

## Murphy Farms brings home the bacon with Canon and eCopy

### eCopy Puts the Focus Clearly on Success

Establishing and maintaining a clear picture of a company's financial situation is critical to informed decision-making. However, in today's economy, the picture can change with amazing speed. This is especially true for companies involved in the food production industry like Murphy Farms, Western Division, where a wide variety of influences — from weather to transportation costs to regulatory guidelines — can have an immediate impact on finances.

That's why the company holds weekly reviews of its financials ... and why it was looking for a better way to distribute massive, computer-generated financial reports between Ames, Iowa and operations in Oklahoma, Missouri, Illinois, and South Dakota.

"We were sending these mega-page reports via fax or overnight delivery," explains Shelli Prindle, office manager for the Ames headquarters. "But neither method was satisfactory. Overnight delivery was expensive, especially considering that reports often had to be marked up and re-sent a number of times between facilities. And the quality of faxes was unacceptable. Ten-point font numbers on a gigantic spreadsheet were just impossible to read with the fax technology we were using."

### The right time and place for eCopy

Prindle had seen a demonstration of the Canon/eCopy solution the previous year, but felt that the current information technology (IT) infrastructure at Murphy Farms, Western Division, wasn't ready for a new solution. Since then, however, the company has upgraded its network and acquired new servers that are capable of easily handling new technology.

"I had been impressed with what the Canon/eCopy solution could do in all areas of document management, including distribution, storage, and retrieval," said Prindle. But I was also very interested in the capabilities of eCopy Desktop. Here was a tool that could help us reach one of our primary goals, which is to eliminate paper wherever and whenever possible."

Using the annotation and editing functions in eCopy Desktop, staff members could easily do all markups and edits to scanned documents electronically, eliminating the need to print out huge financial reports, annotate the paper copies, and re-scan them before sending them back to other facilities. The result was a dramatically better and more efficient process.

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Murphy Farms, Western Division

**“ I would recommend eCopy to anyone who wants to maximize document distribution possibilities. It is a powerful communications tool that gets documents into an electronic format fast. We work in a digital economy and I’m glad I can communicate better, at a lower cost, thanks to eCopy’s innovation.”**

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### **A clearer picture – all the way around**

The Canon/eCopy solution improved the document management process for Murphy Farms, Western Division in other areas as well. Now, spreadsheets and other financial documents from the company’s IBM AS400 system are immediately scanned. They can then be e-mailed or faxed to other facilities. This has led to an immediate 10% savings on overnight services with more savings to come in the future as the Canon/eCopy solution is used more frequently for additional tasks.

However, a number of facilities still prefer to distribute and receive documents via fax. Here, the ability of eCopy ShareScan to leverage all of the advanced features of the Canon imageRUNNER line of copiers for scanning has made all the difference. With access to features including double-sided scanning, brightness, gray-scale imaging, 200, 300, 400, 600 dpi and more, users report that the small font numbers that had previously been all but illegible were coming across with crystal clarity when faxed via the eCopy solution.

Storing and retrieving all of the financial documents from all of the facilities is also much more efficient, because it can all be done using the Canon/eCopy solution.

“I used to cringe every week,” says Prindle, “because I knew that all of the reports were coming back to me to keep at Western Division headquarters. We did have a scanner, but the process still involved paper documents in one or more steps. Now, once the printouts are scanned, everything can be done from

either the copier or the desktop with NO additional printing involved. If I need to find a common document here and send it out to other offices, I can do it in no time ...without dealing with paper at all. It’s an amazing time-saver.”

Other facilities within the company’s Western Division have been so impressed with the performance and ease-of-use of the Canon/eCopy solution that a number of them are planning to include it in upcoming budget requests.

“I would recommend eCopy to anyone who wants to maximize document distribution possibilities,” said Prindle. “It is a powerful communications tool that gets documents into an electronic format fast. We work in a digital economy and I’m glad I can communicate better, at a lower cost, thanks to eCopy’s innovation.”

### **A profile of Murphy Farms, Western Division**

Headquartered in Ames, Iowa, Murphy Farms, Western Division, oversees the operations of farms in five states. Founded in 1989, the company is a production leader in supplying safe, high quality food, driven by the desires of the consumer.

The company’s goal is not to be the biggest pork producer. Rather, Murphy Farms, Western Division strives to be both environmentally and economically sound. It is committed to producing quality pork at the lowest possible cost regardless of market conditions. It is a goal that the company meets consistently, thanks in large part to the skill and dedication of its employees who refuse to settle for anything less than the best.

