

The Top Three Right Ways to Go Green

Save the environment and save money

Going green isn't just about saving the planet or hopping on the latest bandwagon, it's about the bottom line: save the environment and save money. Go ahead and take a seat in the board room as Chief Green Officer (CGO). Where do you go green and let your customers know you care?

Where do you contribute to the problem and where can you be the solution? How do you do it the Right Way? You've added co-mingled recycling bins to your break room and paper recycling bins throughout the office, now what? Look to the most egregious deforestation culprit—paper. Paper waste is probably the biggest item in any company's landfill. A waste costs and copiers, printers and fax machines are the fastest growing area of energy consumption. In the United States, we use enough office paper each year to build a 10-foot-high wall that's 6,815 miles long, or two and a half times the distance from New York to Los Angeles.

What's the big deal? Carbon dioxide, a significant greenhouse gas, is emitted into the atmosphere as a result of our intensive use of fossil fuels such as oil and coal. Many scientists, governments, and businesses are all coming to believe that global warming is a crisis.

It may indeed turn out to have (as has been suggested) higher economic costs than both World Wars and the Great Depression combined. In simplistic terms this is 'not good.' In financial terms, these paper-intensive practices are not only anti-green; they can leave your profit and loss statement in the red.

How much money can your business save by reducing its reliance on paper? If an enterprise with 30,000 employees sends and receives an average of two pages per day, they can save \$2 million or more per year, which reduces the need for paper by digitizing documents. The more you digitize your paper and keep it online or in the control of your computer systems; the more money you save. The more secure your information is; the more compliant you become. How do you get started the right way?

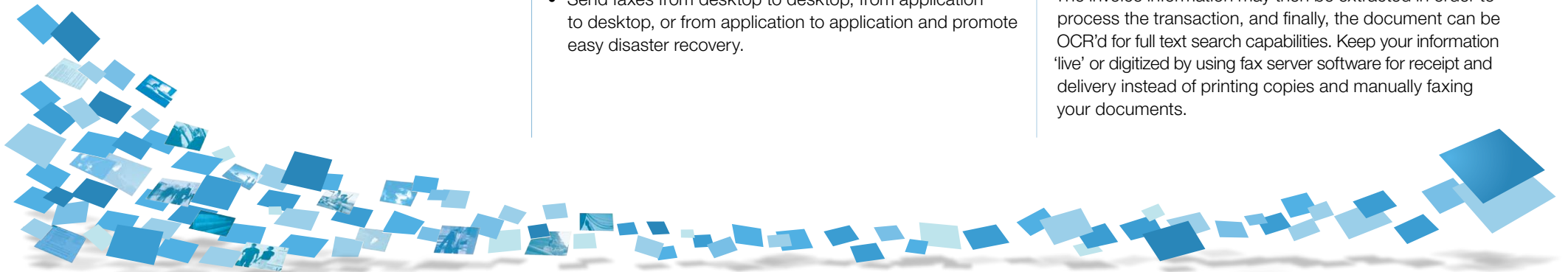
Right way #1

Digitize your documents

- Think about all the energy you would save by being able to search for exactly the information you need from your desktop.
- Send faxes from desktop to desktop, from application to desktop, or from application to application and promote easy disaster recovery.

By digitizing your documents you can streamline processes such as billing, accounting, and other administrative functions and processes. Instead of shuffling papers you can save time, avoid errors, and keep your documents secure. By converting paper and associated transactional data into an electronic reproduction you bring the information to life. Now your documents can be placed into a document workflow or business process; archived into a secure, central repository; searched or published to the Internet or your intranet.

How do you do it? In most cases, this is accomplished by scanning paper into your computer or document management system with a shared device such as an MFP. You can do this either from the desktop or from a centralized scanning operation such as scanning from the mailroom. The lifecycle of a digitized document may start with a knowledge worker scanning a letter that was attached to a transactional document (such as an invoice) and placing it in a local repository to facilitate good customer service. Automated classification software may then be used to decide where else to route the document and to attach an index. The invoice information may then be extracted in order to process the transaction, and finally, the document can be OCR'd for full text search capabilities. Keep your information 'live' or digitized by using fax server software for receipt and delivery instead of printing copies and manually faxing your documents.



