



Iconic jeweler digitizes several decades of brilliance with CDM Scanning



ICONIC
JEWELER

CLIENT

Iconic Jeweler

PROBLEM

No digital access to jewelry archives

SOLUTION

CASO Document Scanning

BENEFIT

Archive data located in seconds; client inquiries handled in real time, labor costs reduced.

EXECUTIVE SUMMARY

Caso Document Management (CDM) has digitized several decades of brilliance for one of the world’s most revered and iconic jewelry brands known as the ultimate in fine jewelry and high-end watchmaking with a devoted following of famous clientele.

As with the brand, history is an essential part of gemology itself, particularly with regard to heirloom jewelry. The value of each piece can rise dramatically based on its familial, cultural, and often royal significance. This organization keeps archives for this reason – accessing them to authenticate information about each piece upon request. Since its founding, jewelry archives have been maintained in paper files across several locations. As a result, the archive department was finding it increasingly difficult to handle such requests in a timely manner.

“We needed to redesign our archive system to accommodate digital access for our corporate and global retail network” explains their Director of Estate Jewelry and Archives.

They turned to CASO Document Management (CDM) for help, transforming the archives into a digital, searchable database that would speed authentication requests and help with museum and exhibition planning.

35,000 stock cards
located in seconds
instead of weeks



Over 230,000
documents scanned



Expenses reduced



“We needed a solution that would provide searchable indexes for large volumes of data. CDM delivered with the world-class scanning and indexing we were looking for.”

- Director of Estate Jewelry and Archives

THE SITUATION

The archives consist of several decades' worth of files, including stock item books and ledgers, jewelry and gemstone photographs, certificates and designs. However, this rich data was housed in three different countries among numerous offices and warehouses, making it difficult to locate each file. Authentication inquiries from corporate and global partners often required a trip to a storage facility that would entail a full day of travel and sorting through files in an uncomfortable, non-climate controlled environment.

Their Director decided it was time to physically consolidate and digitize their files with searchable text options, allowing for timely research on corporate initiatives. These initiatives include authentication for client services repair requests, appraisal and bill-of-materials (BOM) verification, confirmation of historical client relationships and acquiring vintage jewelry for the Museum Collection – all of which will allow for a fully encompassing and potential Brand Exhibition.

“We are a specialized industry that uses specific search terms,” explains their Director. “We needed a solution that would provide searchable indexes for large volumes of data. CDM delivered with the world-class scanning and indexing we were looking for.”

In anticipation of the move to digital, the Director and their team began organizing and consolidating the company's entire archive library. They were now ready to move ahead with a significant portion.

THE SOLUTION

CDM recommended Document Scanning at its New York City Document Care Center. The client documents were scanned using high-quality Kodak scanners, and indexed by relevant industry search terms, including carat, stone, center, weight, and stock number.

In just four weeks, the clients New York archives were transformed into a searchable, digital database, with access to 35,000 stock cards, 50,000 invoices, 15,000 appraisals, and over 230,000 pages of data overall.

“We no longer have to battle rain, snow and sweltering temperatures to locate information,” boasts their Director. “CDM is a shining example of document scanning and indexing excellence.”

Their Director is now preparing the remainder of the archives from their international locations for digitization and will work with CDM until its completion.



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ABOUT CASO DOCUMENT MANAGEMENT

CASO has been an innovator in developing practical, cost-effective imaging services and document management systems since 1994. With a management team totaling more than 100 years of experience, they have a proven track record with even the largest commercial and government requirements. CASO offers a full-range of imaging services or a comprehensive custom solution tailored to each company, industry or specific project. They support hundreds of regional and national clients in retail, finance, government, healthcare, education, construction, manufacturing and other sectors. To learn more about CASO, call 888.388.2276 or go to www.caso.com.