



“Working closely with our partners, we are able to offer today’s demanding businesses and end-users best-in-class business content management solutions that help them transform the way information is managed inside and outside their company walls.”

Jeffrey Piper
Vice President Strategic Partnerships, SpringCM



Great Lakes Records Management transforming the way information is managed

Founded in 2002, Great Lakes Records Management is recognized as an industry leader in providing advanced document storage and management solutions for both paper and electronic records. The company is committed to service excellence and has a history of working individually with current and prospective clients to understand and provide leading edge, integrated and cost effective solutions.

Investing in infrastructure, equipment and technology is one way GLRM provides superior service to clients. GLRM partners with clients to ensure confidential storage, secure management and access to business-critical information. This partnership includes involvement from every GLRM team member including GLRM's principal, Emily Garrity, who has an active and integral role in GLRM's day-to-day operations.

GLRM is proud to be an active member in good standing of the following professional organizations:

- PRISM International
- ARMA International
- AIIM International
- Lake County Partners
- GLMV Chamber of Commerce (Platinum Member)



SPRINGCM

CONTENT MANAGEMENT ON-DEMAND

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Documents – whether paper or digital – constitute the fastest growing component of most organizations' information assets. If you realize the importance of managing those assets better, on-demand may be a more effective and lower cost alternative to installed software.



Fullfilling on a [Service] Proposition

how SpringCM supports evolving business needs

About SpringCM

SpringCM is the leader in on-demand document and content management, helping companies of all sizes, both domestically and internationally, transform the way information is managed inside and outside their company walls.

Now more than ever, businesses face critical issues around securing information – methods of capturing and converting physical documents to electronic; indexing for easy retrieval; knowing where content is located, who has access to it, who may change, copy, or delete it and, when necessary, locking it down to meet compliance or other issues.

In response, SpringCM is meeting the need of organizations to manage the explosion of documents and other content types through a

secure, integrated solution that is available anytime, anywhere – 100 percent on-demand.

Today, customers such as Avon Products, General Electric, CHEMCENTRAL and Cox Communications are utilizing SpringCM's on-demand solution to automate document processes that solve real business problems, so that those in their organizations can focus on higher value initiatives.

SpringCM provides a powerful Web based, solution that helps you more effectively meet the evolving demands of document and content management.

CAPTURE anyway you want it

SpringCM provides an easier way for you to convert your physical documents to electronically available information. The company puts document and content management within practical and affordable reach of businesses. That means you don't need to purchase hardware, software, or use available IT resources. With SpringCM, you can be up and running in minutes, not months.

CAPTURE FILES MULTIPLE WAYS

- Capture documents via inbound email, inbound fax, scan and upload or FTP individual documents or multiple folders directly into SpringCM central repository.

OPTICAL CHARACTER RECOGNITION

- Automatic indexing of in-bound faxed or scanned documents makes them searchable, retrievable electronic assets.

ADVANCED SEARCH

- Full-text search lets users index content for faster and smarter information retrieval.
- Query by title, subject, phrase or keywords.

CUSTOM INDEXING

- Add your own keywords, on the fly, to any document.
- Set up custom document types, with your own defined fields, and classify them on upload.

PDF VERSIONS OF DOCUMENTS

- Automatic conversion to PDF provides easy access and control.
- Quick document preview without having to launch the native application.
- Greater security when sharing documents outside your organization.

MANAGE IN-BOUND SCANS AND FAXES

- Ability to rotate documents (landscape or portrait) for easier viewing.
- Split long faxes into multiple documents for easier search and retrieval.
- Remove unwanted pages (e.g. cover sheets) from a document for easier management.

COLLABORATE securely and easily

SpringCM's delivers a proven on-demand document management solution that enables companies to quickly and efficiently automate key business processes, improve communication, facilitate project delivery, and support relationships with customers, partners, and suppliers.

PINPOINT™ REVIEW AND COMMENT

- PinPoint lets others track comments or make notes on a document in real time, without affecting the original document.
- Retrieve comments, make decisions on what to include, clarify or change in the original document.

