UFCInc

White Paper: Eight excuses for not buying a
Document Management System:
Oil & Gas Companies

Introduction

Many industry players would agree that oil and gas companies are taking an aggressive role in data management at a time when operation data-specific and seismic information continue to amass within companies' data warehouses. And they would also agree that the development of a prudent and efficient data management strategy remains one of industry's most daunting challenges. But while we would not argue that data capture and management of that data at the field and operation locations within the oil and gas industry is important, we contend that the capturing of data and its associated documents within the business side of the company is just as important.

When you look at your processes within your oil and gas company or department are they paper based? Are your resources shuffling and moving paper from desk to desk or desk to filing cabinet and then back again? Would you like to eliminate the inefficiencies and significant costs of printing, mailing, faxing, scanning and archiving paper documents?

Various departments within every oil and gas company have to manage paper and electronic documents in some form, whether it is engineering documents, accounts receivable, accounts payables, or human resource documents. Accurately and efficiently capturing administrative and business documents and associated data is critical to the overall health of the company. But the excuses abound for why you may not want to take the plunge and implement a data capture and enterprise content management system (for the sake of the flow of this paper we will just refer to data capture and enterprise content management systems as enterprise content management (ECM) systems).

Eight Excuses for Not Implementing an Enterprise Content Management System - When You Know that You Should

With the above in mind, we are presenting eight of the top excuses that seem to be used pervasively (and that we have heard often) for why a company or department can't invest in an ECM system and eight rebuttals that we have to those same excuses:

1. There are too many enterprise content management systems on the market today. I will never be able to find the right one that fits my business needs.
2. My department or company doesn't have enough money to buy an enterprise content management system.
3. Implementing a enterprise content management system, including any document conversions or back scanning that has to be done, is too involved and we don't have the resources to either implement the system or convert our existing documents.
4. Learning how to use a enterprise content management system is too complicated for our end users.
5. We have many other applications that we use currently in our business and we don't know if we will be able to integrate them with an enterprise content management system.
6. We have too many other projects or initiatives that we need to implement first before we would even consider an enterprise content management system.
7. We don't have the infrastructure in place to be able to maintain an enterprise content management system.

8. We actually enjoy shuffling our documents and papers around the office and storing them in filing cabinets or offsite. We think that implementing a enterprise content management system would take that fun away. (Note: tongue in cheek implied).

Eight Rebuttals that Invalidate Your Excuses for Not Implementing an Enterprise Content Management System

1. We would whole heartedly agree that there are many data capture and enterprise content management systems on the market today. And trying to find a enterprise content management system that will fit your business needs at the right cost can seem like a daunting task. However, thousands of companies have already found an enterprise content management system that meets their needs and budget, so why can't you? Finding the right enterprise content management system starts with understanding your underlying document management challenges and needs and then mapping those core needs to a system and vendor that solves those needs for you. Although it is probably best if you can do your own analysis since you know your own business better than anyone else, if you don't feel that you have the time or the background to map your document management needs to a product solution, then you always have the option of using an outside consultant who can help you.

2. The cost of enterprise content management systems is all over the map. But with the number of enterprise content management systems on the market today, there is a enterprise content management system price point for almost every business. Cost can range from less than $1,000 for enterprise content management systems that provide very basic scanning, capture, and content management capabilities to over $100,000 for systems that not only provide workflow capabilities in multiple languages and on distributed networks but which will also almost brew your coffee in the morning (at least according to some of the hype out there in the market). It really depends on your needs, current infrastructure, volume, and number of users, to name a few. But the real question to the excuse that you don't have enough money to buy an enterprise content management system is - can you afford <u>not</u> to implement a enterprise content management system? In many cases a return on investment can be easily calculated and will show that for many businesses the ROI for an enterprise content management system is quite rapid (less than 12 months in many cases, although it could be less or more depending on the cost of the system implemented and the costs savings obtained). Please also keep in mind that while having a budgeted cost in mind is important, if you focus too much on cost during the initial business case and requirements finding part of the project, then you may limit yourself to a solution that does not meet your core pain points and ultimately reduces your return on investment.

3. For many businesses, the amount of documents (either stored electronically on hard drives or stored in paper format) that need to be converted or back scanned when implementing an enterprise content management system can seem to be insurmountable. However, if you don't want to tackle this challenge yourself, then a good vendor will help with this process. They will either help you directly by providing conversion services or they may partner with a service bureau which will help you back scan your documents into your new electronic enterprise content management system. Yes, there is a cost involved, but the cost is less than you

probably think when compared to your own time or the time of your business' resources. As you free up storage space and reduce your time for filing and searching for documents, your ongoing costs will decrease and your efficiencies in how you handle existing and new documents will increase.

