

WHEN TO OUTSOURCE?

A look at outsourcing, insourcing and taking a hybrid approach to document capture, conversion and management

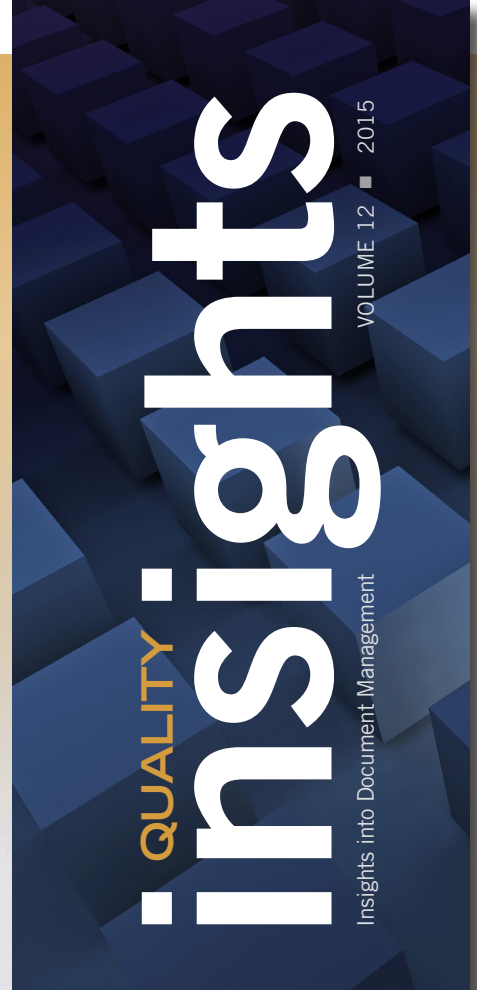
Over the past several years, advancements in data capture technologies, stricter records management requirements and the goal of achieving the coveted “paperless office” have driven companies to seek more efficient ways of handling their information. But, with hundreds of thousands of documents in a multitude of formats, some organizations are simply unable to support their capture initiatives in-house. Therefore, many are looking for expertise outside of their organization to convert, classify and archive their information to improve their document management processes.

Today, outsourcing is a viable option for effective document capture projects and streamlining ongoing efforts. Yet, no two companies are the same, nor are their document conversion and management needs. So, the question is: When do you outsource? Consider the following factors.

Subject Matter Expertise: Do you have the subject matter experts on staff that can effectively lead you through your project and beyond? Most likely, the answer is “no.” An outside firm has the proper tools, equipment and integration capabilities to perform the physical conversions, as well as the depth of industry knowledge to classify data for e-discovery, ensure compliance and train end users.

Budget: What is your budget for this project? If you are looking for a cost-effective option, consider outsourcing. With little to no capital expenditures (equipment, for example) or staff management overheads, you’ll realize a low total cost of ownership (TCO) and faster return on investment (ROI).

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QUALITY ASSOCIATES, INC. (QAI) provides services and solutions in Quality Assurance & Scientific Support, Information Systems, and Archiving. QAI maintains a broad client base such as federal and state agencies, chemical and manufacturing companies, financial and accounting firms, law firms, medical and research facilities, to name a few. From our inception, quality assurance and quality control have been the cornerstone of QAI.

Our QUALITY ASSURANCE & SCIENTIFIC SUPPORT DIVISION provides consulting services in the area of Good Laboratory Practices (GLP) and Good Clinical Practices (GCP) to regulated companies. It specializes in quality assurance and also provides scientific support for the conduct of regulatory studies.

Our INFORMATION SYSTEMS DIVISION specializes in the conversion of documents and other media to electronic formats. In addition, we provide our clients with cutting-edge solutions that address the many issues that document management brings to an ever-changing marketplace. We offer a full range of document scanning/imaging products and services that include hardware, software, integration services and training.



WHEN TO OUTSOURCE?

Continued from front cover.