VERSION CONTROL

- Check in/check out for group editing without starting a separate workflow process.
- Keep track of multiple document versions.
- See only the most current version or a complete history.

CUSTOM LOOK

- Color skin, add your corporate logo — integrate with your Web site for a seamless user experience.

WORKFLOW AND COLLABORATION

- Multiple users work on a single document or multiple documents in a workflow process.
- Automate recurring workflow processes (e.g. expense reports, contracts, capital expenditure requests, invoices or other document processes).
- Set privileges and requirements down to the document level.
- Control options for viewing or editing documents.
- Support established or ad hoc routing procedures.

ALERTS AND NOTIFICATIONS

- Receive collaboration alerts on your SpringCM dashboard and via email.

DISTRIBUTE one-to-one or many

With SpringCM, you can enable employees, suppliers, partners or customers to share information easily while ensuring the safety and security your information assets require.

SECURE SHARED FILES

- Send files to one individual or an entire group through SpringCM.
- Restrict downloading, printing and/or copying of documents or other content.
- Require strong passwords (alpha and numeric characters) to protect access.

DISTRIBUTE FILES MULTIPLE WAYS

- Send documents electronically in SpringCM.
- Add documents directly to an individual's central repository.
- Email to another SpringCM subscriber's email address.
- Fax documents to any fax number through SpringCM.
- Professionally print, bind and mail physical documents to anyone.

CREATE USER GROUPS ON THE FLY

- Quickly create groups of recipients as you need them from any computer with an Internet connection.
- Route documents with greater ease and security.
- Speed up routine distribution tasks.
- Batch or one-off distribution.

MAINTAIN A COMPLETE AUDIT TRAIL

- Access only the most current version or the complete history for any document.
- Review original and modified dates.
- History indicates who, when and how documents were accessed.
- Provides an electronic audit trail including time and date stamping.

USE CASE CHEMCENTRAL CORPORATION

Industry: Chemical

IMPLEMENTATION HIGHLIGHTS

- On behalf of CHEMCENTRAL, SpringCM manages more than 1.2 million documents — growing by more than 50,000 new documents each month — such as Material Safety Data Sheets (MSDS), Certificates of Analysis (CoA), product updates, proofs of delivery, price letters, and invoices.
- More than 800 CHEMCENTRAL employees at 36 locations use SpringCM across the US.
- SpringCM processes more than 30,000 inbound/outbound faxes and emails, and delivers 25,000 mailed documents for the company each month.
- CHEMCENTRAL is leveraging its SpringCM relationship to efficiently centralize, manage, and share information among its locations and customers.

BENEFITS

- Labor costs associated with managing and distributing 3,000 to 4,000 MSDSs per month have been reduced by up to 70 percent.
- Certificates of Analysis (CoAs) can be accessed from any location, eliminating 60 percent of physical intra-company transfers, reducing distribution costs by as much as 70 percent, and ensuring



“SpringCM is a natural fit for our strategy to make effective use of partner capabilities. By handling content management-related processes for us, they have helped us achieve regulatory compliance and auditability, accelerate processes to improve efficiency, and meet the preference of our customers for electronic communication and documentation.”

John Ruther, Director of Outsourced Services | CHEMCENTRAL

- that an accurate CoA accompanies or precedes every customer shipment.
- Total preparation time for each product update mailing has been reduced from up to 8 hours to only 15 minutes.
- Administrators can access Proofs of Delivery in seconds, and inventory reconciliation times have been reduced by 25 to 30 percent.
- A single solution manages online, electronic (email), and fax delivery as well as inbound and outbound physical mail, ensuring that CHEMCENTRAL's facilities

- and customers receive information in the manner best suited to each.
- Approximately 300,000 price letters each year are produced and distributed electronically, reducing delivery time and capturing key marginal revenue by ensuring CHEMCENTRAL's pricing is most current.



Increase Efficiency, Streamline Processes
CHEMCENTRAL relies on SpringCM to efficiently centralize, manage, and share information among its locations and customers.

