

case studies

Coastal Business Products helps legal firm cut costs and streamline its document storage system

problem

An outmoded document storage system costs a Florida legal firm more than just storage and retrieval fees.

solution

Coastal Business Products creates a total document solution with Questys, enabling the firm to instantly search for and retrieve information needed.

***In brief:** To help the legal firm of Moore, Hill and Westmoreland understand the value of Questys, Coastal Business Products provides an overview of services, an on-line demonstration and a site visit. Coastal creates a total document storage and retrieval system that eliminates the cost of off-site paper storage and minimizes the time needed to retrieve and search files once retrieved.*

A lot has changed in the three years since attorneys **Moore, Hill and Westmoreland** leased their Toshiba 6560 copier from **Coastal Business Products** of Pensacola, Florida. With this in mind, Coastal's vice president called on the legal group, and brought them up-to-speed on the capabilities of Toshiba digital products and solutions.

The situation

As the supplier for Moore, Hill and Westmoreland, Coastal recognized its client's need for updated equipment. But so did other local competitors. So in December 2001, Coastal not only overviewed Toshiba's new line of digital equipment, they asked some targeted questions, too: How do you store your documents? How do you retrieve them? What is the cost of your storage-and-retrieval system, both in terms of dollars spent each month as well as in "soft costs," such as mistakes, wait time, etc.

Moore, Hill and Westmoreland creates vast amounts of paper documentation chronicling its cases. Depending on the type of case, they keep this documentation available for five to seven years, warehousing the files off-site at a significant cost per month. Each time the attorneys need to reference a document, the storage company charges a retrieval fee. And still, once the documents are received at the office—a day or more later—they have to dig through the retrieved files to find the exact information needed.

The solution

Coastal knew there was a better way, and they proposed a total document solution that involved Questys in conjunction with Toshiba e-STUDIO equipment for printing, copying and scanning documents to file. An optically scanned document is tamper-proof, so this type of storage system would comply with the legal firm's needs.

In addition to offering a basic optical storage and retrieval system, this solution could also serve as a research tool, providing instant and accurate retrieval. It could eliminate the one-day wait for retrieval, and also minimize the time spent digging once the files were delivered.

Coastal contacted the Toshiba Solutions Group to help them put together the specific equipment and software needed.

They also set up an on-line demonstration, which allowed the legal firm's office manager to see for herself how the system worked. In contact by phone with the Solutions Group in California, the office manager watched on her own computer as documents were scanned, named, and stored; automatically put through an optical character reader (OCR) to create a text file, then indexed for search purposes. And finally, the Solutions Group demonstrated the system's easy search process, using various parameters to call up specific documents.

solutions

Moore, Hill and Westmoreland

Once they finished the demonstration, the office manager was convinced that this was exactly what they needed at Moore, Hill and Westmoreland. But one obstacle remained: the partners had never seen an optical storage system at work, and in fact, were unaware of any company in their town—or one anywhere on the Florida panhandle—that used such a system.

So Toshiba's Solutions Group invited the firm's IT manager to visit an office in central Florida and see a Questys system in action. That real-life demonstration, together with the faith that Toshiba placed in its partnership with Questys, sealed the deal.

At this point, all that was left was for Coastal to put together the proposal, which included one e-STUDIO65 for printing and copying, and one e-STUDIO35 with a GL-1010 controller, for printing, copying and scanning. With a Questys installation and on-going support, Coastal met its client's document storage needs.

And those competitors who also vied for Moore, Hill and Westmoreland's account? They came in with proposals to merely replace the firm's equipment with new copy machines. Coastal Business Products and Toshiba, on the other hand, brought in something they didn't have: the long-term vision to create a total document solution.

About Toshiba America Business Solutions

Toshiba America Business Solutions, Inc. (TABS), manages product planning, marketing, sales, service support and distribution of copiers, facsimiles, multifunction printing

products, network controllers and toner products throughout the United States, Latin America and the Caribbean. Headquartered in Irvine, California, TABS comprises four divisions: the Electronic Imaging Division, Toner Products Division, Document Solutions Engineering Division and TOPAC, a subsidiary which operates a network of office equipment dealers.

Named the most favored manufacturer in six of the past seven years by the Business Technology Association (BTA), Toshiba's entire product line, customer support and marketing distribution policies are a marker for the industry. Among the many other awards garnered in recent years, Toshiba was named the "Copier Manufacturer of the Year" by the Marketing Research Consultants (MRC) in 1997, 1998 and 2001 and received the CIO Web Business award for its leading edge intranet site in 1998, 1999 and 2000.

TABS is an independent operating company of Toshiba Corp., the fifth largest electronics/electrical equipment company and the world's 44th largest company in terms of sales. Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide. Fiscal year revenue in 2000 was approximately \$54 billion.

For more information on Toshiba copier, facsimile and printer products, or for a local dealer, call 1-800-GO-TOSHIBA or visit the TABS Web site at either www.copier.toshiba.com or www.fax.toshiba.com.

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