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Green Paper

Assisting your business to use less paper,
less energy, and make every day
business processes more environmentally
friendly

Go Greener

Many businesses have already made significant changes to ensure they are more environmentally responsible. However, at Intelledox, we believe those initiatives can go further, and reach deeper within every day business processes.

A recent study by Gartner found that “the IT industry as a whole accounts for two percent of global emissions”. Furthermore, Gartner estimates that three per cent of the global print market expenditure still goes to office document printing (Mingay, 2008). Analysts recognise that while most information is now stored electronically, it is still common practice for individuals to print documents for processing and review (Cisar-Wright, 2008). This demonstrates the reluctance of business to move away from paper documents. Perhaps this is because it is still an emerging market, as it is an issue only recently put onto business agendas. How can a business find the balance between the most up-to-date, efficient technologies and the kindest prices, in their quests to achieve ‘paperless’ offices and streamline business processes?

FACTS AND FIGURES:

A tonne of paper consumes approximately 20 full-grown trees, over 90,000 litres of water and, over 1.2 tonnes of coal

Up to 3 litres of oil are needed to manufacture one new laser cartridge, which can take up to 450 years to decompose

Data from the Natural Strategies Group. Cartridge World

Today, despite the global recession, twice as many companies are accelerating their green IT initiatives compared to firms that are scaling back green projects, according to a recent survey by Forrester Research (Daley & Lee, 2008).

Why would a business strive to become green? Among the biggest reasons is that more and more clients and prospective customers prefer to deal with a company that has a reputation of being environmentally responsible. The competition, as well, is getting tighter, and being green leads to significant competitive product differentiation.

Reducing waste and emissions doesn't just benefit the environment; it also reduces your costs which is crucial in the times of the economic downturn. Improved processes can help you cut purchases of materials and the costs of disposing of waste as well as energy.

If it wasn't already a hot topic, many governments have firmly placed Green Business on the agenda for 2009. It is clear that every bit counts and it is not only the big carbon emitters that need to cut down. With new targets outlined around the globe, companies both big and small now have a mandate to start thinking about business solutions to achieve a more environmentally friendly way of operation.

How Intelledox can help

Green IT is becoming an increasingly important issue; there is a genuine need for businesses to assess how sustainable their business processes are, and move toward adopting greener policies and procedures in addressing climate and energy changes.

Companies are increasingly faced with competitive pressures and complexity of operations. This is driving the need to streamline information organisation, which encompasses a range of processes and workflows (Ghai, 2008). Intelledox was designed specifically to address this need, and in streamlining business operations, it is also helping to achieve the companies green goals.

As a tool for streamlining business processes and document automation and management, Intelledox is striving to help companies to do their part, environmentally speaking. Wherever there is a process in an organisation that involves the creation of a document, Intelledox can streamline that process and make it better, simpler and much more efficient.

Here are some real examples of how Intelledox can help make your organisation greener.

1. Increase accuracy and shorten the review process.

Every business uses repeatable items in documents, but how do you know everyone in your organisation is using the correct version? With Intelledox logos, addresses, clauses, product descriptions can all be stored in one central content library. If there is a change, update the item once in the content library and every new document generated will immediately include it. The control of the item remains with the business unit in charge of that piece of information. 'Morphing' of important company information is reduced and time is saved with less need to review/edit documents.

2. Electronic delivery – documents are sent electronically with no need for print.

You can capture, store and re-send information via various forms, without ever needing to print. Send documents to your clients how you want to, or how they want to receive them. For instance, Intelledox can integrate seamlessly with a website where information is drawn from a new client, that information is then stored electronically, and re-used to send your new customer their welcome letter, contract and targeted marketing material – either as an email, or via mail delivery.

3. Paperless Office – Intelledox's Q&A Wizard eliminates the need for paper based application forms.

The user-friendly Intelledox Q&A wizard captures the required information, and sends it electronically directly to where it needs to be stored, or saved for re-use. This can be internal or client-facing.

4. Storage and archiving – no need for paper based storage.

Intelledox will integrate seamlessly with your current electronic document storage software. To aid that integration, every document generated with through Intelledox will have the required metadata attached, dispersing with the need for someone to re-key information about the document before it is stored. Just create the rules about which documents get stored where, and Intelledox will do the rest.

5. Highly targeted – Intelledox has the ability to cut down the size of documents by excluding irrelevant paragraphs or pages.

The Intelledox Designer allows you to create simple question trees and consistent rules that will logically decide what should be included and excluded in the document. For example, if the user answers ‘Yes’ to a particular question more questions may be included to gather the appropriate information. If the user answers ‘No’ those additional questions will be excluded. Similarly, information can be added or removed dynamically, such as appropriate legal clauses or product information.

Pages of needless questions can be eliminated in some very long, complex documents.

6. Electronic management of documents – Intelledox generates documents in a variety of ways, enabling the electronic delivery of multiple copies.

Intelledox can help your entire document lifecycle – from generation to archiving – to be more streamlined, more accurate, handled electronically and delivered the way you want. With multi-channel output, Intelledox documents are produced in XML, meaning that data can be a Word doc, a PDF, attached to an email, sent to a web portal, or stored purely as data in your system.

SaaS offers extra green benefits

Moreover, Intelledox is also available as a Software-as-a Service solution. The SaaS delivery model offers further ways to reduce a company’s carbon footprint. SaaS saves energy by using computing resources more efficiently. When companies use SaaS applications, the vendor's central data centre already provides the resources to run the application. Customers do not need to consume critical resources to generate the power for their own host machines. With every server consuming about 450 watts, that leads to a substantial cost and energy reduction.

Summary

To see real green initiatives across business, green practices must be pulled right through the enterprise. Each business process will need to be scrutinised to see if processes can be combined, servers shared or hosted elsewhere, efficiencies gained through information sharing and better connectivity from department to department.

Intelledox takes this issue seriously, and is already taking on the challenge of helping every business we deal with to be greener through every document process.

Works Cited

Cartridge World. (n.d.). *Cartridge World Australia*. Retrieved February 11, 2009, from <http://www.cartridgeworld.com.au/environment.php>

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Natural Strategies Group. (n.d.). *Save paper and Forests*. Retrieved February 11, 2009, from <http://www.naturalstrategies.com.au/work/save-paper-and-forests/save-paper-and-forests>.