

# OfficeMax Document Express

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## 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

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Selling Document Express is going beyond bidding on a commodity business.

You are offering a solution to:

- Control printing costs
- Manage document updates
- Ensure security
- Provide distribution

We want you to develop skills that will move you into a consultative role with your customer.

OfficeMax Document Express is a print management and distribution business solution based on the technology of the Internet.

Your customer may not know a great deal about technology, and it is your job to present this product to them.

You need:

- Better-than-average understanding of the Internet.
- A high comfort level when discussing technological solutions.
- A thorough understanding of the Document Express application.

## **Assumptions:**

- Assumptions are about 50% right.
  - What about the other 50%?
- If you make assumptions about the product, so will the customer.

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We're going to start by looking at our assumptions.

Whether they are right or wrong, they are probably the same assumptions your customer will have.

You all know about the Internet.

When you hear terms like the Web, or the Net, or FTP, you assume you know what it's all about. If you don't, you probably assume you know enough to get by.

Let's try to define Document Express.

(Do the assumption exercise in the facilitator's guide)

## Document Express IS:

**A secure, web-based document management, print, and distribution tool** that allows you to create and maintain an online library of documents for your organization.

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Take a look at the official definition of Document Express.

The key words in this definition are bold and underlined.

Based on the terms we see on the flip chart, we've done a pretty good job based on our assumptions of defining the Document Express solution.

## Assumptions:

- A successful sale of Document Express requires accurate knowledge, for you AND your customer.
- Your customer's main source for knowledge is:

**YOU**

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Have you ever heard the expression:

To ASSUME makes an ASS of U and ME?

- Your customer can make assumptions, but you can't.
- You have to have accurate knowledge, you have to know the technology and how it works.
- YOU are your customer's main source for knowledge about the Document Express solution.

## 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.

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We're going to drill down a little deeper in our definition of Document Express. Defining each of the key words will ensure that we're all on the same page.

Expanding on how each of these terms applies to Document Express will give you the knowledge you need to sell the Document Express solution.

- You will be able to clarify not only what, but why, when, and how the key words apply to Document Express.
- Understand why each key word is an important selling point.

## 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.

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Document Express is Secure.

The Internet is a shared network, and it is important to secure any data that is traveling over that shared network.

Document Express uses SSL (pronounced as separate letters).  
SSL stands for Secure Sockets Layer.

All customer data that sent to Document Express is encrypted with  
128-bit encryption, the most powerful security money can buy.

- Documents are broken into packets and encrypted while they are being uploaded to our Document Express server.
- When they reach our server, which is behind a secure firewall, they are re-assembled and decrypted.
- No one can provide our customers with better transmission security.

## Document Express Is:

### 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.

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Document Express servers are included in our Corporate Disaster Contingency Plan.

With some of the major disasters in recent years, customers are more conscious of the potential damage to business operations by natural or man-made disasters.

OfficeMax has systems and procedures in place to:

- Re-route communications
- Protect critical systems from power outages
- Recover and move critical systems and business functions to a new location

Disaster Contingency will be especially important to mid-size companies that may not have invested in their own Disaster Contingency plans.

Companies with disaster plans in place will appreciate that OfficeMax has developed procedures to secure their documents and information.

You have a copy of a recovery plan handout in the back of your User Guide to give to your customer as part of your presentation. Take some time to familiarize yourself with it. Always have a few copies of the Disaster plan as part of your sales materials.

## Document Express Is:

### Secure

What it means for OfficeMax

- Messages and files can be transmitted without risk of interception or tampering
- User's payment or personal information is secure.
- There is a backup and disaster plan.

Why it matters to your customer

- Documents and files can contain business, personal, and financial information.
- Credit card numbers and account numbers must be secure.
- In an emergency, contingency plans are critical to preserving documents.

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Security is a big issue with any web-based application. Everyone has heard about instances of identity theft and website hacking.

Your Document Express customer is going to trust us with personal and payment information, and also with their library of documents. This could be anything from memos for general distribution, to financial reports, human resources documents, training manuals, and critical business and marketing plans.

You must be prepared to address your customer's security concerns.

