

Blue Waves and Blue Oceans: the changing tide for service companies

The document management
service provider industry
is changing.

You need to catch the wave!

Creating a "Blue Ocean" strategy for your company is all about differentiation. You need to reconstruct market boundaries, focus on the big picture, reach beyond existing demand, get the strategic sequence right, overcome organizational hurdles, and build execution into strategy.

At AIIM's Document Management Service Provider Executive Forum, we'll provide owners and senior managers in document imaging, conversion, and preservation services with highly educational and vendor-neutral instruction in how to create your own strategy for success. And all of this takes place on the blue wave beaches of Hollywood, FL.



Document Management Service Provider Executive Forum
November 3-5, 2011 - Westin Diplomat Resort and Spa, Hollywood, FL

Register Today at aiim.org/dmspf

Use Priority Code 3517

EARLY BIRD Deadline 9/1/11

SCHEDULE AT-A-GLANCE

Thursday, November 3, 2011

8:00am	Golf Tournament at the Westin Diplomat Resort & Spa Golf Course Must register by 10/28/11 to play in the golf scramble.
9:00am - 4:30pm	Pre-Conference Training: AIIIM Capture Practitioner Certificate Course Learn technologies and best practices for helping your customers with scanning and capturing documents. Topics covered include: Core and secondary capture technologies, scanner options and configuration settings, storage formats and compression, and more.
4:30pm - 5:30pm	First Timer's Reception Are you attending the Forum for the first time? You are warmly invited to a "before party" with AIIIM and the Forum Planning Committee where we'll give you a brief overview of the event and what you can expect.
5:30pm - 7:30pm	Registration and Welcome Party Join us as we officially kick off the Forum with a cocktail buffet supper in the Solutions Showcase ballroom.

Friday, November 4, 2011

*Solutions Showcase 7:00am-2:30pm

7:00am - 8:00am	Registration, Breakfast & Solutions Showcase
8:00am - 8:15am	Opening Remarks This year's Forum Committee Chair, Mario Duckett welcomes you to the Forum with personal insights and tips for optimizing your event experience.
8:15am - 9:30am	Opening General Session: State of the Document Management Service Provider Industry AIIIM President, John Mancini, reveals results from extensive AIIIM research on end user drivers, adoption, and implementation obstacles. Use this quantitative analysis to identify market opportunities and craft your service offerings.
9:30am - 11:00am	Vendor Introduction and Solutions Showcase Join us for a "round robin" introduction to the companies exhibiting at the Forum this year. Each Solution Provider will talk briefly about their partner programs and new technologies that your business can leverage.
11:00am - 12:30pm	General Session: The Path to Results is an Obstacle Course, Not a Straight Line Your eye is on the prize; you're so close that you can smell it. And then, life happens, and business success is once again out of reach. What's getting you off track? In this lively session, Ken Okel, award-winning journalist, non-profit executive and professional speaker will share personal stories and proven strategies for navigating the obstacle course of life and business in order to succeed. Using interactive role playing and exercises, Ken will guide us through three very common distractions and deterrents – time management, leadership, and change -- so that we emerge victorious.
12:30pm - 2:00pm	Lunch and Solutions Showcase
2:15pm - 3:30pm	Breakout Session 1A: How to Build a Great Sales Team and Retain Talent. Building a great sales team can be difficult. In this session learn how your peers structure sales territories, build compensation and incentive packages, determine quotas, and set revenue expectations. Also, get best practices for how to sell and market your products and services. Breakout Session 1B: Is Your Customer Information Secure? If you're processing confidential, private and government documents, your customers need to know that their information is secure. Learn how physical record security, production control systems, and even staff background checks are necessary. Learn best practices to consider for your location, multiple locations and off-shore locations.
3:30pm - 4:45pm	Breakout Session 2A: Healthcare – Where's the Potential? Considering breaking into the healthcare industry? It's not easy to do, but great potential lies in the processing of healthcare documents as many hospitals and private practices transition to electronic healthcare records. Where can you help them become more efficient? What opportunities should you look into? What direction should you take? Breakout Session 2B: Land that SharePoint Sale! There's huge potential for service companies that integrate their services with customers who have SharePoint. But, you've got to know where you can add the most value to extract the maximum business benefit. Learn the sweet spots for your service offerings in the SharePoint install base, to make the win and make the business a win for you.
5:00pm - 6:15pm	Technology Happy Hours Enjoy a beverage and learn about partner programs in two, concurrent sessions sponsored by leading Document Management vendors. Find out about the latest applications for their solutions and what you can expect in business development support from them.
7:00pm - 9:00pm	Networking Reception Join us for some food, drink, and fun in the warm ocean breezes.

Saturday, November 5, 2011

8:00am - 9:00am	<p>Networking Breakfast OPTIONAL: Join your peers in the "Vendor Free Zone". Share experiences for ways to leverage your vendor relations.</p>
9:00am - 10:15am	<p>Breakout Session 3A: Reconsidering Annuity Business - What's Old is New Again. Is it time to relook at some of the seemingly unsexy and mundane services like box storage and shredding that can provide a good base of annuity income for your service offering? Find out how lucrative this business can be and where you can partner to get into it right away.</p> <p>Breakout Session 3B: Finding the Right Buyer for Your Business - 9 Ways to Prepare. How do you increase the value of your business for a future sale? In this session, you'll learn 9 WAYS to PREPARE including information on corporate structures, the role of business lines, usual buyer objections, use of acquisitions, and other strategies to maximize your selling price.</p>
10:15am - 10:30am	<p>Coffee & Snack Break</p>
10:30am - 11:45am	<p>Breakout Session 4A: The un-Mailroom - Stopping Paper Before it Enters a Business. Embedding yourself in mission critical transactional processes by scanning a business' documents before they enter their office is great revenue potential. In this session, you'll learn how your peers have entered the realm of accounts payable (AP) and remittance processing to increase their business capabilities and revenue. And find out what you need to consider before starting.</p> <p>Breakout Session 4B: I've Looked at Clouds from Both Sides Now. Building a great sales team can be difficult. In this session learn how your peers structure sales territories, build compensation and incentive packages, determine quotas, and set revenue expectations. Also, get best practices for how to sell and market your products and services.</p>
11:45am - 1:00pm	<p>Lunch and Closing General Session: Accelerating Business Growth - Parting words and wisdom from a seasoned entrepreneur. We bid this year's Forum adieu with exciting details on next years' program and our grand prize drawing (you must be present to win).</p>

Visit these providers in the Solutions Showcase



Register Today at aim.org/dmspf

Solution Provider Member Pricing:

- \$699 (before 9/1/11)
- \$799 (after 9/1/11)

Non-Member Pricing:

- \$799 (before 9/1/11)
- \$899 (after 9/1/11)

Pre-conference Capture Practitioner Training:

- \$425 (regular rate \$1,050)

Golf Tournament:

- \$150 (plus club rental)

Register by September 1, 2011 and SAVE \$100
Use Priority Code: 3517