

# Failure to Launch? Avoid Common Tech Implementation Mistakes

Maximize the ROI of new scanners and capture software by overcoming 4 common barriers to success

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Digital transformation isn’t just a means to a competitive edge—it’s crucial to success. Advanced document capture and information management solutions can help businesses automate and streamline workflows, empowering employees to get more done faster. However, the big-picture promises of accelerated processes and stronger customer service can sometimes overshadow the complexities, including technical requirements and the challenge of gaining employee buy-in. By keeping in mind existing workflows and end-users’ needs, businesses can avoid the roadblocks to new technology adoption and see the full return on investment in upgraded equipment.

## **Mistake No. 1: Slow, Costly Integration**

While new technology signals positive change for C-suite decision-makers and end users, it can also mean headaches for IT if integration isn’t seamless and cost-effective. Connecting scanners to and installing capture software on every computer take a significant amount of time, driving up implementation costs and delaying full integration.

Enter: Wireless technology. Scanners that function wirelessly within existing infrastructure and applications make integration simple and quick. In addition, thin-client software like the [KODAK Info Input Solution](#) is deployed and managed centrally via the web. This not only allows for a fast launch but also minimizes costs associated with upgrades and ensures they take place at the same time, maximizing the software’s capabilities.

## **Mistake No. 2: Technology Isn’t User-friendly**

Across industries, employees face pressure to complete processes efficiently and accurately. While they can benefit from new technology aimed at helping them work faster, employees presented with a new solution often turn to legacy tools they’re comfortable using. If scanning technology has even a slight learning curve, the perceived cost of taking the time to become familiar with the device or software can override the downside of continuing to use time-consuming, [manual processes](#). Conversely, the more intuitive solutions are, the more quickly they’ll become part of employees’ day-to-day routines.

Desktop, network and wireless scanners from Kodak Alaris feature user-friendly touchscreens, and they can be configured to offer one-touch scanning, allowing employees to automatically start or continue a business process directly from the device. Because the technology is easy to use and integrate into existing workflows, it can be adopted—and start producing results—immediately. In addition, Info Input is web-based and can be embedded within the existing enterprise business applications employees use every day.

### Mistake No. 3: Ignoring BYOD

New technology also needs to be compatible with the devices employees use every day. The growth of cloud adoption and bring-your-own-device (BYOD) policies has contributed to the consumerization of IT and shows no sign of slowing down. According to Tech Pro Research, 60 percent of organizations already permit employees to use their personal devices for work, and 14 percent plan to begin doing so in the next 12 months. Allowing employees to work with devices they are familiar with not only makes them productive, but also helps reduce businesses' IT infrastructure costs.



Advanced desktop scanners, like the KODAK i1190WN Scanner and the KODAK SCANMATE i1150WN Scanner, offer wireless connectivity to mobile devices. Rather than having to power up a PC and connect to their organization's server every time they need to scan documents, employees can easily sync with the scanner from their smartphone or tablet. Using the ScanMate+ mobile app, they can then access the scanned documents on their phones and cue up the associated business process at the touch of a button. This not only allows employees to be more efficient but ensures processes start sooner and are carried out faster—a win for the business and its customers.

### Mistake No. 4: Ineffective Change Management

An investment in hardware and software may streamline workflows, fuel productivity and meet mobile needs, but if it's not introduced strategically, businesses risk employees not adopting it fully. A study by MIT Sloan Management Review and Capgemini Consulting<sup>2</sup> reveals that while the vast majority of employees feel digital transformation is imperative, most believe it's happening too slowly at their organization, suggesting a gap between how decision-makers and employees view these changes.

Derik Timmerman, co-founder and CEO of insights services provider Spreadsheet Sherpa, says there are three M's to prioritize when leading technological change: the message, the messenger and the method. Before crafting a message, he recommends businesses consult with their employees and identify their frustrations with current technology.

"It's not just any message that might make sense. It's understanding how to craft that message in a way that is directed like a laser right at the pain points of the people that need to adopt [the technology]," he says.

Equally as important as developing messaging that resonates with [employees](#) is selecting a messenger who's respected and trusted. Someone who works alongside staff on the front lines is often a stronger choice for this advocate role than a manager because he or she can serve as a relatable example to the rest of the staff, Timmerman says.

Finally, the method by which the transformation is communicated and executed is crucial to its success. Timmerman suggests maintaining the focus on the common pain points discussed and how the technology alleviates or eliminates them.

Advanced information management solutions are central to lean, competitive operations. By taking measures to ensure smooth implementation and adoption of scanners and capture software, businesses can begin seeing results sooner and ultimately achieve greater ROI.

<sup>1</sup> "Wearables, BYOD and IoT: Current and Future Plans in the Enterprise" Tech Pro Research, January 2015  
<sup>2</sup> "Embracing Digital Technology," MIT Sloan Management Review and Capgemini Consulting, Oct. 7, 2013