

Paradigm Limited enhances document imaging solutions with IBM DB2 software.

Overview

■ **Application**

Electronic document management system (EDMS) that captures paper documents in various formats and stores them electronically

■ **Business Benefits**

Lower storage costs due to electronic archiving and retrieval processes; improved productivity and workplace efficiency through elimination of manual procedures; ability to meet audit and legal requirements; improved disaster recovery capabilities

■ **Software**

IBM DB2® Universal Database™
Personal Edition, Version 8.1;
IBM DB2 Universal Database
Workgroup Edition, Version 8.1



Paradigm Limited document management solutions, powered by DB2 software from IBM, improve employee productivity while lowering operational costs.

For many businesses, the advent of low-cost desktop PCs and laser printers is a blessing. But if there is a downside to these popular devices, it may be that they easily allow employees to rapidly produce voluminous amounts of paper. Factor in the office copier, which produces paper faster than ever before, and over the lifetime of a business massive amounts of paper documents can build up. In fact, studies by PriceWaterhouse Coopers show that paper archives double in size every five years and a four-drawer filing cabinet costs more than \$2,000 a year to maintain.

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*– John Bloomfield, CEO,
Paradigm Limited*



Organizations can significantly reduce their reliance on paper documentation by installing an EDMS solution from Paradigm Limited.

“Until recently, hard copy was the standard format for permanent records,” explains John Bloomfield, CEO of Paradigm Limited, a U.K.-based IBM Business Partner that provides a complete solution for electronically capturing, storing and managing paper documents for companies throughout Europe, North America and the British Virgin Islands. “But the traditional system of filing paper documents is no longer feasible for the vast amounts of information passing through today’s organizations. Archiving and retrieval of hard copy assets is increasingly time-consuming and the cost of storage multiplies every year.”

IBM DB2 software provides critical functionality

To help companies solve these problems, Paradigm Limited has created Easyfile. Based on IBM DB2 Universal Database software, this electronic document management system (EDMS) provides businesses with highly efficient electronic

archiving and retrieval capabilities, eliminating the need for microfilm, microfiche, paper filing cabinets, off-site document storage and more. Paradigm Limited markets Easyfile to small businesses, home office users and individual departments within corporations. Easyfile ships with either IBM DB2 Universal Database Workgroup Edition or IBM DB2 Universal Database Personal Edition, depending on the needs of the customer. DB2 software serves as the backend information management system, enabling seamless access to any information, from any application, from any place within an organization.

“We chose to base our solutions on DB2 Universal Database because it offers the most functionality at the lowest cost of ownership in the industry,” Bloomfield says. “For example, the newest release, Version 8.1, provides significant automation capabilities through SMART, the self-managing and resource tuning feature. This helps us deliver a solution that requires minimum maintenance—an important selling point to smaller businesses with tight IT budgets.”

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The end result is more streamlined access to business documents and lower operating costs. Companies using Easyfile can sharply reduce not only their paper and toner expenses, but also their storage costs.

Customers save thousands annually

In fact, many of Paradigm Limited's customers have reduced their operating costs substantially as a result of Easyfile. For example, by storing its business information on a server instead of 28,000 cardboard boxes, as it had been doing previously, a travel company is saving more than \$255,000 a year. In addition, a UK-based tobacco company has reduced its document storage costs by over one million dollars annually as a result of electronic archiving.

"You can store up to 20,000 pages on a CD-ROM that costs as little as one dollar," explains Bloomfield. "That's considerably less expensive than a 2- by 4-foot filing cabinet to store the same amount of paper. And you can move documents around your system, e-mail documents to others and restrict access to business-critical documents to only those who need it." After the documents are stored online, the solution provides instant access to them through most common business applications.



IBM DB2 software provides a solid IT foundation for companies looking to electronically archive paper documents and improve overall business processes.

The solutions also allow companies to store fully auditable documents in order to meet government-mandated legal and audit requirements. Protecting corporate assets is also key to Paradigm Limited's solution. "Our EDMS solutions help mitigate the risk of losing irreplaceable documents as a result of accidental, criminal or environmental disaster," says Bloomfield.

Paradigm benefits from IBM relationship

Paradigm Limited attributes much of its customer successes to its relationship with IBM. In addition to the underlying technology, IBM also provided Paradigm Limited with a level of business credibility unmatched by its competitors.

"The document imaging market is fiercely competitive," explains Bloomfield. "But just being able to walk in the door and introduce ourselves as an IBM Business Partner gives us a pedigree that makes us stand out. Customers understand that we must be doing something right to have a partnership with a company like IBM."

In fact, IBM and Paradigm Limited work closely together to capture new business opportunities. For example, Paradigm Limited recently held an executive seminar to promote its products. IBM not only helped the company tailor its product messaging, it also sent an IBM representative to speak at the event. "IBM's presence at the seminar helped make it a success," says Bloomfield. "We had overflow attendance because so many people were interested."

Opening the door for IBM

The relationship also helps IBM in many ways. For example, if Paradigm Limited's customers outgrow the Easyfile solution, the company points them toward IBM and other IBM Business Partners. By doing so, IBM has a golden opportunity to up-sell additional hardware, software and services—including WebSphere®, Tivoli® and a variety of storage and hosting systems.

"Some customers want the ability to drill down into their business information for a better understanding of their data," says Bloomfield. "That's when we recommend IBM products, because this is an area where IBM excels. And when customers ask me about workflow and collaboration, I suggest they consider IBM Lotus® Notes®. So there's a lot in this for IBM, and a lot that customers can take advantage of, as well." And, for Paradigm Limited's customers who want to outsource their IT infrastructures—a very common reality in today's business environments—IBM offers a full range of hosted services.

Moving forward, Paradigm Limited plans to enhance its EDMS solutions with new features, including the ability to access stored documents over the Web. It also intends to take advantage of the newest releases of DB2 software to add new functionality to its products. "Being an IBM Business Partner is part of our long-term strategy," says Bloomfield. "We look forward to working with IBM well into the future."

For more information

Please contact your IBM marketing representative, IBM Business Partner or IBM Direct at: 1 800 IBM-CALL.

Visit our Web site at
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For more information about Paradigm Limited, visit
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