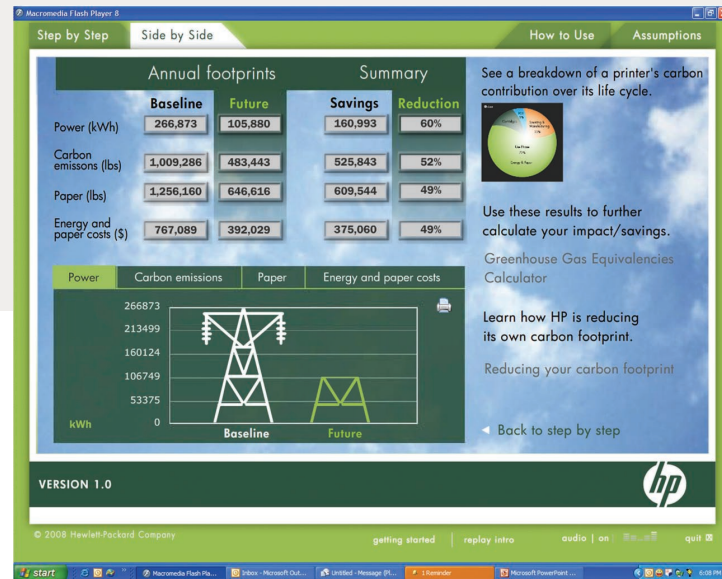


HP Goes Green With Eco Solutions Program continued from page 1



The calculator assesses printer energy and paper use, the carbon impact of usage and associated monetary costs based on geographical energy assessments. Customers may access the calculator online at the end of June or work directly with HP to build a baseline annualized estimate of their printer fleet's carbon footprint.

They have also unveiled the new **HP LaserJet Power Calculator** which enables micro, small and medium business customers to compare product-specific energy data from popular HP LaserJet printers with data from competitors' products. Customers also can compare new HP LaserJet products with older HP models to illustrate energy savings in kilowatt hours and estimated dollars achieved simply by upgrading their older devices. It is available at www.hp.com/large/ipg/environment.

HP's **Global Paper Policy** is an important part of the company's effort to help itself and its customers lower their environmental impact through energy and resource savings, digital alternatives, and reuse and recycling programs. HP's paper policy incorporates six guiding principles that apply worldwide to HP branded paper, as well as paper used for HP's internal operations, external marketing collateral and product packaging. HP is pledging that 100 percent of its consumer photo paper will be derived from suppliers certified under a forestry certification program(4) by the end of 2009. They become the first company to ensure that it makes sustainable sourcing and production choices throughout its entire paper supply chain.

HP has engineered a way to **Clear Package** its high-end printers that, on average, cuts the volume of packaging materials needed to ship these products in half. The new design eliminates the need for an outer corrugated box and extensive foam packaging, instead using minimal foam and supports along with a durable transparent film to encase the product for shipping. The outer transparent plastic film is made from the same recyclable materials as plastic milk jugs, and customers will have less packaging to manage when they receive their products.

More information about these announcements and HP's social and environmental history is available at www.hp.com/go/ecoprintingsolutions.

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- **Security** – How will documents be kept out of the hands of unauthorized users?
- **Disaster Recovery** – How can documents be recovered in case of any disaster.
- **Retention** – How long are documents kept on file before they are deleted or removed?
- **Archiving** – How can retired documents be preserved in a separate area?
- **Distribution** – How can documents be made available to the people that need them?
- **Workflow** – What workflow rules apply to documents passing through multiple parties?
- **Creation** – How are documents created and how is version control implemented?
- **Authentication** – How do you ensure that documents are original and authentic?

Once you start investigating the various software solutions that are available you're going to run into some document management abbreviations, acronyms, and general terms that you might not be familiar with. Here is a "cheat sheet" that will help you to understand the material that you'll encounter as well as the conversations that you'll be having with document management solution providers.

Electronic Document Capture (EDC)

This is the generic term that refers to the entire process of converting paper documents into their electronic equivalents.

Optical Character Recognition (OCR)

OCR is a process that recognizes the printed words that are present on a physical document.

