

Professional National Title Network, Inc

“...IT MAX Group built us an application that does more and costs 90% less than a vendor-supplied package. As far as make or buy decisions go, this one was pretty easy.”



Joe Burke
Vice President
Professional National Title Network, Inc

In business since 1986, PNTN is a Bar-Related® title company that provides title research and insurance services to real estate professionals in Chicagoland. Unlike traditional title companies, PNTN is operated by a group of attorneys who add a depth of experience and legal knowledge to each transaction. Since the evaluation of the status of real estate title involves many constantly changing laws, PNTN's clients enjoy greater security and better legal representation throughout the closing process.

The Need for Web-Accessible Document Management

Several years ago, PNTN hired IT MAX Group to deploy a document management solution that let the company digitally capture, store and search thousands of documents accumulated during closings. Instead of keeping rooms full of paper, every document was scanned into a system that used barcode recognition to automatically organize documents based on commitment numbers. Once that was done, any employee in the office could quickly search and retrieve documents needed for a particular closing or customer inquiry.

As PNTN grew, and as document management became deeply ingrained into its processes, the management team realized that the company could do a lot more with the system than just access documents from within the office. In fact, they believed that this technology could become a strategic differentiator for PNTN by

enabling higher efficiency and responsiveness of its every employee and agent regardless of their location.

And so, in 2008 the idea for www.TrackYourClosing.com was born. The website would be used by the company's employees, agents and customers to quickly check the status of all activities and documents required for a closing. PNTN knew that a web-enabled tool like this would greatly enhance the experience for all involved parties and eliminate a lot of overhead for its office staff.

The Make or Buy Decision Made Easy

To power the new website, PNTN needed to expand the use of its document management solution and make it accessible over the web. Since IT MAX Group performed the initial deployment, PNTN brought the team in again to brainstorm on the new project.

IMG's first step was to turn to the document management system vendor for help. PNTN needed to provide access to the application to over 200 new users, so they were prepared for some upfront costs. Yet after seeing the price tag that eclipsed \$300,000 (plus annual support fees of over \$40,000), PNTN and IT MAX Group knew there must be a more cost-effective way to get the job done and ensure that future scalability wouldn't be an issue. Having performed many custom development projects in the past, IT MAX Group proposed to build a new document management system for PNTN that would have all the features that the company needed and could power

PROJECT OVERVIEW

- **Developed a custom document management system to power office and web applications**

BENEFITS

- **Saved over \$250,000 in initial licensing fees and over \$40,000 in annual support costs**
- **Gained freedom to scale the system with no incremental costs**
- **Designed a better document management system around actual processes and data capture needs**

www.TrackYourClosing.com. The total proposed development cost ended up being less than PNTN would spend on first-year support fees alone — making for a true no-brainer of a decision.

Building the New Solution

The team at IT MAX Group started by listening. Several strategy sessions were held with PNTN's management team to uncover new requirements and potential improvements. IMG then shadowed office personnel to better understand how their workflows changed since the last deployment. As a result, project members identified several process and software enhancements that could be quickly implemented to improve data quality and usability of the system.

IT MAX Group completed all development, testing and deployment for the new application in less than three months — ahead of schedule and on budget. Since the new package was designed with PNTN's existing processes in mind, very little training was required to get the staff up to speed on the new software.

Benefits

One of the main benefits PNTN realized was the sheer magnitude of cost savings. An estimated five-year cost of scaling the old system in support of the new project surpassed \$500,000, which was more than 10 times what the company will spend with the newly-developed package.

PNTN also gained the freedom to scale the use of its document management solution as its business grows. Without the incremental licensing and support fees, the company can easily add another 200, 500 or 1,000 users — with only hardware capacity to worry about.

As it is often the case, PNTN also got a better business tool by custom-developing it for its specific needs and processes. Instead of figuring out how to adapt the vendor-supplied package, the team got the chance to design the new application around their specific technology and business requirements.



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About IT MAX Group

In business for over 10 years, IT MAX Group provides IT support and services to small businesses in Chicagoland. We have helped many companies like yours to stabilize IT budgets, increase productivity and eliminate technology headaches. Spend your time doing what you do best — and let us do the same for your business.