

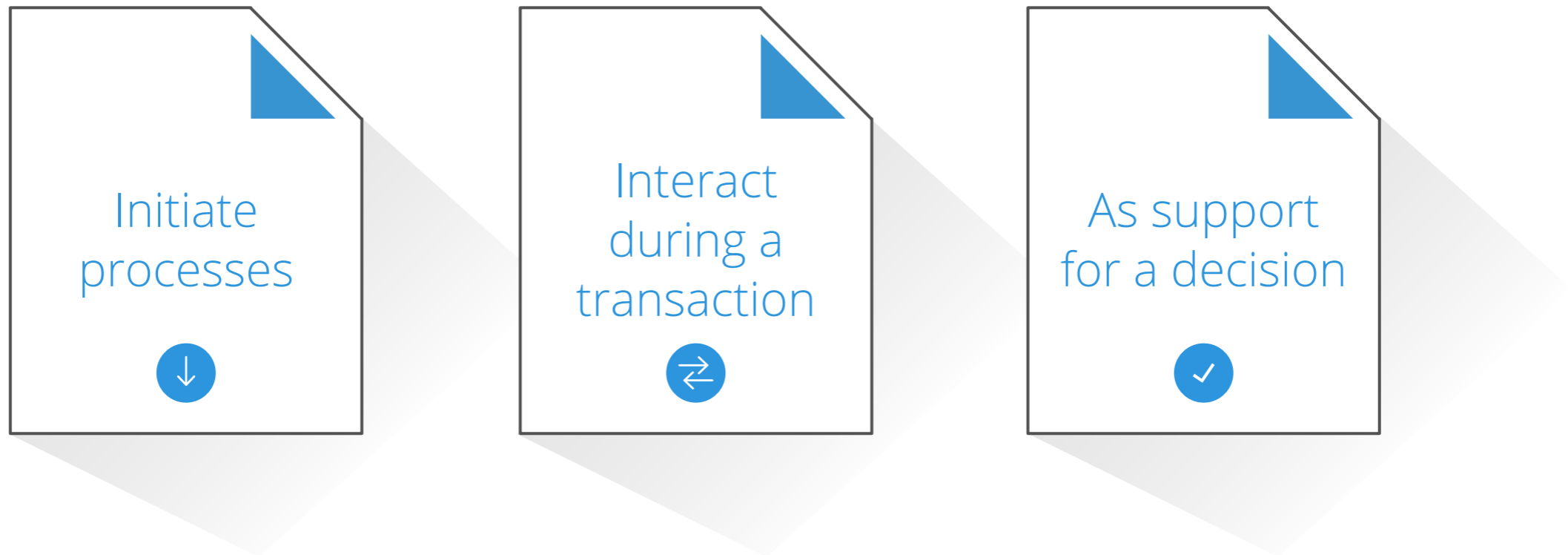


# EMC Captiva

Redefine Your Business Through  
Intelligent Enterprise Capture

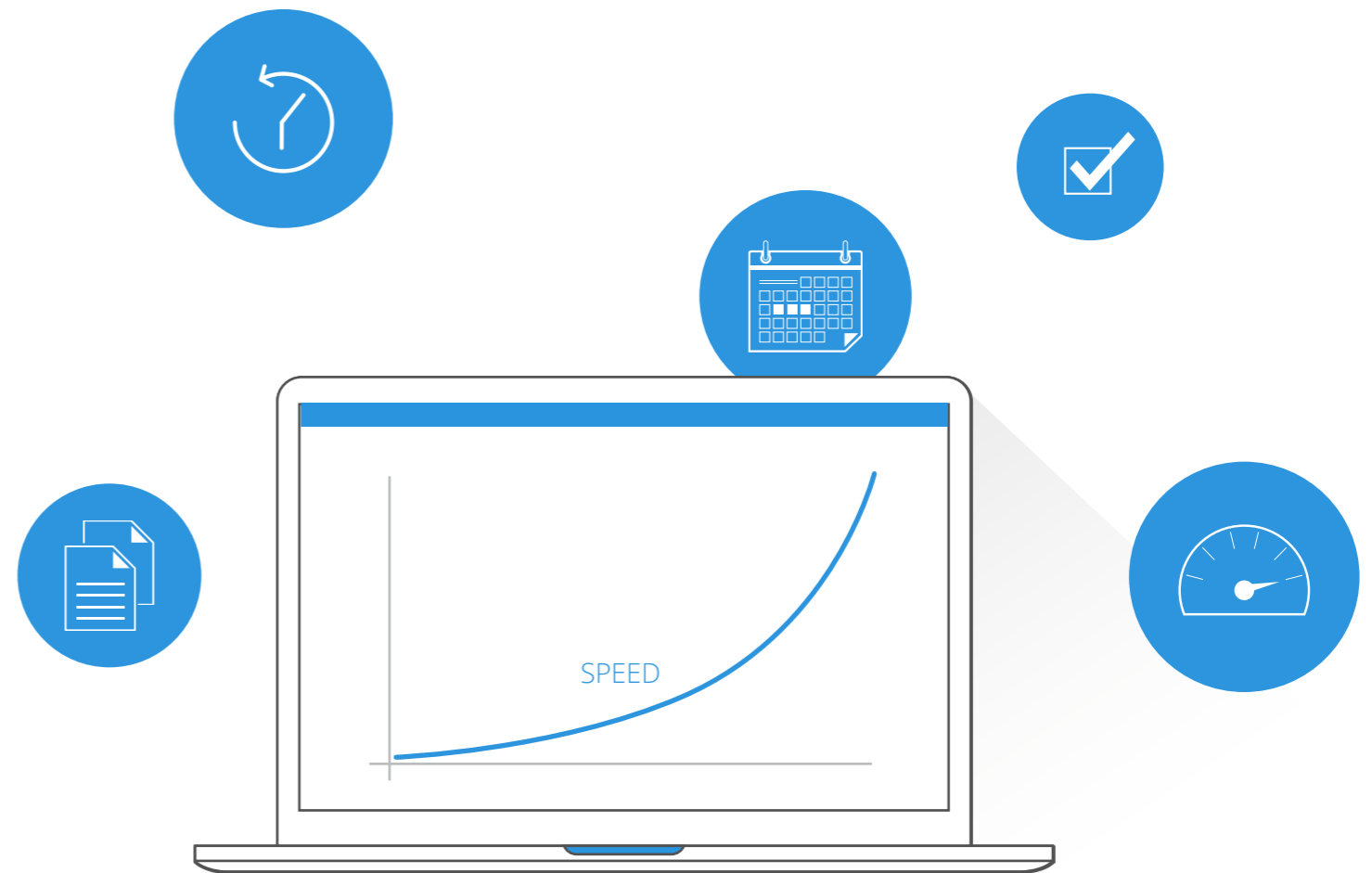
# PAPER IS EVERYWHERE.

Despite predictions, paper remains ever-present in today's organizations.



And since paper remains a common way for people and organizations to communicate, it is still frequently relied upon.

But when paper is used in a process, everything slows down. And while it was once acceptable to set expectations for a four-week turnaround; today, the expectation is that transactions can be done instantly.



This means that there is tremendous opportunity for organizations to offer competitive differentiation by providing much faster turnaround times.