SpringCM Scales to Support a Global Leader

As the world's largest privately held chemical distributor, CHEMCENTRAL generates \$1.2 billion in annual revenue by making a market between 200 materials suppliers and 30,000 unique customers.

The company's success is built on a simple idea: to focus on what they do best — providing a technically adept sales team, a broad product mix, packaging and blending capabilities, logistics expertise, and the safe shipping and handling of chemicals to customers at over 60,000 delivery points worldwide.

In keeping with this strategy, CHEMCENTRAL sought a content management provider that could handle large volumes of industry-specific documentation and improve efficiency across a broad spectrum of document types and processes. CHEMCENTRAL relies on SpringCM to efficiently centralize, manage, and share information among its locations and customers; conduct scheduled and ad hoc customer communications; support regulatory compliance; and transform physical documents into electronic form and vice versa. The range and depth of impact can be seen across six distinct content processes fully managed by SpringCM.

**MATERIAL SAFETY DATA SHEETS (MSDS):
COST-EFFECTIVE REGULATORY
COMPLIANCE**

The Occupational Safety and Health Administration (OSHA) requires companies that sell chemicals to send an MSDS to each first-time buyer of a given product, as well as an updated version any time the document is amended. In the past, CHEMCENTRAL maintained and distributed paper copies of MSDSs — approximately 2,500 new versions per year — from each of their branch locations.

Now, the company forwards the MSDSs received at each branch location to SpringCM, where they are scanned, indexed, and maintained in a single repository alongside additional MSDSs created for its own proprietary blends. Instead of mailing physical documents from 36 different locations, the company relies on SpringCM to distribute roughly 3,000 to 4,000 MSDSs each month by mail, fax, email, and online. Employees and customers in any location can also search and retrieve individual MSDSs via a CHEMCENTRAL customer portal created and maintained by SpringCM. To ensure compliance, SpringCM maintains a complete audit trail of MSDS delivery. By taking on the management and distribution of MSDSs, SpringCM has helped CHEMCENTRAL reduce associated labor costs by up to 70 percent.

**CERTIFICATES OF ANALYSIS (CoA):
CENTRALIZED STORAGE WITH
DISTRIBUTED ACCESS**

Certificates of Analysis (CoA) verify that a given batch of a product has been tested and meets advertised product specifications. Formerly received from suppliers at each of CHEMCENTRAL's locations, these documents are now scanned, indexed, and distributed to customers as the product is sold. The buyer must receive an accurate CoA no later than the arrival of the materials; otherwise, the shipment can be rejected. "When it was paper documents, the branches often didn't remember to send COAs to the other branches, then phone calls ensue asking for COAs to be faxed from branch to branch," says Ruther.

By making centrally stored CoAs accessible from any location, **overall costs have been reduced by as much as 70 percent, and customers are now assured of receiving an accurate CoA with every delivery.**

**PRODUCT UPDATES: ON-DEMAND
ONE-TO-MANY DISTRIBUTION**

When suppliers change a characteristic of a product, they send CHEMCENTRAL a letter detailing the modifications. In turn, the company sends the letter to all customers who purchased the product in the past 12 months — typically, from 500 to 3,000 companies. Previously, this was a time-consuming manual process.

Now, letters are scanned, indexed and stored in SpringCM for future reference. **Total preparation time has been reduced from as much as one full day to only 15 minutes for each of the monthly mailings.**



**PROOFS OF DELIVERY: INSTANT
DOCUMENT ACCESS**

A Proof of Delivery (PoD) is a bill of lading that has been signed by the product recipient indicating that the shipment was received. Documents originate at branch offices and are used for inventory reconciliation, billing disputes, and to determine service level compliance. In the past, billing disputes, handled out of the regional business centers, could take as long as two days to receive from a branch.

