

eCommerce

Cott's eCommerce Solution Provides Flexible
Online Records Transactions

Counties Benefit from Positive ROI












Whether a county chooses to offer subscription-based online public access to government records or prefers a pay-per-print methodology, Cott Systems' eCommerce has the solution. From providing constituents with accurate online search information in a real-time environment to easy retrievals and downloads with the latest shopping cart technology, eCommerce is serving the needs of county recorders, clerks and register of deeds' offices across the country.

For decades, Cott Systems has been offering technology solutions for receipting, recording, imaging and searching land and court records through the **resolution** system. Now, eSearch, Cott's browser-based internet search application for resolution is eCommerce enabled, providing a secure shopping cart solution for online records transactions.

Benefits:

Customers who enjoy the benefits of the eCommerce solution say they benefit in many ways:

-  Additional revenues are generated for the county creating additional cash flow even during challenging economic times.
-  Exportable revenue reports allow for efficient reporting of revenue to county treasurer.
-  Less foot traffic in the office leads to increased productivity for employees.
-  Flexible, convenient payment options—including a subscription-based fee, per-page fees, or a combination of both.
-  Constituents are able to conduct searches, review saved searches and access their account 24/7, regardless of county office hours.
-  With the elimination of numerous trips to the county offices, the solution saves constituents time and money—adding value to services.
-  Password options allow for increased security for the county and subscribers.
-  Ease of use - leads to increased searches and records purchases.
-  Reduced use of paper, in addition to fuel savings, promotes a 'green conscious' office operation.

Tangipahoa Parish, Louisiana had been using Cott's **resolution** system since 2004 and added the eCommerce capability to their online search in May of 2008—providing constituents with increased online access and capabilities. The Parish allows free access to the online search index, while searchers are required to choose a subscription to view and print images. The revenue generated from online subscriptions more than covers the monthly cost, creating a positive return on investment.

Case Study

"The flexibility of the solution allows us to offer a temporary 5-day subscription, a one-month or a one-year subscription. Everybody who uses it loves it," noted Andi Matheu, Tangipahoa Parish's Network Administrator.

"Cott has always provided instant gratification when it comes to customer service and support. They jump on things quickly and everything is taken care of. Also, the eCommerce module allows users to create their own account, so they don't need me to assist them, which saves us both time. I used to come in to 15 emails in the morning to approve for access and now, they don't have to wait," added Matheu.

Lake County, Illinois also offers online search and document download through Cott's eCommerce solution. The county chose to offer a \$50 monthly subscription service which allows searches on documents from 1980 through the present. Printing and saving documents requires an additional \$1 per page.

"In Lake County, identity theft was a concern. We wanted to provide online access and do it in a secure way, which led us to Cott's eCommerce solution. They offered us the flexibility to require an agreement to be completed [by subscribers] which is approved by our office," noted Marc Brogan, Chief Deputy Recorder in Lake County.

The first month Lake County offered eCommerce capability they had only 25 subscribers, two years later they now have over 200 subscribers who are enjoying anytime access across all time zones. They realized that to make their service even more valuable to their subscribers, the more documents they make available for search means more potential revenue for the county. This led them to contract with Cott to convert their historical paper records to digitized images as well as purchasing **Cott Online Index Books**, which will make their electronic search of records available from the beginning of the county in 1839 to present day.

ROI Examples:

Tangipahoa Parish, LA

Population: 113,000

Average Monthly Revenue: **\$7.3k**

Current # of Subscribers: **873**

10 mo. Subscription Revenue: **\$16.5k**

2008 Online Copy Revenue: **\$57k**

Est. 5 year ROI: **770%**

Lake County, IL

Population: 700,000

Average Monthly Revenue: **\$14k**

Current # of Subscribers: **202**

2008 Subscription Revenue: **\$107k**

2008 Online Copy Revenue: **\$68k**

Est. 5 year ROI: **2400%**

ABOUT COTT SYSTEMS

Cott Systems, an innovator in public records management for over 120 years, is a leader today in technology solutions and services for recording, imaging, and searching land and court records across 19 states. Through an important research and development process, which includes significant customer involvement, Cott is driving new technologies and services for local governments by employing up-to-the-minute information and workflow automation, data management and migration, backfile conversions, document redaction services and hosting and disaster planning services. Headquartered in Columbus, Ohio, Cott specializes in understanding and responding to local government information management needs across the country by building a partnership with their customers and the public that they serve.

More information can be found on Cott Systems and eCommerce by visiting: www.cottsystems.com

