

The ASI Archive

Proven solutions. Working for you.

The Destruction Business is Booming!!

By: Lee Miller, Andrews Software, Inc.

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If you've made the investment in a plant based and/or mobile shredding business, you're undoubtedly growing by leaps and bounds. Like any new industry, as the market matures the competition will tighten and the customers will expect more for less. In fact, those that have been around the industry for awhile, are already looking for ways to separate themselves from the competition and satisfy the need of the customers.

Mobile and plant based service providers keep adding to their list of needs and wants.

Scheduling -- to accommodate every known holiday including the likes of every third Thursday.

Routing -- customer-to-customer and often more importantly container-to-container through each building.

Bar Code Scanning -- proves the driver visited each and every scheduled container. Every action is Time, Date and Location stamped from the beginning to the end of the route.

Signature Capture -- reduces paper, improves accuracy, and provides an audit trail

Billing -- accommodates by-the-tip and by-the-pound.

Billing -- from the cab of the mobile shredder or office.

Billing -- by department with corporate summary or by company.

Certificates of Destruction -- from the cab or office.

Volume Management -- was the container empty, over full, or something in between -- adjust number and/or location of containers.

Asset Management -- track every container and its location -- including those that rotate.

Management Reports -- Business activity this year vs. last in units and dollars -- customer by customer and/or full company, plus many more.

And the list goes on only to make the world of technology more and more a part of our daily business needs.

DESTRUCTION WITHOUT A SHREDDER??? !!!!

We recently sold a copy of Veri-Shred (Andrews Software Inc. shredding software) to a commercial record center and upon arriving to do the installation realized there was neither a plant nor a mobile shredder!

This forward thinking entrepreneur found an AAA Certified shredder in an adjacent city with available time on his machine and made a wholesale deal for shredding and transportation. The feasibility and profitability of such a deal seems to be based on the price of shredded paper at the mill. The higher the recycled paper price the lower the wholesale shredding price can be and/or the greater the transportation distance/cost. In this case it was and is a win-win

based on today's paper prices and a three or four hundred-mile transportation cost.

Depending on the retail price for confidential shredding in your market this distance could be more or less -- and of course you might have a shredder (not recycler) in your own city -- if you don't consider him a competitor?

The bottom line is this entrepreneur hopes to secure a position in his market, building the business volume until he can support investing in a plant or mobile shredder. In the meantime, he has only invested a small number of dollars in software and containers. Sound like the best of both worlds? And guess what -- the shredder is out calling on other record centers in that three hundred mile radius.

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New Online Training & Education Tool for ASI Customers

By: Jennifer Fröhlich

For those who are not aware we recently launched a new online training and education tool for clients called WebShare. These information-packed webinars provide ASI customers with online instruction covering a variety of topics. A convenient, inexpensive alternative to one-on-one training, WebShare is designed to provide detailed instruction for existing ASI clients with a basic knowledge of the ASI software they are using. Check out the 2nd quarter WebShare schedule and register today! For more information about WebShare or to download the registration form visit our website: <http://www.andrewssoftware.com/SECURE/FAQs.htm>.

Date	Topic	2 Available Times (Each WebShare is Approx. 1 Hour)
Wednesday, April 6	Management/System Integrity Reports	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST
Wednesday, April 20	Just Ask! Simple & Super Search	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST
Wednesday, May 4	Visual Vault Keeper	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST
Wednesday, May 18	Charted Work Orders	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST
Wednesday, June 8	Warehouse Operations	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST
Wednesday, June 22	Veri-Shred	10:00 a.m. - 11:00 a.m. EST 2:00 p.m. - 3:00 p.m. EST

New Horizons for Customer Support

By: Brian Chivers

ASI is taking time each day to make things better and easier for YOU, our users. The support department is no exception. During the past six months we've been using our own Visual Corporate Keeper to track each call taken by a support team member. Hopefully you have noticed the detail in each work order and the increase in number of work orders that come packaged with your monthly invoice. For those of you who may be wondering what the process is and why this has been developed, allow me to shed some light.

Over the years, ASI has served a solid customer base and each year that base grows. At one time, it was okay to simply field support calls, make a fix, and move on. However, with the growth we have experienced over the past two years and the need for new employees, this old model was not getting the job done. This increased volume of calls, resulting from significant new sales, made it more and more difficult for the same support representative to be available for the same clients all the time. Therefore, we decided documenting each occurrence and making the content available on line to the entire support team would improve the customer service performance and reduce the number of callbacks and/or wait time. Now when a call comes through, the event is logged in our contact management software and a work order is generated in Visual Corporate Keeper. We have created a list of service codes identifying the ser-

vices rendered. Most work orders are created with at least two codes. One defines if the event was billable, non-billable, training or procedure related and the secondary service defines the subject discussed between the client and representative. For example, if a user calls and needs to know how to set up a department for a new customer, the codes listed on the work order would be a "03" for phone training and a "12" for Customer Setup. Not all calls are that simple, but hopefully the codes and descriptions will provide each of us with better management tools.

So what does all this extra work really provide?

For starters, we can both better manage workflow and training needs. We can see trends from month to month indicating what aspects of our respective businesses' need time or attention. For example, we now know phone training comprises about one-third of support's time. If we are spending this much time training users "how to", then maybe we need to develop some new proactive training procedures. In fact we have recently introduced a new web base training program available to any ASI user through the web. It is called WebShare. Jennifer Fröhlich, our Education and Documentation Specialist, hosts these one-hour on-line sessions. A topic list and schedule is shown above.

