

## Century Business Technologies Keeps Customers in Line with GlobalSearch® Document Management

Originally a copier based equipment dealer, Century Business Technologies has transformed with the expanding office equipment industry to become a leading office technology and digital imaging solutions provider. Since their first office opened in Topeka, Kansas in 1981, operations have dramatically expanded to include more universal yet customizable products that are evolving with today's technologies. In addition to their name-brand copiers, printers, fax machines and scanners, Century Business Technologies staffs an in-house scanning bureau providing scanning, indexing and shredding services and now provides award-winning document imaging, plus storage and retrieval management systems, headlined by GlobalSearch Document Management.

According to Lawrence Reynoso, Vice President of Sales and Marketing at Century Business Technologies, end-users typically have similar requests when it comes to selecting the right document management solution. "Search capabilities, workflow and disaster recovery - but what really gets the customers interested in GlobalSearch is its ease of use, advanced features and scalability,"

said Reynoso, who has noticed an overwhelming favorability to GlobalSearch's KeyFree Indexing, OCR automated extraction and workflow creation modules. By helping these companies, Century has seen various Kansas businesses, large and small, greatly benefit from implementing electronic content management. So much so, that Century is internally using GlobalSearch within each of their four office locations.

"Our corporate office in Topeka as well as our branches in Lawrence, Dodge City, and Chanute, Kansas are all using GlobalSearch, which allows for the entire company - regardless of location - to have immediate access to documentation," Reynoso explained. "We currently use GlobalSearch as an electronic repository for all of our new and existing customer records. But since it is so much more than a scan, store and retrieve system, we are also in the process of developing workflows for our Sales and Accounts Payable processes."

After years of experience analyzing, identifying and recommending solutions for their clients, Century

### Snapshot

**Industry:**

Office Technology & Digital Imaging Solutions

**Departments Impacted:**

All

**Featured Products:**

GlobalSearch, KeyFree Indexing, GlobalCapture

**Objectives:**

Stay efficient with paper processes as the company continues to grow, repurpose storage space and streamline tasks to maximize sales time.

Business Technologies was well aware of how using GlobalSearch internally would optimize their own business processes. "The process of pulling a physical hard copy of a document is now completed through GlobalSearch in half of the time," Reynoso continued. "The Keyword Search function has allowed us to locate documents that were not indexed correctly or as aggressively, which is especially useful with our older customer files which were scanned prior to our current, automated process."

With just under 63,000 multi-paged documents now in GlobalSearch, Century continues to import all Accounts Payable, Sales, Financial, Human Resource, Legal and customer related documentation into the database. Since these documents are all made searchable, numerous collective hours previously spent probing through the file room are now eliminated. Best of all, that file room is now empty of paper.

The 12 by 18-foot storage unit was home to nearly 400,000 pages of documents and was a large enough space to fill 17 36" lateral file cabinets and 156 16" storage boxes. "We have regained roughly 222 square feet of office space and 207 cubic feet of storage space," Reynoso continued. "Plus, we have not purchased any file cabinets since implementing GlobalSearch."

Office Space Gained 

Emptying their file room has brought cost savings in storage requirements, a new outlook on repurposed space and the ability to instantly access company



Advanced Features & Scalability

information. Employees have all the data they would need right at their fingertips, causing Century's productivity and customer service levels to dramatically improve.

"GlobalSearch has granted us immediate access, and because of this we are saving a lot of time - it's countless," said Reynoso. "Before GlobalSearch, each sales representative would need to contact one of our administrative staff members and request documents to be pulled and copied from paper files. Now, our reps can access this information directly and quickly, in a self-serving manner." **Staff members are also utilizing email notifications as alerts**

**of when Customer Maintenance Agreements are 90 days from expiration, streamlining what previously was a manual process and improving customer retention**

**rates. "Deals are closing faster and our entire team is seeing much improved customer service results."**

In addition, the scalable GlobalSearch solution holds all the essential tools needed for efficient document capture, which allows Century Business Technologies to assist companies in more ways than one. "Providing advanced software like GlobalSearch is streamlining our hardware sales," Reynoso explained. "It takes the focus off hardware and onto processes." GlobalCapture document capture automation, included with GlobalSearch, seamlessly integrates with multi-functional office machines, allowing Century's customers to realize benefits in all areas of document management from capture, to workflow and beyond.

In fact, Century has seen so much positive recognition that during the Topeka Chamber Business-to-Business Expo, Century Business Technologies won the 2013 Best Product/Technology Award for a Square 9 focused demonstration. "GlobalSearch was a huge hit! It was the key to Century Business Technologies winning this award," said Reynoso. "Providing GlobalSearch has increased our visibility as a technology partner - we have seen such great success and we now host Square 9 specific shows featuring how it enhances the technology and services we offer."

As a provider and end-user of the software, Century Business Technologies has never been more dedicated and effective in delivering

comprehensive solutions for paper-intensive businesses throughout Kansas. "GlobalSearch is extremely flexible to work in any environment for any process or application - I would absolutely recommend it," Reynoso concluded. "With our storage reductions, we have gained square footage that allows us to arrange and better accommodate current and future employees. Plus, having quick access to documents and information truly gives us the ability to maximize sales time and better serve our customers."

**An award-winning Office Equipment Dealer, Century Business Technologies has driven efficiencies, productivity and optimization into their everyday process, and can do the same for you with GlobalSearch from Square 9. For more information visit [www.centurybusinesstechnologies.com](http://www.centurybusinesstechnologies.com) or contact the corporate office at (785) 267-4555.**