BY CHRIS SWIDERSKY
Director, Technical Services

Internal Resources: Do you have the sheer manpower to carry out a conversion project? Employees, especially IT staff, may be too overworked for this undertaking. Outsourcing alleviates the pressure on your staff and frees up employees to focus on more mission-critical tasks.

Time & Turnaround: How soon do you need to complete this conversion project? Outside experts will help keep you on deadline and ensure a quick turnaround.

Back-file Conversions: Are you in need of high-volume, back-file conversions? Consider outsourcing. In these cases, firms perform the backlog scanning, archiving and classification, and then can provide day-forward software and equipment to help the company convert their ongoing active files in-house.

The Hybrid Approach: Is a Hybrid approach a better fit for you? With this method, companies outsource when and where it is appropriate, while handling some efforts internally. For example, a company may outsource the preparation, scanning and storing of information, but perform the indexing itself. Or, a company may choose to scan its most confidential documents in-house, and outsource the rest. There are many options, depending on your company and your business objectives.

Remember: If you're a bank, be a bank. If you're a federal agency, be a federal agency. If it makes sense, leave the document capture and conversions to the experts. You'll be able to focus on your own, day-to-day business priorities and position yourself for long-term success.

To read the full article, visit QualityAssociatesInc.com.

the same
**reputable, reliable
& forward-thinking
company at our core**



MESSAGE FROM THE PRESIDENT

PAUL SWIDERSKY
President and CEO

Welcome to our 12th volume of Quality Insights. It's hard to believe it was 2004 when we first introduced this newsletter. At the time, we had just launched a new website, were getting ready to plan our first-ever user conference and were excited to announce company growth. Now, here we are approaching our 30-year anniversary, and we've just launched a new website, are planning our 7th user conference, and, of course, are reporting steady company growth. It's true that history repeats itself.

For QAI, this repetition is a positive indication of our ongoing, staying power in our market. Despite changing trends and technology, we've been agile enough to adapt, but still remain the same reputable, reliable and forward-thinking company at our core. One of those adaptations is our increased focus on our business

process outsourcing (BPO) offerings. Although we are still providing mid- to high-volume document conversion and imaging services, we are helping more clients streamline existing processes through workflows, new technologies and improvements to the way they are reporting and managing information. Our product resale business has also experienced growth, as we've enhanced our relationships with today's most prominent third-party vendors. In addition, we've been able to leverage the synergy with our affiliate, DocPoint Solutions, to meet clients' enterprise content management (ECM) needs – a growing market for us.

On behalf of QAI, I'd like to thank our clients and partners for their continued trust and support over the years. We are excited to see what the future has in store for us, and are looking forward to having you as a part of it.

BIG DOCUMENTS

TO EMERGE AS PART OF ECM MARKET

the act of
capturing everything
and letting the technology sort it out

BIG DATA has been a big buzzword around IT for the past couple years. “Big Documents” could be the next big trend in the capture and ECM market. After all, don’t both documents and data represent different manifestations of the information piece of the IT equation?

In fact, there are several emerging trends coming together to create a ripe environment for implementing Big Document solutions, or, as I like to call it, the act of capturing everything and letting the technology sort it out.

Here’s a look at those trends, followed by a summary of how they are enabling Big Document applications:

1. Less-expensive, longer-lasting hardware
2. Multi-channel capture capabilities
3. Improved user interfaces (UIs)
4. Better connectivity
5. Increased intelligence in recognition technologies
6. Desire for better governance
7. Application of Big Data principles



BY RALPH GAMMON

*Editor/Publisher
Document Imaging Report
documentimagingreport.com*

Document scanners continue to become better, faster and cheaper. Basically, the performance a user paid \$20,000 for 15 years ago is now attainable for around \$1,000. And, today’s higher-volume scanners are designed to last longer, and are easier to operate and maintain than their predecessors. In addition, vast improvements have been made in the scanning capabilities on MFPs, so hardware should no longer be a barrier for anyone wishing to capture documents.

