

IBM Datacap Capture Campaign Overview



Before you begin

Before you begin this campaign, you'll want to compile a list of email addresses and phone numbers of prospects you are targeting.

Campaign Structure

This campaign consists of (1) email, (2) telemarketing, and (3) social media and Google search.

There are 2 emails driving to 2 offers. Each email promotes a different offer: (1) a paper from an independent consultant, Kevin Craine; and (2) a Forrester Total Economic Impact report on IBM Datacap Taskmaster. Each email directs the prospect to a registration page and the contact information is imported directly into IBM's marketing system. You may choose to (1) load these offers on your website, (2) ask the prospect to reply back to your email if they wish you to send them the offer, or (3) direct the prospect to the IBM link below to download the offer.

Telephone script and email templates are available for LDRs to use. Each template can be used on its own or can be used in steps. It is recommended that the LDR send the email first and then follow-up with a phone call referencing the email.

Tweets and paid search terms are provided to drive additional contacts to the offers.

Email #1	White paper – 5 Phases of Capture	<i>What is Capture? How can capture solutions help you improve your processes and make your life easier?</i> This white paper organizes capture systems into basic categories – the Five Phases of Capture – and describes the features and benefits of each. Every phase of capture can bring value to an organization, based on its document management strategy.	http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/TheFivePhasesofCapturebyKevinCraine.pdf
Email #2	Forrester Total Economic Impact report	Examine the total economic impact and potential return on investment of an enterprise capture solution in this IBM-commissioned Forrester Consulting study.	http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/TEI-IBM_Taskmaster_Capture_2012.pdf

Key Message

Datacap data extraction technology automates the conversion of unstructured and physical data -- email files, JPEG and GIF image files, and PowerPoint presentations -- into actionable insight in seconds. It eliminates physical handling and accelerates the dissemination of information throughout an organization. With the Datacap products, IBM ECM provides a comprehensive portfolio of production-level document capture and high speed data extraction capabilities to help companies reduce their paper consumption and more efficiently disseminate information across the organization.

Benefits:

- Better customer/vendor service and communications
- Reduced time and resources required to manage paper and related business processes
- Improved cash flow, reduced transaction and paper costs while growing the business
- Improved collaboration as documents can be immediately accessed and shared around the world
- Elimination of lost files
- Secure and reliable backup and disaster recovery

Background / Environment

Despite significant advances in IT solutions and industry visions for paperless offices, many companies still struggle under mountains of paper. Yet the faster they can reduce labor-intensive, error-prone processes and paper related costs, the faster they can reap the financial rewards and enable the business flexibility and speed. Achieving the benefits of streamlining and automating processes requires a collection of technologies - including an imaging solution, business process management (BPM) capabilities and a content management repository.

There is a cost to every organization to operate and maintain paper based filing systems. The costs associated with physical space, filing supplies, personnel, photocopying, organizing, sorting, filing and re-filing add up very quickly. Implementing an IBM Production Imaging Edition system removes many paper handling inefficiencies and saves time and money.

IBM ECM Products

- Datacap Taskmaster Capture
 - Datacap Taskmaster Entry Level
 - Datacap Taskmaster Accounts Payable Capture
 - Datacap Taskmaster Medical Claims Capture
 - Datacap Taskmaster Enterprise Edition
- FileNet Capture
- Production Imaging Edition

Why IBM / Proof Points

- [Invacare](#) accelerates accounts payable processes
- [Dow Jones & Company](#) automates data entry and accelerates subscription processing
- [Virginia Department of Taxation](#) accelerates tax return processing and improves customer service

Questions

For questions about this campaign and assets, please contact Peggy Ko at peggy.w.ko@us.ibm.com