

The Speed of Your Business Depends on Intelligent Information Capture

In today's economy, organizations are focused on finding new ways to reduce costs, improve productivity, and streamline their processes. A big challenge organizations face is the amount of paperwork that often consumes employees and slows critical processes that run a business.

For example, insurance claims, loan applications, invoices, employer taxes, employee records, and many other document-driven processes are often inefficient due to the number of manual steps involved in handling paper. Too much time is spent manually keying information from these types of documents into systems, storing and finding documents, responding to customer issues, and securing content. So where do you start?

Better business, intelligently capturing information

Intelligent capture provides a foundation for effectively capturing paper documents and turning it into digital information. Intelligent Capture tackles the core problems that organizations face today when it comes to managing paper and delivers several key benefits including:

- **Cost reduction:** Utilizing intelligent capture to scan, process, and connect important documents and data directly into systems and processes significantly reduces costs in the area of storage, shipping, and labor.
- **Improved productivity:** Transforming paper documents into electronic business data improves employee productivity and enables paper-based information to be connected into electronic processes and systems.
- **Risk mitigation:** Capturing documents in centrally managed processes ensures that consistent and automated processes and policies are followed. Adherence to regulations, laws, and standard procedures can be guaranteed and retention policies can be consistently administered.

Creating a digital office

To create a digital office is to establish a single or multiple point of entry for capturing paper, digitizing the content, applying uniform business rules, and delivering the information to appropriate systems and content repositories such as EMC® Documentum®, Microsoft SharePoint, and others. In a recent AIIM study, "Extending Capture Capabilities – Measuring the ROI," respondents reported improved access to information as by far the biggest business driver for scanning and capture, and nearly half achieved savings of 40 percent or more on paper storage costs. These findings illustrate the benefits that many organizations are gaining simply by digitizing paper.

Capture can be used in a variety of ways, including a back office setting where the documents are either mailed or faxed to a central site for processing. Another approach is distributing capture across the enterprise so that documents are captured closer to the source.

Deploying capture to a branch office can be achieved in several ways, including utilization of desktop scanners and multi-function peripheral (MFP) devices. By capturing the documents closer to the source, organizations are able to eliminate the need for shipping documents. Additionally, the knowledge worker per-

forming the tasks is often more familiar with the documents, and is therefore more likely to be sensitive to data accuracy and customer issues.

Applying capture to transactional processes

Many of the paper documents that enter an organization are part of a line of business process such as loans, claims, or policy applications. Effectively managing these types of processes requires a way to intelligently classify, read, validate, and deliver the information to the right systems.

Over the years, intelligent capture has evolved to encompass advanced document and data recognition technology, providing a means for automatically identifying all incoming documents and data—including structured forms and unstructured documents. These advancements enable organizations to capture all types of documents in either mailroom environments or other locations, transforming the content into digital information and routing it to the right systems and processes much earlier in the lifecycle. Such capabilities now empower organizations to take the next step in further automating the lifecycle of paper by reducing the pre-sorting of documents and manually keying of data. These automated techniques further streamline the most critical processes by reducing the time and costs associated with handling paper.

Intelligent capture drives reliable benefits

Once an area within an organization has been identified as a key candidate for intelligent capture, the question often becomes: Can we measure the ROI? While some software solutions deliver benefits that are somewhat soft and difficult to measure, intelligent capture reliably delivers very measurable benefits in the areas of cost reduction and productivity. In fact, Forrester considers it "one of the safest ECM investment areas," also noting that "document imaging will continue to deliver strong levels of business success in the form of helping enterprises move from paper-based to electronic-document-centric business processes."

In a time when organizations are looking for effective ways to reduce costs and improve their processes, intelligent capture continues to deliver real benefits, making it easier for your organization to prioritize your IT investments, and better understand the business impact that intelligent capture will bring.

Read more on the value of document capture at www.emc.com/captureROI.



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