easy.forward™
Managed Capture Services

The Player with the Best Data Wins.

Taking the Lead with Managed Capture.

For: Enterprise End Users

- CFO, CIO
- Shared Services
- BPO Operations
- Business Unit Execs
- Government Agencies

The player with the best data wins

Each decision and action your organization makes relies on data; so it stands to reason that having accurate, actionable data is essential to your success. Without it, critical operations can suffer, decisions may be ill-informed, and market shares can be lost. The company with the best data wins, yet inaccurate and inefficient data collection is widespread. It is a huge problem for companies today, especially given the extraordinary speed with which business is being conducted.

Many companies already have the information and business intelligence needed to give them a leg up on their competition, but the ongoing effort, cost, and aggravation associated with transforming information to usable data prevents them from addressing the challenge. As a result, they operate their business at a disadvantage, still relying on outdated capture methods. In doing so, they compromise, or even ignore, the consequences of not taking action.

Accuracy

Did you know that in 2011, there were 20,000 pregnant men in Great Britain? Or that 3,000 children and teenagers required *geriatric services* that year, according to the UK National Health Service. Why was this not headline news? **It was a data entry error!**
Having inaccurate data is actually worse than not having data at all. An average data-entry staff has 92% accuracy before quality checks. It is estimated, however, that companies relying upon manual data entry may see accuracy rates as low as 65% due to multi-purposed staff, training, and turnover. Without a reliable capture system with quality checks and data verification in place; mistakes get made, information is missed, misfiled, often does not reach its final destination, and can be highly suspect even when it does.

Timeliness

In business, late loses. Being first relies on having accurate data that is actionable - meaning it is readily available not only where you need it, but when you need it. Information changes quickly, yet as a manual process without being accountable to a Service Level Agreement (SLA) to measure turnaround, what should be done in hours may take days or weeks. You cannot effectively manage your operations or serve customers, who are demanding more, when you are waiting for your data.

Staffing Flexibility

Being nimble is a beneficial business attribute, especially when staffing for fluctuating workloads. In the time it takes to adjust, opportunities are missed and customer satisfaction, productivity, and cash flow are negatively impacted. Despite their best intentions, company HR policies, unions, and labor laws can make timely labor-force adjustments difficult to achieve.

Labor Risk

Hiring high-turnover labor is cost and work intensive. HIPAA compliance, training, background checks, benefits administration; there is a lot involved in acquiring and onboarding personnel. Shortcuts and expediency may expose the business to expensive risks. Effectively managing a variable labor force takes focus from core business activities.

Document Liability

Every business is subject to its own industry regulations, legal requirements, and policies. Adherence to document-retention policies with transparent data-audit trails is critical when conforming to auditing standards.

The first step to winning is optimizing your data.

Managed Capture Service (MCS) makes it possible for you to have all the information you want to retain collected, regardless of whether it is in paper or electronic form. Information is converted into the data you need, within the application you use, allowing you to access it easily and utilize it effectively. Let us explore what it takes to successfully capture document and form data and integrate it with your business applications.

Managed Capture – What Is Involved?

The data an application needs may be on paper or in digital form (PDF, image or digital data). The data may be found on an organized, repeatable, structured format like an application or claims form. It may be found in semi-structured forms like an invoice. It can also be hand-written on a piece of paper such as tests and surveys. These form types require many different technologies to capture their data.

The first step in the managed capture process is to apply technology to get the document ready for capture. This is done by using sophisticated image enhancement software or by converting a PDF to a readable image for Optical Character Recognition (OCR). Next, a suite of recognition tools including OCR and Artificial Intelligence (AI) are employed to capture the data from the prepared image. However, before the document can be read using recognition tools, it must first be identified, enabling the correct recognition engine to be applied. Document or 'form ID' may be done using OCR, Bar Code reads, AI, or by visual identification.

After recognition is complete, 85-95% of the data is reliably captured from an image or form. Most customers want close to 100% of the data, in which case more work needs to be done.

The next step is to key the missing data and correct errors that occurred during the recognition process. The work must be done by trained workers who are highly skilled in customer applications and HIPAA compliance. Often times knowledge workers need to oversee the process to assure the quality of results. With this step, accuracy reaches more than 99%.

If accuracy approaching 100% is required, double-key-verify processes are implemented to assure the results. Once data is verified, it must be prepared for transmission to the target application. Another quality step is applied - checking validity of data values. Finally the data is transformed into the desired format and transmitted. The application confirms receipt and compares checksums or record counts to be sure the transmission was completed as intended.