Intelligent Character Recognition (ICR)

This process is similar to OCR but is generally capable of also processing certain handwritten documents on special forms. It can also recognize and process "tick marks" and bar codes.

Electronic Document Management System (EDMS)

Sometimes referred to as Document Management (DM) or Document Management System (DMS), this term encompasses not just the electronic conversion of paper documents, but the management of electronically created documents including word processing and email.

Electronic Record Management System (ERMS)

Also known as Record Management (RM) or Record Management System (RMS), this

term refers to systems that are used to insure that important records such as payroll, human resources, patient records, contracts, etc, are stored and available during their useful lifetime.

Web Content Management (WCM)

Also called a Content Management Systems (CMS), this term refers to software that is used to store and publish content to a web site.

Workflow Management (WFM)

WFM systems are used to management document preparation in a structured environment where certain preparation, review, or approval steps have to be done in a defined order.

Knowledge Management (KM)

These systems are used to make the total legacy "knowledge" of an organization available to everyone. KM systems eliminate the need for employees to "reinvent the wheel" when dealing with questions, processes, or any other issue that has already been dealt with by someone else.

Verity Group specializes in providing clients with a cohesive, efficient, and cost-effective document management and output strategy that is optimized for their specific business needs.

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FALL 2008 ISSUE

OUR QUARTERLY NEWSLETTER, *PRINTING AND IMAGING INNOVATIONS*, IS INTENDED TO PROVIDE RELEVANT AND ACTIONABLE INFORMATION, ON BEST PRACTICES AND NEW SOLUTIONS, TO FINANCIAL, INFORMATION AND TECHNOLOGY OFFICERS.

PRINTING & IMAGING

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HP Goes Green With Eco Solutions Program

It may not be easy being green, but Hewlett-Packard is dedicating serious effort and resources to the cause. The imaging & printing giant has unveiled a broad program, designated **HP Eco Solutions** to help make it easy for customers to reduce the environmental impact of their imaging and printing, by identifying HP initiatives, products and services designed with the environment in mind. The key components of the program are:

- A new HP inkjet printer made almost entirely from recycled materials.

Furthering its commitment to environmental responsibility in the area of imaging and printing, HP also pledged to:

- Improve the overall energy efficiency of its ink and laser printing products by 40 percent(1) by 2011;

- Increase the amount of recycled materials used in its inkjet printers by three times by 2010;

- Quadruple the number of **HP Halo Collaboration Studios** at company sites worldwide by 2009, resulting in an expected reduction of more than 20,000 trips and millions of dollars saved in travel annually; and,

- Surpass 250 million cumulative HP inkjet and LaserJet cartridges recycled in 2008, helping the company reach its goal of recovering 2 billion pounds of computing and printing equipment by 2010.

- Enable future LaserJet devices to improve energy efficiency up to three times by enabling the printers to go into deep sleep mode after a period of inactivity, and then quickly powering back on after sensing activity again.

HP has also introduced the **HP Carbon Footprint Calculator** for printing which allows customers to compare the carbon footprint of their existing printer fleet to that of a new, optimized fleet to understand how they can reduce their impact on the environment. [Continued page 4 >](#)

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REQUEST A FREE WORKFLOW ANALYSIS:

Verity Group will conduct a thorough analysis of your company's information workflow. Our consultants will walk your environment to gain an understanding of end-user requirements, map asset locations, note outstanding issues, and observe the way information currently moves through each department and beyond. We will examine the way documents are created, printed, copied, scanned, faxed, digitally sent, archived and retrieved. We will use our own proprietary tools to document operating costs associated with your current flow of information. Our analyst will generate a report that identifies each device, its utilization, and the costs of toner, service, maintenance, upgrades, leases, etc. We will then provide you with a cost saving plan that offers flexible solutions and streamlined processes to more effectively consolidate print, copy, scan, and fax functions.



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TOSHIBA DocuWare

PaperPort PSP Desktop for HP Multifunction Printers



Verity Group has partnered with Nuance Communications and HP to offer PaperPort Personalized Scanning Platform Desktop for HP Multifunction Printers. This new solution allows personalized scanning, document management and conversion software for select HP multi-function printers.



