

## CAN AUTOMATED DATA ENTRY SAVE YOU MONEY?

### What is Automated Data Entry?

A high-speed stackable scanner (40, 60 or 80 envelopes per minute) will scan your order envelopes for the information you desire (name, barcode, packages, trading card data, addresses etc.). Optical character recognition software then lifts the data from the envelope and presents only those characters in question to the data entry personnel.

### Automated Data Entry

Reduces the time and cost of data entry

Improves accuracy

Validates data entry according to your custom rules

The data can be formatted and exported to most photography management systems

Once scanned it is no longer necessary to save envelopes

Electronic images of order envelopes are available to customer service at the touch of a button

**Complete this short form to find out if automated data entry might be for you.**

Hiring and training costs for data entry personnel (newspaper ads, interview time, training .01 to .03 per envelope )	_____
Data Entry costs (labor cost including benefits, social security etc. .04 to .10 per env)	_____
Validation costs (labor cost to check data entry .01 to .04 per envelope)	_____
Error correction costs (cost to remake product for errors found in house or after it is shipped to the customer from \$ 5 to \$ 20 per remake x # errors a 1% error rate is .05 to .20 per envelope )	_____
TOTAL COST	_____

$$\frac{\text{Total Cost}}{\text{# of envelopes}} = \text{Cost per envelope}$$

IF this number is .25 or greater automated data entry may be for you