

CASE STUDY

INDUSTRY CHEMICAL MANUFACTURING
LOCATION TORONTO, CANADA
COMPANY NATIONAL STARCH AND CHEMICAL CO.

"In summary, I would say that MasterFile is a fantastic electronic document management system. I would highly recommend it to anyone who is involved in any kind of research and needs to manage, organize and present large quantities of information."

COMPANY OVERVIEW

Business-to-Business firm, manufacturing natural and synthetic specialty polymers.

THE BUSINESS CHALLENGE

I have the responsibility for identifying and transferring best/leading practice in Marketing and Innovation to a \$3b business to business company and it was imperative I found a more efficient way to catalogue and summarize information from a variety of sources, including my own notes, hard-copy paper documents and the web. Prior to using MasterFile and the C-Pen scanner, I used to highlight and transcribe key points from my documents manually into another database product. Organization and locating key information used to take time as hard copy paper files were not integrated with electronic notes or e-mail exchanges.

THE SOLUTION AND BENEFITS OBTAINED

Now, not only does the C-Pen scanner eliminate manual transcription, MasterFile lets me organize and catalogue the key points from my documents, lets me keep reference links to Internet sources -- and even create and store copies of web pages as PDF documents -- as well as organize my e-mail messages and embed original electronic documents (Word, PDF, etc.) within the database as a fully fledged document management system too. This is a fantastic organizational tool.

One of MasterFile's most valuable features is that it pulls the text out of PDF files so I can highlight those extracts -- i.e. key information -- and I no longer need to

reference which document the information came from. As I create the extracts, I can also tag them with the relevant issues or topics they are pertinent to. I use MasterFile's views to see all the information for each issue or topic at a glance.

Initially, MasterFile wasn't highly intuitive to me because its default settings related to legal applications, however once I understood the structure it was easy to use and the support was very helpful.

In summary, I would say that MasterFile is a fantastic electronic document management system. I would highly recommend it to anyone who is involved in any kind of research and needs to manage, organize and present large quantities of information.

MasterFile Software North America Inc.
Unit 152 - 11782 River Road
Richmond, BC, V6X 1Z7, Canada
Phone: 1.604.331.0535
web: www.masterfile.biz

This case study contains illustrations of how customers use MasterFile products and the results achieved. Many factors contributed to the results and benefits described. MasterFile and/or its customers do not guarantee the same or similar results for other customers.

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