

THE INTELLIGENT WAY TO MANAGE FILES



**Take the drudgery out of  
saving, finding, using, and  
sharing files and folders**



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## Research says



**ECM APPLICATIONS RETURN  
\$7.50/  
DOLLAR INVESTED**

(Source: Nucleus Research, 2014)

According to an Accenture report, **59%** of **1,000** managers surveyed said they miss important information almost every day because it exists within the company, but they can't find it.



Information workers waste a significant amount of time dealing with documents.

"This wasted time costs the organization **\$19,732** per information worker per year and amounts to a loss of **21.3%** in the organization's total productivity. For an organization with **1,000** people, addressing these time wasters would be tantamount to hiring **213** new employees."

(Source: IDC and Adobe 2012)



Respondents to an AIIM survey of 2012 said that the time they spent per day filing and maintaining existing information, or searching for new information, averaged around **37** minutes, i.e., **8%** of the working day. "Search fatigue" is also considered a significant long-term problem.

**Organyze 3.1** simply smarter

LARA TIC  
Home | Log out 

The screenshot displays the Organyze 3.1 interface. At the top, there are navigation tabs for Profile, Documents, Labels, and Search. The main area is titled 'Documents' and shows 'Number of documents: 11'. A search bar is present with filters for 'Today', 'Last week', 'Last month', 'All', and 'Custom date range'. Below the search bar, there are several document thumbnails, each with an 'Edit Delete' button. The documents listed are: 'image1.psd' (5.01 MB, shared by Sam Parker on 22 May 2015), 'brochure\_content.docx' (21.3 KB, shared by Julie Gordon on 27 May 2015), 'planning\_and\_budgeting\_file.xlsx' (48.5 KB, shared by Julie Gordon on 27 May 2015), '570224main\_iss028e016137.jpg' (12.25 KB, shared by Julie Gordon on 29 May 2015), and '569718main\_fd3predock.jpg' (14.37 KB, shared by Julie Gordon on 29 May 2015). On the left side, there is a sidebar with 'Documents' and 'Folders' sections, including options like 'All documents', 'Add manage folder', 'Add files', 'Bookmarked', 'Deleted files', 'Deleted folder', and a 'Choose user' dropdown menu.

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## Why Organzyze?

What happens when people can't locate the files they need?

- They waste time searching for them in their machines
- They ask around in the office to check if someone else has the files
- They spend time looking for the information on the Web and then sifting through, and studying what they download
- They give up, and recreate the document again

They sometimes miss out on some useful data they have collected in the past or writing they have done for a previous report, proposal or presentation. They may also end up wasting other people's time by asking them to find a file for them.