# BUT THIS IS VERY DIFFICULT WHEN PAPER IS INVOLVED.

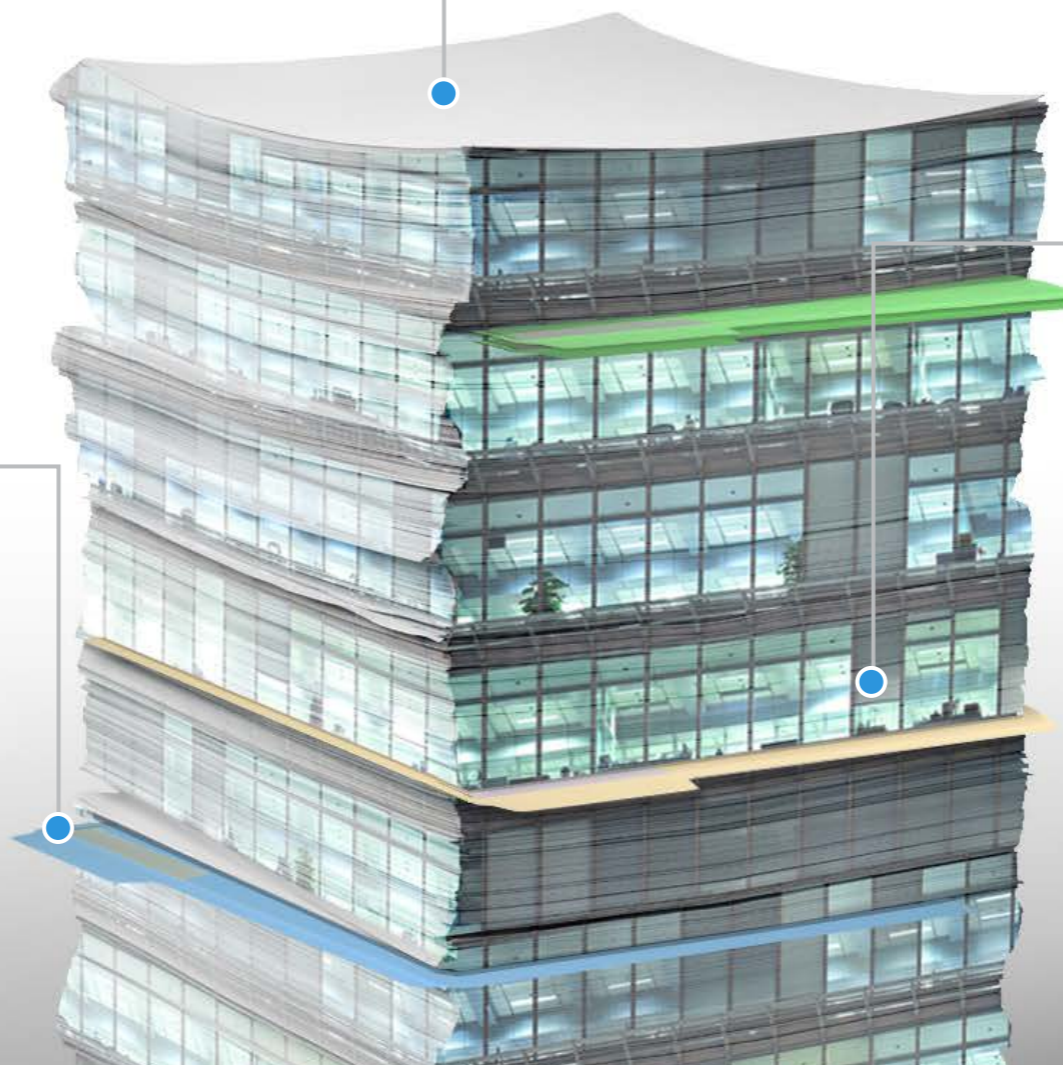
It slows down processes because important data in these documents is in essence locked on the paper and can't readily be accessed.

20M

Tons of paper used annually

\$120

the labor cost to search for misfiled/lost documents



\$8

to process a single invoice - 70% of which is document processing

We all know that paper is not going away in the near future.

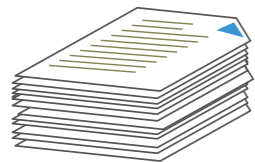
For this reason, document capture has been used to provide value to the organization by



helping to better organize documents

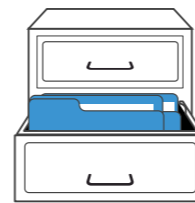


orchestrate the process of extracting business-critical data



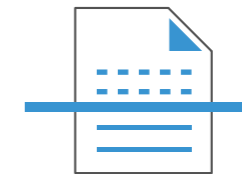
### Physical Delivery

Time consuming delivery of paper documents to a centralized facility



### Manual Sorting

Takes time, requires additional staff and is prone to human error



### Scanning

Requires additional resources to handle hardware and is difficult to ensure accuracy

There has to be a better way.



