

## **Copitrak Community Kicks off with Inaugural User Group Conference**

London, October 2009

The tracking and charging of scanning and mobile telephony costs and a growing environmental awareness were just some of the hot topics at Copitrak's inaugural user group meeting held earlier this month. Over fifty users registered to attend an afternoon of company and product updates, Q&A sessions and roundtables, with particular focus on the results of a user survey conducted ahead of the event.

With nearly all respondents identifying scanning as a key cost recovery issue for next year, there was plenty of discussion around both charging strategies and IT considerations. The survey revealed that while hardly any firm was charging for scanning at present, two-thirds were keen to introduce it. With concerns also being expressed at the expense of specialist scanning applications, Copitrak took the opportunity to unveil its own workflow solution. It has been designed specifically to offer core functionality such as scan to email and OCR, as well as scan direct to the DMS, but at a fraction of the cost and complexity of dedicated systems.

In addition, the results revealed a concerted movement towards the tracking of mobile telephone costs and the use of tracking to deter private calls; plus more widespread adoption of 'Secure Document Release' printing, with its savings on paper and toner bringing both 'green' and financial benefits.

However, perhaps the single most interesting statistic of the day was that the majority of cost recovery projects achieve a Return on Investment (ROI) in just three months. This might explain the anecdotal evidence gathered over the last year that cost recovery initiatives are consistently getting the green light when other IT spend is on hold.

Copitrak will now look to build on the success of their first user event by creating a dedicated Copitrak community, complete with online forums, a knowledge base, blog, podcasts and video-based training materials.