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Expanding Our Customer Base into Africa

By: Jim Macmillan

Regardless of your native tongue, ethnic culture, sporting preference or culinary flavor, there really is proof that records storage is a commodity that is needed worldwide. Not that I thought otherwise, but it was recently reinforced during an installation that I completed in Kenya. Here is a thriving city full of industry, commerce and business, and of course paper. As we all know, with the production of paper records, comes the need for records storage.

When asked to write an article on my trip, I got to thinking that Kenya was much like any other installation I had been on, which left me very little to write about, but then I thought that's exactly the point. When I stepped off the plane in Nairobi I really didn't have any preconceived ideas on what to expect. As it turned out, Nairobi was as inspiring as any other large city. Full of people, cars, buildings, people, restaurants, cell phones, smog, and more people. About the only significant difference I can think of is having to constantly dodge holes in the road, but then living in Cleveland, I should really be used to that. The overwhelming memory is of seeing people everywhere. Walking, riding bikes, jogging, pushing carts, selling gear on the street, you name it. I'm guessing that given the chance they would far prefer to be driving a car, but to me I found it exciting - it was a refreshing alternative to the American freeway experience. People seemed to be extremely industrious, exploiting any opportunity to make a buck. They would be selling all kinds of stuff at roundabouts and stop lights, anywhere which allowed them the chance to sell whatever it was they were selling.

From a sales perspective, it occurred to me that although very accessible, Africa and many other continents are simply overlooked as being a potential target market, for no other reason than a lack of effort to educate themselves about the area or region. Had it not been for Archive Solutions of Nairobi contacting me, I would never have investigated the potential demand for our product. Of course, the beauty of being in the software business is the lack of physical boundaries to sell product. If you take the same philosophy and apply it to your local sales area, ask yourself this question: Have you overlooked a market or opportunity simply by having your head in the sand? It's my guess that there are many business opportunities out there if only you are able to see them.

As for Archive Solutions? I wish them every success and would like to assure them our continued support. There are many indications that they will fast become

the leading records storage company in Nairobi. They had clearly done their homework and were, in my opinion, doing everything right, starting of course with their choice in software. They have a super facility, great location, and lots of opportunity. What also struck me was both their willingness to learn about the business and their unanimous attitude to get it right, and they will...

Archive Solutions represent a brand new market for ASI. In the last four months alone, ASI secured new business in three new countries, soon to be four.



Archive Solutions Ltd.

Mary Njonjo & Carey Ngini

Look for ASI at the Following Conferences

2005 NAID Conference

April 6-8, 2005 — San Antonio, TX

<http://naidonline.org/>

PRISM Annual Conference - 25th Anniversary

May 18-22, 2005 — Sanibel, FL

PRISM - Business Across Borders Europe

September 5-7, 2005 — Amsterdam, Netherlands

<http://www.prismintl.org/>

ARMA International 50th Annual Conference & Expo

September 18-21, 2005 — Chicago, IL

<http://www.arma.org/>

World Shred - Europe

Date to be announced

<http://naidonline.org/>

Are you on the latest version of VCK?

How to find out?

1. Log into VCK
2. Select Help/About from the VCK pull down menu
3. Note the Version date

If the version date is less than **2004.12.6** you need to upgrade to the latest version of VCK. We are constantly improving VCK by enhancing existing features or by adding new features. VCK updates are included in your monthly support fee so there is no reason to wait. Log on to our website at <http://www.andrewssoftware.com/SECURE/FAQs.htm>, and download the update today. If you do not have a login and password or you are ready to have an ASI member run the update, please call the support desk at 800-807-2093 and select option 2.

Our website also contains the Read Me file, where you can find out what's included in the update. When new updates are available an email will be sent out to each record center.

New Horizons for Customer Support Con't.

By: Brian Chivers

The first quarter of WebShare webinars were a tremendous success with more than 50 first-time participants. Some were very familiar with VCK while others were not so familiar, but the web based Zoomerang evaluation showed positive results for all in attendance.

Secondly, we can capture the total calls, subjects, and support hours spent in our department. From these numbers we can forecast and budget our future support needs. In addition, many support hours in any one particular area sends a clear message to ASI management, challenging the need for enhancements, additional training and documentation, or both.

Finally, your invoice contains the details necessary for you to do similar evaluations. You might ask --- "Why is our staff calling to ask the same questions over and over? Does our staff need additional training? Can ASI help us save money through additional training programs or products? Is our sales staff taking advantage of all the software tools when they are selling/setting up new accounts? Does our sales staff understand the functionality well enough to not under or over sell the service capability? If you're reading this as the manager, owner or responsible person and have not seen our new invoicing procedures please ask for a copy for review. Since beginning this new process the billing inquiries and questions have decreased. We see this as a positive sign. However, it is difficult to know if the information and management tools are making their way to the appropriate people. If you would like copies of one or more past invoices or would like an e-mail copy sent to you each month please let any member of the support team know.

We hope improving our process and policies will help you become a better, stronger operating record center in your market. The stronger you are the stronger we are! Expect to see more new and innovative service and training programs as we continue to brainstorm the process. Give us a new idea on how we can make each other better and we'll surprise you with one of our mystery rewards. We are stronger together than apart!

New Addition to the ASI Team

We would like to welcome Mike Benner to the ASI Support Team. Mike came to us from Andrews Records Management, where he worked in the File Center for just over a year. Mike's primary responsibilities include customer service, vck upgrades and will eventually assist Dave with software installations and training.

Mike graduated from Mount Union College with a Bachelors degree in Information Systems. He enjoys playing baseball, being outdoors, a good stapler and his steak medium rare. If you happen to speak to Mike on the phone please welcome him to our team.



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