### Storage

Costly to manage, risk-prone for physical damage, and loss of valuable real estate



### Manual Data Entry

Inefficient way to extract pertinent information from less structured documents

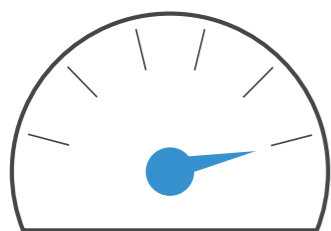


### Business Systems

Time is spent to process and manage error prone and unverified data

# EMC CAPTIVA

Transform high volumes of documents into actionable data for use in vital business processes and applications.



EMC Captiva leads the industry in processing speed and recognition accuracy, delivering a robust ROI in 12 months or less.

The digital world has changed the way organizations can capture and extract information. Providing them with solutions that automate document-intensive business processes, and help them more quickly and efficiently manage vast amounts of incoming information.

By combining the power of intelligent enterprise capture with process management, EMC Captiva helps automate document-intensive business processes from start to finish.

To do this, the solution rapidly captures, extracts and delivers information from electronic or paper documents to key processes or systems.

Advanced Recognition speeds up data extraction and the classification of document types. This reduces burgeoning backlogs and sluggish back-end processing due to manual preparation and sorting activities in the front end – while eliminating inefficient, costly and error-prone manual effort.

Seamlessly connect information to backend systems and business processes



Vancity reduced document preparation time by

**50%**

[Learn How](#)

Increase customer satisfaction



Generali Hellas used

**80%**  
less time

creating insurance policies

[Learn How](#)





# IMPROVE PRODUCTIVITY

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Better capture anytime, anywhere

Capture is an important step when digitizing content. The image that you receive will impact all downstream steps including the final transaction approval.



By improving data quality at the point of capture, you can reduce operating costs, error and risk – and increase customer satisfaction.

# IMPROVE PRODUCTIVITY: BETTER CAPTURE ANYTIME, ANYWHERE.

## Centralized Capture

Centralized capture remains a critical step in the process; even in distributed organizations, which must be able to capture very high volumes of incoming documents in a mailroom environment.



EMC Captiva delivers complete support for all high-speed, centralized business document scanners. The solution takes advantage of the scanner's ability to maximize image quality and allows the scanner to perform at its maximum rate and speed.

## Distributed Capture

A true enterprise capture solution must support the ability to capture documents throughout the organization, from branch offices, distributed offices and field offices. Using distributed capture techniques; this support can be extended to allow partners or customers to participate as well.



EMC Captiva provides excellent distributed capture capabilities through its support for web-based scanning and hundreds of business document scanners, MFPs, and smart mobile devices.

## Ad-Hoc Capture

To accelerate document capture, an intelligent enterprise capture solution will allow front-office workers and end-users the ability to capture documents using desktop scanners, shared capture, or smart mobile devices.