Now, as delivery drivers return PoDs to each branch office, they are scanned and uploaded to SpringCM. Inventory control can reconcile at their desks without having to walk out to the plant and fumble

through stacks of papers just to find one PoD. Similarly, Credit/Collections personnel at the Regional Business Centers can retrieve any PoD in a matter of seconds.. **The new system has reduced inventory reconciliation time by 1.5 hours per cycle — a 25 to 30 percent reduction — and eliminated the expense of intra-company document transfer.**

**PRICE LETTERS: ACCESS-CONTROLLED
E-DOCUMENTS**

Pricing in the chemical industry is quite volatile, and CHEMCENTRAL maintains custom pricing for each customer and product. In the past, the company generated and physically distributed approximately 300,000 letters each year.

SpringCM replaced this onerous process with automated electronic production and distribution. Each day, CHEMCENTRAL uploads an XML-based price letter file to SpringCM, where it is converted into a form, uploaded and indexed to a document repository, and automatically distributed via mail, fax, e-mail, or online. Customers can also check pricing at any time in an online e-binder that also contains MSDSs, CoAs, proofs of delivery, and other relevant documents, all safeguarded by document type-level security.

By reducing price letter delivery time by 2 to 3 days, pricing is more current, helping to avoid billing disputes with customers, and eliminate corrected invoices.

**INVOICES: AUTOMATED, AUDITABLE
E-BILLING**

Most recently, CHEMCENTRAL is building on the success in distributing price letters by implementing a similar process for the 400,000 invoices generated each year. Faster electronic delivery will get invoices into the customer's AP system several days more quickly, speeding the company's order-to-cash cycle. Clerical labor is reduced, and CHEMCENTRAL's Credit/Collections personnel can easily research any specific invoice rather than having to look through line items in the company's accounting system.

USE CASE GE Medical Systems

Industry: Healthcare

IMPLEMENTATION HIGHLIGHTS

- SpringCM forms the basis for GE Medical's secure document management platform that connects main office staff with field-based technicians and outside contractors.

BENEFITS

- GE Medical can share data easily with outside contractors without granting them access to GE's internal network.
- High availability of SpringCM's service eliminates late-night FTP emergencies and costly project delays.
- SpringCM's comprehensive application, network, physical, and platform security technologies addresses security concerns.

SpringCM Provides Secure, Always-Available Document Management for GE Medical

GE Medical Systems, a \$7 billion global leader in medical technology and services, provides solutions for the reliable and efficient acquisition, analysis, and management of patient data in healthcare facilities around the world. These installations are supported by GE Medical Systems Information Technologies, which works closely with third-party contractors to gather the information needed to implement and maintain these sophisticated clinical systems.

Says James Coffey, director of the IT Professional Services Group, "Our staff works onsite to gather the information we need to install the equipment at the facility — everything from blueprints and AutoCAD drawings to detailed network and connectivity data."

Although GE Medical's field service personnel would have been able to transfer this information to headquarters via the company's own VPN, the IT Professional Services Group was reluctant to grant this level of access to outside contractors. Instead, onsite teams relied on an FTP server, a method with limitations of its own. In spite of a dedicated Internet connection, the server



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James Coffey, Director of the IT Professional Services Group | GE MEDICAL SYSTEMS

experienced connectivity problems and other failures, especially given the inability of field personnel to control the environment to which they were seeking access.

"My partners and I would get called late in the evening to fix the server," says Coffey. "Since we're usually working remotely, we'd often have to wait until the next day to see what was wrong with the server," a situation that introduced needless and costly delays. Given the detailed proprietary company and client information being transferred, the IT Professional Services Group was not willing to compromise security within the FTP environment.

Coffey's group needed a more reliable and secure method for sharing information among individuals. Given the ever-changing lineup of team members on any given project, the new solution also needed to be a simple one on which to train and use. Rather than implementing and managing a new in-house technology, the company turned to SpringCM to deliver an immediate impact.

"SpringCM had us up and running in a single day," reports Coffey. "Our contractors can be fully trained on it in under an hour, and they've been as happy as we are with the way it works."