Get the ultimate productivity from select HP MFPs by simplifying document scanning, sharing, conversion and archiving. The PaperPort PSP Desktop allows you to customize and personalize the HP MFP scanning menus directly from your desktop. When

you walk up to the HP MFP and login the LCD screen changes to reveal the folders available on your own computer.

There is no guess work involved in figuring out how to get a scanned document back to your computer. What's even more impressive is you can also convert your scanned documents into editable formats including Microsoft Word, Excel and Corel WordPerfect in one easy step. The PaperPort PSP Desktop is the only solution that delivers the convenience of advanced scanning capabilities, the efficiency of desktop document management, and the power of a complete PDF document solution all at the push of a button.

PaperPort PSP Desktop for HP is designed to facilitate productive scanning and PDF workflow and includes the following Nuance components:

- **PaperPort PSP Server** is a server-based module providing integration and communication between select HP MFP devices and any client computer to personalize the scanning menus on the HP MFP.
- **PaperPort Professional 11** is the desktop application that is installed on the individual client computers wishing to customize and connect to a networked HP MFP. PaperPort acts as the main application through which all the other PaperPort PSP Desktop software is connected.
- **OmniPage Professional 15** allows business professionals to achieve new levels of productivity by eliminating the manual re-typing of documents and provides the core OCR technology used by the PaperPort PSP Desktop solution. Precision OCR analysis and layout detection quickly turn scanned documents into over 30 different PC application formats for editing, searching and sharing.
- **PDF Converter Professional 4** delivers on the promise of "Better PDF for Business" by combining the power of PDF creation, the flexibility of PDF editing, and the versatility of PDF conversion into one easy-to-use, affordable application.

"PaperPort PSP Desktop combines customizable scanning on Nuance desktop software and select HP MFP devices in a way that is personalized and familiar to the specific walk-up users of the MFP," said Chris Strammiello, vice president, Marketing and Product Strategy in the Imaging division at Nuance. "The result is an unrivaled level of scanning ease-of-use and flexibility for office workers in organizations of all sizes."



The top benefits of this solution are:

- **Saving Space and Money** by reducing expenses involved with filing, copying, finding and storing paper documents by eliminating the storage of old archived paper documents by scanning and managing them with the PaperPort PSP Desktop for HP.
- **Fast Delivery of Scanned Documents** by putting your own computer folders on the MFP display panel the PaperPort PSP Desktop solution cuts up to 11 steps from the traditional scanning process.
- **Direct Edit** allows you to edit, annotate, correct typos, create fillable forms and even touch up objects directly within PDF files. PDF page thumbnails and assembly tools allow you to easily manipulate pages in a PDF document to rearrange, add or delete pages with drag & drop ease.
- **Unmatched OCR Accuracy Saves Time and Effort** by utilizing the technology from OmniPage Professional, the world's best selling OCR software, to deliver converted documents that look just like the original and eliminates re-typing of paper documents. •

Understanding Document Management

The concept of the paperless office was first introduced as a futuristic vision at Business Week in 1975 and more than 30 years later, its realization remains elusive.

All the information in the world is worthless if you cannot find and access it. That's where document management applications come into play. Every day of our lives, we create or generate documents. They surround us in the workplace, and in our homes. Yet few of us understand the basic concepts of managing documents.

What Is Document Management?

Document management is defined as the "creation, storage, organization, transmission, retrieval, manipulation, update, and eventual disposition of documents to fulfill an organizational purpose". In an enterprise, document management should provide and control access to the sum total of an organization's information holdings as a centrally managed system. In addition, business processes can be embedded to provide a workflow throughout a business or organization. This is not, however, a trivial task.

From a management standpoint, it means identifying the information we use and categorizing it by organization, function, process, use, or some combination of these and other factors. It also includes knowing how much information your organization stores, handles and transmits, and the relative importance of each information stream that flows through the organization.



From the technical side it means providing the technology to support business use of that information, including network services, storage media, user account management, bandwidth and connectivity. This can be difficult enough when information sits in one place. It becomes somewhat more complex when we start moving it around.

Most commercial document management solutions address the following situations:

- **Location** – Where will documents be stored?
- **Filing** – How will documents be indexed and filed away?
- **Retrieval** – How will documents be found?

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