

Welcome to the Summer, 2004 edition of Mattern Matters. My name is Rob Mattern and I am the President of Mattern & Associates, LLC.

We are often asked the question, "If I should do one thing with my support services, what should it be?"

As in life, there is not one easy answer. So I broke it down for each area of our expertise. Note: These are not necessarily in order of importance.

Off-site Records Storage - Review your contract now! (If you can find it) Probably the last time this was competitively bid was when Nixon was President. The market has changed dramatically so take advantage of it. If your pricing has increased from your vendor, something is not right.

Reprographics - Take advantage of the features of the multi-functional devices. Add the print and scan modules and adjust your workflow accordingly. If you are working in an environment where you can charge back, take advantage of it.

Mail - Explore the feasibility of desktop shipping applications. If deployed correctly, they will increase your operation's efficiency.

Office Supplies - See Off-site Records Storage.

Facsimile - Explore the feasibility of either migrating to a fax server or utilizing a scanning application. Try to move away from the scenario of facsimile machines spitting out incoming facsimile pages.

Outsourcing Contracts - If you haven't benchmarked your contract in three (3) years or if you average more than one (1) site manager a year, it's time to take a look.

Chargeback - If your system is more than eight (8) years old it is probably time to replace it. This is another area that has changed dramatically in the past three years. Don't just sign a contract with your current vendor. Take a look at the market; you will be impressed with the savings and technology. M

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Is it Time for Your Organization to Evaluate Secure Mail?

Did you know that standard Internet mail is sent as plaintext over open networks with no security? In today's ever expanding interconnected network environments, the open nature of Internet mail poses many problems for mail security. Outsiders can monitor your mail servers and network traffic to obtain proprietary data or sensitive information. The same is true when you send mail over the Internet from within your organization.

Even in organizations with security procedures that have policies regarding the exposure of internal business information on the Internet, it is not unusual for employees to forward their office mail over the public Internet to their personal mail accounts. This type of information can be mistakenly sent to someone that has set up a "mail alias" that might include the addresses of people that do not have authority to see the message.

Another form of deception is called "email impersonation". This method is used on IP networks to impersonate mail senders by using different types of readily available tools to counterfeit the originating IP address and the mail headers. When using standard Internet email, you can never be

sure who really sent a message or whether its contents are valid. We are also all familiar with attackers that send attachments that contain viruses.

Due to these potential problems, many organizations are seeking ways to implement or improve upon a secure mail system that can provide confidential communication, data integrity, and non-repudiation. However, until recently, many of these secure mail systems have been proprietary or have not been scalable for global communications.

There are now various vendors offering products that will enable their customers to utilize a more "open" structure that can run on almost any platform or operating system. Secure mail clients can now begin to send messages over the Internet without regard to the types of mail servers that handle the messages between the origin of the message and the final destination, since all cryptographic functions are performed as the client originates the message and not on the servers. The only function of the Internet mail servers is to route the message. They do not and cannot alter the contents of messages in transit.

(continual inside)

Copies per Minute - How much is enough?

One of the more difficult decisions that management faces when placing digital multi-functional devices is determining what speed (copies per minute) should be placed in each location. What makes this decision even more difficult is the increasing use of these products as network printers and the general lack of knowledge of printer volumes.

Utilizing the Mattern Method™ Impressions Per Minute guide we usually recommend that the copies per minute be based upon a multiple of the monthly volume. In most situations,

we utilize a factor of two (2) times the monthly volume for the rated speed. For example, if your monthly volume is 20,000 we would multiply that number by 2 (2 x 20,000) = 40,000. Therefore we would recommend a 40 page per minute machine. It has been our experience that this method allows sufficient speed and room for growth with the addition of network print and scan.

There are exceptions to this rule, but you will find over time that it works.

