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# In total control of business documents

If it's true that numbers don't lie, this means that SMEs can no longer afford to ignore the benefits that documentation and record management applications bring upon their businesses.

By Christopher Tan

On top of the 83% of companies surveyed by a leading research firm revealing a positive return on investment in document management software, another study proclaimed that over 70% of leading multinational corporations' top executives said that having an effective record management initiative helps drive competitive innovation and business revenue.

If you need further convincing, an additional industry report showed that companies that focus on how documents and information are managed are better equipped to reduce costs, respond more quickly to changing market conditions and increased profits.

"In today's world of globalised business environment where access to information is instant and in abundance, document management solutions is becoming key to keeping a business relevant and updated," said e-Cenit Systems Sdn Bhd director Winston Loke.

e-Cenit Systems is a company with Multimedia Super Corridor status spe-



Winston Loke

cialising in the research and development of total storage management. It offers integrated record and content management solutions combined with record and content management facilities.

According to its director, SMEs in general are somewhat behind their larger peers when it comes to implementing these types of systems and software ap-

plications. "Many still see it as a luxury or a non-critical tool for their operations. They still perceive that these systems are only for the big players," reasoned Loke.

He believed that SMEs are fundamentally aware of ICT application's benefits, but very often, it is the technology providers that are not flexible enough to cater to the SMEs need and business requirements.

"IT companies often overlook the requirements of the smaller enterprises as they assume that SMEs do not have big spending ability and as such, not lucrative to their business and worth their time supporting. They are also not willing to cater to the SMEs limited budget."

This is where e-Cenit Systems aims to be different. Looking to reap sales growth of more than 10% by the end of the year with SMEs making up a substantial portion of their customer segment, Loke is placing serious focus on serving the SME market.

"Storage and record management is rapidly catching up with businesses as content grows exponentially by they day and outgrows any other forms of business data. And this applies to SMEs as well.

"The timing is right as more SMEs are becoming aware of being less paper-based, insist on the increased need for data and content security, and expect improved workflow productivity within the organisation," he explained.

Hoping to close the year with a total of RM8 million in overall revenue, e-Cenit Systems is striving to build a larger brand presence amongst the SME community. Next year onwards, the team will be expanding on their regional and international markets, of which Loke hopes to make up 25% of their company's total revenue.

Another differentiation factor for e-Cenit is its pricing structure and payment methods offered to its customers. The company currently offers several payment methods: purchase outright or flexible models such as outsourcing, subscription or 'pay-per-use' basis, and revenue sharing.

On this added convenience, Loke said that this was possible because the company owns the technology and there were no third party licensing or development fees to deliberate over.

"Our aim is first and foremost to get SMEs to understand the technology and next to adopt these tools into their business. So, when it comes to paying for it, we are open to what they need and how they want to pay for it."

He shared that many SMEs preferred the subscription-basis model as they were able control their spending on how much is being used and when they want to utilise the facilities. The director added that the rising awareness of IT outsourcing and cloud computing also helped boost the awareness by such systems amongst local SMEs.

The company had over the years built a strong portfolio of products de-

signed for both corporate and SMEs including StorageController, an intelligent storage media management solution which identifies, traces, tracks and secures storage media movement within and outside data centre or media storage library.

Its DocumentController solution – forming about 40% of its annual sales – had also garnered a growing following amongst the telecommunication industry, financial institutions, government departments and public sector agencies through its ability to efficiently track and manage the movement of documents while reducing significant cost and improving productivity.

Loke's team also recently embarked on its first original equipment manufacturing partnership with leading global IT solutions provider EMC Corp, which merges e-Cenit's DocumentController and EMC's Documentum products, thus offering an end-to-end integrated records and content management solution.

The partnership enables customers to have a centralised information hub that allows for better accessibility and manageability of the data. Developed

at a cost of RM500,000 in its first phase of development, the application tracks and manages electronic and physical records, giving users a widespread view of their business data.

While expecting the product to continue evolving and enhancing its functionalities over the next two years, Loke was confident that the system would prove to be a hit with the country's SMEs.

"The new solution means businesses, specifically SMEs, do not have to invest in separate products to manage their records and other content like they have been doing in the past," said Loke while revealing that they are targeting RM3 million in revenues by the end of the year for this first-of-its-kind integrated records and content management solution in Malaysia.

#### Document management fit for an SME

- Protect storage media from unauthorised removal and theft.
- Automate the media management flow cycle reducing expenses and raising media storage centre efficiency.
- Lowers IT operating cost and increases staff productivity.
- Maximise employee efficiencies and escalate ROI.
- Legal compliance and reduce the threat of liability from lost or misplaced documents.
- Increase the speed of business by keeping the deadlines for certain work processes tight and on schedule.