

Case Study

An automotive group's document management process pulls into the fast lane with scanners from Kodak Alaris

Approximately 250,000 forms per month are scanned and stored digitally to improve data access and meet legal requirements

Situation

Gosch Automotive Group creates hundreds of thousands of documents per month. Most files must be retained for 7-10 years for legal obligations. The dealerships were warehousing documents at rented offsite storage.

Objective

Create a document management solution for paperwork related to automotive sales and service to reduce storage needs, provide easier data access, improve workflow, and deliver greater productivity.

Solution

A combination of **Kodak** i40 and i260 Scanners and **FileBound** Content Management Solution, customized and implemented by Advanced Document Solutions, Inc.

Results

200+ employees are using the intuitive distributed scanning solution, capturing millions of documents per year, while expensive offsite storage is being vacated, resulting in significant savings.

"We create 250,000 documents a month between our six dealerships," says Richard Rodgers, VP and CFO of Gosch Automotive Group in Southern California. "Paperwork associated with an automotive sale, including the contract, credit application, DMV paperwork and so on - the 'deal docs' - must be kept for ten years by law. Our service-related records have to be retained for seven years."

Dealerships stashed paperwork wherever there was room onsite, and Gosch also rented a large offsite facility for additional storage. The company also spent a significant sum on service bureau costs to digitally archive records for safekeeping and backup.

Much of a dealership's paper-based information falls under government-mandated retention rules. "In the business office, if a credit application is rejected, you have to be able to produce

that document for seven years," Rodgers says. "If you can't, legal action can get expensive. Knowing that you've secured those documents for fast retrieval is crucial."

Document imaging with auto dealers in mind

When Rodgers arrived at Gosch, he knew a document capture/storage/access solution was a necessity, yet recalled an unsatisfactory search for a similar auto-targeted system at a previous job. "I remembered a world of click charges and concurrent license costs," he notes. "When I began talking with Mike and Mike (Brown and Hawley of Valencia, CA-based Advanced Document Solutions, Inc. or ADOcs), their proposals didn't contain any of those expenses." Unlike many of its competitors, ADOcs had created a system focused on the unique needs of automotive dealerships.

“The money we are now *not spending* on outside services more than pays for the depreciation on the system. On a scale of one to ten, I’d say we are at a nine plus in satisfaction.”

Richard Rodgers, VP and CFO, Gosch Auto Group

“We’re in tune with how dealerships operate, and I believe this gives us an edge in creating a system that offers sophisticated document management while addressing the subtleties and complexities of the business” says Mike Brown, a co-owner of ADocs. “We knew, for example, that deal docs included non-standard forms, like one that’s 32 plus inches long,” notes Mike Hawley, the company’s other principal. “To address that, we recommended **Kodak i260** Scanners with expanded RAM.”

Gosch uses **Kodak i40** Scanners as part of a distributed scanning solution, allowing staff members to immediately scan and route completed documents.

Kodak Capture Software (now marketed as **Kodak** Capture Pro Software Limited Edition) is also ideal for distributed scanning use. “You’re dealing with many people who are not always technically oriented, so the big buttons are a plus. They simply put the document in, push a button, perform quality control or index, and they’re done,” says Hawley.

“We worked closely with Kodak (now Kodak Alaris) years ago,” recalls Brown. “Their scanners were always built well with excellent durability. We joined the Kodak (now Alaris) Authorized Imaging Reseller Program when we started ADocs.”

FileBound Software was a perfect match for Gosch’s back-end capture solution, as it is scalable to any volume limit that Gosch might reach. “Currently, about 200 people use the system, and we can limit the access employees have to data and functions,” Rodgers says. “The way that ADocs customized **FileBound** Software for us makes this solution far more flexible than some other systems we investigated.”

Changing a business and culture

“We weren’t just changing a way of doing business, we were changing a culture,” says Rodgers. “We were taking the comfort of holding paper away. Soon the team saw they could access, view, and reference documents much more rapidly – and print them, if needed. They quickly went from fear to being huge proponents of the solution.”

Additional automation has enabled the use of preprinted barcodes on repair forms. Gosch can also generate barcodes to determine index keys, such as store number and document number. Doing so expedites the search for specific documents.

Streamlining processes saves time and money

“Our biggest savings will come a year or two down the road, once we’ve back-

scanned our critical mass of documents,” claims Rodgers. “Our off-site storage costs will soon go away. We no longer need to send our month-end reports to a service bureau for digital archiving. Now, we can scan and input directly into the **FileBound** Software. On a scale of one to ten, I’d say we are at a nine plus in satisfaction.”

At the time of purchase, the scanners featured in this story were sold and marketed by Eastman Kodak Company. Today the entire **Kodak** Scanner portfolio is sold and marketed by Kodak Alaris.

The **Kodak i40** Scanners have been replaced by **Kodak ScanMate i940/i1120/i1150/i1150WN/Kodak i1190/i1190E/i1190WN** Scanners.

The **Kodak i260** Scanners have been replaced by **Kodak i2420/i2620/i2820/i3200/i3250/i3400/i3450** Scanners.

The **Kodak Scan Station 100** has been replaced by the **Kodak Scan Station 710**.

Want to learn more?

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