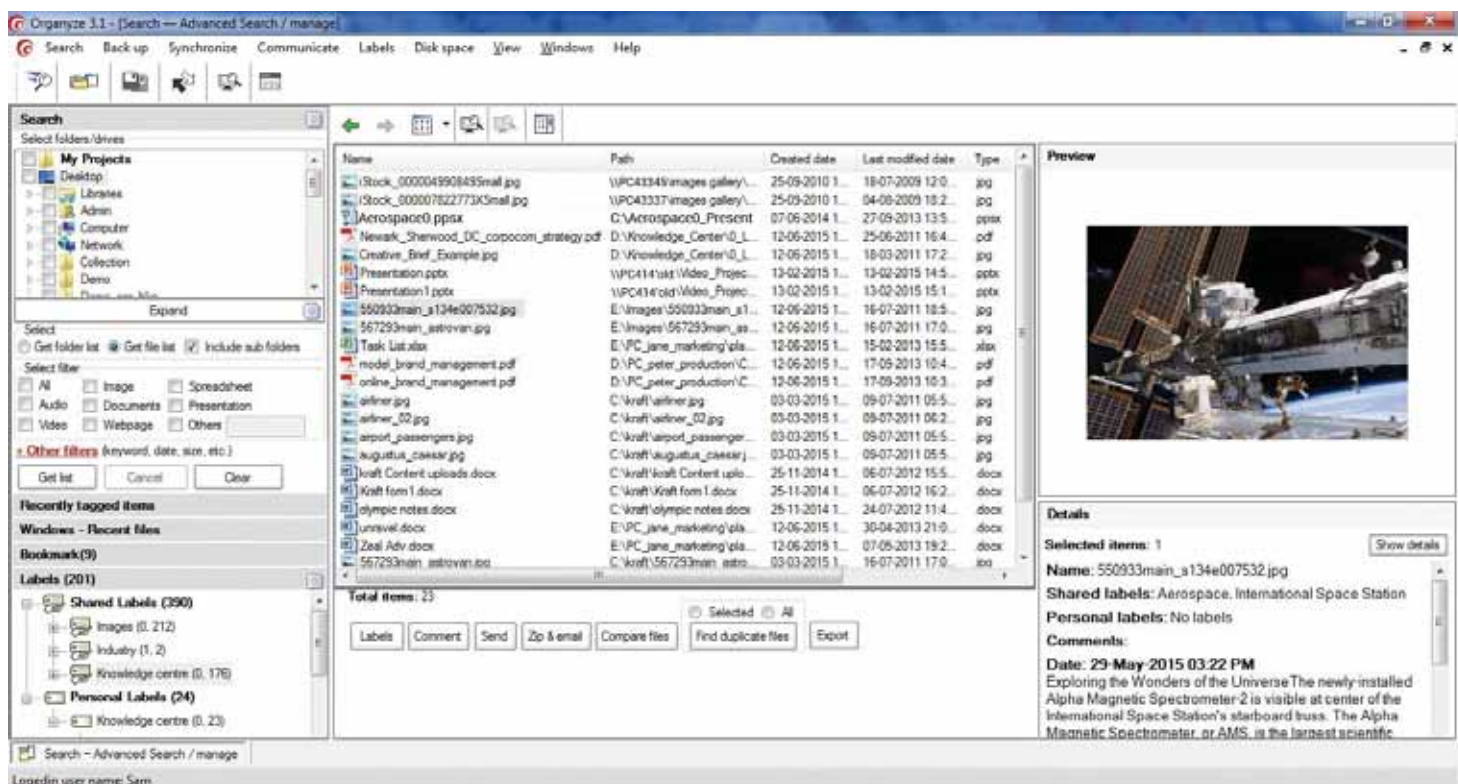
### Meeting business needs:

Organzyze is a simple yet effective solution to deal with this problem.

In a nutshell, Organzyze Enterprise helps to:

- Reduce operational cost
- Streamline processes
- Enable people dispersed in offices worldwide to work seamlessly
- Ensure control and security of information/data
- Increase efficiency

All this without having to make any basic changes in the directory or folder structures in the users' machines or in the LAN or file server, thus helping to retrieve a file *irrespective of where it is located*.



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## User case: New Age Advanced Technologies (NEAT)



**Rina** - head of marketing department

**Sam** - member of marketing department

**Chitra** - member of marketing department

**Kumar** - executive director (marketing)

**Danish** - head of the X-gadgets division

**Edward** - account supervisor at NEAT's ad agency, Zatack

### Time spent/saved at NEAT

Without Organyze	Minutes spent	With Organyze	Minutes saved
<b>Brief creation</b>	<b>90</b>	<b>Brief creation</b>	<b>-10</b>
SKIP		Rina creates the X-gadgets project in Organyze Online.	
Rina calls Sam, a member of the marketing team, and asks him to prepare a brief for ad agency Zatack for the creation of an advertisement for NEAT's X-gadgets		Rina calls Sam, a member of the marketing team, and asks him to prepare a brief for ad agency Zatack for the creation of an advertisement for NEAT's X-gadgets	
Sam talks to Danish, head of the X-gadgets division, for his requirements		Sam talks to Danish, head of the X-gadgets division, for his requirements	
Sam creates a brief for the agency		Sam creates a brief for the agency	
Sam emails the brief to Rina		Sam uploads the brief to Organyze Online. Rina receives a notification	
<b>Brief creation</b>	<b>150</b>	<b>Brief creation</b>	<b>10</b>
Rina reads the brief, makes changes, emails it to Kumar, executive director (marketing). Then she consults Kumar		Rina reads the brief, makes changes, and shares it online with Kumar. Kumar receives a notification	
Kumar replies to her email, giving his comments		Kumar adds his comments. Rina receives a notification, reads the comments in Organyze online, shares with Sam, Chitra and Danish	
Rina opens the email, reads it, forwards it to Sam, Chitra and Danish		SKIP	
Sam, Chitra and Danish add their individual comments and revert by email		Sam, Chitra and Danish add their comments to the file	
<b>Brief shared with agency</b>	<b>33</b>	<b>Brief shared with agency</b>	<b>15</b>
Rina opens all the mails, studies the comments, prepares the final brief.		Rina opens the comments, prepares the final brief, and creates a temporary link to it for Edward so he can download it (notification sent to him automatically)	
Rina emails the brief to Edward		SKIP	
After 3 days Edward responds with a concept note and three sketches (email attachments)		After 3 days Edward uploads his concept note and three sketches to Organyze Online	

