



# FROM THE SOURCE

## 2MyInbox Success Story

### Target: Real Estate

#### Sales Situation:

The real estate industry is naturally very document intensive, from power of attorney documentation to purchase agreements, every part of a real estate transaction must be documented and saved. A mid-sized real estate agency in Southern Florida is no exception. Because of its extensive document workflow requirements, the agency had decided to move toward electronic storage of documents utilizing a cloud storage service. This allowed for greater document security and improved accessibility; however, the tools the agency was using to implement this strategy were keeping it from being an efficient process.

The agency was using individual, single-function desktop scanners to convert all of their paper documents to electronic form. This process was slow and lacking device security. Since there was no way to secure the scanners (password protection non-existent), everyone had access to every scanner, potentially placing confidential documents at risk. In addition, the scanners did not have the ability to scan documents directly to email causing further inefficiency to the current workflow.

Since the agency was experiencing growth, the decision was made to address the workflow inefficiencies. The agency knew that they needed more than what their existing single-function scanner could offer and decided to invest in multi-function devices. They also knew that they wanted to have the ability to scan directly to email and secure each device.

#### The Competition:

The agency management considered color devices by both Canon and Lexmark. However, a proactive Kyocera dealership had already contacted the realtors users and made a great effort to understand their workflow needs.

#### The Proposal:

After consulting with the realtors, the Kyocera dealership proposed 5 TASKalfa 250ci MFPs combined with Kyocera's business application, 2MyInbox. These MFPs would provide the perfect solution to the agency's slow scanning concerns. These network-connected MFPs would also allow the realtors to email directly from the device. The MFPs would be loaded with Kyocera's

2MyInbox application which would allow users to efficiently email scanned documents to themselves with very few keystrokes.

The 2MyInbox application runs on all HyPAS enabled MFPs and utilizes the information from a user's MFP login credentials to pre-populate the "To" field when emailing a scanned document. This means that users do not have to enter their own email address when they want to email scans to themselves, saving time and decreasing the risk of error.

In order to meet the security requirements of the agency, the dealership offered to set up Local Authentication using Kyocera's ID Register which would allow the realtor's system administrator to add and edit user rights for each MFP. Since the agency did not have an Active Directory system in place on their Unix based server, this provided another option for easily controlling usage rights and gave the customer the ability to integrate HID proximity cards into their security system in the future if they chose to do so.

#### The Impact:

The dedication of the Kyocera Dealership paid off and the real estate agency accepted the proposal. With the 5 TASKalfa 250ci MFPs combined with 2MyInbox and Local Authentication, the agency's confidential documents are more secure, emailing from the MFP is more efficient, and overall document workflow is much easier to manage.

### Quick Facts

**Vertical:** Real Estate

**Environment:** Unix (server) Windows 7 (Desktop)

**Devices placed:** 5 TASKalfa 250ci MFPs

**HyPAS applications/solutions installed:** 2MyInbox

**Regulatory requirements/restrictions:** None

**Functionality requirements:** Authentication, scan-to-email