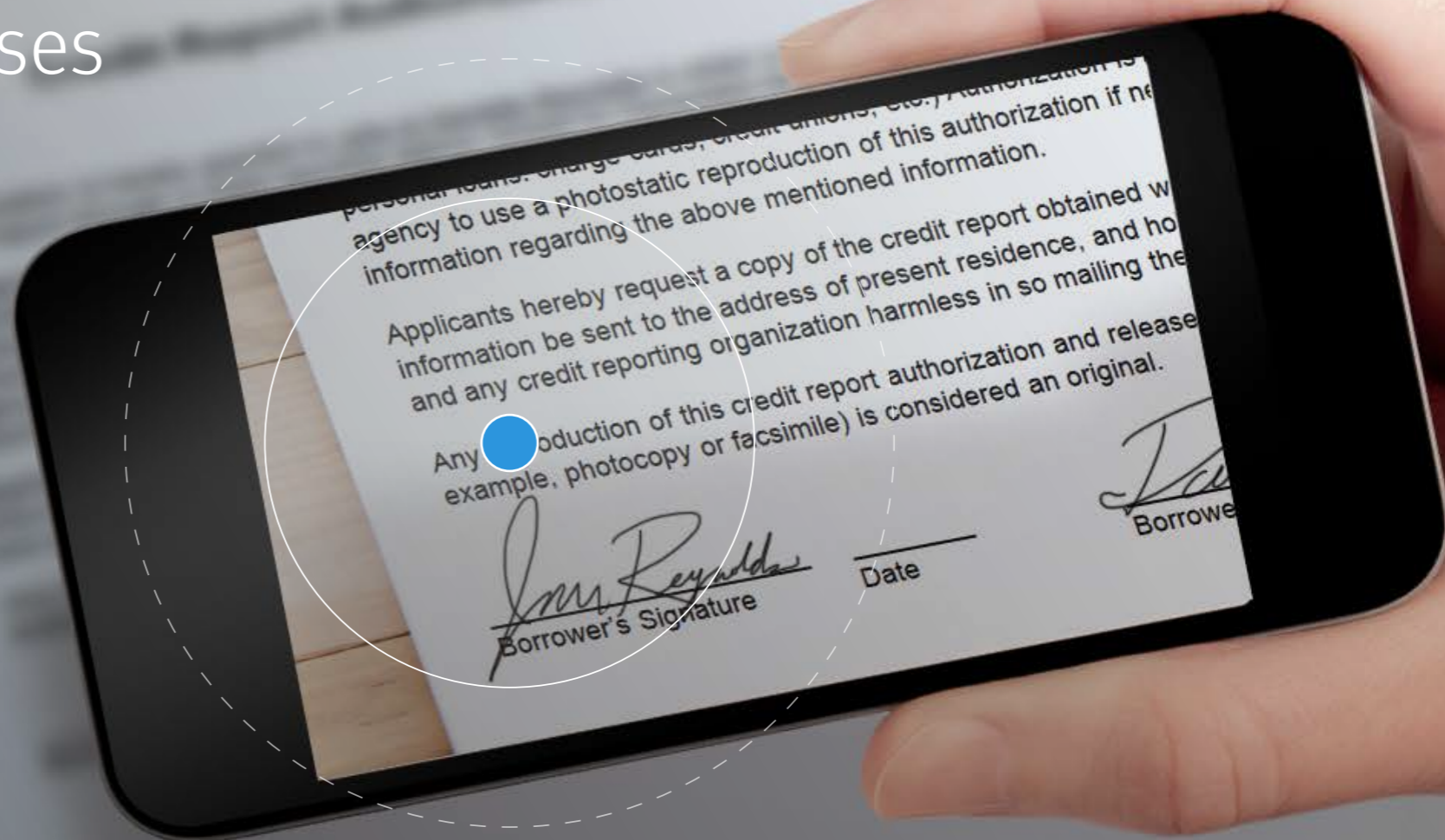
EMC Captiva supports ad hoc capture by enabling knowledge workers and end-users the ability to self-serve by scanning and capturing documents as they are received. This eliminates the delays and expense of physically shipping and delivering the document to a centralized scanning facility for further business processing.

# Mobile Capture Will Improve Point-Of-Service Processes

“Mobility and cloud-based applications will change business processes radically over the next five years.”

The smart mobile device will initiate a high percentage of transactions and will be used to complete the transaction in real time. Straight-through transactions enhance customer experience and improve business process efficiency.