Which customers will have a high level of interest in security?

## 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 <b>Uniform Resource Locator</b> , or <b>URL</b> . |

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The Web is one of the areas where everyone has assumptions. At some point in the sales process, you will need to work with the company's IT department. Developing a good understanding of how the web works will help you in engaging technical personnel within an organization.

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

- The Web is a collection of interconnected document, linked by hyperlinks.
- The Internet is a collection of computer network linked by copper wires or fiber-optic cables.

Web addresses are referred to as URLs which is an acronym for Uniform Resource Locator. Web addresses must conform to a standardized format.

In summary:

- The Internet is the physical computer network.
- The Web is the collection of documents, or web pages, that reside on the physical computer network.
- The URL or Web address is how we locate a web page on a specific computer connected to the network.
- The URL is the Uniform Resource Locator and must conform to a standardized format.

## Document Express Is:

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During a Document Express implementation, you may be asked:

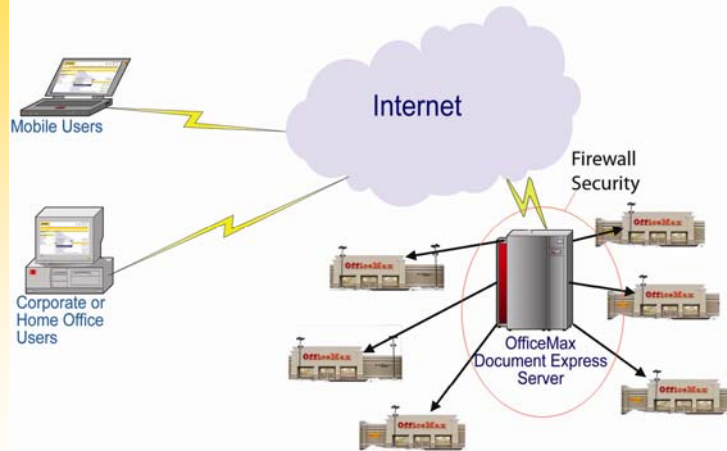
- “Why do we have this long address?”
- “Why can’t we just call our print site Print at My Company?”.

Inform your customer that:

- Every Document Express site is located on our Document Express server along with many other sites.
- Our servers have intense security, backup, data encryption, and firewalls installed. The advantage is that we provide a secure document environment, accessible only to authorized people.
- The address of each custom site is in the format established by the World Wide Web Consortium and reflects the path to the site within our Document Express servers. This path can be long and isn’t easy to type in every time they want to log in.
- Suggest that the best way to set up their users to access the site is for the Site Administrator to email them a link. When they receive their link, they can bookmark it using their Internet browser.

## Document Express Is:

### Web-Based



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This is a simplified illustration of OfficeMax Document Express that can explain the basic workflow.

When your customer clicks on the link to their custom site, the page they see is residing on our Document Express server. They can connect to their page from their office, their home office, or from their laptop, anywhere with an Internet connection.

- To order a document from the document library, the customer instructs the Document Express server to transmit the files to any OfficeMax location for printing.
- If a customer uploads a document, the document is encrypted prior to entering the Internet where it travels to our server and is passed through our security.

## 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"><li>▪ Log on to their Document Express site from any computer with an Internet connection.</li><li>▪ Send documents to be printed at any of nearly 1,000 OfficeMax locations.</li><li>▪ Upload or edit important documents at any time from anyplace.</li></ul> |

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A web-based application can be accessed from anywhere an Internet connection is available.

Coupled with our nearly 1000 locations, the Document Express solution:

- Increases efficiency and productivity
- Saves on printing, shipping and document storage costs

This can change the way a company does business. For example:

- If a company has several branch offices and needs to send out a new benefits manual to each employee.
- With Document Express, the files for the manual are uploaded to Document Express.
  - Each branch office connects to the document library to order the manuals for their branch.
  - Each branch has the manuals produced at the closest OfficeMax location.

## Document Express Is A:

### Document Management, Print and Distribution Tool

#### **Traditional Document Management:**

- Primary function is managing and archiving.
- May include scanning and OCR tools for archiving old documents.
- Provides integration with a repository or storage database.
- Contains tools for searching document content.
- Controls access to documents.

