

# Norman & Company Revs Up Its Document Management Transition with Konica Minolta Expertise

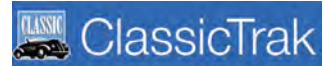
## Challenge

Jennifer Holcomb, the vice president of operations for Norman & Company, Inc. – a third-party administrator for automobile after-market products – will be the first to admit that her industry is slow to adapt to technological changes. Guilty of that itself, the company faced a daunting task of finding a more efficient and effective means of capturing and storing its growing volume of hard-copy documents that reached up to 15,000 per month.

Staffed with 29 total employees, the Oldsmar, Florida-based company is a family-owned business that oversees two proprietary products, Classic and ClassicTrak, which provide GAP protection and other ancillary items purchased at automobile dealerships. Norman & Company expanded by adding a second location to relocate its Claims and Cancellation departments. This accommodated its thriving business as continued growth was leading to an influx of additional paper contracts that needed processing. As the industry had not fully embraced e-contracting at that point, it seemed each addition of 1,000 contracts required another employee and more space, further impacting the company's financial growth.

“There's a great push to get all of our customers into e-contracting and we've been successful in getting some to transition over, but it's a very slow, uphill battle in the automobile business,” Holcomb said. “As we kept signing more dealerships, we would have to keep adding staff and were running out of space. We were looking for a sophisticated solution that we could use while, at the same time, continue trying to convert more clients to go electronic.”

Holcomb was looking for more than just capturing and labeling data; she needed effective extraction of critical data from their complex documents that contained a variety of data entry types, including check boxes, circles, free form, etc. The solution would also need to support documents of mixed sizes – primarily letter and legal size – and be cost-effective.



**NORMAN & COMPANY, INC.**

### Customer

Norman & Company, Inc.

### Industry

Automotive After-Market  
Administration

### Application

Content Management (Forms and  
Contracts)

### Partner

Konica Minolta



## Solution

To find her answer, Holcomb queried her peers in the industry while at trade shows and at other opportunities. Also, since the company already owned two Konica Minolta copiers, she asked her Konica Minolta representative, Devin Singh, who brought in his colleague, Stephen Nimon, an enterprise content management (ECM) consultant. Nimon offered up a number of software options, but felt that Ephesoft Smart Capture would provide a custom solution that would better satisfy Norman & Company's needs.

"Ephesoft is recognized as one of the most comprehensive Intelligent Document Recognition (IDR) software solutions in the industry," Nimon said. "It allows businesses to better classify documents by using content, bar code or layout analysis. Norman & Company had very complicated forms and I knew

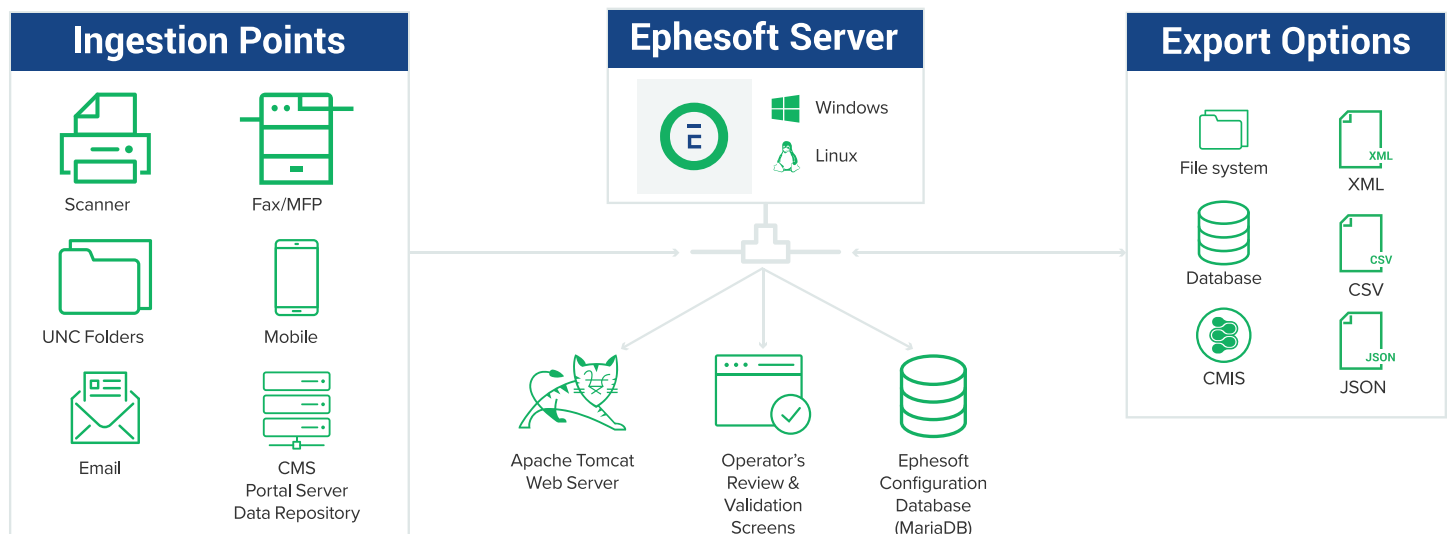
that Ephesoft's Smart Capture could handle this heightened complexity."

