

Going “digital” is no longer overwhelming

Our fast-paced information age is ever changing as are the demands on the custodians of the records. Unfortunately, many readers of this newsletter are working in an environment that has not kept up with some of these changes even though requirements suggest that it's an important part of record protection and redundancy.



Please read story below . . . here's something you CAN DO.

NEW CUSTOMER SPOTLIGHT

The Town of Dewey Beach, Delaware

In many cases, a small town will prolong the decision to start the process with ShoreScan for a variety of reasons. Budget, time, organization of information, volume, or emergency project are all reasonable reasons.

However, when the leadership team is right and the staff is eager to once and for all stop adding to the problem; you have a group like the team in Dewey Beach.

Town Manager Scott Koenig and Administrator Jim Dedes selected ShoreScan Solutions as the provider for an off-site digital record archive. What happened next, I didn't even expect.

We conducted a four-hour training on the last day in July, which was the first time any of the Dewey Beach staff had worked with this service and scanning process. **By the end of the day, over 2,100 pages were scanned and uploaded. The next month Kate alone uploaded over 12,500 pages.**

The key is this — the right attitude, long-term objective and some good ole' hard work will make this process not so bad. It's a one-time shot that will pay dividends way into the future when once old paper records are now available in seconds.

Kudos to the staff at the Town of Dewey Beach!



Ashley and Kate, Town of Dewey Beach staff members

Special THANK YOU to our other new customers in New Jersey:
Harrison Township, City of Woodbury and Lower Alloways Creek Township.

An Audit with Seamless Access Saves Time & Money

Each year many of our customers are faced with the dreaded audit. The process includes a list of documents that are required for review and, by the way, there can be multiple requests and people consuming your workspace for days. As they review records, some firms have the auditors scan the record to a local laptop. Again, time consuming and expensive.

Recently, ShoreScan received a call from the principal owner of Lindsey and Associates, an accounting firm in Towson, Maryland. He explained one of his customers was a ShoreScan customer and **the ability to access records online was saving a tremendous amount of time and money.**



OFF-SITE SECURITY

What you need to know and why we are different

The “Cloud” is a part of everyday life. Email, pictures, documents, etc. have cloud-based platforms and with this should come some questions:

- Where are they?
- What happens if the service is no longer existing?
- Who has access?
- Are they compliant with major security metrics such as HIPAA?

I’m sure if you dig a little, some of these questions can be answered. But why dig?

Vendor selection for a digital record service should provide all the answers at the very start, including contractual, process, security and termination BEFORE record #1 is saved.

ShoreScan Solutions and our partner company eBridge outline each of the listed questions in our initial presentation to the prospective customer. With a “no-stone-untuned” approach, we become a transparent partner of your organization.

Here are some of the specific security attributes built into our service:

- Monthly encrypted back up CD of uploaded records
- 256k AES Block encryption (essentially, the PDF file is worthless in this form).
- Privately owned and operated mirror redundant data centers with 24/7 event monitoring

- Compliance with major security mandates
- Annual third-party security and compliance audits

Do it yourself? Why?

Sure the copier has a scan function, and there are a number of “scan folders” on your network. And the network is backed up and “you’re safe” . . . right? Well, not really.

Every organization is on a sliding scale of *secure* (usually with a dedicated IT department) to *not-secure* (usually done by someone in-house with no formal security training).

The storage of your critical files can be kept “as is” making them vulnerable OR you can contact ShoreScan Solutions who can answer and resolve the costly problems D.I.Y. organizations face each and every day.



Hurricane Florence devastated the southeastern region of the U.S. For valuable information about protecting your documents & records, visit ShoreScan.com’s “Be Prepared” page.

Hey, my invoice seems to be a little higher this month!

Recently, during a bill paying cycle I noticed an insurance premium for a vehicle didn't match the regular monthly installment. The bill didn't have any unusual fees or justification and I don't remember a notice of a rate increase.



For my business, I scan EVERY business document and organizes in to neat categories such as:

- Finance
- Legal
- Insurance
- Sales

Before I called my agent, I did a search of all "INSURANCE" records and then did a simultaneous WORD search on the vehicle name. The result was all insurance records which had the name of the vehicle on it. I picked the POLICY documents going back three years and did a quick analysis of the rates quoted.

Sure enough ... a change in their billing system failed to attach discounts. One more reason I am thankful for having all of this at my fingertips so I can fix this \$200 increase in minutes.

Let us show you how we can do the same for you.