In addition to paper documents, capture is increasingly used to onboard electronic documents like emails, attachments, fax images and even payments into document workflows. Mobile capture is another emerging trend. When you combine these capabilities for multi-channel capture with the ease of use of document onboarding associated with the friendly UIs of popular file, sync and share systems—it’s becoming easier than ever to get a document into a repository.

This is where new, advanced capture comes in. Today, there are multiple proven technologies for identifying and capturing data from many types of forms. These include advanced key-from-image, as well as automated recognition—which can now be supplemented by broadband Internet connections to better distribute human keying and verification. However, there is also emerging technology in areas like natural language processing, semantic understanding and even artificial intelligence. These technologies are able to automatically classify and extract data from any type of document, including unstructured narrative letters.

So, why would anyone want to know the details of every document? Reasons like protection from liability, data mining for improving business (similar to what you see with Big Data applications), and better-functioning ECM come to mind. No, not every document is going to need these Big Document technologies applied to them, but it’s important to know that the tools are becoming available, especially for organizations whose information in their documents is as important as the information in their databases.



CAPTURE 2.0 THE NEXT WAVE OF CAPTURE TECHNOLOGY

Over the past 30 years, capture technology hasn't changed much – that is, since we moved to a Batch-based, back-office production method of converting paper at high speed and extracting indexes and data. Now, at last, we are on the verge of another shift in the paradigm.



BY HARVEY SPENCER
President, HSA Inc.
hsassocs.com

With the growth of mobile and social technology, rise of multi-function devices and focus on user empowerment, there is a proliferation of data to be captured. Data is coming in as a mixture of voice, emails, text messages, audio and more. In order to optimally capture and process all this information (while weeding out the “junk”), we need to do so in real time, or at the “point of impact.” However, this creates the challenge of meeting volume swings, while at the same time figuring out how to streamline processes, reduce costs and maintain compliance.

To meet these challenges, the industry is moving toward the next wave of capture technology: “Capture 2.0.” Leveraging cloud technology, Capture 2.0 involves real-time and mobile processing. This method is far less paper based, and is used primarily for capturing information

from all sorts of unstructured and semi-structured inputs to feed business processes and analytics. Most importantly, cloud architecture is scalable. So, as volumes fluctuate, it is simple to configure and reconfigure the technology to meet the business's changing capture requirements – there are infinite possibilities.

Today, the pieces of Capture 2.0 are virtually here. The technological underpinnings are already available, making it very realistic to understand and process incoming data in real time. As cloud-based capture technology continues to gain traction, it is up to solutions providers and integrators to select and glue together the technology offerings – like classification, recognition, validation and repair – in order to serve their customers and stakeholders more efficiently.

A LOOK AT CLOUD-BASED STORAGE AND ECM

It is almost impossible to discuss enterprise content management (ECM) today without mentioning the cloud. With not only vast amounts of data across the enterprise, but also data located in different places, it has become a challenge to foster organization-wide collaboration with traditional, on-premise ECM solutions. At the same time, the total cost of ownership (TCO) of on-premise ECM and storage solutions has increased, as has internal IT spending. Now, cloud-based storage and ECM hold the key to overcoming these challenges and much more—it is where enterprise technology is headed, and headed fast.

In a recent survey by the Association for Information and Image Management (AIIM), participants' top reason for turning to cloud-based ECM is to reduce costs associated with IT resources. Indeed, the cost of ownership is much lower for a cloud-based ECM solution than an on-premise system. Cloud-based solutions are hosted in their providers' secure data centers, where they are also managed and maintained. So, there is no need for additional IT infrastructure, and internal IT staff is free to focus on other more mission-critical tasks. Plus, the startup cost is lower, there is a faster time to value, and the flexibility of the cloud allows organizations to scale their solution up and down to meet the needs of changing work volumes.

