

# Document Management So Effective Even The “Deals Are Closing Faster”

Century Uses SmartSearch (With dtSearch®) To Empower Sales Reps & Improve Customer Relationships

**ORIGINALLY A COPIER-**based equipment dealer, Century Business Technologies has transformed to become a leading office technology and digital imaging solutions provider.

Since its first office opened in 1981, operations have expanded to include more universal yet customizable products that are evolving with today's technologies. In addition to selling name-brand copiers, printers, fax machines, and scanners, Century offers in-house scanning, document imaging, document storage, and retrieval management headlined by SmartSearch Document Management from Square 9® embedding the dtSearch® Engine.

## Document Management

Lawrence Reynoso, vice president of sales and marketing, says end users typically have similar requests when it comes to selecting the right document management solution: search capabilities, workflow, and disaster recovery. “But what really gets the customers interested in SmartSearch is its ease of use, advanced features, and scalability,” says Reynoso, adding that other popular features include KeyFree Indexing, OCR automated extraction, and workflow creation modules. Century saw its customers benefit from implementing electronic content management, so it began

using SmartSearch in its four office locations, giving the entire company immediate access to documentation.

“We currently use SmartSearch as an electronic repository for all of our new and existing customer records. But since it is so much more than a scan, store, and retrieve system, we are also in the process of developing workflows for our sales and accounts payable processes.”

Before SmartSearch, he says, each sales rep would contact an administrative staff member and request documents be pulled and copied from paper files. Now, reps can quickly access this information by themselves. Staff members are also utilizing email as alerts for when

Customer Maintenance Agreements are 90 days from expiring, streamlining what had been a manual process and improving customer retention rates.

## “Deals Are Closing Faster”

The end result is good for business. “Deals are closing faster, and our entire team is seeing much improved customer service results,” says Reynoso. Further, “providing advanced software like SmartSearch is streamlining our hardware sales. It takes the focus off of hardware and onto processes.”



## Square 9®

Square 9's SmartSearch Document Management software fits the needs of any organization with its easily customizable interface. SmartSearch addresses common business problems out of the box, including solutions for accounts payable, employee onboarding, contract management, case management, and much more. With its modular design, SmartSearch not only scales up but also scales out with enterprise-class tools for Web forms management and workflow automation.

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For Century's customers, SmartSearch seamlessly integrates with multifunction office, allowing them to realize benefits in all areas of document management, from capture to workflow and beyond. “SmartSearch is extremely flexible to work in any environment for any process or application—I would absolutely recommend it.”



## dtSearch®

The dtSearch Engine makes available to developers dtSearch's proprietary document filters and instant searching across terabytes of data. Supported data types include databases; static and dynamic web data; and “Office,” PDF, HTML, XML, ZIP, emails (with nested attachments), and other popular file types. The product offers 25+ fielded and full-text search options, with hit-highlighting in all above data formats. The dtSearch Engine includes APIs (including 64-bit) for .NET, Java, C++, SQL, etc., with SDKs for Windows and Linux, and a new Android version in beta. Please visit [www.dtsearch.com](http://www.dtsearch.com) for fully-functional evaluation versions of dtSearch products, as well as hundreds of reviews and developer case studies.

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## Century Business Technologies

An award-winning office equipment dealer, Century Business Technologies has driven efficiencies, productivity, and optimization into its everyday process and can do the same for you with SmartSearch from Square 9.