

Thought Leadership Document Outsourcing



How to achieve “Maximum Doculocity.”

“Speed is a great asset.”
—Baseball Hall of Famer Ty Cobb

The R&D team at world-famous Bell Labs hit a technological home run in late 2009 when they set a new record for high-speed data transmissions. Their achievement will eventually help speed up networks around the world.

A month after that exciting announcement, a fledgling aircraft company named Aerion Corporation went public with its intention to manufacture a business jet capable of flying at one and a half times the speed of sound. If it ever goes into production, it will zip you from New York to Paris in the time it takes to get from breakfast to lunch.

Around the same time, there were other reports in the media about faster browsers, computer chips and broadband speeds.

All of these stories put a spotlight on the importance of speed in a fast-changing world.

Speed as the Great Enabler.

Of course, it's important to remember that speed isn't an end in itself. But it's a very valuable asset.

After all, if you move faster than the other guys, you can do a better job for your customers. You can get more accomplished. And that will help you increase your cash flow, operate more efficiently and cost-effectively, and achieve other high-priority goals.

In fact, the buffet of benefits that come from increased operational velocity are so significant that *Fast Company* magazine—note the name—once ran a story with this memorable headline: “Speed Kills (The Competition).” That pretty much explains the C-suite obsession with speed in four simple words.

The relentless search for a higher gear.

So how do we increase speed? We make faster vehicles and faster technology. Then we can move people, things and digital data at a faster pace.

But from my perspective, there's another, less obvious way to bring more speed to your business. You can accelerate key document-driven business processes with expert process reengineering, outsourcing and management. And that can help you achieve your strategic goals.



John M. Kelly
President,
Xerox Global
Services
North America
[www.xerox.com/
thoughtleadership](http://www.xerox.com/thoughtleadership)

Doculocity in action.

Let's take a look at some real-world examples.

If you shrink the time it takes a new client to open an account, you can generate revenue at a faster pace. You'll also impress your customer. And you'll probably reduce your operational costs.

If you create, translate and localize new product documentation at a faster rate, you can get your products to market faster. And that will give you a long-term competitive advantage in all of your markets around the world.

The same logic applies to a pharmaceutical company preparing a new drug application for FDA approval. A single day's delay can potentially cost millions of dollars in lost revenue. But if you expedite delivery of your application, you can add millions to the bottom line by getting the FDA green light at the earliest possible opportunity.

Now think about one document-dependent process that affects every organization today: litigation. It can involve thousands ... even millions ... of digital and paper documents. If you don't manage them effectively, you can undermine your legal strategy and miss court-mandated deadlines for discovery. And both of those problems can have catastrophic financial consequences.

Through expert outsourcing, however, you can bring more speed and efficiency to almost every step in the process. You can also allow attorneys inside and outside your company to review documents at the same time instead of one after another. And that will help you make smart, carefully calculated decisions at a faster pace.

Documents are a driving force in business success.

The simple fact is, documents and document-driven processes play an important role in almost everything we do every day. So when you achieve "maximum doculocity," you can speed up your progress toward almost every goal.

I'll talk more about this hot business topic in my next edition of *Document Outsourcing*.

Sincerely,

A handwritten signature in black ink that reads "John M. Kelly". The signature is written in a cursive style with a large, looping initial "J".

John M. Kelly