

Beyond Paper at Ionic Media With EPSON® WorkForce® Pro GT-S50 Scanner

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As fast-growing spin-offs of traditional ad agencies, the businesses that specialize in online advertising and media optimization work in a whole new world. With digital technology creating a new kind of collaboration, media optimization agencies like Ionic Media in Encino, Calif., don't rely on the paper or art supplies of yesterday's agencies.

Founded in 2002, the small agency of 25 specializes in working with companies experiencing rapid growth or needing quick turnaround. Ionic Media's hardworking staff applies metrics planning and proprietary optimization technologies. Online services include pay-per-click (PPC) search marketing, search engine optimization (SEO), display ads, email, website improvement, social media and reputation management.

Affidavit of Performance

Although Ionic Media is nearly a paperless office, its accounting department still handles paper including contracts, invoices, affidavits and payments, particularly for the agency's other "offline" or print/broadcast advertising services. Until controller Shelley Hanock used the EPSON WorkForce Pro GT-S50 document scanner, she used to dread the time-consuming, monthly job of managing "affidavit of performance" documents. Essential to an agency's billing cycle, the affidavits are sent by radio and television stations to certify that commercials were broadcast.

"Clients understandably want to see proof that their ads ran, and our job is to reconcile the information and show them the results," she said. "There are a lot of affidavits to track at Ionic Media because we have some very large, high-profile accounts that bill a million on average each month."

To handle the large volume, some agency accounting departments will assign a worker to stand at the copier, churning out multiple affidavit copies to send to the client. "Because we're a small business, I didn't have the time or the resources to make paper copies for clients," she said. "Scanning is the only approach that made sense."

Her decision to scan and email the documents was a step forward in efficiency, but it didn't completely solve the entire problem. "I had to feed the documents in small batches into a scanner that was excruciatingly slow," she said. "And it would still take me all day long just to prepare and reconcile a large client's affidavits for that month." She spent many hours at the task, knowing it was not an effective use of her time.

Mission Accomplished

When she heard the agency was acquiring an EPSON WorkForce Pro GT-S50 document scanner, she was first in line to use it. Armed with the most recent pile of affidavits, she found she could quickly scan stacks of them using the 75-page Auto Document Feeder. The scanner was able to scan up to 25 papers and 50 images per minute, with a daily duty cycle of up to 1,200 sheets.* With the front control panel, she could choose up to 10 scan jobs, including scan-to-PDF and email.

Today, she easily scans multiple affidavit documents, saves them to a client folder, and then emails them to the client with reconciliation of the media – a job that used to take her hours. With two-sided duplex scanning and automatic paper size detection, the EPSON GT-S50 also scans documents up to 8.5 x 36 inches, plus items like business cards and rigid ID cards.

The compact scanner sits on Hanock's desk, highly reliable and ready for other scanning jobs. If a co-worker needs a scan, she can easily scan and email it to them. "As a business, we prefer to scan and save documents like contracts and corporate agreements in a central file, where the right people can access them," she said.

The scanner was especially useful when Ionic Media recently had to renegotiate its lease. "The lease document was an inch thick on legal-sized paper," she said. After scanning the lease, she made the scanned document available in a centralized location, so any member of the team could access it to review or make a copy.

The rules of advertising may be changing, but all agencies still need top performance, speed and efficiency. "I think the EPSON WorkForce Pro GT-S50 document scanner is an amazing value for a business our size," said Hanock. "The EPSON scanner has helped my department work more smoothly and complete a task that used to take days in a matter of hours."

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*200 dpi, A4 size, black-and-white/color, Speed Priority Scanning mode, simplex (ppm)/duplex (ipm)

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