

FINAL BROCHURE COPY - SMART STACK 2023 BROCHURE

This document outlines the copy, bullet points, and key content to be used for the respective pages of the brochure.

I. Front Page

Title: The School Archive Specialists

Sub-text: Tailored end-to-end solutions & incredible products for Australian Schools, large and small
"We're the top dog in school archives management" - Call out for mascots Jango and Alfie

II. Problems

Bullet points:

- OH&S risks from heavy boxes
- Inefficient use of space
- Inability to find records
- Complicated destruction and retention schedules
- Collapsing boxes and cluttered rooms
- No continuity or systems during staff turnover
- Time-poor administrators

III. Solutions

Sub-blurb: For over 30 years, Smart Records Group has helped thousands of schools across Australia make smarter choices in managing their archiving. Through our innovative storage container systems, integrated archiving software, specialised records processing teams, and advanced digitisation services, we put in place long term solutions which save you time, effort and money.

Work Smarter, not harder - Let us sort your Archives so you can focus on more pressing matters!

Contents:

- Onsite Storage System - SMART STACK
- Document Management Software
- Sorting & Cataloguing
- Digitisation and Scanning

Testimonial Section:

"Our School installed a Smart Stack system on-site over 5 years ago. Since then it has made our archiving processes so much easier. "

Leongatha Primary School - Dot Coghlan, Principal

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IV. The Smart Stack System

Heading: Onsite Storage System - **SMART STACK**

Sub-blurb: The compact, modular, and OH&S friendly onsite archive system to help you maximise your storage space and protect your records. Designed and patented in Australia and built last in tough conditions.

Bullet Points: Please use the dot points provided in the brochure structure document.

Explainer Drawing of Key Parts of System

Testimonial Section:

Option 1

"Under the old ways archives were stored in boxes in numerous locations whereas with the Smart Stack system all documents are consolidated and stored in one place. The free standing system can easily be accessed with all items in front opening boxes."

Narre Warren South P-12 College - Ross Larson, Finance Manager

Option 2

"It's user friendly, I love the easy access of past years' information. It's stackable too and takes up a lot less space than our old boxes."

Frankston Special Developmental School - Jullian Lewis, Business Manager

V. The Software

Sub-blurb: Our powerful web based software transforms the way records are managed in schools by establishing a consistent digitally driven process that takes the guesswork out of archiving. Track and destroy records in a compliant manner from creation through to end of life.

Bullet Points: Take dot points and descriptions from the software section of the 2022 Smart Stack A5 Brochure.

Testimonial Section:

"The process of managing our archives has been made so much easier; we have really noticed the difference. With the software, we add new documents, search for items when we need them and find out which items need to be destroyed with only a few steps. What used to take us hours now only takes a few minutes!"

Bentleigh West Primary School - Tanya Elliott, Business Manager

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VI. Sorting and Cataloguing Services

Sub-blurb: Our expert archive team will sort, cull, index, box and bind your records while ensuring legal and regulatory compliance. Available as a project basis or as a yearly managed service, our service will meet your specific needs and allow you to focus on your core school activities.

Bullet Points:

- Sorting of records into distinct categories
- Culling of expired records according to state recordkeeping requirements
- Indexing and data capture of records for future retrieval
- Offered on a project basis OR as yearly managed service
- Boxing and binding of records for storage
- Expert knowledge of retention schedules and recordkeeping requirements
- Secure destruction of expired records

Testimonial Section:

“The Smart Stack team organised everything - they picked up our documents, sorted through them at their warehouse and when install day came they installed the system and added all the documents.”

Holy Child Primary School - Alan Smith, Principal

VII. Digitisation & Scanning

Sub-blurb: Digitizing your school's archives saves space, reduces waste, and is easy as teaching a dog a new trick. Easily scan and store student records, freeing up physical space and improving access to important information. Make the switch and enjoy the benefits of an organized and eco-friendly record-keeping system!

Bullet Points:

- Project based or ongoing basis
- Wide range of formats including documents, books, plans, wide/large wide format and other historical items
- Easily uploaded to SmartSoft or a schools own IT infrastructure
- OCR / ICR and AI data capture capabilities
- Wide range of output formats including PDF/A, PNG, JPG, JSON

Testimonial Section:

“Our school was established in 1967 and over the years our collection of student files had steadily grown to the point where they were becoming burdensome and we were running out of space... Due to the permanent and sensitive nature of the student records it was decided that digitisation, followed by ongoing storage would be the best option for long term preservation and management.

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Over a period of 6 months 10,000 student records were digitised, quality checked and safely returned to us as high quality archival standard PDFs - no mean feat considering a large portion of our files were very old yellow carbon papers!"

Mazenod College - Tony Rolfe, Deputy Principal

VIII. How It All Works

Copy to accompany the relevant graphics laid out in the brochure structure document:

- **Assessment:** Our experts assess school's archiving situation
- **Quotation Acceptance:** Tailored solutions based on assessment
- **Collection:** We collect and transport securely.
- **Processing:** We sort, cull and index your records
- **Installation:** Return records, build system, maximize space
- **Training:** Initial and ongoing software training provided.
- **Ongoing Support & Service:** Ongoing support when you need it, plus additional yearly archive services

Testimonial Section:

"The Smart Stack team always offers great service, are always accessible and reliable when we have needed any assistance with products or the software. Whenever we have a query regarding our systems, they have always gotten back to me the same day."

Winnaleah District High School - Brenda Wagner, Business Manager

IX. Back Cover

Tagline ideas:

- Time to learn some new tricks?
- Ready to get started?
- Ready to get smart-ed?