

“Para-Docs has allowed us to dramatically reduce our customer service turnaround time while increasing staff efficiency and reducing costs.”

Steven M. Knobel

*Owner and Managing Partner
Mitchell, Maxwell & Jackson, Inc.*

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Business Summary

Organization:

Mitchell, Maxwell & Jackson, Inc.

Industry:

Real Estate Appraisal

Challenge:

MMJ sought a solution that would transform their existing and future documentation into electronically stored files. They were eager to improve productivity, customer service response time and their overall physical building space.

ELECTRONICALLY MANAGE CONTENT: IT'S "WORTH" IT!

Mitchell, Maxwell & Jackson, Inc. (MMJ) is the preeminent appraiser of residential properties in Midtown Manhattan. Known as the largest appraiser in the tri-state area, MMJ proudly serves clients from Hartford, CT to Hampton, NY. MMJ is indeed this region's most comprehensive source for market analysis, forecasts and any appraisal-related data.

MMJ annually appraises over \$10 billion worth of property. They also draw from over 80,000 sales records to prepare reports and provide consultation to their seven company divisions.

MMJ maintains the world's largest proprietary database of cooperative and condominium apartment sales information. This database allows MMJ to provide their clients with the most accurate and thorough reports in the industry.

TECHNOLOGY CHALLENGE

MMJ's worldwide leading services produce mounds of paper. This caused a major storage problem resulting in misplaced documents and lengthy searches for specific information.

This paper-intensive environment directly affected MMJ's customer service department as well. Response time quickly increased as representatives intensely searched for the information they needed. And when it was found, they could not be assured it was the most current data.

With the annual growth in appraisals, MMJ's manual storage and retrieval method was simply too time consuming and costly. Worse yet, it caused a company-wide lull in production.

MMJ quickly decided to search for a new solution—one that would include a paperless system with an easy-to-use Web interface.



para-docs

Benefits:

- ◆ Improves customer service.
- ◆ Provides easy content management.
- ◆ Increases staff efficiency.
- ◆ Improves overall productivity.
- ◆ Increases usable office space.
- ◆ Provides easy search & retrieval methods to find documents.
- ◆ Improves efficiency with electronically centralized content.
- ◆ Provides seamless integration of Para-Docs into legacy system.
- ◆ Increases availability of company-wide data.

PARA-DOCS SOLUTION

After evaluating comparable solutions, MMJ selected Open Systems Group's (OSG) Web-based Para-Docs imaging and content management solution. The Para-Docs' Internet-ready architecture is now MMJ's easy, cost-effective method to scan, capture, store, manage and secure their vital industry-leading information.

Para-Docs was implemented at the corporate office and operational within four weeks. Its open architecture allowed it to seamlessly integrate with the existing legacy appraisal software. This allowed OSG to easily import all of MMJ's existing electronic appraisal files into the new Para-Docs software. Now its previous "hard-to-find" content became available for immediate search and retrieval.

With the storage problem solved, only one issue remained. How could MMJ customer service best utilize Para-Docs to retrieve the most accurate appraisal information within seconds?

OSG resolved this problem as easy as they implemented the Para-Docs software. Simply by linking the customer service section of the MMJ Web site to Para-Docs, data was accessible from any Internet-enabled Web browser. Accessing appraisals, reviewing their status and retrieving full text reports now saves valuable time as it eliminates old snail mail and courier delivery methods.

Para-Docs, and its out-of-box solution enables MMJ to maintain its industry-leading appraisal services. By centrally and electronically storing content, MMJ keeps their business technically savvy and well ahead of their competitors.

BENEFITS

Para-Docs enables MMJ to continue to better their overall appraisal services. By having access to all types of company-wide information from one central location staff easily and successfully stores, accesses, retrieves and archives any document type they want. This translates into the following benefits.

- ◆ Improves customer service response time from countless days to only minutes.
- ◆ Decreases staff costs as employees now utilize time for more important job functions, rather than searching for data.
- ◆ Increases efficiency by easily locating specific appraisal information.
- ◆ Improves organization-wide productivity.
- ◆ Increases office space formerly consumed by paper storage.
- ◆ Increases availability of current and archived data.
- ◆ Reduces search and retrieval time that place key information on desktops within seconds.

Para-Docs is the foundation of MMJ's information database. Its exceptional content management capabilities are an essential part of their daily operations, maintaining MMJ's number one appraisal service status.

Para-Docs is a wholly owned subsidiary of Open Systems Group (OSG).

Central Region
2190 S. Mason Road, Suite 100
Saint Louis, MO 63131
Tel: (866) 966-OPEN
(314) 966-7555
Fax: (314) 856-1016
www.opensysgroup.com

Southwest Region
3244-A Skyway Circle North
Irving, Texas 75038
Tel: (866) 966-OPEN
(214) 441-0151
Fax: (214) 441-0308
www.para-docs.com

