



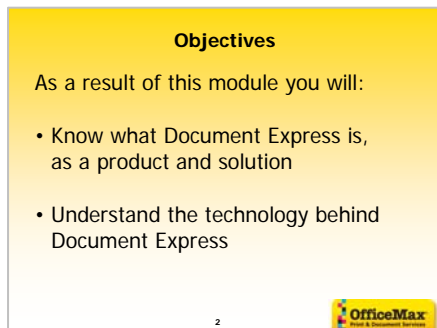
1 Know Your Product OfficeMax Document Express

Module Overview

Objectives:

As a result of this module you will:

- Know what Document Express is, as a product and solution
 - Understand the technology behind Document Express
-



Introduce the module by going over objectives.

Key Words, Define and Expand.

Define and Expand

- Define each of the key words.
 - ✓ Establish a common understanding of the definition of technical terms
- Expand on how they apply to Document Express.
 - ✓ Know more than what, know why, when or how.

Objectives:

Introduce the section by explaining the objectives.

- Define each of the key words
- Establish a common understanding of the technical terms
- Expand on how the key words apply to Document Express

Document Express is SECURE.

According to Privacy Rights Clearinghouse, there were about 100 reported data breaches in 2005 at major corporations, universities, and government agencies - resulting in the compromising of personal information of more than 50 million Americans in 12 months! A large number of these data breaches involve the loss of physical media such as tapes, CDs or DVDs during transport.

Document Express Is:

Secure	
Secure Sockets Layer	• A cryptographic system that uses two keys to encrypt data. • SSL has been approved by the Internet Engineering Task Force as a standard.
128-bit encryption	The Server-Gated Cryptography (SGC) feature within SSL enables 128-bit encryption, the most powerful SSL encryption available.

Security of documents and payment information is one of the most important issues for any business. Customers want assurance that their information is secure from interception, loss or tampering.

Information transmitted to OfficeMax Document Express is secured using the latest technology in software encryption and security. This includes documents, user names, passwords and credit card numbers. Transmitted data is encrypted with SSL 128-bit encryption, the most powerful security available. No one can provide our customers with better transmission security.

Security Terms

SSL (Secure Sockets Layer)	<ul style="list-style-type: none"> • A cryptographic system that uses two keys to encrypt data. • SSL is approved as a standard by the Internet Engineering Task Force.
128-bit encryption	<ul style="list-style-type: none"> • The Server-Gated Cryptography (SGC) feature within SSL enables 128-bit encryption, the most powerful SSL encryption available.

Disaster Recovery

<p>Computer Disaster Contingency Plan</p> <p>Document Express Is:</p> <table border="1"> <tr> <td colspan="2">Secure</td> </tr> <tr> <td>Disaster Contingency Plan</td> <td>• We partner with a Disaster Recovery service to secure all critical systems within 48 hours of a declared emergency. • In the event of a telecommunications outage, a Systems team re-routes communications to an alternate location within 30 minutes.</td> </tr> <tr> <td>Distribution Contingency Plan</td> <td>• The Distribution Contingency team makes arrangements through our Distribution Center operations to re-route customer shipments to the nearest alternate location.</td> </tr> </table>	Secure		Disaster Contingency Plan	• We partner with a Disaster Recovery service to secure all critical systems within 48 hours of a declared emergency. • In the event of a telecommunications outage, a Systems team re-routes communications to an alternate location within 30 minutes.	Distribution Contingency Plan	• The Distribution Contingency team makes arrangements through our Distribution Center operations to re-route customer shipments to the nearest alternate location.	<p>We have contracted with a Disaster Recovery service to recover all critical systems within 48 hours after a major emergency is declared.</p> <ul style="list-style-type: none"> • Computer Hot Site—equipped with computer systems that are operational for critical systems. • Computer Cold Site—prepared and equipped to facilitate quick installation of computer systems. If there is a prolonged outage, equipment could be moved to the cold site for extended operations. • Office Space—The contingency office space is a designated area that is equipped to facilitate prompt establishment of an office environment.
Secure							
Disaster Contingency Plan	• We partner with a Disaster Recovery service to secure all critical systems within 48 hours of a declared emergency. • In the event of a telecommunications outage, a Systems team re-routes communications to an alternate location within 30 minutes.						
Distribution Contingency Plan	• The Distribution Contingency team makes arrangements through our Distribution Center operations to re-route customer shipments to the nearest alternate location.						
Distribution Contingency Plan	<ul style="list-style-type: none"> • The Distribution Contingency team will arrange through our Distribution Center operations to reroute customer shipments to the nearest alternate location. 						
Telecommunications Contingency Plan	<ul style="list-style-type: none"> • In the event of a telecommunications outage, a Telephone Systems team will route the calls to an alternate location within 30 minutes. 						

Document Express is WEB-BASED.

Document Express Is:	
Web-Based	
The World Wide Web	A collection of interconnected documents with web addresses, linked by hyperlinks.
The Internet	A collection of computer networks, linked by copper wires or fiber-optic cables.
Web Addresses or URLs	A sequence of characters that conforms to a standardized format. The technical name for a web address is a Uniform Resource Locator , or URL .