Source: [The Forrester Wave™: Multichannel Capture, Q3 2012](#)



EMC Captiva provides tools for easy mobile capture integration

**SPEED:** Quickly bring capture-enabled mobile applications to market

**FLEXIBILITY:** Deploy capture-enabled mobile applications with no or minimal customizations using Mobile Capture Toolkits; and quickly build capture-enabled mobile applications from ground up with Mobile Capture SDKs

**COMPATIBILITY:** Complement and enhance traditional document input sources such as high-speed or desktop document scanners, fax machines, multi-function printer (MFP) devices, and email attachments

A top-down view of a person's hands interacting with a smartphone and a tablet on a wooden desk. The tablet displays a bar chart and pie charts. A spreadsheet with a line graph is visible in the background.

# ACCELERATE AUTOMATION

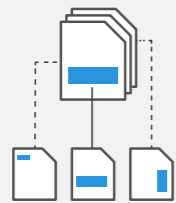
Document classification and production auto learning.

Organizations continually look for ways to increase revenue and bolster customer satisfaction by automating business processes, eliminating manual data entry errors.



This allows them to process more documents with fewer operators at substantially lower costs.

By employing document classification and production auto learning technology, EMC Captiva accelerates automation and improves data quality by reducing manual data entry errors and expensive exception processing.



Automated Document Classification



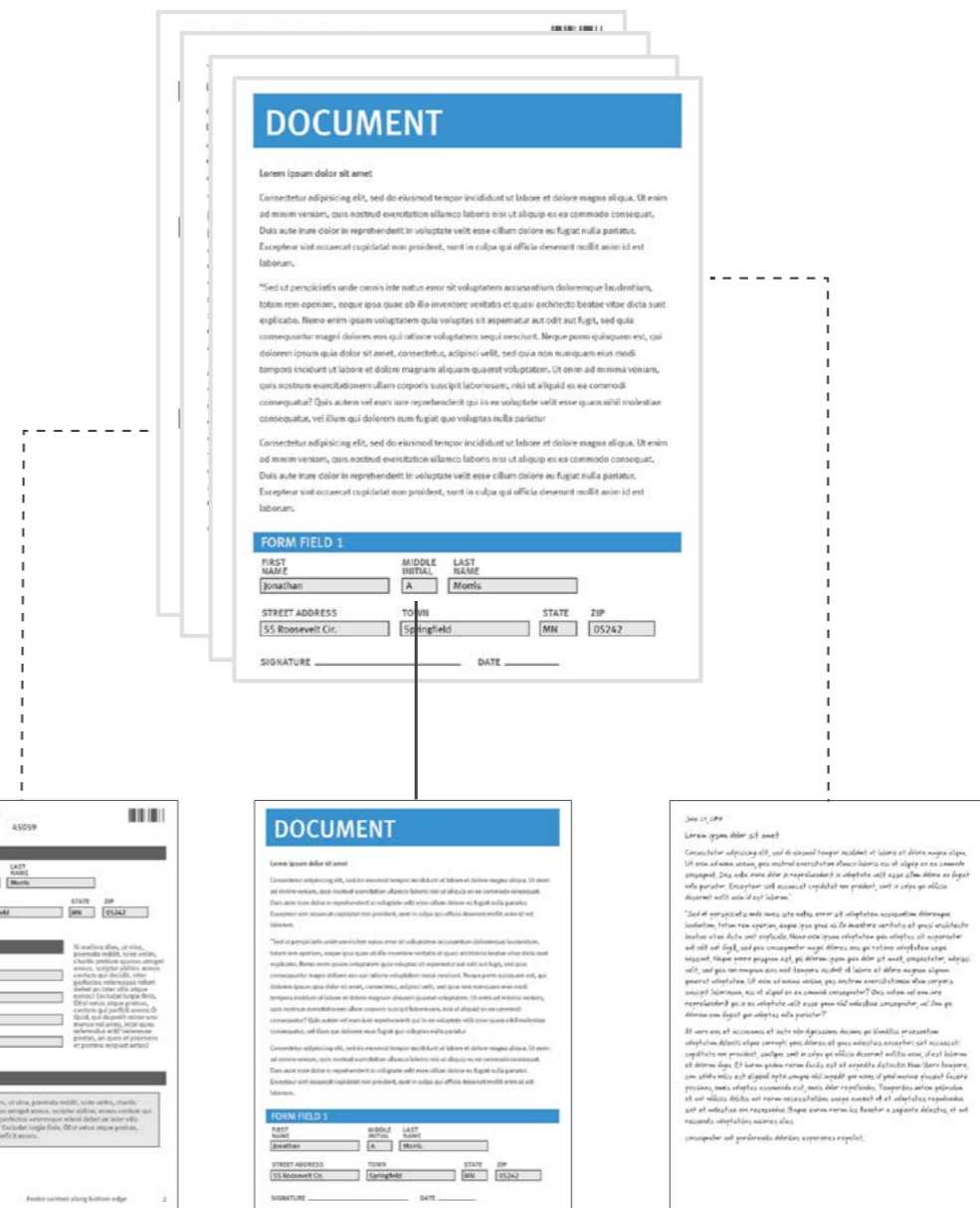
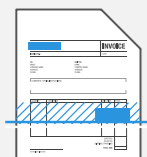
Production Auto Learning



