcing allow IT departments to do more with less, companies are leveraging these savings for more business benefit. Instead of increasing structural complexity, IT can focus on integration and getting the most out of existing applications.

Want More Answers?
The *Ten Facts Resellers Need to Know to Differentiate ImageSilo* white paper on MyDSI can help you dispel common SaaS myths and sell ImageSilo.

Just Customize It!

Want to put your name and contact information on Digitech Systems' marketing materials? You can and it's easy!

Look for this Icon

Lots of marketing materials on MyDSI are customizable. Just go to MyDSI, click Ready-Made Marketing Materials and look for the items marked with this special customization icon.

Leave the Work to Us

Tell your CDM which items you want customized and what information you want on them. They will forward your request to the marketing department for customization.

Now Print Them

You'll receive print-ready PDF files made especially for you. All you have to do is have them professionally printed and you're ready to sell.

Customizable items include: product sheets, industry and compliance briefs, marketing campaigns (including emails, banner ads, postcards and print ads), posters, promotional materials and more.

Go to MyDSI today!

Schedule of Events

Here's what's happening at Digitech Systems and around our industry.

November 2
Online PaperVision Capture Training

November 4-6
AIIM Document Management Service Providers Forum
Nashville, TN

November 15-19
PaperVision Capture Training
Denver, CO

Jan. 31-Feb. 4, 2011
PaperVision Enterprise Certification Training
Denver, CO

Focus on Digitech Systems' Foundation

Attributes of Success: CONSISTENT

Understand why you're doing what you're doing so you can do it consistently. If you understand the "why" you're more likely to consistently apply it. Apply it constantly enough and it becomes a habit. Success is the product of remaining true to your vision and being consistent in your pursuit. Be consistent and form good habits.

"If you stay ready, you ain't gotta get ready."

-Will Smith (1968-)
American producer, actor and music artist

Your Microsoft® SharePoint® Sales Strategy

By Sean Morris

If you are like many ECM resellers out there, you're still trying to figure out what SharePoint is and how to sell Digitech Systems products to those users. Here's what you need to know to start shaping your SharePoint sales strategy.

SharePoint is Here

SharePoint is Microsoft's fastest growing product ever. A recent study from Computerworld said SharePoint licensed users grew from 75 million in 2006 to 85 million users in 2007 and generated $800 million in revenue. In 2008 there were 100 million-plus users with a revenue stream of more than $1 billion. In fact, Microsoft stated that SharePoint profits blew through their expectations of $1.3 billion in 2009 and it's on track for higher growth through 2010.

Thanks to Microsoft's marketing power, SharePoint is creating awareness that businesses can ultimately become more efficient and save money with collaboration and immediate access to information. As a result, SharePoint is driving decision makers to further expand their capabilities with ECM technology.

Just like the 1980s and 1990s, our sales opportunity hasn't changed. With 86% of companies still using paper-based forms[1], business owners continue to face challenges. They're starting to use the SharePoint tool, and they know that more technology exists. But they don't know where to begin. They need you to solve their problems, and you have the knowledge, expertise and the offerings to make more money by helping out.

The King Daddy

Digitech Systems is positioning itself as the King Daddy of Capture for SharePoint. That means your Digitech Systems offerings work smoothly with any SharePoint installation, and you'll have more opportunities to sell to this exploding population.

Your offerings can greatly increase the value of any SharePoint implementation. For example, SharePoint doesn't offer an automated way to capture, index and release high volumes of scanned images to portals and user groups. This leaves the perfect PaperVision® Capture sales opportunity. Starting with R72, PaperVision Capture offers a SharePoint export, which enables it to function as the onramp to a SharePoint solution.

Additionally, the SharePoint web parts integration tool is a free component of PaperVision Enterprise and ImageSilo. So, you can expand customer capabilities with ECM, workflow and email management.

SharePoint Success Stories

Digitech Systems resellers are already achieving success with their SharePoint strategies. A major manufacturer scanned and uploaded customer information to ImageSilo and then deployed it through their SharePoint portal. Today, they have 30,000 customer service representatives using the system to shorten customer call time, quickly resolve issues and increase customer service.

Where to Begin

Building your SharePoint strategy is easy, and Digitech Systems is here to help. First learn the basics by watching the SharePoint webinar series on MyDSI. Then, contact your CDM to hear more about the integration tool and the recently released SharePoint export. Finally, attend Makin' Moolah 2011 to learn from SharePoint professionals and get advice on how to create your SharePoint sales plan.

[1] Anoto Group as cited in *ECM Connection*, "New Research Finds 86% of Companies Still Using Paper-Based Forms for Business Data Capture Needs" June 29, 2010