

## TD Securities Saves Money on a Global Scale by Moving Paper with eCopy and Canon Technology

### Financing Successes Span the Globe

TD Securities, the wholesale operations of Toronto Dominion Bank Financial Group, has racked up an impressive track record in the areas of international finance and investment banking.

Headquartered in Toronto with 19 offices worldwide, TD Securities supplies a wide range of capital market products for corporate, government, and institutional clients. Supporting such an extensive global presence with printed marketing, advertising, and promotional materials was costly and time consuming. For a solution that reduced costs and dramatically simplified the group's expanding document distribution operation, TD Securities adopted Canon imageRUNNER digital photocopiers and the easy to use document distribution technology of eCopy.

### Supporting Worldwide Customer Relationships

Based in New York City, the TD Securities Marketing Services Group publishes and distributes printed materials that support all of the company's promotional programs and outreach efforts worldwide. This includes color pitch books, presentation copies, research papers, proposals, collateral, and other hard copy business documents intended for use in the markets served by TD Securities' seven business divisions.

According to Marketing Services Manager Mia Schober, the department relied heavily on flatbed scanners and fax machines for key document distribution technologies. "On average we processed more than 50,000 sheets of paper a month in an attempt to publish and share information needed by our internal work teams and worldwide clients," she says. "We had 14 fax machines running to broadcast our print materials and paperwork, each costing us about \$150 a month to operate."

Schober says that the eCopy solution, which converts paper documents into digital copies provides a less expensive way of handling all of this information. Since eCopies can be e-mailed as effortlessly as any other electronic file and easily integrated into existing enterprise-wide business applications, TD Securities has cut telecom costs for faxing, moved paper archives online, and simplified its global Web publishing and information distribution efforts.

### eCopy Closes the Loop

A typical TD Securities workgroup of research analysts, customer relationship managers, and internal staff members needs to receive all important marketing, promotional, and business publications having to do with an account quickly. They must review them, highlight key sections and points, and distribute marked-up documents internally to client teams, then globally to customers.

The shift to making eCopies of these documents — rather than running to the fax machine — actually began with upgrading TD Securities' photocopiers. "We looked at several digital copier alternatives and settled on the Canon imageRUNNERS," Schober explains. "I spent a good bit of time visiting the Canon showroom in New York, tire-kicking with purpose and intent."

"At first, I was just pleased to find the Canon machines had a built-in scan capability, but then Christmas came early," she continues. "The eCopy system that the Canon rep showed me was an incredible discovery: eCopy lets us use our Canon digital copiers to create digital copies of paper documents, send them out to workgroup desktops for review and revision, and e-mail document files anywhere...down the hall, or around the world."

**"The Canon/eCopy solution is an incredible discovery: Scanning, copying and sending important paperwork to internal work teams over our Novell LAN and beyond via the Internet is perfect for us."**

Mia Schober  
Marketing Services Manager  
TD Securities  
Marketing Services Group  
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Schober gives high marks for the Canon dealership's support during the evaluation, installation and training stages. "Canon loaned us an imageRUNNER with the eCopy system, and helped us integrate the machine with our Novell network," she explains. "We evaluated its scanning, copying, and document distribution performance with a test group of information systems staff, and everyone loved it."

Schober adds, "Then, the eCopy tech support people worked very carefully and closely with our IT staff to make sure the eCopying, digital faxing, e-mailing, document annotation, and distribution software processes were all seamlessly integrated within the Lotus Notes workgroup environment we use to share information."

#### **"Send me an eCopy"**

Today, TD Securities has a total of 14 eCopy-enabled Canon imageRUNNERS installed in the Marketing Services Group's New York offices and connected to the corporate network. From there, eCopies are distributed within the company to about 200 PC desktops through Lotus Notes workgroup software. Those PCs are also equipped with the eCopy Desktop software, which enables users to markup, edit, revise, and share eCopies at network speed.

Making eCopies at TD Securities is as easy as running the photocopier. A user simply feeds a document through the machine as usual, and selects a button on the small-format eCopy touch-screen mounted on top of the imageRUNNER to create an electronic version of the paper document. Then the user accesses the company's Lotus Notes address book on the touch-screen, and sends the eCopy directly to any number of people.

The eCopies are sent via the corporate network or Internet for instant delivery, whether the recipients are in one of TD Securities' offices or in client organizations around the world. "Everyone is impressed with the page image quality of eCopied documents, and the speed we gain using our LAN and the Internet for document distribution," Schober says. "It's helped us move our document archives online, making it easier to publish our valuable business content on the Web — in fact, it's so easy that one of our groups has placed about everything they've ever done on the Web."

#### **Company Profile**

TD Securities ([www.tdsecurities.com](http://www.tdsecurities.com)) is a full-service provider of investment banking and institutional equities services in North America, and in selected world financial markets. TD Securities supplies a wide range of capital market products for corporate, government, and institutional clients in five key areas of business finance: investment banking, merchant banking, equities, debt capital markets, and foreign exchange. With 19 city offices strategically located in North America, Latin America, Europe, the Far East, and Australia, TD Securities clients include Open Text Corporation, GlobeNet Communications, Bell Canada, Clearnet Communications, and United Pan-Europe Communications (UPC). Key financial centers are located in Toronto, Montreal, Calgary, Vancouver, New York, London, Singapore, Hong Kong, and Sydney.

**"Our people want to put everything through the eCopy system, so we've had to do some prioritizing and make sure everyone's getting their turn."**

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