



POLAR IMAGING INC.

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Whitepaper

Getting Your C–Suite on Board with ECM

Introduction

You know the many benefits an Enterprise Content Management system can bring to your organization or department. You, and possibly many of your co-workers, are ready to move with the growing technologies available to make your job more efficient and less stressful. You're ready for document management...but how do you get the decision-making executives on board?

Here are a few tips to help you break through to the c-suite and get what you want!

Know their pain-points:

It's important to identify and understand what top executives care about and you need to be able to speak their language. For the c-suite, this means addressing the bottom line and the operations of the organization. C-level executives are particularly concerned with business outcomes, customers, and business processes.

Here are a few points to include:

- **How ECM can affect the bottom-line** – Business outcomes include things like revenue, profit, market share, growth, and sustainability. Be sure to include the many ways an ECM system can increase profitability, for instance, by reducing various expenses and through increasing employee productivity.
- **The ROI of ECM** – Include return on investment figures of document management systems because executives don't spend money on what they consider unnecessary purchases. Show them how investing in a system can bring them returns that surpass the cost and be sure to include realistic timeframes.
- **How ECM affects customers** – Make sure to talk about how implementing a system can increase customer satisfaction by reducing wait times and enhancing customer experiences. Happy customers are repeat customers!

- **Integration of ECM** – Don't forget to include how a document management system can be easily integrated into many existing systems. There's no need to start from scratch with a whole new system and devote hours to training employees. Little disruption to existing business processes will prove to be an important point to make!

Do your homework:

Make sure you know what you're talking about and be ready to handle their objections with research and proof. This will help establish credibility and increases your chance of gaining approval.

Executives can be apprehensive about implementing Enterprise Content Management systems due to perceived risk. Security and compliance concerns mainly stem from lack of knowledge regarding the basis of document management processes.

Here is a list of the top concerns for executives regarding ECM systems:

1. Security

2. Cost

3. Ease of Use

4. Continuity

5. Functionality

6. Integration

You will likely be asked how ECM can overcome these concerns so make sure you have the answers to ease their concerns.

Use Testimonials:

Have you ever been apprehensive about purchasing an unfamiliar product or using a new service? Of course, we all have! Did researching and reading other's testimonials make you feel better about your decision? In most cases, it probably did. That's because we trust what others have to say.

Testimonials reduce our risk of making a poor decision. When trying to get ECM in place, use testimonials from similar businesses, if possible, in order to gain c-suite support. If you work in a physician's office for instance, gather testimonials from other doctors or healthcare staff.

This will help your executives identify with others who are having success with ECM, especially if the testimonial includes points such as ROI and increased profitability and productivity.

Obtain a Champion:

A champion is like a sponsor: a person in your organization that will back your idea and “go to bat” for you. This person can assist you when selling the idea of a document management system to the c-suite.

The best champions are those with some influence when it comes to decision-making. IT managers and CFO’s make great champions but if you can’t yet reach one of these, others include supervisors, co-workers, and other departments. The more bodies you can get on-board with an Enterprise Content Management system, the more weight it will hold with top executives.

Conclusion

Remember, it can be difficult in some organizations to change business processes and it will take some time. Start with the support of your supervisor or boss and work your way up the chain

of command.

Now, you may be thinking, “What if I don’t work for a big corporation?” Maybe you’re a medical administrator working for a doctor in a small office and you have a good working relationship with him or her. Employees working in small businesses, or where the chain of command isn’t nearly as long, may have a simpler task and faster responses but the process is the same:

Know the decision-maker’s concerns and speak their language, do your research, gather testimonials, and gain support from others if needed. Good luck!

About Polar Imaging Inc.



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With over 30 years’ experience, Polar Imaging is a leader in Enterprise Content Management solutions and scanning, delivering a broad spectrum of ECM solutions, fully customized to fit the needs of its customers. Polar Imaging also specializes in cloud backup and recovery, unlike any other provider in

the region. Its unique services offer a customer experience that surpasses all others. Polar Imaging is a reseller of [Digitech Systems](#) software, PaperVision Enterprise.

Core products and services:

Document Scanning Services, Electronic Content Management (ECM) Solutions, Business Workflow Automation, Mailroom Services, Cloud Backup and Recovery, Software as a Service (SaaS), Microfilm & Scanning Equipment Sales and Services, Professional Services.



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