



THE MIAMI DOLPHINS

Document Management Scores a Touchdown

The Miami Dolphins pride themselves on their winning record. They have two Super Bowl championships, including the only undefeated season in NFL history, and no other franchise has won more games since 1970. In addition to winning on the field, the behind-the-scenes work on the business end of the franchise is just as successful.

Since the team's inception in 1966, the Miami Dolphins have amassed millions of documents that compose the history of this franchise. Finding the appropriate news clippings, photos, contracts, e-mails and other documents distributed across physical repositories and a legacy document imaging solution for storing clippings often was a time-consuming process.

To increase responsiveness to the media as well as internal business users, the Dolphins' management realized the need for a single, centralized system to store and retrieve documents electronically. The Dolphins began looking for an open receiver to score big with their business needs. The franchise preferred a centralized system that could store documents in various electronic formats including e-mails and photos. In performing its due diligence, the franchise considered what colleagues were using as a document management solution and who the industry leaders were and weighed the system requirements against the cost.

The Hail Mary was thrown; Information Access Systems (IAS), an authorized OnBase® solution provider, caught the pass. Developed by Hyland Software, Inc., OnBase is an integrated suite of enterprise content management (ECM) software solutions, including core capabilities in document imaging, electronic document management, workflow, COLD/ERM and records management.

The Dolphins needed the ability to store diverse file formats and retrieve them quickly to respond to internal or external requests for information. Having around-the-clock support and solution-

specific training available to staff were also important criteria in selecting OnBase. "IAS was able to demonstrate their support resources. They were knowledgeable about the product and able to work with us toward the incentives needed for management approval. They gave us the ability to pull the trigger and move forward with this project," Tery Howard, director of IT for the Miami Dolphins, explained.

A Quick Conversion to a Centralized Repository

OnBase was deployed in spring 2005 and initial training needed to be completed before the pre-season began. In the first phase of the solution, more than 15 employees began actively using OnBase. A large volume of documents are being scanned into OnBase using scanners from Böwe Bell and Howell, Fujitsu Computer Products of America and Canon U.S.A. In addition, e-mail and/or their attachments can also be imported into or retrieved from OnBase directly from the Microsoft® Outlook® interface.

Documents are converted to text documents using OnBase Batch OCR. Users can search for specific words and/or phrases using the OnBase Full-Text Index Server for Verity™. The Dolphins use the Verity integration to search contracts, agreements and quotes from players, coaches and owners.

"The legacy system was very challenging and time consuming. Users could find what they were looking for, but it was hard. Now we scan our documents into OnBase and are able to exceed the expectations we were used to working with," Ms. Howard stated. Storing correspondence from the National Football League and cataloging photos were some of the early successes the Dolphins realized.

The valuable images stored in the legacy system are now as accessible as those from the current season. The images and their associated indexes were imported directly into OnBase in a batch process using the OnBase Document Import Processor.

AT A GLANCE

The Miami Dolphins have improved media relations and business processes by implementing a consolidated enterprise content management (ECM) solution to preserve and speed retrieval of millions of press clippings, photos, contracts and more.

BENEFITS

- Reduces time associated with document retrieval and other processes, improving customer service
- Easier to use and better indexing accuracy compared to previous document imaging solution
- Allows the pre-existing archive and indexes to be imported automatically into the OnBase repository
- Significantly decreases labor requirements in all areas OnBase has been implemented
- Supports internal and external use of information for users with the proper rights
- Permits specific search parameters providing quick response time
- Preserves older documents and photos by transferring their use to an electronic basis

APPLICATIONS

- Records and Archives
- Media Relations
- Administration

ONBASE SOFTWARE

- Document Imaging
- Document Import Processor
- DVD Authoring
- EDM Services
- Batch OCR
- E-Mail Integration for Microsoft® Outlook®
- Full-Text Index Server for Verity™
- Subscription Server

COMPLEMENTARY PRODUCT INTEGRATIONS

- Böwe Bell and Howell document scanner
- Fujitsu Computer Products of America fi-5650 document scanner
- Canon U.S.A document scanner

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Off-Season Training Includes OnBase

When athletes are training on the field in the off-season, additional employees in Administration and Media Relations will also be training as the next phase of the OnBase implementation begins. With more users entering files and documents into the system, a variety of information that was once difficult to track or locate will now be stored in a single repository available on the user's desktop. Once the users in these departments are trained and they have their arms around the plethora of information, the Miami Dolphins will roll out OnBase throughout the entire organization.

When the entire back file conversion is complete, including documents from the legacy application and otherwise, the Dolphins will be able to precisely organize, by configuring document types, all of the clips, photos and contracts by keywords. Additionally, a project is currently under way to use OnBase to make it easier to manage and locate specific player photos. When completed, users will be able to enter a player name and event and immediately retrieve the appropriate results. In an industry where the average professional football player's salary is approximately \$85,000 per week, how these athletes are portrayed through the media to the public affects the franchise, endorsements and media coverage.

With a winning record on the field and now in the office, the franchise is running as smoothly as ever. OnBase is used in multiple departments of the franchise in a variety of ways and new modules are always increasing functionality. The future uses of OnBase by the Miami Dolphins are virtually endless. "It is very rewarding. It is good to know OnBase is continuing to evolve," Ms. Howard expressed.



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