Today, members of the IT Professional Services Group and its outside contractors post the information they gather to the company's SpringCM repository, where it is indexed for full-text search and easy access. Team members back at headquarters are alerted that the data is ready for download, and can upload any necessary changes back to the repository for delivery into the field. Information is also converted to PDF for emailing and posting to internal customer Web sites. Onsite, contractors and field service personnel can access the repository via any Web browser, quickly find and view drawings and other documents as needed.

As proprietary information is transferred between headquarters and the field, SpringCM's robust security, from data and password encryption to secure firewalls and a complete audit trail for each physical document, safeguards GE Medical and its clients from unauthorized access.

"The fact that it's always available has eliminated the kind of problems we used to have. The ability to control user access lets us ensure the confidentiality of our project information, and security is not a concern. With no more late-night calls to fix the FTP server, we're also sleeping better," says Coffey.

SpringCM Reference Series

“In Pursuit of P.R.A.I.S.E: Best Practices in SaaS Operations”

By Christine Mason, CEO SpringCM

You’ve made the decision: the overall ease and economics of implementing Software-as-a-Service (SaaS) appeal to you, and you have selected an application that delivers what you need for your business.

The last hurdle is the service component itself — making sure that critical factors like security, speed, and reliability that effect your users’ experience meet your standards. When you install or deploy software internally, your own Information Technology team handles operational items like these. With SaaS, where you are outsourcing operational processes, you need to make sure your vendor has the right approach for providing the service you deserve.

The good news: SaaS solutions are for the most part built to deliver excellent security and performance levels. Making applications run well from a central, secure point is the core business of a SaaS provider. Large investments to ensure service levels can be shared across many customers, and often create better operational results than systems deployed in house. Nonetheless, not all SaaS providers are created equal.

DELIVERING ON A SERVICE PROPOSITION

A service proposition begins with intention: being tuned into the needs of the customer. Software companies that started as “product” companies — where you build, package and ship a product — have a different perspective, and have aligned their operations differently. Being a “service” provider involves more than hosting applications. Before you get to best practices, metrics and measurements in operations, ask yourself: Does the company seem to have a service mentality? Do they see themselves as stewards of your information or just operators of infrastructure? How can you tell?

Look at the language the company uses about service, and consider how well it listens to your needs and understands the value you seek to create in your environment. Do they offer live sales and support people to assist with questions? How earnestly and directly are issues handled? Does the company offer service level commitments and publish its performance statistics for customers to see? With that in mind, here are some guidelines that a thoughtful consumer can follow when verifying a potential solution’s operational effectiveness. We call it seeking “P.R.A.I.S.E.”

For the complete whitepaper, visit www.springcm.com

WHAT TO LOOK FOR IN A SAAS PROVIDER

Performance:

Many companies measure server performance alone, or the speed at which the back end server responds to requests. This does not matter much to end users, however, unless that speed translates into a rapid response to their requests. How should a service provider measure and monitor performance?

Reliability:

Availability and Reliability are intertwined, but they are not one and the same. In systems with subcomponents, certain functions may be unavailable in spite of overall uptime. Understand the issues that may affect your experience and your vendor’s response to problem submission, determination, resolution and tracking.

Availability:

The percentage availability of a system over an entire year is a good indicator of how often you will be without service from one of your critical business systems — 99.9% availability translates to 9 hours of downtime a year. What should you look for to assess vendor service levels?

Information Stewardship:

While information stewardship includes information security — keeping your information safe and locked down — this is only part of the picture. More broadly, you want to be sure that a provider understands the deep responsibility for your information and takes seriously their obligation to protect it for your current and future use.

Scalability:

Unlike installed applications, generally administrated directly by in-house personnel, the SaaS provider delivers applications to a wide variety of users who generally can self-provision new users, add content, etc., without enablement or intervention from the provider who needs to be adept at predicting peak loads on the system, and planning for scalability. This will ensure that you can increase your utilization as promised, on-demand.

Enterprise Dependability:

Most purchasing departments have processes for assessing and mitigating the risk of any vendor. Specific to SaaS, as a business process owner, you should mostly be concerned that your provider will run in an uninterrupted manner, show solid customer growth, financial strength and proven SaaS value.