We discussed assumptions in the beginning of this class. Most people have never needed to understand what the Internet is and how it works; they assume they know.

We do not assume that new hires have the necessary technical understanding to answer customer questions about the Internet and web-based applications. We do not expect you to become an Internet expert, but you may need to answer questions such as “Why do we have this long address?” or “Why can’t we just call our print site “Print at My Company?”.

Participants will respond differently to this section of the presentation based on their proficiency and comfort with technology.

Tie this section back to the goal of replacing their assumptions with accurate information

It is important to emphasize that the reason for reviewing the specific definitions is to prepare them to answer customer questions.

The Internet Defined.

The Internet and the World Wide Web is not the same thing.

Internet Terms

The Internet	<ul style="list-style-type: none"> A collection of interconnected computer networks, linked by copper wires or fiber-optic cables
The Web	<ul style="list-style-type: none"> A collection of documents, linked by hyperlinks Is accessible using the Internet.
World Wide Web Consortium (W3C)	<ul style="list-style-type: none"> An international group with member organizations and a full-time staff that develops standards for the Web W3C's mission is: <i>"To lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web"</i>
URL	<ul style="list-style-type: none"> Uniform Resource Locator, commonly called a web address. Web addresses must conform to a standardized format that was established by the World Wide Web Consortium.

Document Express Is:	
Web-Based	
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In summary:

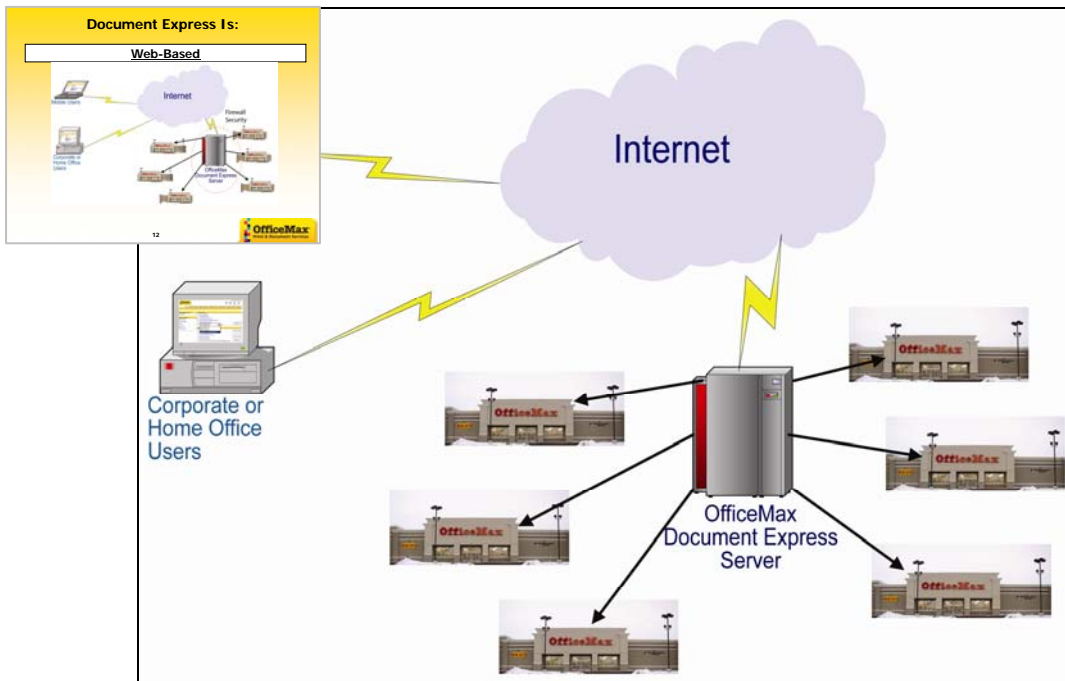
The Internet is the physical computer network.

The Web is the collection of documents, or web pages, that reside on computers connected to the physical computer network.

The URL or Web address is how we locate a document (web page) on a specific computer connected to the network. URL stands for Uniform Resource Locator and must conform to a standardized format.

Document Express is WEB-BASED.

This is a simplified illustration of OfficeMax Document Express.



When a customer clicks on the link to their site, the page they see is residing on our Document Express server. They can connect to their page from their office, home office, or laptop, IF they have the link to the Document Express log in page and have been set up as a user.

The customer's document library stays within the OfficeMax.com domain. All production facilities and stores are within our domain. When customers upload documents from remote locations, the file is broken into packets and encrypted prior to transmission over the Internet.


Document Express Is:	
Web-based	
What it means for OfficeMax	We are able to use the world wide public network of the Internet to receive documents and orders from anywhere with an Internet connection.
Why it matters to your customer	Customers can: <ul style="list-style-type: none"> • Log on to their Document Express site from any computer with an Internet connection. • Send documents to be printed at any of nearly 1,000 OfficeMax locations. • Upload or edit important documents at any time from anyplace.

