

U.S. Army Recruiting Command

Dramatically Overhauling and Streamlining the Recruiting Process with Web Content Management

Benefits

- Improved efficiency, timeliness, and accuracy throughout the recruiting and enlistment process
- Support of Army Personnel paper reduction initiatives (Clinger-Cohen Act)
- Cost-effective archival of terabytes of content, easily accessible when needed
- Time and cost savings thanks to workflow automation and elimination of massive amounts of paper
- Solid foundation for future Web content and records management projects

“In the not-so-distant future, we envision prospects being able to pre-qualify themselves from any Web browser, indicate which types of jobs they are interested in, and be automatically matched with our training seat system.”

Gary Bishop, USAREC

Business Overview

The United States Army Recruiting Command (USAREC) is responsible for recruiting high-quality women and men to serve in the U.S. Army and U.S. Army Reserve. Army recruiting operations are conducted throughout the United States, Puerto Rico, the Virgin Islands, Guam, and at U.S. facilities in Germany and Asia. USAREC provides the command, control, and staff support to aide 15,000 Army recruiters and guidance counselors working out of more than 1,700 recruiting stations and 64 Military Entrance Processing Stations (MEPS) across America and overseas.

Challenges

Traditionally, the recruiting and enlistment process, called accessioning, has been an extremely manual, paper-intensive, and time-consuming process requiring hundreds of paper forms and data elements. Typically, USAREC assesses between 80,000 and 100,000 individuals each year. As a result, 240,000 or more documents are typically moving through the process at any given time, and an estimated six million documents enter the accessioning process each year.

Too Much Paper in Too Many Locations

In the past, when a young man or woman decided to join the Army, a recruiter would collect information to substantiate the recruit's eligibility and qualifications, including copies of the driver's license, birth certificate, and high school transcript. All this information went into a hard copy packet that would be sent to one of 64 MEPS. At this point, the recruit would take medical tests and the Armed Services Vocational Aptitude Battery (ASVAB), resulting in more documentation. Upon acceptance into the Army, additional documentation would be added to the packet, including contract details and insurance selections.

When the soldier completed processing and departed for his or her training assignment, the packet would be copied for distribution. One copy was stored at the local MEPS and three copies of the packet would be hand delivered or mailed to the battalion, the recruit's training base, and the Enlisted Records Center in Indianapolis, Indiana. At the Enlisted Records Center the documents were scanned and entered into the Personnel Enlisted Records Management System (PERMS) to create the soldier's electronic Official Military Personnel Folder (OMPF).

Need for Easier Access to Information and Cost-Effective Storage

USAREC realized that storing so much paper in so many places was both costly and inefficient. However, a recruit cannot be processed until the proper paperwork is complete and in the right place. With the current process, paperwork could be misplaced, or delayed, or even lost in transit between locations. Additionally, if recruiters, guidance counselors, and other

Business profile

U.S. Army Recruiting Command

Responsible for recruiting men and women for the U.S. Army and Reserve

Industry

Government

Geographies

Headquarters in Fort Knox, Kentucky, with more than 1,700 recruiting stations nationwide and in South Korea, Germany, Guam, and Japan.

Business Focus

Enterprise document management, records management

EMC Documentum Products

Documentum ECM platform, Documentum Records Manager

Deployment Summary

New guidance counselor system deployed in February 2003. WCM for www.goarmy.com portal, intranet and extranet to follow.

EMC Documentum Partners

Electronic Data Systems (EDS), Sun Microsystems, Silanis Technology

military personnel could have easy access to relevant and accurate information when talking with a potential recruit, processing time and recruit satisfaction would increase. USAREC also realized that converting the process to a fully digital environment would provide the ability to quickly transmit data to a variety of internal sites once the soldier had completed processing and departed for the training assignment.

EMC Documentum Solution

In February 2000, USAREC concluded that to truly streamline the accessioning process it would need to move to a Web-based, paperless process. After an extensive evaluation of leading content management solutions, USAREC chose the EMC Documentum® ECM platform. The Documentum solution met all of the organization's requirements for security, version control, lifecycle management, electronic signatures, and extensibility, as well as the Department of Defense's demanding 5015.2 certification standards for record-keeping systems.

Now, when a prospect decides to pursue a career in the Army, recruiters create a record for the applicant in the Army Recruiting Information Support System (ARISS) and send the data to the Guidance Counselor module, which creates a folder for the applicant in Documentum. A workflow process guides the creation, review, and approval of the packet. Workflow is used for quality control and exception-handling by personnel at the regional battalion, the headquarters of USAREC, and the MEPS.

All required paper documents (such as a marriage or driver's license) are scanned, rendered into PDF format, and stored in a Documentum repository. Once the processing is completed, documents are electronically generated and signed using ApproveIt, a fully encrypted electronic signature technology from Silanis Technology, a Documentum partner.

In February 2003, 500 Guidance Counselors began using the system. As part of the "Point of Sale" initiative that is currently being studied and tested by USAREC, the packet preparation and contracting functionality may be extended to all recruiters in the future.

