



C O N S U L T I N G
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Mason Grigsby

Overview

Mason Grigsby is an industry leader in the field of document systems and applications. He has co-founded two software companies which helped launch what is now the electronic document systems industry. He has published more than 50 articles on Document Systems and applications and is the author of the only in-depth report on Computer Output to Laser Disk & Enterprise Report Management systems. He has been a speaker at more than 200 conferences on document management and image storage and retrieval systems. He was named one of the top ten most influential people in the Document Systems industry by Knowledge Management Magazine. He is considered one of the pioneers in the development of document imaging systems and the "father" of computer output to laser disk systems. He is a proven corporate strategist providing innovative marketing planning and real world sales and application education.

He is the 1997 recipient of the Association for Information & Image Management (AIIM) "Pioneer Award". It is awarded to one individual per year for major contributions to the Document Systems Industry. He was also elected a Fellow of AIIM in 1999. He specializes in strategies and business case development for Intranet/Extranet Billing Systems, Enterprise Report Management Systems, and document based business intelligence systems.

Significant Projects

Mason Grigsby was the sole consultant in a number of high profile consulting projects involving Enterprise Report Management Systems. The following is a partial listing with a brief description of what the project accomplished. Additional details on these are available.

CHARLES SCHWAB & COMPANY

CHARLES SCHWAB & CO., a major brokerage organization, he defined the system architecture for a customer service Enterprise Report Management System for Statement, Confirmation Notice, and Year End 1099 document warehouse.

Mason defined the business requirements, the cost benefits and architecture for an enterprise wide computer document system. He was retained by Charles Schwab to define the system acquisition strategy, develop the RFP specifications, evaluate responses and negotiate with the successful vendor.

COMERICA BANK

COMERICA BANK , a large retail bank headquartered in Michigan, he created a detailed business case for the implementation of an enterprise – wide system for internal reports, retail statements, and image checks. This project involved a study of bank departments and their use of computer output documents for internal use and customer service. He recommended new document technologies that were appropriate and necessary to provide improved internal operations and customer service.

BANKFIRST CORPORATION

BANKFIRST CORPORATION, a large retail credit card bank in the midwest, wanted an improved customer service and internal information infrastructure for customer documents.

The study involved a detailed survey of each of the departments involved in accessing computer transaction data and customer statements. The goal was a virtual electronic envelope for statements, correspondence, checks, card holder transaction detail, marketing promotion material, credit and adjustments, and card applications. The system was intended to create a customer service environment in which incoming calls were properly answered during the initial customer contact.

Professional Experience

IMERGE Consulting San Francisco, CA 1994 +

Partner

Mason Grigsby was a founding partner of IMERGE in 1994.

ACCTEX CORPORATION and its successor company,
INSCI CORPORATION San Francisco and New York, NY

Founder/President of both companies

Created the first commercially available turnkey document imaging system in 1983 and the first commercially available Computer Output to Laser Disk System (now Enterprise Report Management) in 1986.

ZYTRON CORPORTION San Francisco, CA

Founder/ Vice President Marketing and Sales

The third Computer Output Microfilm (COM) service bureau in the U.S. Created the “outsource facilities management concept for COM. Developed the first Computer Aided Microfilm Retrieval System (CAR) in 1971. The company became First Image Corporation and is now Anacomp, Inc.

Awards and Certifications

He is the 1997 recipient of the Association for Information & Image Management (AIIM) “Pioneer Award”. This award is given to only one individual per year (not necessarily every year) - only 26 such awards have been made since it was established in 1959. It is awarded for major contributions to one or more areas of document management....in initial conception, development, implementation, ingenious application of new or known concepts, or pioneering of a significant advance in the field. He was also elected an AIIM “Fellow” in 1999.

Publications

He is the author of four books on Enterprise Report Management applications and technology including: "Computer Output – The Next Generation", "AIIM Case Studies on Computer Output Applications", "AIIM White Paper on Computer Output", & "Trends & Opportunities in the Computer Output Market". He has published more than 60 articles on Document Systems Technology and Applications in a wide variety of industry publications.

Seminars

Mr. Grigsby is a leading authority and pioneer in the applications and markets for document systems. He has participated in over 200 national conferences and seminars as a key speaker and panelist on electronic information systems.

**Professional
Associations**

He has been the Association for Information & Image Management (AIIM) and Xplor International presenter on Enterprise Report Management Systems in each of the past ten national conferences. He has been a frequent participant on the "Industry Leaders Panel" at the AIIM national conferences. He is featured as a Giga Information Group expert on their "ExperNet" Web site. He is on the Editorial Advisory Board of the Xplor International Committee on Advanced Technology.

Education

Mr. Grigsby received his Bachelor of Arts degree and completed coursework towards his Masters of Business Administration at Northwestern University.