



# DocuWorld 2023

## DocuWare hosts partner conference May 4-5

by: Elizabeth Marvel, Office Technology Magazine

**D**ocuWare hosted DocuWorld 2023, its 23rd-annual partner conference, May 4-5, 2023, at the Hyatt Regency Grand Cypress in Orlando, Florida. The event, themed “The Future of Selling,” consisted of a general session presented by company executives, a sales-focused keynote address by author and sales strategist Shari Levitin, breakout sessions, sponsor exhibits and networking opportunities.

DocuWare Corp. President Jim Roberts kicked off the general session on May 4 with a quick overview of the company’s results in the last year. He noted that the company accelerated new business growth by 9% year over year and shared a new trend that has emerged for the company: The biggest growth segment has been extension cloud, where customers are adding on to their current subscriptions.

“This is where we sell more licenses, storage and upgrades to our existing cloud customers,” Roberts said of extension cloud. “And some of our greatest acceleration over the last two years has been occurring because we’re selling more and more to our existing base.

“This is great,” Roberts continued. “Any time your existing base has this much confidence to invest even more, it’s a great tribute to DocuWare and to all of you. We can all admit no customer would be willing to spend another dollar if they’re not completely satisfied. And so you should all be ready to take credit because it takes amazing customer service and an amazing customer experience before those customers are going to continue to invest.”

During his general session presentation, DocuWare Group President Max Ertl focused on changes in the workplace and how DocuWare can be used to take advantage of these changes. He specifically noted the trend toward working from home/teleworking, the new generation coming into the workforce, gig workers and artificial intelligence. “The world is changing and we have to see which opportunities these changes create for us,” Ertl said. “What’s important for us is: ‘How does the work environment change?’”

Ertl went on to categorize the three types of work, how they



*Jim Roberts*



*Max Ertl*

have been affected by the changes in the workplace and how DocuWare can improve worker productivity:

**(1) Focus** — “Focus work can be all types of different things, like ... when you do invoices or code software,” Ertl said. “This is work where you say, ‘It’s best that I stay alone where no one disturbs me and here is my computer and my brain’ ... But if your focus work is where you have to book invoices, then it’s only productive if you have the necessary documents available; if you have all the resources you need. And for ... a lot of activities, DocuWare can help you. Our term is the ‘document pool,’ and we’ve been pushing this for many years. This is exactly the type of focus work where our technology can help.”

**(2) Coordination** — “You have to coordinate something in a workflow or a process; you have to make sure that things get done and you need other people to do this,” Ertl said of coordination work. “... Coordination would be best if you would be in the office and if you would be with the people you need in the same time zone. But now, no one wants to do this because ‘I want to work at any time, anywhere’ ... And now DocuWare saves the day because this is really where we can help with our workflow, with our document pool — where we can help people be productive in coordination work even when they are not [working] at the same time and in the same office. This is where we can consult with our customers and sell additional licenses.”

**(3) Cooperation** — “Cooperation is when you do some brainstorming, there are conflicts and you need the cooperation of other people,” Ertl said, noting that this type of work is best done in the office.

His advice for selling DocuWare to assist with these types of work: “When you talk to a prospect or a customer, find out what his team is doing,” Ertl said. “Do they do focus work most of the time? Are they in coordination or cooperation? ... There ... are always processes that require coordination. One-hundred percent, that’s where we want to be. And there’s focus work where they need access to documents. One-hundred percent, this is where we want to be. And then tell your customers that technology and products like DocuWare can really help them to be better at this complex work where, on one hand, we want to have the best work/life balance but, on the other hand, you also need to generate some productivity.” ■

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