

SWOT Assessment: EMC Captiva, 7.5

Analyzing the strengths, weaknesses,
opportunities, and threats

Publication Date: 22 Jan 2016 | Product code: IT0014-003092

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Summary

Catalyst

Electronic capture of content has become an incredibly important capability for organizations. Despite promises of the paperless office many years ago, organizations are continuing to increase the amount of paper they generate. Capture should be implemented where appropriate to help reduce the amount of paper circulating around offices. Electronically stored content is much more secure and can be processed quicker and more efficiently than its paper counterparts. EMC Captiva, a leading capture application, is an integral part of EMC's enterprise content management (ECM) portfolio. It allows content to be captured, data automatically extracted, and the content automatically routed for further processing.

Key messages

- Auto-learning technology increases the number of documents that can be automatically processed.
- Captiva includes mobile capture, allowing customers and field agents to photograph and upload content. Built-in features, such as filters to remove noise, help to enhance images.
- Captiva is available as an on-demand cloud service from EMC, which will benefit the growing number of organizations that wish to embrace the cloud.
- Project Horizon, EMC's next generation, mobile-first cloud platform, includes Project Snap, a web and mobile capture app.

Ovum view

Customers expect organizations to be much more responsive in customer service than in the past. They demand instant decisions on applications, and it is no longer acceptable to take days or weeks to process forms. Capture is vital in providing decisions in near-real time, and although the technology can no longer be regarded as a differentiator, any organization that cannot offer that level of service will invariably lose business. The ability to accept applications and other content through a variety of methods, including post, email, mobile capture, and web, and process them via a single application has revolutionized the way in which organizations work, greatly increasing productivity and speeding up the processing of documents from days or weeks to minutes or hours.

Captiva is applicable across a wide range of industries and suited to a large number of uses, including customer onboarding, claim processing, and applications such as accounts payable and invoicing, and to reduce the amount of paper in organizations. It also has a part to play in organizations where there is a desire to eliminate paper by capturing legacy documents and storing the image and the data electronically.

Recommendations for enterprises

Why consider Captiva?

Capture is an important technology within an ECM portfolio, and it is one that most organizations will require. Reducing the amount of paper within an organization should be seen as a way of improving both the security of information and organizational processes. Captiva can handle a high throughput of documents, making it an ideal solution for organizations that have large volumes of content to capture, as well as those wishing to capture legacy, paper-based content. Captiva OnDemand provides a cloud-based service for organizations that do not want to implement the system on-premise.

SWOT analysis

Strengths

Image-enhancement technology improves images taken with mobile devices

Photographs taken with a mobile device can be of poor quality for a variety of reasons (camera shake, poor lighting, etc.). Captiva includes image enhancement technology to remove distortion and clean up images so they can be read when they are captured and any pertinent information extracted.

Auto-classification helps to speed up processing

Captiva includes auto-classification and data extraction tools that populate back-end systems. A workflow capability allows users to route documents to the appropriate people for further processing.

Auto-learning technology improves Advanced Recognition

One of the big advantages of a capture solution is its ability to auto-learn and automatically process documents and other content. Captiva automatically identifies keywords and other document characteristics without requiring extensive setup.

Captiva offered as an on-demand product

Captiva OnDemand provides a cloud-based hosted service that makes it easy for organizations to implement the product without having to deploy the hardware necessary to run it. This provides organizations with a cost-effective capture solution, and will particularly appeal to organizations that have low volumes of content to capture, where an on-premise solution would not be appropriate.

Weaknesses

There is a perception of EMC as a high-end, and historically expensive, vendor

EMC is an enterprise-class vendor, and although it has attempted to address the historical perception of high costs by providing cloud-based deployment and moving into the midmarket with many of its products, to a certain extent the company still carries that tag. Unfortunately, all of the large ECM portfolios including EMC Documentum can be complex products to implement and are regarded as enterprise solutions. However, with the most recent significant release of EMC Captiva 7.5, many of these implementation and deployment complexities have been greatly reduced. EMC Captiva is also available as a standalone product and Ovum believes that the majority of organizations implementing

capture solutions will also have a requirement for ECM. Deploying EMC Captiva in EMC OnDemand is another alternative that can help to provide smaller companies with limited IT budgets the opportunity to implement intelligent capture.

The association of Captiva with ECM may deter some organizations that want pure-play capture

Because capture is now an integral part of ECM, those organizations that want to implement capture as a standalone product may look to specialist, pure-play capture vendors because they may regard EMC Captiva as too tightly associated with ECM. However, EMC continues to promote Captiva as a product that can be deployed standalone without any reliance on any other ECM products or that can be easily integrated with ECM systems.

Opportunities

Project Horizon will provide additional use cases for Captiva

Project Horizon will provide a multi-tenant, mobile-first cloud environment containing small mobile-first applications that contain content-centric functionality to address specific use cases. An early example is Project Snap, which provides web and mobile capture.

EMC can provide more mobile apps for capture

Mobile capture is becoming extremely popular as a way of sending documents and images to organizations. EMC can help this process by providing apps that are applicable to specific vertical markets such as mortgage applications and horizontal tasks such as employee onboarding.

Threats

Most of the major ECM vendors provide capture solutions

Long gone are the days when Captiva and Kofax were regarded as the only major choices of capture solutions for organizations, and most of the ECM platforms integrated with one or both products. Now most ECM portfolios contain capture solutions, which has made this market much more competitive.

The capture market is crowded with specialist vendors

The capture market contains a number of specialist capture vendors, as well as hardware vendors of scanners and printers that have moved into the software arena and offer capture solutions. EMC is constantly reviewing and enhancing the capabilities of Captiva to effectively position itself against a high number of potential competitors, and to ensure that it offers a compelling solution.

Data sheet

Key facts about the solution

Table 1: Data sheet: EMC

Product name	Captiva	Product classification	Content management
Version number	7.5	Release date	June 2015
Industries covered	All, but strong focus on public sector, financial services and insurance, energy and	Geographies covered	Global

	engineering, healthcare, and life sciences		
Relevant company sizes	Annual revenues greater than \$50m	Platforms supported	Microsoft Windows
Languages supported	Available in: English, French, Italian, German, Spanish, Simplified Chinese, Japanese, Korean, Brazilian Portuguese, and Russian	Licensing options	Perpetual, subscription
Deployment options	On-premise, on-premise (managed), cloud	Routes to market	Direct and accredited partners, reselling channel, OEM
URL	www.emc.com	Company headquarters	Hopkinton, Massachusetts, US
European headquarters	Brentford, UK	North America headquarters	Pleasanton, California, US
Asia-Pacific headquarters	Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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