Intelligent Data Recognition

## Automated Document Classification

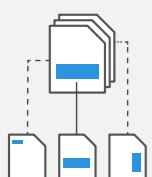
While some solutions apply different technologies to identify document types, EMC Intelligent Enterprise Capture solutions apply several intelligent document recognition technologies to accurately identify documents of all types, including structured forms, semi-structured documents or completely unstructured documents. The result is that EMC intelligent enterprise capture can eliminate most, if not all, manual document sorting and preparation.





## Production Auto Learning

Although image analysis works well for structured forms that are not impacted by image quality issues, image analysis alone won't necessarily give you the most optimal results. This is because image classification is sensitive to marks, skewing of a document, dark objects, and other factors. Production Auto Learning uses a text-based classification method to find the set of "words" that appear in the same place in two documents. This method is designed to work best for semi-structured documents and documents coming in from different channels where the image quality can impact the document layout. A project administrator doesn't need to specify the keywords; the software will determine the keywords automatically.



**WORK ORDER**

**INVOICE**

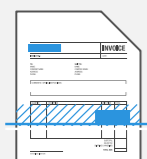
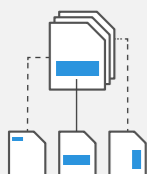
**TOTAL**

QTY.	DESCRIPTION	UNIT PRICE	AMOUNT

01-1019-1059  
SC

## Intelligent Data Recognition

Freeform extraction uses pre-defined business rules and an expansive library of keywords, word associations, and syntax structure to identify and extract data without any layout analysis. This allows the system to find data on documents with varying formats as it searches for keywords, searches for targets, and selects targets. Once the system locates a keyword within a document image, it applies the extraction rules. You can easily add new data elements or document types as you use this technique for faster extraction.



**DOCUMENT** 45059

**FORM FIELD 1**

FIRST NAME	MIDDLE INITIAL	LAST NAME
Jonathan	A	Morris

STREET ADDRESS	TOWN	STATE	ZIP
55 Roosevelt Cir	Springfield	MN	05234

**FORM FIELD 2**

SOCIAL SECURITY #	025-20-1483
MARITAL STATUS	Married
BIRTH DATE	12-18-1976
TELEPHONE	240-555-8527

Please complete this form and return it on or before 15 days of notification. All information submitted will be considered confidential. All information will be held in confidence and not be used other than for the purposes of direct business with the applicant. This information will not be disclosed, published or otherwise revealed to a third party without specific written authorization.

**FORM FIELD 3**

**GENERAL COMMENTS**

Use this section to provide additional information.

Several items above have changed since the last time that I applied. I also submitted Form 235 for approval. Please call 508-555-4251.

