

Jim Burke



# Auto Dealership Case Study

*"Before we contracted with Stria, we had a fragmented approach to our document management needs. After looking at our options, we determined that consulting with the experts in the industry was our best strategy. Stria has exceeded all of our expectations. We've been able to reduce costs and automate our processes by going digital with Stria. I'm confident that other dealerships will see what we've done and paperless solutions will become an industry standard. The relationship has been amazing for Jim Burke Ford and Stria."*

**Brian Conner**  
Controller, Jim Burke Ford



# Stria

DOCUMENT MANAGEMENT SERVICES

## The Organization

Jim Burke Ford, originally known as Haberfelde Ford, was established in 1913. From its beginning on a small corner lot in downtown Bakersfield, California, Jim Burke Ford has developed into a full-service automotive dealership encompassing the new and used market, commercial sales and a service department second to none. The founders kept the vision simple; "Give Kern County the best product and service available." As the community grew, so did demands on the dealership. Since the establishment of Jim Burke Ford, they have stayed true to their model and have developed into one of the largest Ford dealerships in the nation. As Jim Burke Ford commemorates their Centennial anniversary, they reflect on the early principles that have consistently landed them within the top 100 operating Ford dealerships across America.

## The Challenge

Being one of the top ten Ford dealers in California, Jim Burke Ford continues to evolve and maintain their reputable history. The dealership is responsible for thousands of transactions daily and organized documentation plays a vital role in operations. In 2012, Jim Burke Ford considered the idea of paperless solutions after recognizing improvements were needed. Scanning was being handled in multiple departments ending up with different ways of processing, varying quality standards and output and inconsistent training when people left. In addition, the dealership was investing money into a system that was not yielding a desirable return. Jim Burke lacked a company-wide document management strategy that led to outsourcing its document conversion to a trusted company.

## The Solution

In evaluating cost, efficiency, and a quality service, Stria® was recognized as the perfect partner to handle all document management requirements of Jim Burke Ford.

The first step in implementation was to address a multitude of document types; customer contracts, repair orders, accounts payable etc. that were stored in a back office of the service department. Stria® supplemented dealership employees to maximize their efforts. The project was completed on time and the second phase was soon underway. Jim Burke Ford quickly realized the benefits of leveraging Stria® services.

Utilizing Stria's® state-of-the-art equipment and highly refined process, Jim Burke Ford was able to reduce headcount and decrease the time between document creation and scanning. Based on the success of the initial phase, Jim Burke Ford commissioned Stria® to handle their ongoing document imaging.

## The Results

Stria® has proved to be the perfect fit for Jim Burke Ford. The continuity among scanning processes and procedures has improved immensely. Most importantly, Jim Burke Ford has been able to reduce costs associated with document management. Originally, the dealership assigned 3.5 full-time equivalent employees and has decreased that number to 2 employees. As a result, the dealership has reduced payable man hours from 140 hours a week to 75 hours with a goal of reducing that

to 50 hours per week. Jim Burke Ford has also seen the following benefits:

- Superior image quality and consistent reliability.
- Provides a secondary system backup for images.
- Allows for adding of additional document types that were not scanned before.
- Seamless coverage when a worker is off.
- Allows for a more automated process by using Stria® equipment and automation software.
- Improved storage organization and space.
- Allows for the potential for reduction of additional costs related to document imaging and storage.

Stria® is currently processing thousands of documents each week for Jim Burke Ford.

## Document Management Services

Stria® is a nationwide provider of high quality document management services across multiple vertical markets. The company has developed a competitive niche by converting large quantities of paper, microfiche, microfilm, medical records, blue prints, well logs, service orders etc. into searchable digital images. Stria can efficiently and professionally convert documents at one of their secure processing facilities or on-site at the clients' location, utilizing a mobile scanning team.

The logo for Inc. 5000, featuring the word "Inc." in a bold, black, sans-serif font above the number "5000" in a large, multi-colored font where each digit is a different color (5 is red, 0 is yellow, 0 is blue, 0 is green).

Stria® was proudly recognized on the INC. 5000 lists as one of the fastest growing, privately-held companies in the United States.

The Stria logo, featuring the word "Stria" in a large, bold, white, sans-serif font with a blue shadow effect. Below it, the words "DOCUMENT MANAGEMENT SERVICES" are written in a smaller, white, sans-serif font.

Stria®  
DOCUMENT MANAGEMENT SERVICES

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