



COMCAST SPOTLIGHT DENVER

CASE STUDY



DynaFile
Your Documents. On Demand!

WWW.DYNAFILE.COM

Case Study: Comcast Spotlight

Traffic and Billing Department

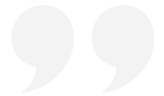
The traffic department received upward of 50 PI/DR (per inquiry/direct response) orders in a given day. DynaFile™ provided a more efficient way to process the completion of these orders in a way that has never been possible. It was able to store all documentation needed by the Traffic Department from new orders, ad copy revisions and contract data reports to inter-office and client correspondence. And, for reporting purposes, DynaFile™ allowed users to quickly find and sort revisions, ad copy and correspondence pertaining to any given order.

Support was provided for integration directly with existing traffic and billing systems that connected DynaFile™ to work with external applications.



DynaFile has improved our productivity by over 50% eliminating the time required to retrieve documents and allowed each employee to have greater accuracy while performing their duties. In addition, the entire Traffic department has embraced the product, which is an added bonus.

- Katrena Chase
Traffic and Billing Supervisor for Comcast Spotlight Denver



Verifications Department

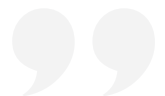
Filing verification documents were affected in much the same way as other traffic documentation. By utilizing DynaFile™ to manage verification documents, the time and energy spent on filing and research was drastically reduced.

DynaFile™ allowed the ability to save all verification reports completed in Novar or Strata in one location, which was then sorted by date, document type, or description. When receiving an inquiry pertaining to verifications, rather than putting the client on hold and rummaging for a file, the user is able to find and view the needed document within seconds. Typically, one week's worth of verification reports would fill an entire file box when printed out. By storing the documents electronically, DynaFile™ not only saved storage space, it dramatically improved customer response.



"DynaFile can cut the time for filing and researching orders by at least 75%, which makes it an invaluable asset to the department. The implementation of this product was not only an exciting process to be a part of, but was also accompanied by superior customer service. The department's questions, concerns, and suggestions never fell upon deaf ears and, as a result, an application has been put into place that meets the needs of each individual in the department and has improved an important aspect of the business."

-Megan Timson
Verification/Programming Specialist for Comcast Spotlight Denver



Case Study: Comcast Spotlight

Sales Department

In the Sales Department, DynaFile™ assisted with managing documentation for national, regional and local accounts. DynaFile™ provided the Sales Department with a solution to save new orders and revisions received from NCC, Novar and Strata into one location while categorizing each order's status in the sales funnel. Sales executives could filter through any order by status, account number or description type and retrieve the information within a matter of seconds. DynaFile™ saved countless hours of work that is typically spent organizing and filing away paperwork.

“ The National Sales department typically receives around 50 new orders, revisions, and correspondence messages on a daily basis. DynaFile™ has allowed a more organized way to process information that is permanent for our business. Utilizing DynaFile is an excellent, efficient - as well as “Green” - method for filing. The amount of paper that was used for the national sales department is now easily cut in half.

- Sarah E. McCrary
National Sales Associate for Comcast Spotlight Denver

Integration

DynaFile™ was built knowing that integration with external databases and applications would be needed in order to eliminate redundancies associated with maintaining a document management application. DynaFile™ offers the capabilities to easily integrate with systems such as Novar, Strata and Eclipse to facilitate the sharing of information and automate document importing between these systems.

In addition to data integration, the user interface can be easily integrated with any portal system such as SalesLook and IT Web applications. The document viewing capabilities inherent within DynaFile™ can be integrated as a “widget” with any existing application, thereby allowing internal portal systems to instantly have robust document management capabilities without the need for additional programming.

“ The implementation of DynaFile in the sales department was a very easy and simple transition. Blue Ribbon Technologies genuinely cared about making the system as easy to use as possible. They sat down with us to discuss our individual needs and implemented the areas of DynaFile that were useful to our business. The DynaFile system is now a crucial part of our daily operations and I would highly recommend it to any business associates.

- Sarah E. McCrary
National Sales Associate for Comcast Spotlight Denver

Case Study: Comcast Spotlight

Billing Department

DynaFile™ assisted the business and collections department by maintaining all customer credit information in one central repository. One of the biggest needs was the capability to generate “exclusion reports” for missing documents. Generating reports of all new clients created during a certain time frame that were missing a credit history was now possible to do in seconds. This cross referencing feature alone can be extremely beneficial during any audit process.



“The amount of paper saved has been enormous and our effort to go “green” is simply a bonus to the time we save on filing and research. We have removed all client filing cabinets opening up office space. I feel confident that we have better organization and thoroughness to our filing system and as a result would feel confident that we would perform great on an audit.

- Michelle Stone

Traffic Manager for Comcast Spotlight Denver



Human Resources Department

The HR department was another area where massive amounts of paper-based information needed to be stored for an extended period of time and retrieved quickly. From applications, W2 forms, payroll information and performance reviews, DynaFile™ was able to store all of these documents and classify them according to employee name, hire date, department and document type.

All pertinent information regarding any specific employee, including correspondence and emails, was stored in a virtual file cabinet and securely shared amount supervisors and managers. This also allowed those managers to comment on or add to their employee files as needed. Full permissions were given to the HR manager to ensure that only the appropriate individuals were allowed to see their department’s files. And, payroll reports generated by an external system was integrated into DynaFile™ via the Print-to-DynaFile module.



DynaFile has allowed a smooth transition for the traffic department to become completely paperless. In addition to saving paper, and in turn saving the environment, DynaFile has saved the traffic department time on the front and the back end.

The quick process of uploading and scanning documents is much more efficient than filing paper into a filing cabinet, and the ability to research a contract has improved. Instead of rifling through a folder with all contract information (whether pertinent or not), the contract information is right at your fingertips and can be sorted.

Lastly, all uploaded information is accessible to multiple users at the same time. The user-friendly interface makes DynaFile simple and intuitive to use, and has become an asset to the traffic department and the way we conduct business on a daily basis.

-Amy Austin

Traffic and Billing Specialist for Comcast Spotlight Denver





DynaFile
Your Documents. On Demand!

DYNAFILE
Blue Ribbon Technologies
8400 E. Crescent Parkway, Suite 600
Greenwood Village, CO 80111
P: (720) 528-4322
F: (800) 875-5981
WWW.DYNAFILE.COM