

## 5 REASONS TO SELECT COTT-CERTIFIED SCANNING

### 1. Reduced Risk

Cott has an active scanning certification partner program. In general, due to Cott's certification and testing process, Cott-certified scanning partners develop a higher scanning IQ which reduces errors. When a customer chooses to utilize a scanning company that is not Cott-certified, risk increases, and Cott's cost increases. This is due to Cott not being able to manage the scanning effort with the end product and overall project goal in mind. If the scanning company does not properly plan with the end product in mind, or if they simply rush through the job without quality inspections, issues arise that impact our customers. This often leads to books being delivered out of sequence or partial books being delivered over multiple deliveries. To ensure Cott receives all the images in scope for a project, Cott must now manually track each delivery, in detail, to capture gaps.

Cott's in-house Scanning Team and The Cott Certified scanning partners have been trained to interact with the customer on image quality inconsistencies, ensuring higher levels of satisfaction with the scanned image.

### 2. Can Reduce Costs

To ensure that scanned images can be searched and found effectively by the public, unnecessary costs can accrue if Cott is forced to work with images that have been scanned by another company, or even by the customer's staff themselves. For this reason, Cott provides two prices for OIB and backfile projects – one if Cott or its Certified Partner does the scanning, and another if Cott does not run the scanning phase of the project.

### 3. Reduced Time

In the case of an OIB project, Cott generally requires its own Scanning Team or a Cott-Certified scanning partner to scan and deliver the index

images first. This allows Cott the opportunity to work on the index logic build while the record books are being scanned. However, if a non-Cott company scans the Index books out of sequence or incompletely, then the index logic build will come to a stand-still until all the images are received. In this case, Cott must now tie up the customer's time and perform a rescan—resulting in needless delays.

### 4. Improved Quality Control

Cott's in-house Scanning Team and The Cott Certified scanning partners perform quality control during the scanning process that has been established by Cott. This will typically eliminate or greatly reduce the number of missing pages, as those can be rescanned on the spot.

Cott's in-house Scanning Team and The Cott Certified scanning partners understand the image naming conventions that are required to position us to successfully link the images to index data, or to ensure that the correct index image is displayed when a name search is conducted within OIB.

### 5. Results in Higher Customer Satisfaction

Cott often provides specific information to Cott's in-house Scanning Team or the Cott-certified scanning partners that will be utilized during scanning – based on Cott's extensive OIB experience and search strategy. Having pages scanned in a particular fashion or order will generally reduce the amount of time required to resync images once delivered to the office.

#### Reasons to Select a Cott-Certified Scanner

REDUCED RISK

CAN REDUCE COSTS

REDUCED TIME

IMPROVED QUALITY CONTROL

HIGHER CUSTOMER SATISFACTION