SIN# 111-568-985 SIGNATURE *Ben F...*

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# EMC CAPTIVA

Redefine  
Your Business  
Through Intelligent  
Enterprise Capture

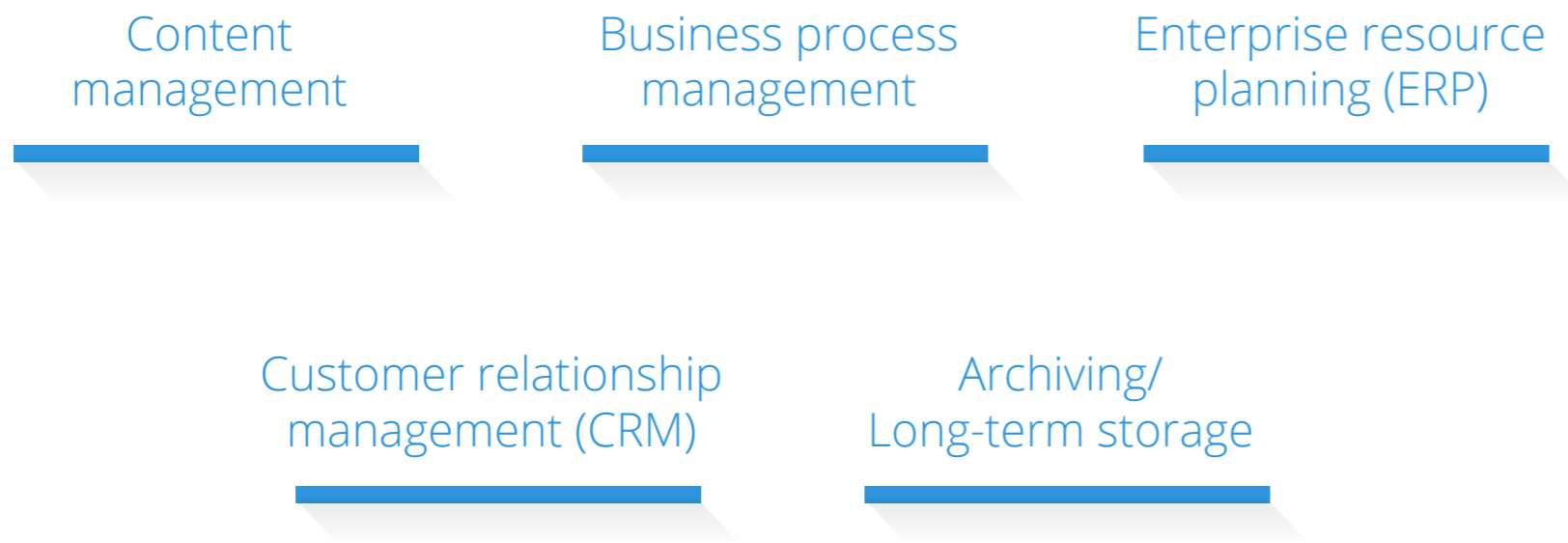
## Capture Extends Well Beyond Paper Use Case

“Capture has extended beyond the single dimension of paper scanning in one or two primary locations to become the multichannel, distributed onramp for acquiring information. In the next five years, capture will incorporate advanced analytics, mobile solutions, BPM and case management, and stronger integration with enterprise production platforms.”

Source: The Forrester Wave™: Multichannel Capture, Q3 2012

EMC Captiva provides a complete capture platform with enterprise scalability and performance. A single capture system can be easily deployed across multiple departments and lines of business.

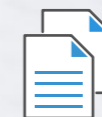
But if organizations have legacy applications or systems, EMC Captiva provides an open, modular .NET framework along with development toolkits. This flexibility provides the ability to meet demanding business needs and technical requirements. By providing solutions that range from capture-enabling toolkits to off-the-shelf products, EMC Captiva helps organizations create an integrated intelligent enterprise capture approach for all of their business systems:



To learn more about EMC Captiva suite of products and how EMC products, services, and solutions can help solve your business and IT challenges, contact your local [representative or authorized reseller](#)—or visit us on:



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