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Building A Flexible Business Model

How To Profit From The Less Paper Office

A Reseller's Guide To Embracing A Document-Centric Revenue Stream

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The market has shifted, and so must your business model.

The New Era for Document Management?

The rules of the game have changed. As our first report, "Beyond the Click," highlighted, relying on print volume for profit is no longer a viable long-term strategy for UK resellers. The market has shifted, and so must your business model.

This whitepaper is your practical guide to navigating this new landscape. We'll show you how to move from selling printers and clicks to selling high-value, recurring solutions that align with your customers' needs for efficiency, security, and digital transformation. The prize? A more predictable and resilient revenue stream.

The old value proposition was simple: a printed page.

1   Understanding the Value Shift: From Output to Input

The old value proposition was simple: a printed page. The new one is far more comprehensive and valuable: a digitised document.

Customers are willing to pay for solutions that help them:

- **Capture Documents Efficiently:** Using intelligent scanning to digitise paper files.

- **Integrate with the Cloud:** Automatically routing documents to Docusoft CloudFiler, Microsoft 365, SharePoint, or other cloud storage platforms.

- **Automate Workflows:** Integrating AI, triggering business processes and workflows based on the content of a scanned document.

- **Ensure Security & Compliance:** Protecting sensitive data from the moment it's scanned.

This is where the "paperless office" truly lives. Your role is no longer to be a print provider but a **Managed Document Services** expert.

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The modern, document-centric equivalent of the cost-per-click model you're familiar with...

2   Introducing the "Charge per Scan"

The most powerful way to capitalise on this shift is by adopting a model that makes it easy for clients to manage and store their scanned documents together with other electronic files and data. Charge per Scan is the modern, document/data-centric equivalent of the cost-per-click model you're familiar with.

How it works:

1. You provide the scanner or multi-function device (MFD) and the software solution (with our initial assistance)

2. You charge a fixed or tiered price for every page a customer scans.

The service can also include workflow automation, AI integration, cloud integration, and additional security features that add real value.

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An integral part of their core business processes, making your service indispensable.

Why it's a better business model:

- **Predictable Revenue:** As scanning volumes increase, so does your recurring revenue.

- **Customer Stickiness:** You're not just providing a piece of hardware; you're an integral part of their core business processes, making your service indispensable.

Differentiation: This model sets you apart from competitors still stuck on a print-centric approach.

This model allows you to transition your sales conversations from "How many pages are you printing?" to "How can we help you digitise and automate your business?"

Ready to Start!

3. Building Your New Solution Stack

To succeed with the solutions model, you need to bundle a complete solution, not just a device.

Here's a quick look at the key components:

Component	Description	Why it's valuable
Intelligent Scanners	MFDs with advanced scanning capabilities, including high-speed processing and options for Optical Character Recognition (OCR).	Converts scanned images into searchable, editable text, adding immense value.
Cloud Connectors	Software that seamlessly integrates the scanning process with popular cloud services like Docusoft CloudFiler, Microsoft 365, and SharePoint.	Enables a distributed, hybrid workforce to access and collaborate on documents from anywhere.
Security & Compliance Tools	Features like secure print release, user authentication, and data encryption for every document scanned and stored.	Mitigates risk and ensures customers meet crucial regulations like GDPR.
Workflow Automation	Tools to automate business processes, such as routing invoices to accounting or contracts to a legal folder, the moment they are scanned.	Drastically improves efficiency and reduces manual errors.

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The needs we address

Document management

Manage files and email

Scanner Control

Practice management

CRM

Client & information data management

Data Extraction

Consolidate client data

Workflow

Client Portal   E-signature & approvals

Automation

Secure document requests / exchange

Integration

Task management

GDPR

cloud

FCA

Manage compliance   Audit trails

Onboarding

secure communications

Audit

Training and consultancy

On-site

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4. Identifying the Right Customers

Businesses in certain sectors are prime candidates for this model. Look for customers in:

- **Finance:** High volumes of private documents that become a part of the client process, requiring workflow, e-signature and secure archival and simple retrieval and secure sharing of sensitive information.

- **Legal:** High volumes of sensitive documents that require secure access, storage, archiving and retrieval.

- **Healthcare:** Digitising patient records and managing compliance (e.g., GDPR).

- **Professional Services:** Automating expense reports, contracts, and HR documents.

These customers are actively seeking solutions that solve their biggest challenges, and your new business model directly addresses their needs.
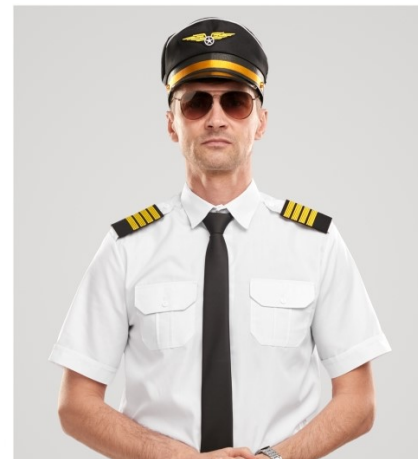
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The markets we operate in

- **Accountancy**
- **Construction**
- **Distribution**
- **Education**
- **Financial Services**
- **Insolvency**
- **Insurance**

- **Legal Firms**
- **Manufacturing**
- **Medical and Healthcare**
- **Membership Organisations**
- **Property Management**
- **Recruitment**
- **Retail**

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Ready to Start!

Ready to build a flexible business model?

This is a complete roadmap for transitioning your business. The next step is to see these solutions in action.

We invite you to schedule a personalised demo where we can explain and show you our full suite of solutions, including functionality for the "**Charge per Scan**" model, to help you craft a plan to take to your customers.