#### **OfficeMax Document Express:**

- Focused on PRINT and DISTRIBUTION.
- Facilitates control of print and distribution costs.
- Stores files that are actively updated, printed and distributed.
- Controls access for publishing and printing.
- Contains tools for on-line document creation and editing.

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Document Management tools have been around for a long time. Most large companies will have a document management solution in place.

If your customer has a Document Management system, OfficeMax Document Express will not replace it.

- Document Express will enhance and expand on their current document management.
- OfficeMax is bringing to the table is MANAGED PRINT and DISTRIBUTION.

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 can focus on the features of Document Express that they need.
- Those features will be your most powerful selling points.

## 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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The features of OfficeMax Document Express will be viewed by your customer through the lens of their current business needs.

The advantage of The Document Library to a company WITHOUT a document management system:

- Documents reside in a single location. The document in the library is the most current version.
- Document creators can revise and update from any computer with Internet access, at any time.
- In summary: Document Express improves their business processes, and increases productivity

Organizations need to protect documents and control who can access, view or print.

With Document Express:

- All users are assigned a role: User, Publisher, or Site Administrator
- All users are assigned to a "Group". For example: by department, location or management level.
- When a document is published, the Publisher specifies who can have access
- Only Publishers and Administrators have rights to edit, delete or change documents.
- Site Administrators can set limits on quantities and print expenses.

These features will take a smaller company's management of document production and control to a new level. They will be able to control the look and feel of their printed pieces, and they will have complete control over what gets published and who publishes it. Document Express becomes a business solution with many benefits for small and mid-size companies.

## **Document Management, Print and Distribution Tool**

**Large and Mid-sized companies  
with a Document Management System**

### **•The Document Library**

- Document creators can revise or update documents from any computer with an Internet connection.
- Contains the latest version of a document.

### **•Reporting features, On-line templates and Administrator controls**

- Provide total control over print budgets.
- Simplify creation and production of simple documents and business solutions such as business cards and rubber stamps.
- Generate reports daily, weekly or monthly, detailing print expenditures by individuals and departments.

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Companies with a Document Management System in place will already have a systematic method for creating, categorizing, storing, locating and retrieving documents. Depending on their business they may need to facilitate collaboration, and to comply with government regulations.

The advantage of The Document Library to a company with a document management system:

- The ability to order print from any computer with an Internet connection is a convenience.
- Documents can be authored and uploaded from remote locations, and sent to the nearest OfficeMax production center, or even to multiple locations.
- Rather than print and distribute, we distribute and print.
  - This print model saves on distribution costs and avoids the problem of stored documents becoming outdated.
- The Document Library contains only actively used documents and makes them easily accessible.

For a large company, the reporting features, the on-line templates and Administrator site control adds functionality to their current systems:

- All print flows through a single system, greatly increasing efficiency.
- Assigned levels of access enables control of the level of expenditures allowed for each user.
- The online creation of commonly used items such as business cards and rubber stamps will increase productivity and speed time to delivery.
- Document Express can generate reports, sorted by user, by department, or even by document and deliver them to the Site Administrator via email.

Document Express will fulfill different business needs based on the needs of the customer.

As your knowledge of your customer increases, you can present Document Express in a way that addresses those needs.

## Document Express Is A:

### Document Management, Print and Distribution Tool

What it means for OfficeMax.

- 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.

- Customers get unprecedented control over their Print and Distribution.
- Customers can improve business processes and facilitate company growth.

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What a sale of Document Express means for you:

- As a Document Express Account Manager, your role in the business of your customer increases.
- You move into the role of print partner and consultant and will work with a larger circle of people within the company.

There are a lot of print websites that allow customers to submit files for print. However, Document Express is a personalized and customized solution. Document Express can help a company improve productivity and save money. That translates into potential for growth.

## 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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The bottom line is understanding that Document Express is a critical part of your success in the OfficeMax sales force.

When customers adopt OfficeMax Document Express, they will channel nearly all of their print to OfficeMax Print and Document Services.

This translates into a continual flow of income for you.