What it means for Document Express	<ul style="list-style-type: none"> • We are able to use the worldwide public network of the internet to receive orders from any computer with an Internet connection.
Why it matters to your customer	Customers can: <ul style="list-style-type: none"> • Log on to their Document Express site from any computer with an Internet connection. • Send documents to be printed at any of nearly 1,000 OfficeMax locations. • Upload or edit important documents at any time, from any place.

Document Express is a DOCUMENT MANAGEMENT, PRINT, and DISTRIBUTION tool.

Document Express Is A:
Document Management, Print and Distribution Tool
 Small and Mid-sized companies without a Document Management System

- The Document Library**
 - Facilitates version control, the currently available document is always the latest version.
 - Allows document creators to revise or update documents from any computer with an Internet connection.
 - Stores documents in a single accessible location.
- Assigned levels of Access**
 - Gives the company control of the look and style of all printed matter.
 - Controls access for changing and posting documents.
 - Provides control over document access.
 - Provides control over print expenditures.

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Today's highly competitive business environment demands that companies efficiently manage the flow of information both internally and externally. A common challenge for many companies is how to handle paper and electronic documents. One of the tools available to help a business address this issue is a document management system.


Traditional Document Management

Your customer may have a traditional Document Management system in place such as Optix by Mindwrap, Laserfiche, or DocuXplorer. OfficeMax Document Express will not replace the current system.

Traditional Document Management Systems:	OfficeMax Document Express:
<ul style="list-style-type: none"> Focus is on managing documents in the traditional sense (like Word files) May include a scanning and archiving component for older documents. Provide limited integration with a repository (check-in, check-out, etc) Primary function is storage and archiving. Contains tools for document search. Controls access to documents. 	<ul style="list-style-type: none"> Focus is PRINT and DISTRIBUTION. Facilitates secure distribution of documents, reduces distribution costs. Stores documents that are actively being used, updated and printed. Controls access for publishing and printing. Controls printing expenditures and improves operational efficiency. Contains tools for on-line document creation and editing.

Document Express Is A:
Document Management, Print and Distribution Tool

What it means for OfficeMax.	<ul style="list-style-type: none"> With Document Express, we become a provider of business solutions. We become the primary print provider and capture all future sales.
Why it matters to your customer.	<ul style="list-style-type: none"> Customers get unprecedented control over their Print and Distribution. Customers can improve business processes and facilitate company growth.

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It is important to understand the difference between traditional Document Management systems and OfficeMax Document Express.

Depending on the size and structure of the company you are working with, you can tailor your presentation to focus on the features of Document Express they need. These are your most powerful selling points. Large companies with a

document management system can enhance and expand current systems and procedures to include managed print and distribution.

Small and mid-sized companies without a document management system will find that Document Express will start them on the path to Document Management. It will increase productivity, reduce waste and facilitate future growth as well as take print production and management to a new level.

Targeting Customer Needs with Document Express Features

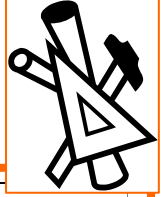
Secure

Web-based

Document Management

Print and Distribution

If you anticipate your customer's business needs, you will be prepared to address those needs.



Company or Department	Typical Customer Need	Emphasize
Sales Department National Field Sales Organization	National sales organizations distribute sales collateral, pricing, promotional material and end user support material. These organizations need solutions that are web-based to support a distributed work force, easy to use, and in a secure environment.	1. Print and Distribution 2. Web-Based
Mortgage Lender	Financial documents containing customer information. Forms and marketing materials.	1. Secure 2. Print and Distribution
Marketing Department	Marketing departments focus on consistent branding in product or company information. They are seeking; easy document management, a secure environment, and the ability to support multiple products or groups.	1. Print and Distribution 2. Document Management
Human Resources and Training Department Multiple training classes in multiple locations	Departments that develop or deliver corporate and product training require the ability to produce, update, and distribute training material.	1. Document Management 2. Print and Distribution
Companies located in areas that have experienced natural disasters	They require solutions for all of the departments listed above with a particular focus on security, off site document storage and disaster contingency plans.	1. Secure 2. Print and Distribution
Nationwide Restaurant Franchise Franchisee support material	Franchises distribute product information, training material, franchise information, and promotional material to the franchisees. They require solutions for all of the departments listed above with a particular focus on brand consistency, and messaging, web-based, secure, distributed print applications.	1. Document Management 2. Print and Distribution

The focus of this subject is to make sure CAMs understand the difference between traditional Document Management Systems and the Document Express Product.

The section on matching features with customer needs is to stimulate CAM awareness that different customers will value features based on their business needs.

What It Means to You.

When Document Express is successfully implemented, you have a system that channels a large portion, if not all, of a company's print through OfficeMax Print and Document Services.

This translates into increased income for you.

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Ideas-to-GO

Key Ideas to take away

List five take away ideas that you will remember to apply back on the job:

- _____
 - _____
 - _____
 - _____
 - _____
-