



**BUSINESS  
SOFTWARE**



# DIGITAL SCANNING PARTNERSHIP BRINGS CUSTOMERS FASTER, MORE ACCURATE PROCESSING AND RISING PRODUCTIVITY

**"Having Iron Mountain in our corner offers the security and stability to develop new business."**

**Sascha Valenta, Software Consultant and Assistant Product Manager, BMD Systemhaus GesmbH**



## CHALLENGE

Needing an integrated paperless bookkeeping offer, BMD Systemhaus GesmbH was looking for a suitable, cost-effective, high-quality scanner solution as a pre-system to its own scanning program. The race was on to find an innovation partner to help build a tailored product and a lean, cost-effective go-to-market strategy.



## SOLUTION

Iron Mountain® helped BMD create BMDScanStation, a powerful all-in-one solution that customers can integrate easily into digital workflows. This enables BMD to offer a customized, workflow-based software solution, enabling the scanner to be used for document entry into its archive, accounting and ERP systems.



## RESULTS

Iron Mountain procures, configures, and delivers the product, saving BMD considerable resources and expense. Creating a complete solution that delights customers is helping grow revenue and build stronger client relationships.



### 70% improvement

in optical character recognition rates



### Significantly lower risk

of scanning errors or lost documents



### Opening new conversations

and sales opportunities



### High quality OCR results

integrated in the PDF document



### Increased customer satisfaction

with stronger relationships



# BOOSTING THE CUSTOMER VALUE PROPOSITION

**“Our customers needed a solution that scans, reads and prepares different paper documents correctly every time for OCR.”**

**Sascha Valenta, Software Consultant and Assistant Product Manager, BMD Systemhaus GesmbH**

## FINDING THE WAY TO FILL A MARKET GAP

### Missing element in paperless bookkeeping

BMD is one of Austria's leading software manufacturers with more than 500 employees and over 29,000 satisfied customers in Austria, Germany and adjacent countries.

The trend to digitization led the business to take a close look at scanning and optical character recognition (OCR) technology, key elements in document management systems. Software Consultant and Assistant Product Manager, Sascha Valenta, says: “We were looking for a scanner solution that would facilitate the processing of different document sizes for our BMD NTCS accounting system and provide high quality preparation for OCR recognition and QR code processing. Many of our customers used multifunction devices with too highly compressed images, lack of image enhancement for OCR recognition or no feed control.”

### Unavailable off-the-shelf

BMD struggled in its search to find a suitable off-the-shelf product offering high OCR quality at a reasonable price. Low character recognition rates of 30% were not uncommon with previous solutions.

“Our customers needed a solution that scans, reads and processes paper documents correctly every time,” says Sascha Valenta. “For example, to automatically separate scanned invoices by invoice number and enabling accounts to process them using metadata. So, we developed our own OCR solution to do this.”



Off-the-shelf scanners achieved character recognition of 30% at best





## FAST TRACK TO SUCCESSFUL INNOVATION

**"Iron Mountain actively supported us throughout the product development – evaluating our ideas, solving problems, and providing valuable input to the sales process and pricing model."**

**Sascha Valenta, Software Consultant and Assistant Product Manager, BMD Systemhaus GesmbH**

## LEAN, COST-EFFECTIVE GO-TO-MARKET MODEL

### Partners in co-creation

A search for an expert ally to help build a superior performing scanner led BMD to Kodak Alaris, who recommended Iron Mountain® as the ideal go-to-market partner. "Iron Mountain actively supported us throughout product development – evaluating our ideas, solving problems, and providing valuable input to the sales process and pricing model," says Sascha Valenta.

### Introducing BMD ScanStation

The new solution, BMD ScanStation, stands apart from other offerings. "Standard capture solutions are limited to converting paper records into electronic documents," says Sascha Valenta. "BMD ScanStation focuses on the complete workflow, of which scanning is only one step."

Iron Mountain purchases, configures and customizes the core scanning devices, sourced from top brands like Kodak and Fujitsu. Once received by BMD, the customer's order is passed to Iron Mountain specialists who complete the OCR software upgrade and test and deliver the scanner to site. Sascha Valenta and the team set up the system, map it to the customer's network and train end users. Upon customer request, Iron Mountain also provides a warranty and will replace the scanner in the event of a defect.

To support the ScanStation launch, BMD extended its technical support offer and created a dedicated team of three scanning specialists.



**BMD ScanStation customers enjoy quick, hassle-free implementation**



# COMPLETE SOLUTION DELIGHTS CLIENTS

**"There's less chance of scanning errors or lost documents, eliminating corrective action and rework."**

**Sascha Valenta, Software Consultant and Assistant Product Manager,  
BMD Systemhaus GesmbH**



## Good for customers

Delivering outstanding scanning and OCR quality, ScanStation has put previously out-of-reach benefits into the hands of BMD customers. As well as saving time and money on IT integration, BMD clients can deliver a better service to their end customers. For example, through faster processing and filing of tax returns, slicker retrieval of legal records, and more accurate absence reporting.

"Our one-stop solution unlocks new productivity gains by seamlessly enhancing digital workflows and ensuring all documents automatically go to the right places," says Sascha Valenta. "Also, there's less chance of scanning errors or lost documents, eliminating corrective action and rework."

## Good for business

Sales and customer satisfaction are noticeably rising. Sascha Valenta concludes: "Standard factory-set OCR led to slow performance and scanning errors. With the image enhancement of the Kodak ScanStation, those problems have evaporated. And having Iron Mountain in our corner offers the security and stability to develop new business.

"We're seeing stronger relationships, with more customers coming to us for advice. That's great because it creates new conversations and openings to pitch attractive offers."



**Customers get substantial time, cost, and service benefits**



**Documents read, scanned, and filed correctly every time**



**Lean, cost-effective go-to-market and delivery model**



**Uplift in brand reputation, revenue and customer loyalty**

EXPLORE OTHER WAYS WE CAN HELP

### SOCIALIZE

Follow us on leading social networks. Keep up with business and technology news and views. Join in the conversation.

©2020 Iron Mountain Incorporated. All rights reserved. Iron Mountain and the design of the mountain are registered trademarks of Iron Mountain Incorporated in the U.S. and other countries and are used under licence. All other trademarks and registered trademarks are the property of their respective owners.

