

Firm reduces paperwork to byte-size information

By Alison Stanton

SPECIAL FOR THE REPUBLIC

As president of a northeast-Phoenix-based self-directed retirement plan administration company, J.P. Dahdah knows all about paperwork.

"We process an enormous amount of paperwork due to the type of assets our clients purchase within our retirement accounts," said Dahdah, a Phoenix resident and president of Entrust Arizona LLC. "We were running out of office space because we had to keep all those documents in our client files."

About two years ago, Dahdah hired Express Digital Solutions, a northeast Phoenix business, to help. The company specializes in taking mountains of paperwork and computer files and turning them into neat electronic molehills of easily accessible and secure information.

"Express Digital Solutions helped us reduce time in filing and finding client documents and reduced our overhead expenses. Less payroll expenses, greater efficiency in document management and off-site file back up—it was simply a 'no-brainer,'" Dahdah said.

The company, at 3842 E. Thunderbird Road, Suite 300, is the brainchild



of CEO John Longobardo and chief technology officer John Principale. They opened the business after seeing how many companies are lacking a cohesive way of managing data.

"Recordkeeping was getting a lot worse, and companies are storing, filing and retrieving more data than ever before," Longobardo said. "And laws have left people feeling very confused."

The two share more than their first name. Both men grew up in Brooklyn,

N.Y., and worked for Fortune 500 companies for a couple of decades apiece — Longobardo with Xerox and Principale at Motorola.

"After the big companies began downsizing, John and I had a chance meeting and realized that we could use what we had learned for a couple of decades," Longobardo said. "There were so many similarities about our lives and growing up, when we met each other it was like looking in the mir-

Express Digital Solutions is the brainchild of Chief Technology Officer John Principale (left) and CEO John Longobardo.

ror. We thought, 'Jeez, we could do this together.'"

Longobardo explained how the company's system works.

"All data starts to go into one location — an electronic vault, which is very safe and compliant with existing laws," he said. "So instead of many laptops or servers, everything gets put into one locked secure vault, and everything is easy to find instantaneously."

Longobardo said the company, which was nominated for a Sterling Award in 2006 and 2007 and rated of the best document management companies in Arizona by *Ranking Arizona* magazine for the same years, has doubled in size every year for the past three years, and that larger companies are also starting to hire them.

John R. Brain, technology director for UCP of Central Arizona, has been working with Express Digital Solutions for three years. He said his company has saved both time and money as a result.

"We have virtually eliminated the need to store boxes and boxes of client files, timesheets, and employee files," Brain said.

Information: 602-569-8600 or www.edsaz.com.