



Despite promises of the 'paperless office', every business has to file a never-ending flow of paper. Important documents, agreements, contracts, invoices, letters... the list goes on. Controlling all this information takes time, expertise and an effective system. Without this, the result is inefficiency and stress.

That's why Smartfile was developed – to help SME's manage their paperwork quickly and simply so they can get on with the important stuff. 'It's a system that was developed with the needs of



and a Smartfile system stamp,' says Alan. 'But what makes Smartfile unique is not the hardware but the system it creates. That's what we call F.A.S.T. This stands for the way the system categorises all documents by Function - Activity – Subject – Transaction. By colour coding every folder and using the special Smartfile labels, everyone can file and retrieve documents quickly and accurately. Smartfile makes ongoing management easy, too, by creating a system that lets the user know when to archive or destroy each document.'

Paperwork Sorted F.A.S.T.

franchises in mind, too,' says Alan Marriott, who led the development team for Croxley Stationery Ltd.

Alan knows about franchising, having been a franchisor himself as well as a judge for the New Zealand Franchise Awards. 'One of the things I found in the best franchise systems was that any of their staff was able to access vital information quickly and easily so they could use it to help clients and make timely decisions,' Alan explains. 'But for most people, filing systems and information retrieval are placed in the "too boring, too hard" basket. Smartfile can transform that. It was designed here in New Zealand and can be applied to any existing business or supplied as part of the start-up package to help new franchisees be on top of their paperwork right from day one.'

Smartfile is a complete solution in a box. 'The box contains literally everything you will need to transform your document management, from an instructional DVD with Smartfile software and all the folders right down to a hole punch



Smartfile offers an intelligent system for document management that is perfect for franchisors and franchisees

Your complete system in a box

Save A Month A Year

'You might think that, as computer systems become more integrated, there will be less need for filing,' Alan says. 'But paper usage is currently growing by about 11% per year and, while lots of people sell filing units, this is the first time a system has been created that helps you organise and structure filing correctly from the start. It's not at all uncommon for people in business to spend up to 30% of their time looking for information. That's at least a month a year! Most SME's can't afford to waste that sort of time, which is why Smartfile has been so well-received.'

Roost Mortgage Brokers franchisee Jonathan Brooks says that Smartfile has been a great help to him since he installed the system in April 2005. 'Smartfile gives me more time to meet my clients, which means that I have more time to focus on the growth of my business,' he reports. And product-based companies can benefit too, says Natasha Audi, CEO of Ken & Son Vegas. 'Smartfile's easy-to-use colour coded system allows me to have all my business information at my fingertips.'

Making Organisation Easy

'Our market trials with various different types of business found there were common filing requirements,' says

Organisation

Alan. 'These developed into the 11 specific Functions and 118 pre-labelled Activities that come with the system,' says Alan. 'You can also adapt the system to particular needs using the Smartfile software; the key is that all this is done within the structures that are already set up for you in Smartfile.'

Smartfile fits existing filing cabinets, although shelving offers the most space-efficient storage. 'Converting an existing business to the Smartfile system will take one to two days, depending on the complexity of the business,' says Alan. 'Of course, where a franchise decides to introduce Smartfile across the network, it can be customised in as little as half a day, creating exactly the right Functions and Activity folders in advance. This not only speeds implementation but ensures uniformity across the system, which has many benefits. These include:

1. Greater system control
2. Easier compliance with statutory requirements
3. Making it easier for field staff to provide support
4. Increasing the time available for productive work
5. Making franchisees less reliant on individual staff members
6. Increasing visibility of the business's systems and its ultimate value for resale

'And of course franchisors can benefit from exactly the same advantages by installing the Smartfile system in their own offices, too,' Alan points out. 'It meets the highest international best practice standards and, when implemented correctly provides a filing system compliant with ISO requirements.'

Smartfile retails from all good stationery outlets for \$775 including GST, and comes with an unconditional 90 day money-back guarantee. 'That's how confident we are it will transform your business,' says Alan. 'Any franchisor who wants to learn more is welcome to call me. This is a way to boost franchisee productivity, reduce hassles and improve business values. When you want to find that information on a customer *right now*, that's when you'll appreciate Smartfile.' ■

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