



## What is ECM & Why is it Important to Casino Efforts?

Organizations are increasingly turning to enterprise content management (ECM) software to handle the documents and processes needed to deliver services and improve their communities. ECM software is helping casinos manage documents, automate processes, and provide better services to their customers. With ECM, you can accelerate processes, deliver services in a cost-effective way, and enhance and support compliance requirements for programs and funding. Content managed by ECM includes paper and scanned documents, electronic forms, emails, photos, videos, data streams, or even screenshots.

ECM can link documents to your other programs by connecting existing departmental systems and databases – such as enterprise resource management, casino management systems, accounts payable solutions, human resources systems, law enforcement incident report management systems, and more – to a central ECM document repository, extending the value of these existing software investments. Instead of working back and forth between various systems and paper files, employees retrieve an electronic copy of a document with one click, accessing a virtual file instantly.

### Why Use ECM Software?

It's no secret that casino management involves plenty of paperwork. In times of ongoing fiscal crisis, it's tempting to move innovation to the back burner. But technology can help organizations survive and thrive in leaner times. ECM is a wise investment because it puts organizations back in control of their documents.

### ECM Applications

Casinos can take advantage of ECM software to gain control of their paperwork and related processes.

#### HUMAN RESOURCES

ECM in human resources reduces costs and streamlines workflow by eliminating carbon triplicate and other printed forms and the need to file or destroy these forms later.

#### FINANCIAL ADMINISTRATION & ACCOUNTS PAYABLE

When integrated with ERP, ECM can speed invoice processing and payment in accounts payable and receivable by reducing the need to reroute paper between departments and offices. ECM prevents document loss and puts supporting documentation alongside an invoice or purchase order for more efficient processing. Financial administration ECM users have experienced as much as 80 percent reductions in processing times and 70 percent lower processing costs.

#### CENTRAL SERVICES & ADMINISTRATION

ECM lets administrative offices shift personnel from basic level paperwork functions to higher-level work tasks by streamlining administrative functions such as public records requests, agenda management, and more.

#### LEGAL & CONTRACT MANAGEMENT

An ECM platform provides you with a single repository to store contracts, providing employees with instant access to the information they need to work with the contracts throughout the contract life cycle. Edits are fully tracked and recorded, providing a full history of what was changed, when, and by whom. Completed contracts can then electronically route through the correct approvals automatically, and the appropriate approver can use a digital signature to execute the document.

#### CASINO MANAGEMENT

Gaming Management, Compliance, Gaming Floor / Operations, and Audits can all be better managed with an ECM solution.

### How to Get Started

Forget niche solutions. A cheap departmental solution or an add-on to your departmental data system might hit the pricing sweet spot, but too often, these solutions cannot scale and lack important functionality, such as automatic redaction, sophisticated search, or granular security.

Choose a truly scalable solution that can meet each department's specific needs and can also grow from 1 to 25,000 users or more. This will help you maximize your savings and the reach

of a common document repository. You'll experience the most benefits when you can share documents and information across the organization. Additionally, you can always start with one or two departments and scale up as your budget allows. Decide how to roll out the solution by first evaluating your organization's priorities. Consider, for example:

- **Easy Win** - Do you need to establish immediate credibility for ECM technology? Human resources is an excellent place to launch an ECM deployment because many applications have a cross-departmental impact. Starting with an ECM deployment in human resources helps expose all staff to the benefits of ECM.
- **Most Paper** - If reducing the volume of paper is your primary goal, consider starting with paper-heavy departments such as accounts payable or agenda management. Converting a single department will have a tremendous impact and create a success story to share across the organization.
- **Biggest Cutbacks** - ECM helps relieve departments with big cuts in budget or staff yet face the same workload. The department will save money and time by eliminating printing, filing, copying, and other low-value, paper-related tasks.
- **Recent Changes** - Departments with vast amounts of staff overtime and newly created volumes of paper or customer complaints due to changes in time frames, requirements, or economic conditions may be a logical place to begin an ECM deployment.
- **Available Funding** - When deploying or expanding ECM solutions, consider departments that have enough funding to support further expansion down the road.
- **Compliance Nightmares** - Begin your ECM deployment with a department struggling with compliance issues, such as health and human services, casino management, or public housing.

After you've decided where to begin your ECM deployment, the following steps can help you identify the information management needs of each department:

- **Identify paper-dependent departments and processes.** ECM will have an immediate impact by eliminating filing, paper-shuffling, photocopying, printing, and paper records storage.
- **Identify cross-departmental paper-bound business processes.** Such horizontal applications show all employees

the benefits of ECM and create organization-wide workflow improvements. Examples include invoicing and vacation requests.

- **Look for documents that fuel transparency initiatives.** Examples include agendas, meeting minutes, contracts, payroll, timesheets, and other records that shed light on spending and decision-making.
- **Identify departments that are doing better financially.**
- **Establish metrics for return on investment (ROI) that measure both hard costs and soft improvements.**

## Evaluating an ECM Solution

When choosing an ECM solution, look for a stable, long-term vendor with a successful track record of deployments.

### The best ECM solution will:

Address identified information management needs, meet staff and workflow requirements, and include appropriate workflow automation tools

Include options for software customization, if needed; be sure to understand the cost of customization

Include software maintenance and upgrades in cost

Rely on a single code base; be careful about solutions that have been cobbled together through acquisition and multiple vendors; complicated code makes products harder to deploy and increases integration challenges

Include vendor-provided training options for future redesign, expansion, and deployments

Be expandable and scale easily from one to multiple departments

Have flexible technology options, including cloud-based or on-premise software-as-a-service (SaaS) solution options that are shareable among multiple entities

Have flexible subscription licensing options, to allow response to new budget realities, new deployment options such as shared services and expansion to the enterprise

Include easy-to-use integration tools that address evolving integration needs; make sure you know the cost to integrate databases and applications