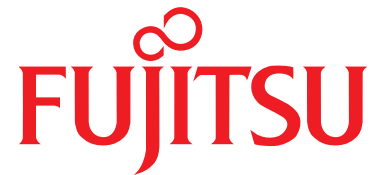
AIIM also reports that the second-largest driver for ECM in the cloud is better availability of information across a multi-site organization. Cloud technology breaks down data silos, housing all information in one place so that the appropriate people can access it. Moreover, cloud technology has extended the capabilities of ECM outside the four walls of the enterprise—many ECM and storage solutions are available via mobile devices, giving users “anytime, anywhere” access and collaborative opportunities.

What's next for cloud-based ECM? Many organizations are already gravitating towards “hybrid” cloud deployments, which promise to grow significantly, especially among enterprises with sensitive data. While there are several

variations of hybrid deployments, this model essentially combines the “best of both worlds” (cloud and on premise). A Hybrid ECM model offers the same benefits as a cloud-based solution, but allows organizations to manage sensitive information behind a firewall. This model is especially ideal for government and federal organizations that must maintain compliance with data storage regulations.

That's the beauty of cloud-based storage and ECM – the possibilities are endless. If you haven't already looked into a cloud, or hybrid solution, now is the time to find out how your enterprise can benefit in the long run.

WHAT'S NEW WITH OUR KEY PARTNERS



For the paper-intensive back-office, Fujitsu has launched the new **Fujitsu fi-6400 scanner**. With proven feed mechanics and high-quality image cleanup, the fi-6400 digitizes tens of thousands of documents a day, and sustains a spectacular throughput to provide businesses with an exceptional ROI. As promised, Fujitsu has delivered a trusted production scanner in a quiet and compact space. Fujitsu is an established leader in the document imaging market, featuring state-of-the-art scanning solutions in the workgroup, departmental and production-level scanner categories. Fujitsu scanners deliver speed, image quality, and great paper handling, along with easy integration and compatibility with document imaging applications.

Kodak alaris

Recently, Kodak Alaris welcomed QAI into its Alaris Advantage Program at the Platinum Level – the highest tier of the program. Introduced in 2014, the Alaris Advantage Program is designed to help Kodak Alaris and its channel partners, like QAI, grow together and drive business. On the new product front, Kodak Alaris is excited to announce that it is now offering the next-generation of **capture software**, Capture Pro v5.0. This software enables businesses to accomplish greater accuracy, efficiency and cost effectiveness within their document scanning processes. Its advanced indexing capabilities automate data extraction and deliver critical information to ECM systems and Microsoft SharePoint, as well as business applications. Thus far in 2015, Kodak Alaris has been recognized for excellence in **workplace scanning solutions** by Buyer's Laboratory (BLI), the world's leading independent tester of document imaging products.



With its **TotalAgility**® smart process application development and deployment platform, Kofax has been an extremely valuable partner to QAI, especially with regard to helping government and federal agencies meet presidential digital records management mandates. Providing an essential link between an organization's systems of engagement and systems of record, TotalAgility helps clients increase responsiveness, improve service levels and gain competitive advantage in order to better manage and grow businesses while greatly reducing operating costs. TotalAgility's government applications include citizen benefit enrollments, claim submissions, license and permit applications and renewals, and capture of trailing documents.



It's Back! The 2015 USER CONFERENCE

Friday, June 19, 2015
Governor Calvert House

*Historic Inns of
Annapolis, Maryland*



You asked, and we listened. After a brief hiatus, the QAI and DocPoint User Conference is back in 2015. Scheduled for Friday, June 19, at the Historic Inns of Annapolis, Maryland, this invitation-only event is designed to advance attendees' knowledge of the newest innovations in content management in a relaxed, fun and educational environment.

The conference will kick off with a presentation from our keynote speaker (TBA), followed by presentations, a panel, and case studies from QAI and DocPoint experts, as well as partners and customers. Per tradition, the day wraps up with sailing on the two Woodwind Schooners and a happy hour that includes drinks and hors d'oeuvres on the hotel deck overlooking the bay.

