

## PROFILE

**NAME:** Select Imaging  
**LOCATION:** Olathe, Kan.  
**FOUNDED:** 2003  
**WEBSITE:**  
[www.selectimagingcorp.com](http://www.selectimagingcorp.com)

## CHALLENGE

Help clients to make the move from paper-based workflows to paperless workflows with document management solutions designed to help mitigate the time and cost spent on manual data entry, filing and searching for paper documents.

## SOLUTION

Foster a partnership program offering financial and service benefits, all backed by high-value, high-performance and high-speed document scanning solutions.

# Workflow Solutions

## Epson helps Kansas-based Select Imaging guide clients into a paperless world

“Dramatic reductions in labor costs are the reason to move to a paperless workflow,” says Matt Neuerburg, founder and CEO of Olathe, Kansas-based document management company, [Select Imaging](http://www.selectimagingcorp.com).

“We have one client who had seven people in their accounting department processing invoices, but now is able to do the same work with only two,” he explains.

To achieve such savings, Neuerburg and his staff begin each project by analyzing the client's workflow, then proposing the document management software solution that will best fit its needs. Yet because so many processes still depend on paper, Neuerburg and his team also offer hardware solutions to capture and digitize paper documents.

For the last five years, they have depended on Epson document scanners to perform this vital task.

### A pioneer in the field – Select Imaging

Neuerburg says he founded Select Imaging back in 2003 to help clients replace microfilm, microfiche and paper filing systems with digital records. “An inexpensive filing system was the original appeal,” he says.

Today, the company focuses on eliminating the cost of manual data entry, of filing and searching for paper documents and of distributing documents to the right personnel. In doing so, they can help enhance security, provide fast document access and speed-up decision making processes.

As a value-added reseller, Select Imaging is not tied to any one system or solution, but can match a client to any of the leading software applications, including DocMgt, DocStar, FileBound, Digitech Systems, and PSIGEN.



“Today Select Imaging's revenues flow mainly from licensing software, with perhaps one-third from workflow consulting and smaller portions from other services and hardware sales. Our clients are anyone who uses paper, from the State of Kansas to the Salvation Army, but it often is the accounting, HR and delivery departments within those organizations,” Neuerburg explains.

In many organizations paper-based workflows are inflexible and resistant to change, so a switch to digital is an opportunity to streamline the entire organization.

“Buying a document management system is a lot like buying a library that has no books in it,” he adds. For that reason, many clients will hire Select Imaging to scan two or more years of their paper files, thus filling that library and making it immediately useful.

***Epson consistently delivers the outcomes we expect. When a client buys something else, we don't know what their experience will be or how well it will work with our software. Even without the higher profits, we'd want to sell Epson because we just don't have to worry about it.”***

- MATT NEUERBURG, FOUNDER AND CEO, SELECT IMAGING

Ongoing scanning is a crucial need. While his ultimate goal is to convert his clients to all-electronic workflows, in most organizations documents that require signatures, such as contracts or delivery receipts, continue to be printed on paper. If that's the case, then Neuerburg nearly always recommends Epson document scanners to capture those records and add them to the electronic system.

## An opportunity for growth – Epson Document Scanners

Epson is not the only document scanner brand Select Imaging offers, but Neuerburg and his staff lead with Epson unless the customer insists on something else.

“What’s compelling to us is that the Epson product and Epson programs make it very easy for us to do business,” Neuerburg says.

Most often the company installs the Epson DS-860 color duplex document scanner, which can scan both sides of a sheet in just one pass at 65 pages per minute/130 ipm at 300 dpi.<sup>1</sup> The [DS-870](#) color duplex workgroup document scanner replaces the DS-860 to join Epson’s line of workgroup document scanners.

“Because we do the workflow consulting upfront, we know which clients need the higher speed, and which don’t. In either case, the scanner will usually work much faster than they’re able to load the documents.”

Reliability is a big advantage as well, both for the client and for Select Imaging, which must support the scanners after they’re installed. Neuerburg says he really likes Epson’s next day replacement program, where Epson ships a new scanner overnight, should the customer have a problem within the three-year warranty period,<sup>2</sup> rather than forcing them to wait for a scanner to be repaired. “That said, in all our experience with Epson, I can think of only one instance where they’ve had to ship a replacement scanner. The truth is that these scanners have been so reliable, we don’t have to think about them.”



Epson, too, makes the sales process much more profitable for Select Imaging. “With the other scanners we sell, it’s hard to get excited even about a thousand-piece order because the margins are so low,” Neuerburg explains. “But with Epson promotions, and especially with their volume incentive rebates, we are able to make a reasonable profit.”

Still, the main reason the company sells Epson, Neuerburg says, is that “Epson consistently delivers the outcomes we expect. When a client buys something else, we don’t know what their experience will be or how well it will work with our software. Even without the higher profits, we’d want to sell Epson because we just don’t have to worry about it.”

“Our struggle,” he adds, “has always been finding enough manpower. We’ve grown every year since I started Select Imaging and now have sales engineers across the country. The fact is that I can sell more software than we can install or train.”

“If I want to get bigger, I need more partners like Epson, that take away the hassles and help us concentrate on the job at hand.”

<sup>1</sup> Based on letter-sized scans at 300 dpi in Black-and-white, Grayscale or Color Mode using the USB interface.

<sup>2</sup> For more information, go to [www.epson.com/3yearsscannerwarranty](http://www.epson.com/3yearsscannerwarranty). Subject to limited warranty terms and conditions. Expedited shipping not available in all areas. Road Service orders must be in by 3 p.m. Eastern Time for Next-Business-Day delivery.

The views and opinions expressed in this article are those of the individual. Individuals were not compensated for this article.