

Introducing a New Product

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What is it?

In the early 90s, I received a call from a software startup. When I inquired about the product, I was told "We don't know how to describe it. You just have to see it." Within a week I became Managing Director of Versatrac Software.



Rapid growth creates office chaos

Picture the back office of a large bureaucracy, maybe a hospital or Countrywide Mortgage. Files of paper are in continuous motion. Some are misplaced, others miss deadlines, many become bottlenecked. Versatrac software puts things back in order.

Find any file, any time

With Versatrac, every time-sensitive file carries a barcode identifying its contents. Whenever that file moves, an employee scans its barcode -- and the barcode of the person or place they're transferring it to. Anyone in the organization can then find any file any time.



It's easy. A simple scan tells Versatrac where your document is going.

Positive ROI is not enough

You can quantify the savings attributable to the benefits of locating files without searching high and low, improved customer service, tracking employee productivity, and smoothing out kinks in the administrative system. But the ROI rationale doesn't sell until the prospect sees an *emotional* payoff.

Making the trains run on time.

factories get out from under an avalanche of paper. (Every quarter, this country produces enough memos, reports, and files to fill the Grand Canyon.)

First, I used cartoons to create chaos.



Then Versatrac, in the guise of Sherlock Holmes, straightened things out.



Administrators got the message. Local governments, hospitals, insurance companies, courts, Southern Pacific, Los Alamos National Laboratories, and others installed Versatrac tracking systems.