

Integrated Electronic Document Management and the SMB: No One Size Fits All

Submitted by Corey Smith on Mon, 11/17/2008 - 14:26
 Cabinet NG Document Management

By James True

The Small-to-Medium (SMB) business segment may be one of the most misunderstood markets ever. Vendors erroneously assume SMB is a large, undifferentiated

market that is easy to sell into, especially compared to large enterprises, where big brands and massive corporate sales forces are needed to get a foot in the door.

In fact, SMBs vary substantially in their technology needs. The smaller prospect is very different than the larger mid-sized firm in terms of the technologies they can use as well as how they buy, support and implement these technologies. The differences between small and mid-sized companies are well-illustrated by their document management technology needs. In particular, integrating electronic document management technology with the business applications commonly used by the small enterprise poses a special challenge.

Let there be little doubt: SMBs, in common with their enterprise corporate counterparts, can and do benefit by going paperless. All companies can take advantage of streamlined workflow and improved business processes, while saving money on physical storage space and associated costs. However, in order for SMBs to fully gain all the advantages of an integrated electronic document management solution, the following differences between small and mid-sized companies must be recognized:

- Smaller firms typically have no IT departments, so ease of use is important along with out-of-the-box functionality;
- Smaller firms have strictly limited operating budgets and will only sign on if there is clear and compelling value;
- Mid-sized firms tend to gravitate to Value Added Resellers (VARs) for advice and customization of a solution specific for their market segment or have internal technical staff assigned to such tasks.

An example of document management solutions tailored to different types of SMBs can be found in Cabinet NG's products. Cabinet NG's CNG-SAFE (Shared Access Filing Environment) is an automated document management and workflow software platform that gives the SMB everything necessary for successful document management in a single package. This includes advanced data protection, intuitive user interface and the ability to integrate with most third-party applications.

Integrating electronic document management with third-party applications must align with the differences between small and mid sized firms'



RECENT POSTS

- Ricoh and DocSTAR Team to Support New Jersey Public Records Sharing Efforts
- TGI Office Automation Honored with Top Dealer Awards at 2008 National Lanier Sales Conference
- Korea's Largest National Science Museum Introduces Konica Minolta's Cutting-Edge Planetary System
- Toshiba America Business Solutions Inc. Introduces E-Bridge Open Platform Connectors for Microsoft® Exchange and Sharepoint
- Integrated Electronic Document Management and the SMB: No One Size Fits All
- Research reveals significant differences in MPS requirements across countries
- Sharp Imaging and Information Company of America Expands Direct, Local Sales Operations with Sharp Business Systems in South Carolina
- GEI WideFormat and Mondrian-Hall Announce Technical Service Alliance
- SharePoint and Document Imaging: Five Considerations
- Xerox Tapped by IBM for Global Imaging and Document Management Services

1 of 96 >>

more

LINKS

- Corey Smith

TAGS

Abby Canon Captaris Document Management Docuware eCopy EFI HP InfoPrint Solutions Kofax Konica Minolta Kyocera-Mita Laserfiche Océ Partners Print Audit Ricoh Sharp Toshiba Xerox

more tags

SUBSCRIBE FOR FREE

Subscribe by Email
 Subscribe by Feed Reader.

Search this site:

eDrawer Doc Mgmt Software
 Affordable and Simplistic Voted Top Paperless Office System
www.edrawer.com

Electronic Document Mgmt
 Free Document Management Quotes. Get Matched With Up To 5 Providers!
www.BuyerZone.com/Document_

Free Document Mgmt Guide
 Review our guide "The 10 Essentials of Document Management" at no cost.
www.PaperWise.com

Paperless Document Mgmt
 Secured storage & delivery of digital documents on demand
www.opin.com

Workflow Process Rules
 Free Guide: Workflow Process Rules. 16 pages on Workflow Business Rules
Savvion.com/Workflow-Process-R

MONTHLY ARCHIVE

- November, 2007 (1)
- December, 2007 (1)
- January, 2008 (9)
- February, 2008 (62)
- March, 2008 (135)
- April, 2008 (90)
- May, 2008 (140)
- June, 2008 (95)
- July, 2008 (86)
- August, 2008 (54)
- September, 2008 (65)
- October, 2008 (142)
- November, 2008 (54)

resources. For the small firm, Cabinet NG's Retriever™ works with virtually any Windows-based program to allow access to CNG-SAFE documents and document management functionality from within an existing application. Behind the scenes, Cabinet NG's Synchronizer ensures index data, between CNG-SAFE and the 3rd party application, is up to date. Synchronizer easily connects to any ODBC/OLEDB compliant database to automatically create and update data used by CNG-SAFE. As growing firms upgrade or replace existing 3rd party applications they can continue using CNG-SAFE in the new environment and extend their investment and use of document management with Retriever and Synchronizer.

Copyright 2008 - Corey Smith - Tribute Media.

Mid-sized firms needing to go beyond the productivity benefits offered by Retriever and Synchronizer can use the Cabinet NG Application Programming Interface (CNG-API). The CNG-API allows developers to integrate other software applications with Cabinet NG's document repository and workflow processes. CNG-API's set of program methods and classes is the preferred approach to meet the custom needs found in most mid-sized firms. Resellers, OEMs or clients developers using the CNG-API are able to increase end-user productivity with seamless integration to the businesses existing core applications.

Retriever, Synchronizer and the CNG-API all share the ability to offer SMBs these benefits:

- Tying CNG-SAFE document management functionality to existing business applications;
- Increasing productivity by performing document management functions from one application;
- Streamlining and automating business processes from a single interface, and;
- Preserving existing application investments and maximizing return on investment.

The SMB market is unique, and within it are yet more unique needs. Effectively supplying SMBs of all stripes with all the benefits of integrated electronic document management requires a range of technologies with varying degrees of plug-and-play functionality.

[Corey Smith's blog](#)