Published March 2010:
PRISM International's ***InFocus Magazine***

You Can't Manage What You Can't Measure

By: Scott Bidwell, ASI President/COO

"You can't manage what you can't measure." It is this premise of measurable performance for maximum return that drives Andrews Software Inc.'s software development initiatives. The tools you invest in to run your business should provide the capability for comprehensive and detailed analysis of the various components that dictate workflow, service benchmarks and ultimately, the bottom line.

Helping Records Centers Make Smarter Decisions with Reports that are Genius.

This principal of performance assessment is especially evident in the robust reporting capabilities of ASI's Visual Corporate Keeper (VCK-SQL) records center software and our Veri-Shred destruction software. Key information is readily available with VCK-SQL's 200+ operational and management reports. Examples include not only the traditional *Carton and File Inventory Reports* and *Destruction Notifications* – the reports your customers rely on to manage their inventory – but features a variety of essential Management Reports to help you better operate your business. These reports encompass the multitude of factors affecting your business so that you and your staff are able to conduct analysis and make decisions confidently, knowing you have current and reliable data at-hand. For example, our *Revenue Reports* help identify revenue trends from one period to another. What service months are busiest? What percentage of customers increased retention or services? How many retrievals have been performed from one period to the next? Once you have this data, you can then look at factors driving these indicators and adjust accordingly.

VCK-SQL's Management Reports for warehouse retention and storage analysis are also particularly helpful. It's important to know whether volumes are up or down in your storage facility as you make decisions on staffing, space requirements, expansion and so forth. When was the last time you ran reports to help determine this information? Perhaps you're concerned that you'll soon need more rack space than you currently have. There are reports within VCK-SQL that will help you determine whether that space will become available based on the number of units planned for destruction.

Of course, measuring performance also extends to your sales and service teams and their commissions. How do you manage commissions within your company? Here again, the reporting capabilities of ASI software are advantageous. After many discussions with industry leaders over the years, we have developed detailed Commission Reports based on standards from across the industry. A declared commission rate is paid to your sales and service representatives using a pre-determined one-, two- or three-tiered rate calculation based on the number of years from the retention and services billing start-date. The most common report generated is for ALL customers and ALL representatives sequenced by customer; however, Commissions Reports are easily modified and sorted based on need.

Offering Shredding Operations Analytics that Tip the Scales

Another prominent offering in the ASI software arsenal is Veri-Shred. With Veri-Shred, shredding operators have access to the most comprehensive catalog of Management Reports available in the industry to accurately track bin inventory, activity, and bin capacities including the ability to print onsite

destruction certificates , and much more. Use the *Bin Placement Average Usage Summary* to determine customer bin usage and whether service schedules should be modified or additional containers placed to accommodate over-utilized bins. Analyze bin inventory using the *Current Inventory Report* to determine what percentage of bin inventory is in service and what percentage of business each customer represents. These are just two of the many Management Reports that are available.

Veri-Shred's Management Console is another extremely useful feature that allows administrators to conduct operational assessments as needed. For example, service schedules can be flagged, alerting staff of soon-to expire contracts. This in turn, alerts your salesperson that this client should be contacted regarding contract renewal. This is just one example of how the Management Console's monitoring capabilities directly drive actions that positively impact your business.

There are a variety of additional methods Veri-Shred users are equipped with to quickly and accurately measure performance including: dynamic routing; on-demand bin inventory; and an intuitive calendar that displays meters for each day, which fill and change color as route thresholds are approached. This feature enables adjustments by truck and/or route to be made quickly. To address the environmentally conscious, Veri-Shred also generates Environmental Recycling Letters and Reports, providing an excellent way to connect with customers to enhance client relationships, but more importantly, to demonstrate, as a result of your service, the positive impact shredding has on the planet.

Putting Superior Service In-Hand with Mobile Applications

This brings us to another key area ASI dedicates its attention toward when enhancing and adding to its suite of software solutions – that is, staying abreast of technological improvements and incorporating this technology to the benefit of the user. This is particularly evident in its mobile scanning and the real-time data management capabilities afforded by its hand-held data devices such as Veri-Shred's Mobile Scanning, which streamlines business processes to maximize service and ensure accountability. Service orders pre-loaded into the mobile scanning device provide critical client information and proof of service at the client site by capturing driver activities while on the road. Activities include bins requiring service and their locations, whether it is per lbs or per tip, bin volume level at time of service and much more. Signature capture and onsite printing of destruction certificates via Bluetooth communication rounds out this easy to use, yet powerful customer service tool.

Expanding its powerful mobile app capability to the records center is on the ASI "to do" list in 2010, which will complement the mobile scanning capabilities already in place with VCK-SQL via its work order automation. By introducing "real-time" scanning, VCK-SQL will further streamline service and strengthen the audit trail for your customer's vital information. Just as important to note is that the data gathered via ASI's mobile applications is able to be used by other departments to better serve clients, generate higher productivity, revenue, etc.

Keeping Media Secure and In Its Place

With all this information on the benefits of ASI's records center and destruction software, you might think we've forgotten about the media side of off-site information management. On the contrary, ASI's Visual Vault Keeper (VVK) offers the only offsite tape management software designed specifically for the vault environment. It's been a market leader for nearly 15 years and is an extremely flexible, yet powerful solution for the media vault operator. Like any of the ASI solutions, VVK works in conjunction

with or completely independently from either VCK-SQL or Veri-Shred. It is a true media vault-specific solution.

These are just a handful of the business-rich benefits offered by the ASI suite of software solutions. At this year's PRISM Annual Conference, you'll find us in booths 910,912 and 914 on the tradeshow floor. We invite you to stop by to experience ASI's latest software solutions designed specifically for records centers, media vaults and document destruction companies.