4. Change management is always considered challenging, whether the system implementation is small or large. But change is also constant, whether an organization likes it or not, and in reality with the changing pace of technology and business processes, an organization can't afford to not keep pace. Implementing a enterprise content management system will introduce change to an organization's processes. There is no doubt about that. Most people will agree that, more often than not, end user resistance is due to change being forced on the user of the system by upper management without any good reasons for why the change will benefit them in the long run. But if end users are shown the benefits of the change in relationship to the end results, if proper expectations of the change are set by management, and if good training is not just given but also repeated, then change can be accepted and even embraced. If end users are included in the document management implementation and their voices heard, then they will be more receptive to the change that will inevitably occur.

5. Ah, yes, the dreaded word – integration. Just mentioning the word integration conjures up thoughts of annoying technical design work, project scope creep, sleepless nights, and a lighter pocketbook. But it does not need to be that way. Many enterprise content management systems now offer straight forward back-office connectivity and extensibility through easy to use application programming interfaces. At UFC, Inc, we have had the opportunity to design and implement many interfaces between data capture and enterprise content management systems as well as integration between enterprise content management systems and back office systems, such as ERP applications. Now we won't lie and say that integrations are always easy, but with the right API and knowledge of the two applications involved, the fear of integrating one application with another shouldn't be a good enough excuse to not consider implementing an enterprise content management system.

6. "I have too much to do already" is always a good excuse for everything that we have to do, whether at work or at home. And there is no doubt that we all do have a lot on our plates and conflicting priorities within our organizations. But are we working on and doing the right things? That is the question that has to be answered. For instance, are you working on projects that will ultimately improve your department or business through more efficient processes or through less manual labor? Are you working on projects that will provide your employees with more job satisfaction? Are you working on projects that will reduce costs and make your business more profitable and competitive in the long run? If you install a enterprise content management system then the above questions are answered with a 'yes'. For how many of your current projects that are your priority right now can you say the same?

7. With the proliferation of data centers and also Software as a Service (SaaS) providers, having to internally support applications, like data capture and document management, and their associated hardware has become a thing of the past. You now have a choice. You can install

and service the application on your own hardware or it can be installed and serviced through an outside hardware service provider. The costs versus benefits of the two options will need to be weighed, but the excuse of not having the internal infrastructure in place to implement an enterprise content management system does should really be a moot point.

8. The rebuttal for this excuse is self-explanatory. No one that we know of likes copying, carting around, filing, or searching for documents – either electronic or paper. An enterprise content management system eliminates your need for those boring and inefficient activities. With an enterprise content management system, access to your documents is at your fingertips and your documents are securely stored in easily backed up electronic media or servers.   Through metadata and search criteria, documents can be easily located while functionality like workflow means that documents can be easily routed from user to user. Additionally, access to documents is controlled, information can be redacted, and audit trails can be put in place to make sure that only resources who should be allowed to view certain documents or data will be able to view them.

Taking all of these factors into account, companies are running out of excuses for not implementing an enterprise content management system.

About UFC Inc.

UFC Inc is a consulting, integration and solutions firm preferred by clients in the Oil and Gas Industry for our quality, innovation and integration expertise. UFC provides data capture, enterprise content management software, support and integration services - based on a flexible architecture and common set of applications for collecting, classifying, retaining, migrating, securing and accessing information – all at the lowest cost of ownership.

Unlike vendors that deliver generalized ECM products with centralized or consolidated architectures, or support few applications and data types, UFC delivers the most comprehensive solution, specifically tailored for the customer. The distributed nature of the solution along with UFC's extensive expertise and unique approach makes it ideal for the Oil and Gas company with remote offices that have limited storage space, minimal IT infrastructure or technical support. Remote locations realize significant improvement in operational efficiencies, improved collaboration, a reduction in storage costs - without sacrificing centralized control or visibility of information. From capturing personnel information such as fuel cards and human resource forms to capturing and storing engineering drawings and correspondence, UFC provides the Oil and Gas industry the ability to reduce paper transaction costs while increasing their data processing efficiencies. Call us today to find out how we can help your organization at (248) 447-0100 or email us at sales@ufcinc.com.