Right way #2

Think before you print

- A midsized company with 1,000 employees and \$100 million in revenue will produce 30 million pages of paper a year, which equates to cutting down 1,369 trees and producing approximately 300,000 pounds of CO2 every year.
- Large companies can use an estimated 400 billion pages of printer paper a year; that's 18,253,333 trees converted to paper generating four billion pounds of carbon every year for a single company on a single item—paper.
- To make up for the loss of trees in the past decade, we would need to plant 500,000 square miles of trees—an area as large as Peru.

On average, we use two times more paper today than we did in 1980. That may be because the amount of information we have access to just keeps growing. For example, an estimated 97 billion emails whisk through cyberspace every day and with them, the temptation to print everything we need to read increases. Since you took Right Way #1 to heart and digitized all of your documents, now you can review documents onscreen rather than wasting paper by printing them out. Here are some other ways to help:

Save that Web page as a favorite—Simply go to the 'favorites' button on the Web site toolbar and choose 'add to favorites.' Then whenever you want to retrieve the Web page just select it from a drop-down list. If you want to show a Web page to other people you can just email the page link.

Send page links to others or forward an email—If you need to share a particular page with others, you can simply email a link to them rather than produce a printed copy. If you want others to have a copy of an email, why not forward it to them electronically rather than print a paper copy?

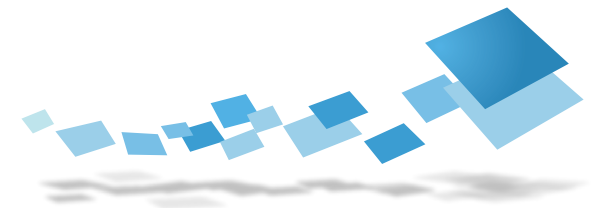
Just ask yourself, "Can I read it on the screen or file it electronically? Do I need to print ALL of it? Have I looked at Print Preview to ensure the document is set to print properly? Can I reduce the font size to save paper?" Keeping your documents in a soft copy that's viewable online means they remain in the security of your computer system and ready to be included in your workflows and process management. Fax servers can also help you reduce printing documents and they have the added benefit of keeping you compliant. With a fax server as opposed to a manual fax machine, your information never has to be printed or exposed to noncompliant practices—like leaving a patient's health information lying around on a fax machine in a doctor's office for everyone to see. Instead the information is digitized and can be sent directly to a person or application.

Right way #3

Automate workflows

- Increase the efficiency of business processes with structure, transparency, and repeatability
- Encourage productive collaboration between people, teams, and organizations
- Create document processes to maintain accountability, establish best practices, and support compliance
- Increase the productivity of Microsoft® business productivity software, such as Microsoft SharePoint® Portal Server 2007

Automate your workflows and business processes to reduce paper usage. By making employees more efficient, you use less energy and simply get more done with less. Carl Frappaolo, Vice President of Market Intelligence for AllIM, the international enterprise content management association, states that small and medium businesses (SMBs) are going paperless for other reasons, too. "Prices for hardware and software are down and the technology has become easier to use," says Frappaola. Enterprises increasingly require that all suppliers have paperless workflows, and SMBs that do not lose the enterprise's business."



A big challenge today is finding solutions that control and manage information created from disparate sources and stored in many different forms. These forms often include paper files, archived information, document images, digital application files, computer print files, emails, faxes, Web site input, and many others. The challenge can be met by accepting and combining this disparate content, organizing it, distributing it via workflow, storing it, and providing secure access to it when and where users need it.

All of the information that enters your organization has the potential to initiate a business process. Integrate business processes with automated technology that allows import of critical information. Compliance requirements step up the importance of integration and automation. To address this, prioritizations, escalations, and service level agreements can be built into the appropriate business processes so the process becomes auditable.

Going green the Right Way. Easy as 1, 2, 3!

<http://faxsolutions.opentext.com>

Sales captaris.sales@opentext.com
(800) 304-2727

Support support@opentext.com
(800) 540-7292

www.opentext.com