To learn more, visit the conference website:
uc2015qai-docpoint.com

CUSTOMER TESTIMONIALS

JOHN RANDOLPH

*Facilities Supervisor
DC Bar*

www.dcbar.org

It was a pleasure working with Quality Associates, Inc. (QAI). The DC Bar's Member Service Center had over 1.6 million images that needed to be converted to a viable format whereby these images were accessible in an electronic format. QAI's staff preserved our data and made the transition to the new digital format seamlessly; the professionalism and attention to detail was extraordinary. We were very pleased with the results. Your team made this project a painless success.

REGINA A. MARTIN

*Records Manager, ermP
Howard County Government
Technology & Communication
Services - Records*

www.co.ho.md.us

Howard County Government has a long-standing relationship with QAI. Today, QAI provides technical support for our various records management and digital imaging applications, including our legacy system, Alchemy. Without these applications, we are unable to run our records management office, so we greatly value QAI's expertise and responsiveness. QAI's staff is very professional, always available, and has the knowledge and experience to address our issues. Howard County Government trusts QAI, with whom we have a great deal of mutual respect.

QAI WELCOMES THE FOLLOWING NEW CLIENTS

- BGE Utility Systems
- Clerk of Circuit Court
- Erickson Living
- Federal Trade Commission
- General Dynamics
- McDermott Will & Emery LLP
- National Capital Planning Commission
- National Guard Alabama
- NIH-Center for Information Technology (CIT)
- NIH-National Library of Medicine
- The Library of Congress
- U.S. Government Printing Office
- U.S. Securities and Exchange Commission
- University of Maryland College Park



CASE STUDY: QAI DIGITIZES D.C. BAR'S MEMBERSHIP DATA RECORDS

Background and Challenges

The District of Columbia Bar's (D.C. Bar) Member Service Center had a collection of 8,172 microfiche cards that were accessed for member information by utilizing older technology microfiche reader equipment. The microfiche cards contained monthly membership printouts, originally printed in alphabetical order, for the years 1974-1999. The collection of 8,172 microfiche contains more than 1.6 million images.

By the order of the District of Columbia Court of Appeals, the D.C. Bar is required to maintain these records in perpetuity. Because there are no other copies of the cards and some membership data stored on the cards exists in no other format, the data was at risk due to misfiling, damage or deterioration. This could result in the loss of the data forever. Other problems relating to the use of the microfiche cards included:

- The data contained on the microfiche was only accessible from the single D.C. Bar location in Washington.
- The data was not in an electronic format, which made multiple internal access by staff members cumbersome.
- As the availability of the older analog microfilm and microfiche equipment continued to decline, replacements and maintenance were next to impossible.

Solution

To preserve the critical business data and replace the old film technology, the D.C. Bar elected to digitize the documents contained on the microfiche cards for import into its SIRE document management system. Through a competitive solicitation, the D.C. Bar selected Quality Associates, Inc. (QAI) to perform the digitization process.

The project began with the transfer of scheduled batches of the microfiche cards by QAI staff members to the secure QAI Imaging Center in Fulton, Md. There, a Chain of Custody tracking document accompanying the microfiche was verified against the microfiche cards to confirm the receipt of all materials followed by the storage of the microfiche records in a secure interim vault.

The microfiche records were then removed from the vault in batches and tracked through the production process to record the stages of production and which QAI staff members performed each process. Scanning the microfiche was accomplished using the Mekel Mach VII Microfiche Scanner which provided advanced digitization capabilities. Once the digitized records were inspected for quality, the microfiche cards and digital copies were delivered to the D.C. Bar for uploading into its SIRE host application.

Results

The digitization process provides the D.C. Bar with improved access to the data by multiple users through the Bar's SIRE Content Management System. Users no longer need to access the data one at a time through the old analog microfiche media, and are now able to view the Membership Records from their desktop computers.

The digitized data also provides the D.C. Bar with the capability to "back up" the digital files and generate archival storage versions for secondary/protected storage, thus meeting the District of Columbia Court of Appeals' requirement to maintain the records in perpetuity.



Introducing the **NEW QAI WEBSITE**

The brand new QAI website is now live! Designed by StepForward Creative, the new qualityassociatesinc.com features a more modern layout with streamlined navigation and updated content.

