

Crowley Maritime simplifies file sharing and collaboration across dispersed operations.

Challenge

- Extensive amount of internal and external communication via paper, fax, and email
- Lack of uniform document solutions, as each individual business unit purchased and used its own capture and content management systems

Solution

- Implement Nuance AutoStore to streamline workflows and distribute standard document capture process tools throughout the organization
- Seamlessly leverage IBM® Case Foundation, a central Electronic Content Management (ECM) repository

Results

- Reduced redundant processes
- Gathered various forms of incoming information from email, scans and faxes, and quickly and securely delivered them into the IBM® Case Foundation repository

Crowley Maritime Corporation has been delivering world class services since 1892. With corporate headquarters in Jacksonville, Florida, Crowley is a U.S. family-owned and operated marine solutions, energy and logistics. Crowley provides services in domestic and international markets through six operating lines of business: Puerto Rico/Caribbean liner services; Latin America liner services; logistics; marine contract solutions; deep sea petroleum transportation; and petroleum transportation, distribution and sales in Alaska.



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Naoko Neff, ECM Administrator for Crowley

Additionally, Crowley provides vessel design, construction management and vessel management services.

Crowley supports all six of its primary business segments with centralized corporate operations, including human resources, information technology, corporate communications, training, travel, and facilities development.

Paperwork for all divisions a challenge.

Crowley’s daily business operations result in an extensive amount of internal and external communication via paper, fax, and email. Business critical documents such as Proof of Delivery, Bills of Lading, and Invoices were received daily and required significant manual processing. Crowley was interested in exploring a new integrated solution to capture inbound documents regardless of whether they are received by copiers/ Multi-Function Devices (MFDs), scanners, emails or faxes. Crowley is also an extensive user of IBM Case Foundation, a central Electronic Content Management (ECM) repository for all corporate documents, and it was imperative these documents be managed in the IBM Case Foundation repository.

“We needed a solution that would work well at our Corporate Office, as well as our remote offices and port locations in Central America,” said Naoko Neff, ECM Administrator for Crowley. “Our challenge was an inability to distribute standard document capture process tools throughout the organization.”

In addition, there was a lack of uniform document solutions, as each individual business unit purchased and used its own capture and content management systems.

“We looked at several different applications to streamline our capture, process, and routing operations and discovered that Nuance AutoStore® provided the most comprehensive and secure resource,” she added. “Its flexibility not only meets our current objectives, but it also supports our vision for future expansion.”

“At Crowley we have such a variety of documents to process coming in from multiple sources, we couldn’t simply adopt one standardized method for all processing. Our documents are varied and usually only one or two pages. This means our people spend time at an MFD processing documents, even if only for a few seconds. Additionally, we have paper documents coming in from external vendors and customers who may not have a computer to email, but simply a fax machine. Nuance solves the problems of gathering the various forms of incoming information, whether from email, scans or faxes, and sends them quickly and securely into our repository.”

There are approximately 70 to 80 mission-critical document types among Crowley’s business units that rely on Nuance AutoStore to deliver them into the IBM Case Foundation repository.

“Our company deals with documents surrounding tasks as varied as those for individuals who may be shipping their belongings overseas, to logistics for oil tankers and container ships—we do it all.”

In fact, one of Crowley’s companies tasked with the logistics and engineering for the recent salvage of the Costa Concordia (the cruise ship that ran aground off the Italian coast) routed invoices and other documents through the Nuance AutoStore solution.

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To date, Neff estimates that Crowley saves at least \$50,000 annually, as well as hundreds of hours in labor, by automating and consolidating disparate workflows. Some business processes which used to take several hours to manage manually are now automated in seconds, allowing users to focus on more important projects like enhanced customer service.

As an example of Crowley’s return on investment, Neff cites a situation in Costa Rica where there is an administrative center and port office that manages shipping and warehousing. Today, the port office sends paper documents to their administrative office via courier. The documents are scanned into a network share folder, and a corporate office resource indexes and uploads the documents manually into the ECM system using IBM Case Foundation. Crowley has a project in place to implement Nuance QuickCapture Pro® at the remote office, eliminating the transportation of documents and the redundant processes.

Crowley is currently reviewing its MFD fleet and looking to add software solutions for document handling, such as queue management, auditing and reporting. The company is considering the addition of Nuance Output

Manager™, a managed print solution that provides a high level of security around print queue management. Of particular interest is the ability to create a distributed printing environment, in which sales people who move from office to office can print at any location that has a network printer. Their print jobs are held in a queue until accessed via a user identification card.

Also in consideration is the addition of Nuance Business Connect™, an application which brings the total benefits of Nuance’s secure capture, process and route capabilities, as well as secure print management features, to any smart device supported by Android or iOS. “It’s a ‘go anywhere’ solution which would be very helpful for our employees in the field,” Neff said.

To learn more about Nuance AutoStore, please contact us at 1-800-327-0183 or visit www.nuance.com.

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Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.

