Document Management System.

A SOLID ROCK IN THE DIGITAL FLOOD.

Neither torrents of data nor a wave of add-ons can shake eDOCS: Admeira is faring well with a DMS from OpenText coupled with know-how from ImageWare.

IMAGEWARE IS A **COMPETENT** AND **COMMITTED** PARTNER FOR WHOM CUSTOMER SATISFACTION MEANS EVERYTHING.

Marc Frischkopf,
IT Product Manager,
Admeira

THE CUSTOMER

Admeira is one of Switzerland's biggest marketing companies, representing high-reach media brands with high credibility and relevance in the print, radio, TV and online domains. With around 300 employees in all parts of the country, Admeira's goal is to create innovative, practicable and customer-focused solutions that make advertising succeed. Admeira was founded by the three Swiss partners, Ringier, SRG and Swisscom to answer the needs of a constantly changing media and advertising market.

THE BACKGROUND

The need for a systematic approach to storage originated in the mid-nineties. Shortly after migrating from Unix to Windows, the then publisuisse decided to swap its historic file storage system for a document management system (DMS).

The new solution was to store documents in an audit-compliant manner, incorporate unstructured data, and avoid breaks in the media chain. As such, the list of requirements spanned not only integration in existing applications but also the option of digitalizing documents in paper form.

So, in 1996, publisuisse put to sea with eDOCS, OpenText's flagship solution. ImageWare was on board right from the start. Hand-in-hand, the two companies set sail towards digital transformation, overcoming several waves of add-ons along the way.

ADMEIRA

Customer
Admeira

www.admeira.ch

Industry sector
Services

User base
Around 300 eDOCS users

Solution
OpenText eDOCS
Document management

SeeUnity
Echo content synchronization

Kofax Capture
Data capturing software

Wertheim WincTools

Software add-ons
developed by
ImageWare

WHY IMAGEWARE

- Customer focus, from the initial quote to the deployment of support
  «ImageWare is a partner with empathy who puts itself in the customer's position and operates from this perspective,» says Marc Frischkopf, IT Product Manager at Admeira.

- Competent and creative
  If appropriate, ImageWare comes up with solutions that are less obvious. Marc Frischkopf: «Whether using its own proprietary solutions or third-party software, ImageWare jumps into the gap and paves the way forward.»

- Stability in a dynamic environment
  Hermann Mühlemann, Director IT Operations & Services was already involved during the publisuisse era: «We've known many ImageWare employees for quite a few years now. It helps simplify the collaboration process and makes for stability.»

THE SOLUTION

In choosing eDOCS, Admeira opted for a stable, enterprise-wide solution. Regardless of their location, staff can capture data securely, process it without breaks in the media chain, and store it in a legally compliant manner. Neither the application used nor the data structure is relevant. You'll always find what you're after. Hermann Mühlemann: «When the SRG or Bakom submits a request for older documents, we can put out the correct version straight away.»

When Admeira implemented SharePoint, an interface had to be found. ImageWare recommended to use SeeUnity as the bridge to the new intranet. Marc Frischkopf recalls this particular add-on only too well: «ImageWare looked at the situation, built up the know-how, and implemented the solution on-site without further ado!»

A CENTRALIZED SOLUTION

In the workplace and on the road:
- A single, centralized DMS solution for the six company sites.
- Simple, secure access with mobile devices.

INTEGRATION

- Seamless integration in Microsoft Dynamics (Navision) and Salesforce.
- Bidirectional integration of Microsoft SharePoint.

LEGALLY COMPLIANT

- Seamless document management, from initial storage to archiving.
- Document lifecycles fully reproducible thanks to automatic version management.

DURABILITY

- In use for more than 20 years.
- A flexible solution that can adapt to changing circumstances.

CONCLUSION

Customer care in practice — «Doing business with ImageWare is simple and fair», says Mr Mühlemann in summarizing the partnership. «What I really appreciate are the short chains of command, the contact with the owner, and the cost transparency.»