

BULL MARKET ADVANTAGE



Twenty five years strong, Bull Valley

Software traces its roots back to 1983 as one of the first network consulting and custom programming firms in the greater Chicago area. Fast-forward to today, Bull Valley Software is a leading international provider of image capture, document management, and compliance management solutions. The company's expert management team boasts almost a century's worth of combined experience in software development, consulting and sales, and is more than equipped to handle any organization's document management needs.

HOSTED SaaS MODEL

The DocumentLOK™ On-Demand features:

- * No additional servers to maintain
- * No software to install
- * No updates to apply
- * No backups to perform
- * Access via the Internet from anywhere
- * Virtually no money up front; utilizes the popular SaaS model with minimal initial investment; 1 affordable monthly fee; free of database & network maintenance



Helping VARs & Dealers

For imaging hardware dealers, network consultants or system integrators looking to expand their businesses, Document Management (DM) and Enterprise Content Management (ECM) solutions can provide a lucrative source of new revenue. "Document and content management now make up the second fastest growing segment of a \$3.5 trillion IT market," says Paul Fotis, Bull Valley's Vice President of Business Development. "There are literally billions of dollars that will be spent within the next 12 to 18 months on

document management alone." Fotis adds, "and we are aggressively seeking partners to work with us to capture as much of that market as possible." Fotis is quick to point out that adding document management to a dealer's product catalog does more than add a new source of revenue – it also helps the dealer grow its existing core business. "Every new document management prospect is also a new prospect for the reseller's primary product or service as well. We want our partners to know we're not looking to feed off their existing relationships—we are looking to bring new relationships to the table."



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Less Talk, More Action

Realizing that actions speak louder than words, Bull Valley has put together a comprehensive system for helping VARs succeed. All new partners attend an intensive training class where they learn how the

DocumentLOK™ software operates, how it benefits an end user, and how to effectively promote the solution. But it does not end there. Fotis explains, “We realize that our partners’



expertise lies in their primary products & services – not necessarily in document management sales – so it would be rather unfair of us to just turn them loose after training, expecting them to set the world on fire.” He adds, “So we immediately start organizing a series of seminars in their home town to provide an immediate funnel of 20-40 pre-qualified prospects to start talking to.”

Once a new reseller starts working with a prospect, Bull Valley is with them 100% of the way – providing whatever sales or marketing support is needed. “Software sales is typically not our partners’ strongest suit,” Fotis adds, “and that’s okay, because it is ours. We help our partners in whatever ways necessary – webinars, seminars, telemarketing assistance – we will even do the software presentations for

them, until they are comfortable doing them themselves.” Fotis concludes, “When you pair our partners’ core business expertise with our software sales experience, you’ve got an unbeatable team.”

Not Just Software Sales

To be an effective provider in a volatile economy, DM software providers must not only focus on selling their software product, they must also place equal importance on providing the highest quality implementation program available. This is standard business practice for Bull Valley who, in addition to providing a complete technical installation of DocumentLOK™, sends a Professional Services team on-site to conduct a thorough analysis of a company’s current business practices, and customizes the software so that it integrates with the client’s primary business application(s). This ties documents to client records, automatically assigns index values, and gives single-key access to all of a compa-

ny’s vital documents without ever leaving their primary business application. If the VARs want to provide the Professional Services themselves, Bull Valley will train them (i.e. installation, implementation & configuration).

A LOK on Solutions

Regardless of a prospect’s size, needs, or budget, Bull Valley offers software that will fit the bill. In addition to DocumentLOK™ Enterprise, which boasts a sophisticated capture module (with advanced barcode recognition, OCR, ICR & OMR), document routing and a customized implementation, they offer DocumentLOK™ SBE (Small Business Edition) – a streamlined solution designed specifically for organizations with 10 concurrent users or less. Thinking across the board, the company also created DocumentLOK AdvantEDGE™ with the needs of smaller offices (less than 5 concurrent users) in mind. This solution breaks most modules out as options—giving clients the flexibility to build a system with only those features that are needed & at an entry level price. [h](#)

For details visit BullValleySoftware.com.