

# Honolulu company helps schools store data while saving paper

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Honolulu technology firm CampusDocs has been expanding aggressively on the Mainland with its Internet software program that helps school campuses try to maintain paperless offices

CampusDocs is a document imaging and management firm, meaning it stores scanned paperwork on a huge server for its clients and provides secure access to the information. The service helps reduce paper and storage by archiving forms, e-mails and faxes and making it easily accessible through a secure Internet-based platform.

The company founded in 2001 as Blue Icon, rebranded and adjusted its target market about a year ago to focus on colleges and universities rather than business offices. It has since landed Mainland clients such as California State University Los Angeles, Harvard Law School and Ross University in New Jersey.

Despite an increasing presence on the Mainland, CampusDocs maintains its Honolulu offices. It is a subsidiary of Island Holdings Inc., parent company of Island Insurance Cos., one of the state's largest insurance companies.

'The demand for document imaging and management for Honolulu businesses wasn't that big back when the company started up,' said Lance Murata, director of



marketing and product development. Also, the services had to be really specialized by industry, such as for a bank or an architecture firm, which have differing needs.

After signing on several large clients on the local education scene — Punahou School, the Research Corporation of the University of Hawaii, the East West Center and UH Manoa's John A. Burns School of Medicine — it decided to rebrand and target universities and colleges.

With that client base, we felt that education was our speciality, Murata said.

He said CampusDocs services typically are used by several departments at a school, such as its admissions and registrar offices, financial aid department, human resources and accounting.

Anywhere with paper, he said. You can't really truly get rid of the paper, but most times they can immediately shred or store these documents off-site once they're in our system. And the bigger benefit is that they have instant access to their documents; things can be processed quicker.

Punahou School has been using the CampusDocs system for the past four years for

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record-keeping and archiving documents for several of its departments

"For both efficiency reasons as well as legal ones, we were looking for a better solution for record management and a better process flow," said Wendi Kamiya, director of information technology "At a school, there's a lot of paper that has to pass hands, often times things like signed forms and waivers. Using CampusDocs' Web-based technology and imaging along with their database and search functions helps put the information into people's hands when they need it."

Kamiya said the system is used mostly in Punahou's business office, health center and athletics department

Murata says clients can save money by having CampusDocs scan and manage its paperwork

He said if a business were to do in-house document imaging and management, the hardware, software, server space and labor costs could easily run from \$100,000 to more than \$1 million

Murata said a CampusDocs set up could run a 10-person office about \$15,000 in up-front costs and \$500 a month in user fees

"Because we already have our data centers up and running and we can partition the space out amongst all of our clients, that allows us to drop the costs and spread it out," Murata said

CampusDocs has two data centers on the Mainland, in Irvine, Calif., and Pittsburgh

It previously had some of its development servers in Honolulu, but relocated them to better appeal to Mainland clients

"It had nothing to do with performance of the Honolulu servers, it was for market reasons and about perception," Murata said "For marketing purposes, it was easier to have it on the Mainland because our clients there had the perception that their information was being stored in some far-off place."

Murata has gone after Mainland schools by forming regional sales teams that cold-call and visit campuses The six regions are West, Southwest, Midwest, North East, Mid-Atlantic and South The head of each region works remotely from his or her respective home

The company also formed a professional services team to show potential clients what it can offer and how its systems can be customized to fit specific needs

He said the company finds most of its clients by attending an average of 20 trade shows annually

"Right now the bread and butter of our lead generation would be the trade shows," Murata said "There are professional higher education organizations — everything from admissions and registrar professionals to human resources and financial aid within higher education — that hold national and regional trade shows and networking events This is the best way for us to tell our story and make ourselves known "