Check it out: QualityAssociatesInc.com

QAI GIVES BACK

Corporate philanthropy and giving back to our community has long been an integral part of QAI's company culture.

Of course, Fish for a Cure's tournament has been an annual, much-anticipated charitable event for QAI. In 2014, we participated in our sixth tournament, and helped the organization raise \$250,000 to directly benefit the Geaton and JoAnn DeCesaris Cancer Institute at the Anne Arundel Medical Center (AAMC). To date, Fish for a Cure has raised more than \$850,000 for this worthy cause and is closing in on meeting its \$1 million pledge.

This past winter, QAI held a food drive for the Howard County Food Bank. Our employees came together and collected 147 lbs. of food and other goods to help the less fortunate during the holiday season. Recently, we raised money for Friends of the Light House, a community-based nonprofit which hosts local events to support the Light House Shelter – a homeless prevention and support center in Annapolis, Maryland. We are also dedicated to supporting our military and raised funds for the USO (United Service Organization). Our contributions are helping the organization further its mission to lift the spirits of America's troops and their families.

EMPLOYEE SPOTLIGHTS

ANGELA PSENICKSKA

Senior Consultant/Archivist

Angela Psenicska, senior consultant/archivist, joined the QAI family in December of 1994. Ever since, she has had nothing but a rewarding experience.

“During my 20 years at QAI I had the opportunity to travel extensively throughout the U.S. I visited many places across the U.S. that I would not have otherwise had the chance to,” Angela said.

As a senior consultant for QAI’s Quality Assurance (QA) Division, Angela conducts audits, establishes new programs, and facilitates Good Laboratory Practice (GLP) and Good Clinical Practice (GCP) compliance training for pharmaceutical and agricultural firms. In addition to her role in the QA division, Angela is the archivist for the GLP archives. There, she is responsible for all aspects of the archival process and maintains the GLP archives for more than 30 clients.

Prior to QAI, Angela conducted research on chemical warfare agents for the U.S. Army Medical Research Institute of Chemical Defense (USAMRICD). No stranger to QA, Angela has also worked as a QA auditor at Biospherics, Inc., and AMVAX. Angela earned a Bachelor of Science in Biology from the University of Maryland, Baltimore County.

In keeping with QAI’s reputation as a family-oriented business, Angela has three daughters, one who also works for QAI’s Information Systems Division (ISD). In her free time, Angela enjoys running, hiking and tennis.

DAN CAREY

Senior Consultant/Archivist

For Dan Carey, no two days at QAI are ever the same. As a senior consultant/archivist for QAI’s Quality Assurance (QA) Division, Dan may spend one day in a farm field, another at a wood treatment plant, and another in a clients’ laboratory. On occasion, he even travels internationally, and has made trips to Europe and Chile over the course of his 18 years at QAI.

“I like the variety of work,” Dan said. “It’s nice not being in an office every day.”

In his position, Dan specializes in supporting clients who are working under the Environmental Protection Agency (EPA) and Food & Drug Administration (FDA) Good Laboratory Practices (GLPs). He performs in-phase audits—which require examining clients’ procedures during their study in a farm field or laboratory—as well as performing report audits to verify the report to the study data. Dan also writes standard operating procedures (SOPs), serves as an archivist, and is the radiation safety officer for receipt of radioactive materials.

Prior to QAI, Dan worked as the laboratory manager for Biospherics, Inc. There, he oversaw the laboratory’s analysis of commodities, soils and water for pesticide residues, in addition to the analysis related to hazardous waste disposal and superfund site cleanup.

Outside of work and his busy travel schedule, Dan spends time with his wife and three children, runs marathons and volunteers with his kids’ local swim club.



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WHAT’S IN AN ACRONYM?

- ARM:** archives and records management
- BPO:** business process outsourcing
- DMS:** document management system
- ICR:** intelligent character recognition
- PKI:** public key infrastructure
- UI:** user interface