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Without Organyze	Minutes spent	With Organyze	Minutes saved
<b>Discussion/meeting about concept note and sketches</b>	<b>134</b>	<b>Discussion/meeting about concept note and sketches</b>	<b>50</b>
Rina downloads the files, and emails to Sam, Chitra and Danish with her comments — and they email their comments back to Rina. She compiles the comments and sends the concept note with comments to Kumar for approval. Kumar emails his approval. Rina then emails the final documents to Edward.		Rina, Sam, Chitra and Danish add their comments online in Organyze. Rina marks the files and comments to Kumar for approval. Kumar adds his approval online. The discussion is placed in the system and a message is sent to Edward	
Kumar emails his approval.		SKIP	
Rina then emails the final documents to Edward.		SKIP	
Agency prepares the creatives		Agency prepares the creatives	
Edward discusses the points with his creative team, and emails. Edward emails two re-worked drafts to Rina		Edward discusses the points with his creative team, and uploads two re-worked drafts to the shared space in Organyze Online.	
<b>Creatives finalized</b>	<b>30</b>	<b>Creatives finalized</b>	<b>25</b>
Rina forwards the drafts to Sam, Chitra, Danish and Kumar.		Sam, Chitra, Danish, Kumar and Rina add their 'OK' in the comment space	
Sam, Chitra, Danish and Kumar send their OKs and comments to Rina by email.		SKIP	
Rina emails the comments to Edward.		SKIP	
Agency prepares the final artwork		Agency prepares the final artwork	
Zatack copywriters and artists create a final artwork.		Zatack copywriters and artists create a final artwork.	
Edward sends the artwork file to Rina via an online file sharing system (DropBox, etc.)		Edward places notification in Organyze Online.	
<b>Artwork finalized</b>	<b>45</b>	<b>Artwork finalized</b>	<b>25</b>
Rina, Chitra, Danish, Sam and Kumar download the artwork to their machines. They check it, and the artwork is approved.		Rina, Sam, Chitra, Danish and Kumar check it, and the artwork is approved by them online. The system sends a notification to Edward for execution	
Rina emails it to Edward for execution		SKIP	
<b>Minutes</b>	<b>482</b>	<b>Minutes</b>	<b>115</b>
		<b>Savings with Organyze</b>	<b>24%</b>

## How NEAT benefited from Organyze:

- Total time taken by the NEAT team: without Organyze : 482 minutes.  
Total time saved over entire project 115 minutes. **Saving: 24%**
- Email chains eliminated from workflow
- Online repository/archive/ backup of the project maintained - searchable anytime in the future
- Audit trail and versions maintained - progress of the project trackable at each stage
- Entire workflow simplified
- Global teams can work collaboratively together

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## Benefits

### Anywhere access to information

- The Organyze web application runs on a web browser. It lets you access documents over the intranet or the internet.
- The Organyze web application can be connected and synced with the Organyze desktop application.
- Organyze also works in an offline mode (where the user's laptop or PC is not connected to the office server), and the files can be automatically synced later with the office server or external server.
- Can be installed in the Cloud or on your own online server.
- You already know how to use it: using Organyze is similar to using Windows or MS Office.

### Use tags to overcome the usual problem of finding files

- Find files even if you have forgotten where they are located.