To help determine if that was true, Holcomb gave sample documents to Ephesoft, who flew in two representatives. They demonstrated the product and Holcomb checked references, conducting very in-depth interviews with actual users. Once satisfied, Norman & Company purchased Ephesoft in October 2015 and it was fully implemented by July 2016.

Overall, the installation went well with some tweaks necessary to realize smooth operation with its enterprise resource planning (ERP) system. Nimon noted that after additional enhancements are made regarding the company's ERP system, Norman & Company will experience even greater savings.

"Overall, we're very happy with our Konica Minolta relationship. Heather Brunelli and Dave Brennan were so personable and detail-oriented during the building phase. Stephen Nimon stood with us through the entire discovery phase as we were exploring Ephesoft, and its tech support representative, Debbie Hill, has been fantastic, providing us with excellent response time. She's brought to us a huge sigh of relief because she's helped make everything so easy for our staff."

— **Jennifer Holcomb, Vice President of operations at Norman & Company, Inc.**





## Next Steps

Holcomb noted that Norman & Company is looking to expand Ephesoft so that it can support a greater variety of contracts. The goal, she said, is to double the volume that is currently going through Ephesoft penetration. “We’re trying to persuade the automotive dealers we sign to go electronic, but many are small ‘mom and pop’ businesses. So we’re gently encouraging them to convert.”

## Partnership

Konica Minolta can help give shape to your ideas and partner with you to achieve your corporate objectives. Contact us to realize opportunities in:

### Information Management

Enterprise Content Management (ECM)  
Document Management  
Automated Workflow Solutions  
Business Process Automation  
Security and Compliance  
Mobility  
eDiscovery Services

### IT Services

Application Services  
Cloud Services  
IT Security  
Managed IT Services  
IT Consulting & Projects

### Technology

Office Multifunction Business Solution  
Commercial and Production Printers  
3D Printers  
Wide Format Printers  
Laptops, Desktops and Computer Hardware  
Servers and Networking Equipment  
Managed Print Services (MPS)  
Managed Enterprise Services



KONICA MINOLTA

### United States HQ

+1 (949) 335-5335  
info@ephesoft.com

Ephesoft, Inc.  
8707 Research Dr.  
Irvine, CA 92618  
United States

### United Kingdom

+44 (0) 1184665000  
info.eu@ephesoft.com

### Australia

+61 2 9056 7490  
info.au@ephesoft.com

### Germany

+49 6126 5503510  
info.eu@ephesoft.com

### Italy

+39 (02) 8088 6345  
info.it@ephesoft.com

### France

+33 1 8288 4002  
info.eu@ephesoft.com

### Singapore

+65 3163 5499  
info.asean@ephesoft.com