

Guideposts

The **iN**side Story

*Guideposts produces and publishes a host of inspirational products including magazines, books, cards and music. Their lead publication, **Guideposts** magazine, boasts a paid circulation of over 2.6 million. Almost all orders arrive via U.S. mail, with only a small percentage of business coming in via the Internet. When you process roughly 2.5 million forms and orders a year, you need a reliable, productive, cost-effective scanning solution. And while everyone wants that kind of performance, it becomes even more critical when you're a not-for-profit organization like Guideposts.*

Located about 60 miles north of New York City in Carmel, NY, Guideposts distributes a variety of products, many based on the work and words of Dr. Norman Vincent Peale, famed for his focus on positive thinking. Another aspect of Guideposts' mission involves outreach.

The company sends thousands of copies of various titles a year to schools, hospitals, prisons and other locations around the world.

Last year, Guideposts' Director of Customer Operations Barry Smith learned that his existing high-volume scanner and software of nine years would no longer be supported. "This made us very cognizant of the need for a solution that would be flexible, nonproprietary, and would have ongoing parts and support availability," says Smith. "We talked with DCA and some of their customers who had scanners in place and running for a decade or more with no major problems, and this made us feel more confident about solutions they proposed. After our previous experience, a feeling of confidence was a critical component in this decision."



Kodak i830 Scanner

DCA recommended a *Kodak i830 Scanner*, combined with *AnyDoc* Software to handle Guideposts' needs. "We scan a variety of documents: subscriptions, product orders, account adjustments and so on," says Marie Twomey, Manager of Data Entry. The mailroom at Guideposts sorts these varied documents and delivers them to the data entry department. During their most recent fiscal year, Guideposts scanned 2.6 million documents, and expects a similar volume this year.

With their old system, operators struggled with many issues that decreased productivity and increased frustration. Frequent paper jams tried patience, and it wasn't easy to tell which documents had been scanned, resulting in many rescans of complete stacks. The large, noisy scanner created additional issues. As Twomey notes, "It overwhelmed the room with sound." Operators expended a great deal of time tending to misfeeds and correcting other malfunctions, so babysitting the scanner consumed many otherwise-productive hours. The software required a high level of technical

Situation

Guideposts, a publisher of inspirational magazines and books, discovered that the manufacturer would no longer support their current scanner and software. Guideposts scans millions of order, change and other forms annually.

Objective

Find a scanning solution offering high performance, ease of use, ongoing support, and an upgrade path.

Solution

A combination of a **Kodak i830 Scanner** and **AnyDoc** Software, provided through Document Conversion Associates (DCA), an Authorized Reseller of Kodak Document Imaging Products.

Comments

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~ Marie Twomey,
Manager of Data Entry

expertise and lacked “user friendliness,” to understate the case.

Fewer Jams and Rescans, Quieter Operation

Today, Smith and Twomey express delight with many aspects of their *Kodak i830 Scanner*. “We rarely get a jam now, and the SurePath paper handling does an excellent job,” says Twomey. “Plus we can see what document was last scanned, so we don’t have to rescan the entire stack to make sure we’ve captured everything.” The i830 Scanner takes up far less room and runs quietly. “You hardly know it’s there,” notes Smith, “and I mean that in a good way.”

Most importantly, productivity and operator satisfaction levels are zooming upward. “I did a review of six months with our old scanner and the same amount of time with our new one, in terms of scanning volume and time expended,” says Twomey. “We’re now 20% more productive, and I truly believe it’s an even higher percentage than that. Because of this, it’s like we are freeing up an operator for 10 weeks a year to do other important tasks, instead of being tied to the scanner.”

Twomey also notes that the dependability and ease of use of the *Kodak i830 Scanner* are huge advantages for Guideposts’ personnel. “My scanner operator is the happiest operator in the world,” Twomey states. “We were able to train more people on this scanner because it’s so easy to learn and use.” Twomey cites the training CD that accompanied the scanner as being exceptionally well done and useful – as operators studied it, then referred to it constantly as they explored more capabilities of the machine and performed routine maintenance.

Almost all of Guideposts’ scans are bitonal, and the operators appreciate the automatic features – like deskewing and cropping – that help to produce cleaner, smaller scans.

Smith and Twomey are similarly impressed with their *AnyDoc Software*. “It’s much more forgiving in terms of setting up forms,” says Twomey. “With our old software you almost needed a degree in programming. To add a new form was a very time-consuming and complicated process. With *AnyDoc Software*, it’s much more intuitive, and far simpler and faster to implement changes.”

A Solution That Delivers Peace of Mind and Productivity

The management and operators at Guideposts are extremely pleased with – and grateful about – their new scanning system. “Overall, we’re very, very satisfied. The i830 Scanner is a good machine, and the fast response and service we get from DCA and Kodak is also exceptional,” Smith says. “I think we’ve been down once since we got the system, and they had it up and running quickly. And the scanner is so fast that it was easy to catch up on our workload.”

Twomey makes a key point about the service technicians from Kodak. “Before they leave, they make sure that everything is working properly.” She values this attention to detail, as in the past, other service reps have fixed one problem only to create more issues that weren’t discovered until after the tech left.

“We achieved our goals with this system,” Smith concludes. “We wanted peace of mind, knowing that we had options and a future with the hardware, software and suppliers. With Kodak, *AnyDoc Software*, and DCA, we’ve achieved a wonderful comfort level. And the fact that it’s a more productive, reliable system just makes it an even better situation and purchase for us.”