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Point North Consulting Helps Clients Go Green With 21st Century Information Management Techniques

-Company Focus on Conservation, eDM, Pays Environmental Dividends-

Orlando, FL --(July 23, 2008)—Point North Consulting, an Orlando-based firm focused on helping companies improve productivity through proven business process optimization and information management techniques, is increasingly focused on sustainability for both its internal business operations and the business practices recommended to clients. By improving efficiency and reducing waste in time, effort and materials, Point North is seeing a timely by-product in the business process management techniques it employs – its clients are going green, painlessly. Here are three key areas where Point North is leading the way on green business practices:

Virtual Office

Point North sets an example for clients by creating a “virtual office” whenever possible. The firm conducts much of its business via Web conferencing, which saves on travel costs and reduces the firm’s carbon footprint, along with those of its clients. By using online video conferencing, Point North is able to hold large meetings, regardless of the attendees’ geographical location, and collaborate effectively on shared documents. This in turn reduces the amount of paper copies used for meeting minutes, agendas and materials.

Paperless Practices

It's always a struggle to reduce the use of paper in any office setting, but Point North and its clients have seen success by combining business optimization techniques with the latest in electronic document management initiatives, or eDM. eDM increases transaction speed and communication across business units, greatly reducing paper and productivity waste. Through the use of intelligent business automation tools, Fax Servers and other intuitive document capture solutions, Point North Consulting moves their clients into a digital environment, helping them to minimize the amount of paper faxes the company prints and sends. Implementing electronic workflow eliminates paper-based processing, printing and copying – saving trees while allowing organizations to work and collaborate from virtually anywhere in the world where an Internet connection exists.

Synergistic Solutions

Point North clients are led to consolidate many servers into one, and counseled to operate in a completely digital environment, regardless of the mail, faxes, and correspondence flowing into their offices. All of the technologies needed to accomplish this transition are currently available and Point North can implement these solutions with minimal disruption to everyday work-life.

“It's not about designing solutions that only tackle one problem, one business unit, one process; it's about realizing that waste can be converted into productivity when all of the optimization techniques come together and work as one,” says president and CEO Mark Crandall. “Sustainability is just good business. These practices make sense for us in our own office, and increasingly, we find that clients demand them as well.”

About Point North Consulting

Point North Consulting, formerly C3 Holding Company, is an Orlando-based firm focused on helping clients improve their bottom line through proven business process optimization and information management techniques. Point North provides expertise in mergers and acquisitions, and consults for healthcare, government, retail, transportation, and other industries. For more information visit www.pointnorthconsulting.com.

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