



History

eiStream (pronounced eye-stream) pioneered workflow and imaging technology more than a decade ago and today continues to serve some of the most successful large- and mid-sized companies in the world. eiStream customers rely on the company's technological expertise and its products and services to build a specialized solution for them, helping them improve business processes, streamline operations, and increase profitability.

eiStream services more than 4,000 customer sites in 134 countries, providing enterprise-wide work management solutions. Its customers include Fortune 500 companies, nine of the world's top 10 insurance companies, and 18 of the world's top banks.

Background

Beyond simply providing adaptable solutions for the market today, the team at eiStream has in-depth knowledge of challenges facing customers. The company understands the details of processes including accounts payable, order entry, claims processing and imaging. When customers deploy an upgrade or consider a new solution, the eiStream team provides service at every turn.

eiStream solutions are designed to become part of the customer's business – growing and changing as their businesses evolve. If demand increases 20 percent, or an ERP application migrates to a Web-based platform, the eiStream solution flexes to fit. However, eiStream remains mindful that change needs to be calibrated and deployed carefully. eiStream believes that change is worthwhile only if it capitalizes upon the value of technology already in place.

eiStream delivers significant results to its customers by integrating four key elements required in most business processes today:

- **People:** Businesses today rely on employees, partners, vendors, and customers to participate in most high value business processes. By providing a Web-centric and scaleable application architecture, *all* users from across the enterprise and beyond can access and participate in business processes.
- **Process:** eiStream products and services include a sophisticated yet easy-to-use process design tool that equips business managers to map out business processes, rules, participants, service levels, and escalations required with most complex business processes.
- **Information:** Most business processes require a number of unstructured or unanticipated documents such as emails, faxes, paper and electronic forms. eiStream Enterprise provides a robust case management and repository tool for enabling complex cases that are required of the process.

- **Systems:** Numerous applications, from legacy mainframe applications to packaged software, are often called upon or require updating during the course of a business process. Advanced application integration connectors provided by eiStream Enterprise make integration with these applications easy to create and maintain.

eiStream's sales for 2003 reached \$70 million. Consistently profitable since its inception, the company has more than one million licenses in use worldwide and holds more than 40 patents.

Situation Analysis

Rochester, New York, is home to eiStream Kofile products. These include the enhancement of digital, color, and microfilm-imaging solutions, including the ability to combine the advantage of each and provide integrated solutions. About 10 percent of the company's 350 worldwide employees are located in Rochester.

Being in Rochester makes good business sense, too, as the area is rich in the availability of high quality, knowledgeable, technology-oriented employees. The company also has an historical presence in Rochester, familiarity with the business climate there, and has easy access to its customers.

This office recently launched an innovative new product, called KoVIS (Kofile Visual Information System) which will radically improve efficiency in the customer service area. Coined "the next generation of document management systems," KoVIS is the document management solution for any organization – from a single PC to an entire enterprise. This easy-to-use system enables users to store and organize scanned microfilmed documents, photographic images, PC files, and computer data in a user-friendly, on-demand retrieval system.

This is extremely beneficial to the customer service industry.

Studies show that one out of every five customer service inquiries requires reference to an original source document. While customer service representatives typically have database information at their fingertips electronically, document retrieval is a more cumbersome, off-line process. Due to this situation, much effort is lost in a manual, costly and time-consuming search for information – while customers wait unnecessarily.

KoVIS replaces paper files with desktop access to online digital images, allowing users a rapid response to customer needs. Documents can be retrieved, viewed online, and distributed in a variety of ways. For customer service representatives and the companies for whom they work, this represents significant value, allowing for multiple processes to occur at the same time, enabling the ability to view and correct information, and notify customers of the status of their information – every step of the way.

A key feature of this system includes document support, allowing the customer to store all scanned, filmed, PC files, faxes, pictures, computer output, and other documents related to a customer's business. Additional benefits are ease of use, scalability, productivity, Web access,

and distribution (send documents to other users). A unique aspect of KoVIS is the folder management capability which presents, manages, and distributes all related documents in a clear and productive format.

In the Rochester area, KoVIS is being used in the health care industry (helping to manage hospital and home health care records) and in commercial applications, including use in service bureaus and for accounting purposes.

Conclusion

Available around the world, eiStream products enable its customers to achieve the efficiency and effectiveness required to remain competitive in today's fast paced global economy. The KoVIS product line is a testament to that. From a customer's viewpoint, the range of products and services allow for a "one-stop-shopping" approach to business process management.