



ceocfointerviews.com
All rights reserved!
Issue: February 9, 2015

The Most Powerful Name in Corporate News

Enterprise Document Management Software and Hardware Integration



Michael Gaudino
President

CEOCFO: Mr. Gaudino, what is the idea behind ProConversions?

Mr. Gaudino: ProConversions is a full solution integrator of enterprise document management software and hardware from EMC, Kofax, ABBYY, Kodak Alaris, Fujitsu, IBML and others. We are dedicated to the enterprise document management space and look to help our clients manage their incoming streams of paper documents along with the various types of digital content: FAX, EMAIL, EDI and even social media. Our solutions create a central capture portal to insure consistent key referencing for all of the document types that come into your business. The concept creates “Internal Governance” across the organization and allows the business to archive each document in a logical manner. Your Internal Governance Plan insures that everyone in the organization can find the document from the CEO to any office personal, with a simple key reference and appropriate user rights. If you are receiving invoices, for example, we will help you funnel each invoice through an OCR capture system that indexes the invoice by vendor, location, invoice number, invoice total and date, and then stores it logically, so that everyone can find it when they are looking for it later on. Whether it's human resources, accounting or the legal department, we can help each business unit identify and map their individual document indexing requirements. ProConversions is a full solution integrator that will always listen to our clients needs first and then apply our expertise & technology to help meet the requirements.

CEOCFO: How are companies today typically addressing the problem of content management and how would you help them make it better?

Mr. Gaudino: Organizations are at a crossroad with the increasing quantity & types of content that come into their businesses each day. They are drowning in unorganized paper & digital records and really need to act, as the costs are starting to add up. The leading organizations are connecting their systems of engagement to their systems of record to provide instant access to the information they need, when they need it. It's critical in today's competitive landscape and not having these two systems connected can be a major disadvantage. Your system of engagement is the system your employees use every day when a customer or vendor calls/emails or reaches out to the business, looking for information. The system of record is where your documents are stored and how you manage access to those documents. What we find is there is a major disconnect between these two systems and our team looks to help organizations large and small to integrate and image enable these CORE systems. The result is when a customer calls in your employee has instant access to whatever documents they might need to handle that customer service request. The divide between system of record and system of engagement goes away and you immediately have a competitive advantage over your other similar companies.

CEOCFO: Do you find that many companies do not realize there is capability to have everything together? Where is the reluctance that you see to implementation?

Mr. Gaudino: I actually think that most organizations know that this technology exists but the disconnect is typically between the different levels of management (C level, IT and the actual business users) on what technologies to utilize for what processes and what the costs are associated to each. There are five major categories to consider in enterprise document management: Scanners, OCR capture, document routing workflow, document management & a long-term storage plan. I believe there should be a top down approach for each of these areas and an information governance plan that simplifies access to the content and drives the technology purchases for the organization. In the end, everyone wants solutions that are easy to manage, easy to understand and makes the information accessible based on simple common sense. A ProConversions onsite needs assessment along with our executive project charter, will help you bridge this gap.

CEOCFO: How are you able to demonstrate the ROI?

Mr. Gaudino: A detailed Cost-benefit analysis based on current process vs. automated process is often times enough to show ROI, but many of the benefits we see are soft costs. Having instant access to a document rather than having to go

and find a piece of paper is sometime difficult to quantify however, the cost savings are real. The AIIM community (Association for Information and Image Management) has done a lot of research in this area and there is a cost to process and then store paper invoices. We help create visibility for our clients to see those costs and work alongside them to eliminate the paper and slash the costs altogether. Well-documented ROI and detailed needs assessments are what help our clients develop compelling project charters to move forward.

CEOCFO: *What is the competitive landscape?*

Mr. Gaudino: There are a few companies similar to ProConversions, but often times their focus is in areas outside just enterprise document management. They are really BPO's that lacks the expertise and technical knowledge to address the client's real issues. At ProConversions, we have cross-trained certified engineers in each of the document management products we represent and we take the time to listen to our clients and deliver solutions that are enterprise class, reliable, and easy to support. We focus exclusively in enterprise document management and are a go to partner for many of the ISV's.

CEOCFO: *What goes into the process of configuring a solution? How do you know what the best equipment for a particular company, how many units they need and how they should handle it? What do you understand that perhaps others looking at setting up a system would not take into account?*

Mr. Gaudino: The ProConversions technical team will have an initial conversation with the client to determine the proposed business requirements and determine what the client is looking to accomplish. We then document everything from the current business process to the proposed new process, the server architecture, the technical components, any milestones, assumptions and all of the requirements, as we understand them. We then create a phased approach and line item the costs associated to each Phase.

"ProConversions is a full solution integrator of enterprise document management software and hardware from EMC, Kofax, ABBYY, Kodak Alaris, Fujitsu, IBML and others." - Michael Gaudino

CEOCFO: *Do clients typically start with one department and then add in or is it more typical to get everybody on board immediately?*

Mr. Gaudino: Definitely start with one department. Typically, the most labor-intensive processes like invoice processing will show the best ROI. If you can create visibility into the invoice process, not only can you take advantage of things like early payment discounts, but you might find credits that you can take upfront and short pay vendors. Visibility is priceless.

CEOCFO: *Do you find that the employees who will be actually doing the work are onboard, or do you see some reluctance?*

Mr. Gaudino: It depends on whom you talk too. If you talk to the accounting manager or the person who is in charge of the operation, they are all about automation and getting it done, and they want to get it done, they just need to provide more information to their CFO and to their board of directors to provide the funding. If you talk to the actual employee, you will hear two different things. Often times, they will say it is very labor intensive and a tedious process, so they would absolutely want automation, and then there are people who just want to protect their jobs.

CEOCFO: *How do you reach out to prospective clients and how do people find you if they are looking?*

Mr. Gaudino: We have a very good website presence, LinkedIn presence, and social media blog to help increase awareness, but I pride myself on going to the industry tradeshow. We are attending the 2015 Accounts Payables Expo and Conference in Orlando, Florida, and Las Vegas, NV as well as the Document Strategy Forum in Greenwich, CT and AIIM 2015 in San Diego, CA. I believe being out face to face in front of the clients is really the way to create new business.

CEOCFO: *Put it all together for our readers. Why choose ProConversions?*

Mr. Gaudino: We have been in the document management business for a long time, and were considered leaders in the business process automation space. We listen to our clients and we always put their needs first and the technology second. We're trusted advisors and have your best interest in mind. If you looking for a full solution integrator that has the expertise to automate business process your should visit ProConversions Corporation.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: www.proconversionscorp.com
Contact: Michael Gaudino 203-707-0206 mike@proconversionscorp.com**