

# 1 Know Your Product OfficeMax Document Express

## Module Overview

### Objectives:

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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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**Document  
Express is:**

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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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**The key words in this definition are:**

Secure

Web-based

Document Management

Print

Distribution

**How many of these  
words matched  
your assumptions?**

**A successful implementation of Document Express requires:**

- Knowledge and understanding of the product and its capabilities, and the ability to communicate those capabilities.
- Understanding of customer needs and how Document Express can fill those needs.
- Ongoing support to help the customer integrate Document Express into their workflow.

**Your customer's main contact for knowledge is YOU.**

**You cannot afford to ASSUME you know enough  
to sell and implement the Document Express Solution.**

## Key Words, Define and Expand.

### 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.

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 SSL128-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"> <li>• A cryptographic system that uses two keys to encrypt data.</li> <li>• SSL is approved as a standard by the Internet Engineering Task Force.</li> </ul>
128-bit encryption	<ul style="list-style-type: none"> <li>• The Server-Gated Cryptography (SGC) feature within SSL enables 128-bit encryption, the most powerful SSL encryption available.</li> </ul>

## Disaster Recovery

Computer Disaster Contingency Plan	<p>We have contracted with a Disaster Recovery service to recover all critical systems within 48 hours after a major emergency has been declared.</p> <ul style="list-style-type: none"> <li>• <b>Computer Hot Site</b>—equipped with computer systems that are operational for critical systems.</li> <li>• <b>Computer Cold Site</b>—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.</li> <li>• <b>Office Space</b>—The contingency office space is a designated area that is equipped to facilitate prompt establishment of an office environment.</li> </ul>
Distribution Contingency Plan	<ul style="list-style-type: none"> <li>• The Distribution Contingency team will arrange through our Distribution Center operations to reroute customer shipments to the nearest alternate location.</li> </ul>
Telecommunications Contingency Plan	<ul style="list-style-type: none"> <li>• In the event of a telecommunications outage, a Telephone Systems team will re-route the affected numbers to an alternate location within 30 minutes.</li> </ul>



## Document Express is WEB-BASED.

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?”.

### 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"> <li>• A collection of interconnected computer networks, linked by copper wires or fiber-optic cables</li> </ul>
The Web	<ul style="list-style-type: none"> <li>• A collection of documents, linked by hyperlinks</li> <li>• Is accessible using the Internet.</li> </ul>
World Wide Web Consortium (W3C)	<ul style="list-style-type: none"> <li>• An international group with member organizations and a full-time staff that develops standards for the Web</li> <li>• 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></li> </ul>
URL	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

### In summary:

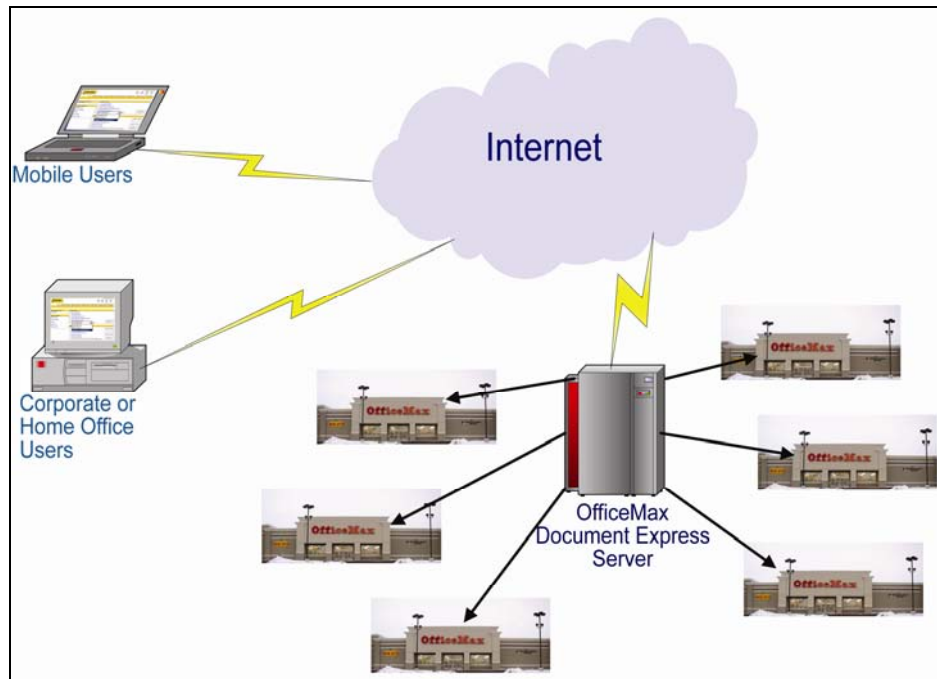
The Internet is the physical computer network.

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.

What it means for Document Express	<ul style="list-style-type: none"> <li>We are able to use the worldwide public network of the internet to receive orders from any computer with an Internet connection.</li> </ul>
Why it matters to your customer	<p>Customers can:</p> <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 any place.</li> </ul>



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

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 any business address this challenge is called 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.

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

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 that will be needed. They 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

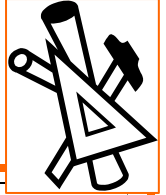
Secure

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
<b>Sales Department</b> 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
<b>Mortgage Lender</b>	Financial documents containing customer information. Forms and marketing materials.	1. Secure 2. Print and Distribution
<b>Marketing Department</b>	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
<b>Human Resources and Training Department</b> 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
<b>Companies located in areas that have experienced natural disasters</b>	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
<b>Nationwide Restaurant Franchise</b> 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

## Ideas-to-Go

**Key Ideas to  
take away**

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

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