

CASE STUDY

INDUSTRY: PROFESSIONAL SPORTS

APPLICATION: DOCUMENT IMAGING

INTEGRATOR: TALLGRASS

SOLUTION: HISTORICAL ARCHIVE WITH UDO G-SERIES LIBRARY

The Kansas City Royals

The Organization

Since 1969, Kansas City, Missouri has been home to one of most successful expansion teams in baseball, the Royals. During its time, fans of the Royals have watched many great players, including Hall of Fame third baseman George Brett, who was with the team when it won the 1985 World Series.

The Challenge

Like many professional sports organizations, the Kansas City Royals were experiencing concerns regarding how to efficiently manage, store, search and retrieve enormous the amounts of information the team had accumulated over the years. In a sport where every pitch, swing and stolen base is carefully recorded, the Kansas City Royals recently found it was overwhelmed with more than 37 years of paper and photographic history. In addition, thousands of paper documents, photographic prints and 35 MM slides were degrading and losing their authenticity.

With more than 600 players in the club's history and various organizations wanting information on any one of these players, the public relations department spent countless hours searching for information on behalf of reporters, fans and other individuals throughout the organization. It was time consuming and inefficient manual process. In addition, other sports organizations were now sending and receiving new material in the form of electronic documents such as HTML, XML web-based pages, faxes, PDF documents, newspaper articles, magazine articles and digital photographs.



*Are you a baseball fan?
Learn how the Kansas City
Royals saved history!*



"Because we had scanned all the historical scorecards of every game ... I was able to quickly search, retrieve and send the exact information they were requesting within minutes."

Aaron Babcock
Public Relations Director
Kansas City Royals

US SALES & MARKETING
TEL: 800-451-6845
FAX: 720-873-2501
SALES@PLASMON.COM
WWW.PLASMON.COM

EMEA SALES & MARKETING
TEL: 44 1763 262963
FAX: 44 1763 264444
SALES@PLASMON.CO.UK
WWW.PLASMON.COM

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The loss of the paper-stored history of the Royals and the necessity to preserve it was a major concern for the Royals' front office. Losing the legacy of the Royals was simply not acceptable. Based on these needs and concerns, the decision to electronically preserve, store, search and retrieve both historical and daily information was simple.



The Solution

In order to solve its data storage challenges, The Royals engaged with Tallgrass Technologies, an information technology management company and a value added reseller of Plasmon UDO (Ultra Density Optical) solutions. Tallgrass Technologies Consultants conducted a complete document review, system requirements and needs analysis of the Kansas City Royals' public relations and communications departments and provided the Royals with a solution that met its unique needs and goals.

Tallgrass proposed a scanning and archiving solution that combined document imaging and indexing software with a server and a storage device. The solution included a Plasmon 720 GB UDO Library, which has become the backbone of the archival storage strategy for the Royals. The Plasmon UDO Library enables the organization to easily archive, quickly retrieve and confidently protect its data and document history.

"The first month we had the system I got a call from a national association. They were looking for the names of the officials who umpired the 1985 Kansas City Royals / St. Louis Cardinals World Series games," said Aaron Babcock, Kansas City Royals public relations director. "Because we had scanned all the historical scorecards of every game with the umpires' names on them, I was able to quickly search, retrieve and send the exact information they were requesting within minutes."

By implementing the digital archiving solution that Tallgrass Technologies recommended, the Royals were able to reduce the annual costs associated with employee labor and totally cut "hard cost" expenses. The projected return on investment figures reflect how The Royals will reduce costs.

Projected Return on Investment



Reduced time spent searching and retrieving information by 60%
(3-Hour task now takes 30 minutes)



Reduced time spent recovering lost or misplaced information by 90%
(2-Hour task now takes 2 minutes)



Annual hard-cost savings associated with storage of paper documents
(Projected \$3,000 - \$5,000 per year)



Annual hard-cost savings associated with direct shipping and mailing
(Projected \$1,500 - \$2,250 per year)



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Conclusion

The Royals have experienced both a cost reduction by purchasing a digital archive system, as well as peace of mind. The Royals' new system allows them to store, preserve, protect, search and access their entire legacy and historical information in a timely manner. The time spent by the public relations department in retrieving historical information including player profiles, photographs and newspaper articles has dramatically decreased.

The Royals now use the system to search, distribute, process and create the body of work requested from the public relations department. Future benefits for the public relations department are the ability to manage audio files, video files and produce CD's or DVD's for fan purchases or promotions. Additional savings will be realized when the Royals expand the system to manage other departmental information such as finance, human resources, marketing and merchandising.



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