Here is a chart summarizing the Mattern Method™ Impressions Per Minute guide:

Volume	Copies Per minute
0 - 10,000	10 - 20
10,001 - 20,000	20 - 40
20,001 - 30,000	40 - 60
30,001 - 40,000	60 - 80
40,000+	80+
Center (manned) Equipment	80 +++++

- ◆ All center equipment should be 80+ copies per minute, preferably 85+
- ◆ If the previous piece of equipment is 85 pages per minute, the volume may justify a 40 page per minute machine, however to avoid End User outrage, we would recommend dropping it to 50-60. M

Secure Mail *(continued from page 1)*

If your organization is concerned about the security of its email transmissions then maybe you should consider further investi-

gating the emerging new secure mail products. It might be worth the peace of mind. M

Chargeback Survey Results; Conclusions and Recommendations:

Based upon the recent Mattern & Associates, LLC chargeback survey and our extensive experience in this field we feel comfortable drawing the following conclusions:

- ◆ Even though Firms will discuss discontinuing the capture of soft-cost disbursements (copies, facsimiles, etc.) very few, if any, have actually discontinued this practice.
- ◆ An increasing number of Firms are starting to capture network printing (25%) and scans (9.5%).
- ◆ There is increasing pressure on rates as evidenced by the fact that 70% of the

Firms' copy rates are \$.18 and below where historically; the majority was in excess of \$.20.

- ◆ Many Firms are considering the blending of copies and prints into "impressions" and having one standard price for this charge.
- ◆ None of the Firms surveyed are charging for emails even though this was supposed to be the next "hot" area.
- ◆ The biggest challenge in the chargeback area is in the "day to day management" of the system. M

Tips for Reducing your Printing Costs

- 1. Ask your printing vendor what you can do to reduce your costs.**
Something as simple as switching paper stocks or providing the artwork in a different format can make a substantial difference in the price.
- 2. Proof your work.**
Never sign the proof without checking it thoroughly. If a mistake is made and you approved it, you'll have to pay the reprinting costs.
- 3. Evaluate your forms.**
Could two or three different forms be combined to save costs? Could you make do with a three-part form instead of a four-part form?
- 4. Print only what you will use in a reasonable amount of time.**
Yes, your per piece cost may be more expensive, however you will save money on storage and obsolescence.
- 5. Match your needs to your printing vendor.**
Make sure your printing vendor is capable of doing what you need to have done. If he doesn't have that capability, he may be brokering the work at a higher cost to you. M

MATTERNMATTERS is a quarterly publication offering business and support services information. Should you have any questions about your support services, or if you have any comments on this newsletter, please do not hesitate to call us at (302) 475-7004. You can e-mail us at lschneider@matternassoc.com or contact us through our websites at: www.matternassoc.com or www.supportquestions.com © June 2004



Welcome to Mattern Milestones! We will use Milestones as a way to make announcements of significant happenings within our company. Please feel free to provide us with any comments you might have.

New Hires

The newest consultant to join the Mattern team is Bill Tarrant. Bill has almost 30 years experience in the support services industry and a very strong records management background. He has held several Board of Directors positions with various organizations including the Association of Records Managers and Administrators (ARMA) and has held positions as Business Development Manager, National Director of Operations, and General Manager for various organizations. Bill is a graduate of Indiana State University and is a welcome addition to our team.

New Contract Signings

Fox Rothschild, LLP - Outsourcing RFP

Thelen Reid & Priest, LLP - Offsite Records Storage Benchmarking Analysis

Cozen O'Connor - Chargeback System Procurement & Implementation

Cozen O'Connor - Outsourcing RFP

Granary Associates - Equipment RFP

Montgomery County Community College - In-house Benchmarking Analysis

Shook Hardy & Bacon, LLP - Office Supplies RFP

Shook Hardy & Bacon, LLP - Offsite Records Storage Benchmarking Analysis

Marshall Dennehey Warner Coleman & Goggin - Outsourcing RFP

Andrews Kurth, LLP - In-house Analysis.

Squire Sanders & Dempsey, LLP - Outsourcing RFP