Cost-Effective Storage of Terabytes of Content

USAREC realized that storing all of the recruit information electronically would place a heavy demand on its systems. EDS, the systems integrator, determined that the system would need to store approximately six million documents annually and some would need to be retained for a minimum of seven years. "We knew that only five percent of the archived information would ever be accessed again, so we did not want to have to incur the expense of keeping all the data online," said Gary Bishop, Chief of the Web Applications and Technology Branch, Application Programming Division, USAREC. "But we still wanted to track the whereabouts of every document and have easy access when we needed it."

To meet these requirements, USAREC chose Sun Microsystems as its storage provider. By integrating the Documentum platform with Sun StorEdge Utilization Suite with SAM-FS software, USAREC was able to keep six months' worth of documentation online and automate policies to archive the rest to much less expensive magnetic tape. SAM-FS software also provides continuous archiving and built-in data protection and disaster recovery for large information repositories.

Quick Access to Information Archived on Tape

The Sun storage system stores data files in hierarchical directory structures overlaying online magnetic disk, allowing it to provide high-speed access to files and automatically copy them from online disk to "near line" storage media such as magnetic tape. When at least one tape copy of a file exists, the disk version can be released, freeing valuable disk

space for reuse, while the file still retains the appearance of being on the disk. When a user requests an archived file, the SAM-FS system automatically and transparently restores the file back to online disk as needed.

“We consider our Documentum-Sun records management solution to be a best practice in record retention and mass storage,” said Bishop. “In addition to high-speed access and cost-effective storage, this solution always writes in an open data format so that we, the customer, always own the data.”

Easy Access and Tight Security

In phase two, scheduled for 2004, USAREC intends to transmit data and documents to downstream personnel and payroll systems such as the Personnel Enlisted Records System, PERMS. This single repository allows soldiers and personnel clerks to view document images from any Web browser at any time—without compromising security. Only those with proper authorization have access to information in the repository. Eventually this repository could house all the records associated with every enlisted individual, from recruitment through retirement. Documentum lifecycle capabilities and the DoD5015.2-certified Documentum Records Manager will be used to validate that the information has been transmitted, received by target systems, and retired from USAREC systems.



“The Army recruiting and enlistment process—traditionally an extremely manual, paper-intensive, and time-consuming process—is being radically transformed into a Web-based, paperless process with help from Documentum and Sun.”

Gary Bishop, Chief of Web Applications and Technology, Application Programming, USAREC

A Faster, More Efficient Process and Trusted Content

With anytime, anywhere access to information, guidance counselors can move the accessioning process along much faster and more efficiently. They no longer have to wait for documents to be hand carried or sent via regular mail or be concerned about the potential for misplaced documents. They can instantly see all information that has already been collected and note which information is still outstanding. Having information about a potential recruit so quickly and easily accessible also helps guidance counselors recommend jobs on the spot, something they couldn't often do before.

Knowing that a document is the most recent and most accurate is also a huge benefit of the new system. “With a single repository and no more changes being made on paper, recruiters know they have the most complete, accurate, and current information,” said Bishop.

Time and Cost Savings

Not having to store paper documents related to recruiting also saves USAREC significant time and money. By completely eliminating the need to send paper documents to the Enlisted Records Center, USAREC estimates that the total amount of paperwork managed by the center will be reduced by 75 percent. Having information online also reduces or eliminates the cost of shipping information packets back and forth and the cost of manually processing mail, a more time-consuming task now that new security precautions have been added following the terrorist events of September 11, 2001. The ARISS GCR/ERM application provides the Army with a starting point for the further implementation of paperless processing across personnel, financial, and medical systems.

Foundation for Increased Streamlining in the Future

USAREC intends eventually to leverage Documentum Web content management capabilities to dynamically publish content to intranet and extranet portals as well as to the www.GoArmy.com Web site. "In the not-so-distant future, we envision prospects being able to pre-qualify themselves from any Web browser, indicate which types of jobs they are interested in, and be automatically matched with our training seat system," said Bishop.

Summary

Documentum and Sun are helping the U.S. Army Recruiting Command radically transform a process that had not changed in many years. With the Documentum ECM platform as the underlying foundation for its new guidance counselor system, and a cost-effective Sun system for storing archived records, USAREC is saving time and money while making its accessioning process much more efficient and effective, both in the near term and further down the road.

About Documentum software from EMC

Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations, from documents and discussions to e-mail, web pages, records, and rich media. The Documentum enterprise content management platform makes it possible for companies to distribute all of this content in multiple languages, across internal and external systems, applications, and user communities. As a result of deploying Documentum, thousands of the world's most successful organizations are harnessing corporate knowledge, accelerating time to market, increasing customer satisfaction, enhancing supply chain efficiencies, reducing operating costs, and improving their overall competitive advantage.

For more information about Documentum enterprise content management, visit www.EMC.com/documentum or call **800.607.9546** (outside the U.S.: +1.925.600.5802).

About Sun Microsystems

Since its inception in 1982, a singular vision—"The Network Is The Computer"—has propelled Sun Microsystems, Inc. (Nasdaq: SUNW) to its position as a leading provider of industrial-strength hardware, software, and services that make the Net work. Sun can be found in more than 100 countries and on the World Wide Web at <http://sun.com>



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Customer Profile
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