—Ken Carlsen, President, ShoreScan Solutions

SCANNER SPOTLIGHT

The **Canon DR-1060 Desktop Medium** high-volume scanner is capable of imaging 60 pages per minute. The page size can be up to 11x17 and will do both B&W and color scanning.

We are using this scanner for projects and have recommended it to our building permit department customers since they handle a lot of larger documents.



For more information:

ShoresScan.com
and click on SCANNERS.
There is more information
and a brochure for download.

SPECIAL PROMOTIONS

Rent for One Month . . . Get Second Month FREE!

Rent a wide-format scanner for one month and receive the next month for FREE!



FREE!

Receive a FREE Canon DR-C225 desktop 25-pages-per-minute scanner with a new two-year service agreement.

New customers in 2018 will see the first monthly service bill in January 2019. This means each month saves \$95 and allows 2,500 pages of upload at no cost.

The sooner you call us the more \$\$\$\$\$ you save!



One Clerk with Too Many Hats and Towns

Clerks are the custodian of the record and the go-to person when they are requested; for some this is a real problem.

Our smallest customer has less than 200 residents. There is no formal "town hall" so records are collectively stored at the fire house, homes and even the church.

Sound familiar?

Compound this with a Clerk or Circuit Court Rider whom is responsible for splitting time between two or more municipalities.

Access to records goes from a regular degree of difficulty to virtually impossible.

ShoreScan Solutions will create a program for all the multi-functional clerk's municipalities. We will unify a platform where all records are instantly available no matter where the clerk may be.

Just call . . . we will make it affordable and finally solve this problem.



PARTIAL LIST OF CLIENTS:

Harrison Township, NJ
City of Woodbury, NJ
Lower Alloways Creek TWP, NJ
Rock Hall, MD
City of Trenton, NJ
City of Glenarden, MD
Town of Milton, DE
Town of Chestertown, MD
Town of Smithsburg, MD
Town of Oakland, NJ
Town of Exmore, VA
International Trade Centers
• Washington, DC
• North Africa
• Ireland

AREAS OF EXPERTISE

Municipalities
Law Firms
Police Departments
Marinas
Special Education
Schools / Vocational

Contact Us: Toll Free 877.774.7226 • info@shorescan.com • shorescan.com

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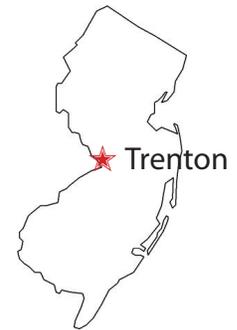
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**Mid-Atlantic
ShoreScan**



Capital of New Jersey's City Clerk Selects ShoreScan Solutions

Trenton, NJ – ShoreScan Solutions is honored to have earned the confidence of Dwayne Harris, City of Trenton's Clerk. After a review of all the potential vendors to provide a secure digital document archive, Mr. Harris selected ShoreScan Solutions.



“ShoreScan was the best option for the City based on prior experience using the service (in the Borough of Atlantic Highlands), long-term cost savings, back-up CDs for our protection and excellent service,” said Mr. Harris.

Before the decision, Mr. Harris entered the position with a largely paper-based office environment. So, it was clear that in order to improve productivity, efficiency and security, a digital platform was a must.

Today, with small desktop scanners and a dedicated staff, the City of Trenton is approaching 10,000 pages of city records stored in just a couple of months.

Way to go Trenton!



Carmen Santos, Dwayne Harris, and Ken Carlsen

ShoreScan Updates Website and User Manual

Recently, we added two new tabs to the website: *Be Prepared* and *Success Stories*. *Be Prepared* is a helpful tool to better understanding some of the inherent risks to your records face. Plus the web page includes links to websites to help remedy some of those issues. *Success Stories* talks about ShoreScan customers and how we are helping them improve record storage, security and access.

The User Manual is written by Ken Carlsen, owner of ShoreScan. It provides information about the regular day-to-day functions, how to get the most out of them, and strategies on how to organize based on typical retention schedules.



ADDED BONUS: Quick User Guide for all new users included.

Top 10 *Positive* Experiences You Will Have as a ShoreScan Client

Over the last eight years, we have seen some amazing transformations of our customers when it comes to record access, storage, cost savings, accountability and security. The following list is in no particular order and varies from customer to customer depending on application of the service. Either way, experiencing a couple of these is a big improvement to paper or digital folder storage.