### Increase efficiency

- Quickly find the document you need.
- Spend more time on reading/analysing information than on searching documents.
- Speed up the approval process by elimination of sending/uploading files.
- Collaborate and work together with global teams on a single project.

### Backup

- Insure against hard disk crashes and other accidents by easily, automatically backing up your files - offline and online.
- Maintain multiple versions automatically to retrieve data in previous versions that may have been removed in the latest versions.



## Manage documents smartly

### How

- Use tags (bookmarks, labels and comments) to retrieve documents quickly. You can tag files of any format (e.g., doc, xls, pdf, psd, mp3, mpeg, cad, etc.).
- Work in a shared environment.
- Save time with automatic sync between local machines and online server.
- Avoid unnecessary extra work due to multiple copies of files in different folders. Use labels instead.
- Use easy duplicate finder to clean up clutter.

### Save costs

- Keep all paper documents digitally, save on physical storage space.
- Save time with fast search and user-friendly interface.
- Spend your valuable time *using* the information instead of wasting time searching for it.
- Minimal system and training requirements, low cost of ownership.
- Quick payback.

### Support

- One year of free support and upgrades.
- Get your queries answered on phone or email.
- Remote desktop support available to provide "onsite-like" support.



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## Features

### Tagging

- Attach personal tags besides using central tags
- Attach tags to many files in one or more folders, drives or machines in one shot
- The Organyze label tree provides a visual structure to tags for easy access.
- Leverage and use tags attached by other colleagues.

### Seamless sync

- Sync folders that contain files you need frequently.
- Sync seamlessly from a desktop, network drive or server to Organyze Online by using auto or manual sync settings.
- Access the latest version every time team members make changes in a file

### Advanced search

- Powerful search feature helps retrieve files, including multimedia files, in a jiffy, and narrows down the search based on multiple folder selection, tags or keywords (in titles, content, comments, or emails), file format, size and date, plus multiple labels.

### File preview

- See content previews of a wide range of file types, including MS Office, PDF, multimedia, PSD and other image formats.



### Backup

- Configure the backup process once and then forget about it.
- Flexibility to back up folders from different drives as a single backup in the same machine or in the network machines.
- Be doubly safe by taking a backup in an external drive or on the cloud.
- Maintain multiple versions for different files and folders.
- Restore backed-up files and folders with ease; restore one or many files and folders selectively.

### Share files and folders with ease

- Create common workspaces to provide access to clients, vendors, and partners.
- Create and manage multiple folders with user permissions.
- Assign user rights for folders to read/up load/delete files.



## Note on The Information Company Pvt Ltd

The Information Company ([www.ticworks.com](http://www.ticworks.com)), incorporated in India in March 1999, has expertise in enterprise knowledge management and communication strategies, digital and print media, and enterprise software.

### OUR PRODUCTS AND SERVICES

**Communication Solutions:** This is the largest and most profitable division of The Information Company Private Limited (TIC). A full-service communication agency, this division of the company offers its clients recognised expertise in creating effective messaging across platforms – mobile, web, print, video, and social media.

TIC stands out among digital agencies for its content capabilities. We specialise in corporate journalism -- that is, story-telling towards a purpose, whether that be building a brand, selling a product, changing perceptions, or reaching out to the community. Our team of writers, designers and software engineers ensures that the communication we craft and the software we create fully meet the business objectives of our clients.

We have built enduring relationships with some of India's top business houses, including the Tata Group (15 years), the Aditya Birla Group (13 years), the Godrej Group (2 years) and the Essar Group (6 years). Our portfolio includes various projects for the India operations of Dow Chemicals, Mondelez, and Unilever, the Thailand operations of Aditya Birla Chemicals, and the US, UK, and Africa websites of the Tata Group.

**Software products and services:** We meet all the software requirements of our clients' websites and intranets. We have also developed software products and utilities, including an online media room for communication managers, a powerful content management system, and an online recruitment management system. One of our information management and search products, Organyze, has received a US patent, and another, Informachine, has a patent pending.

**Media - advertising and promotion:** [www.domain-b.com](http://www.domain-b.com) is India's first online business news magazine. With over 200,000 pages of business news and features, [domain-b.com](http://domain-b.com) is a great vehicle for reaching business executives, professionals, investors, analysts, and B-school students.

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