



LEADING PR COMPANY

One of India's largest Public Relation companies compiles information that appears in various publications. With growing business and increasing competition, it was imperative for them to improve the efficiency of their information database - in terms of space requirements, retrieval speed and improved access. They turned to ISPL.

FEATURES

- Requirement to brand or make up scanned news clips with additional information like publication, date, size of clip, circulation and other information that changed from time to time.
- Able to email sets of news clips directly from the system to clients based on their predefined needs.
- Objective of creating an electronic archive of information relevant to each individual client.

IMPLEMENTATION

- Extensive requirement gathering.
- Customization of application using PowerFile.
- Each morning, an information specialist identifies "useful" information from over 25 newspapers and other publications. By 8:00 AM the identified articles are scanned on a high-speed scanner and passed through a rigid quality control process. The scanned images are then automatically "made up" with the relevant information and routed to different executives based on their client portfolio - this provides executives the day's top articles relevant to their work. The executives check for duplicity or relevance and then email the entire batch to their respective clients. All this is done by 9:30 AM. By mid afternoon, the scanned images that have been preindexed are pushed into workflow for detailed indexing and filling into the central PowerFile database. Here highly classified information is made accessible to authorized users at several locations across the country over the company WAN.

ACHIEVEMENTS

- After successful initial implementation the company asked ISPL to upgrade the solution to include a "replication" module to allow the branch offices to upload local information to the central database.
- Functional enhancement was deployed to allow clients to query for information on a variety of subjects over a Web interface.



Since 1991, Imaging Solutions Pvt. Ltd has been helping companies to capture and manage their corporate information using highly customised software solutions and services built around PowerFile - a state of the art Enterprise Content Management (ECM) framework. PowerFile provides a solution that spans the entire information management lifecycle, from capture and recognition to storage, archival, retrieval, viewing, workflow, dissemination and disposal. Our solutions combine business process management and content management to help reduce costs, increase operational efficiency and ensure regulatory compliance.

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