- 1. Avoid costly litigation.** When a ShoreScan client did an OCR word search, information was revealed that was critical in resolving an issue that could have been a costly legal matter.
- 2. Audit document production** was done in 20 minutes. Searching digitally and saving to the auditor's stick drive saved about three days of work for an already over worked Finance Director.
- 3. Interns scan** thousands of pages and ShoreScan loaned the equipment to the town as a part of the ITern Foundation program and a little goodwill to support the effort.
- 4. Clerks are redacting** without making a single page of paper and then sending via secure email.
- 5. Connecting town officials to records** (with no license fee) in an effort to save paper, toner and delivery cost. Another net-benefit is the time the town office staff saves when these requests start to diminish over time.
- 6. Fine-tune the budget process** with actual inspection of invoices and purchase patterns.
- 7. Elected officials add to legacy** by modernizing record management to improve security and transparency.
- 8. PDF to PDF/A format conversion.** The majority of scanned documents are PDF. However, the PDF/A (for Archive) format of PDF is desired for the archiving of records. We have several ways to do this during the upload process.
- 9. Customers are saving time and money** by having many ways to build their document archive. Uploads (scanning) can be done by self, part-timer, volunteer, intern, contractor or by an approved scanning company. Either way, you are in control.
- 10. Viruses and Ransomware** have hit our customers this year and there was **NO IMPACT** on ShoreScan records. In one case, when the scanner drivers were deleted, we reinstalled on-site at no additional cost to the customer.



TECH TALK

“Cloud or Not 2 Cloud”

The question asked is “What is the Cloud”? Basically, it’s the use of another computer or network via the Internet. Is ShoreScan the “Cloud”? By definition, yes. However, there is a significant difference. Typical “Clouds” provide limited or no information on location or how they operate.

With ShoreScan, customers know exactly where the documents are, how protected and even get a backup disk at the end of the month for their protection. It’s like an extension of your network only without the high cost of doing it yourself.

NEWS FROM THE **LOST**

Hallwood Loses Records in Car Fire

In October 2017, WBOC-TV reported that town documents of Hallwood, Virginia, were burnt in the town clerk’s car during a fire. Only a box of insignificant papers was left and now the town has to reconstruct the lost records and start over.



NEVER SAY NEVER . . . Are your documents safe?

SCANNER SPOTLIGHT

Canon’s NEW DR-M1060 11x17 Scanner

**GREAT for ledger
and permit documents!**

Customers have been asking about a scanner that can handle the oversized paper typically found in accounting ledgers and permitting departments. This scanner is perfect for not only the larger paper, but for production—it scans at **60 pages per minute**.



For more information and a PDF of the scanner brochure, visit the Scanner page on our website **ShoreScan.com**

Seasonal, Part-Time and Retired Employee Records . . . and you need them ASAP!

How many times over the years did the person in Human Resources get the call about someone who worked for the organization and the records were either buried or non-existent. Worse yet, there was no recollection of this person at all.

HR departments of all sizes are now taking advantage of **ShoreScan’s record archive technology** to keep fully searchable digital copies of these records spanning decades. Examples are seasonal police on the Jersey Shore, water park employees on the Chesapeake in Maryland, catering staff in Washington DC and even just regular FTE staff.

Our service will help with HIPAA compliance and confidentiality by using our on-screen redaction and annotation tools during a production request.



Return On Investment News

For a Limited Time ShoreScan Offers "Flex-Pay"

If money is the reason for delaying your investment in securing critical records, we have a solution.

To make our service affordable to everyone, we are going to take our Initial Training and Set-up Fee and break it into **TWO installments over TWO budget years**. Monthly service fees will commence at the time the set up takes place and the FREE Scanner is still in the program valued at \$649.00.

Contact Ken Carlsen at 800-774-7226 or ken@shorescan.com to discuss the details of the program, which may vary based on budget year. Flex-Pay expires 6/30/18.



Why is ShoreScan Different?

If you fail ... we fail.

There is no greater commitment to your success than this.

OVER
\$1000
VALUE

NEW CUSTOMERS

receive

FREE SCANNER

AND

8 HOURS OF ON-SITE SCANNING by a ShoreScan Pro!

Limited Time Offer.

Terms and conditions apply.

2018

This is the year to modernize, protect, and gain **INSTANT** access your records.

If we can make it affordable for a town with less than 200 citizens, we can make it **AFFORDABLE FOR EVERYONE.**

City of Trenton selects ShoreScan Solutions!



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