Figure 1 - Managed Capture Processes
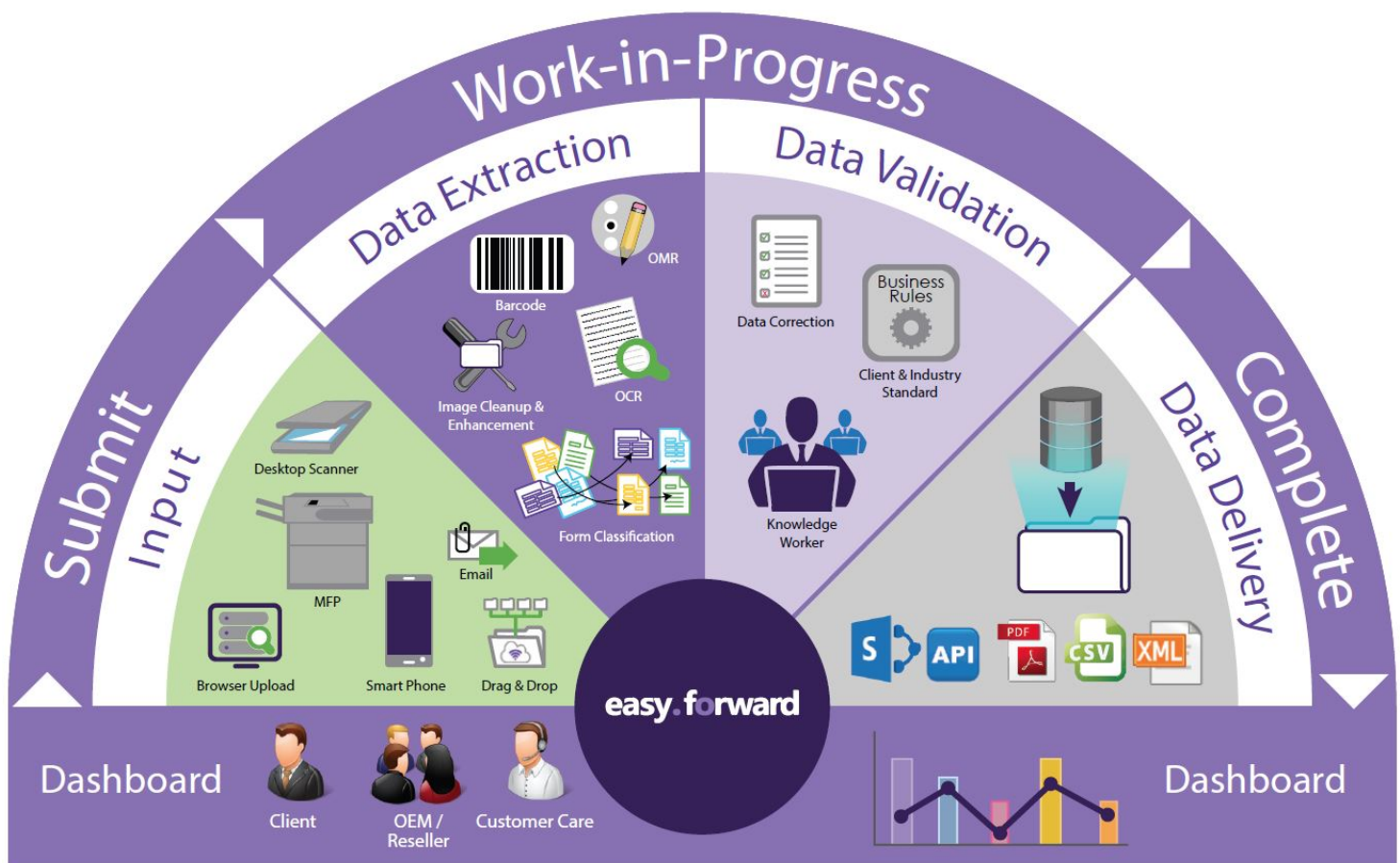
Becoming a managed capture expert is not your mission, it is a distraction. Your business applications may be great, but they need data. Why is getting data from a piece of paper or a digital document so difficult?

You need to partner with an expert who can guide you through the process of getting the most from the specific assets you have. With an assessment of your existing assets, the identification of the data needed from them and the format required for your enterprise applications, you and your managed capture service provider will be able to design the best solution.

Figure 2 - Document Production processes
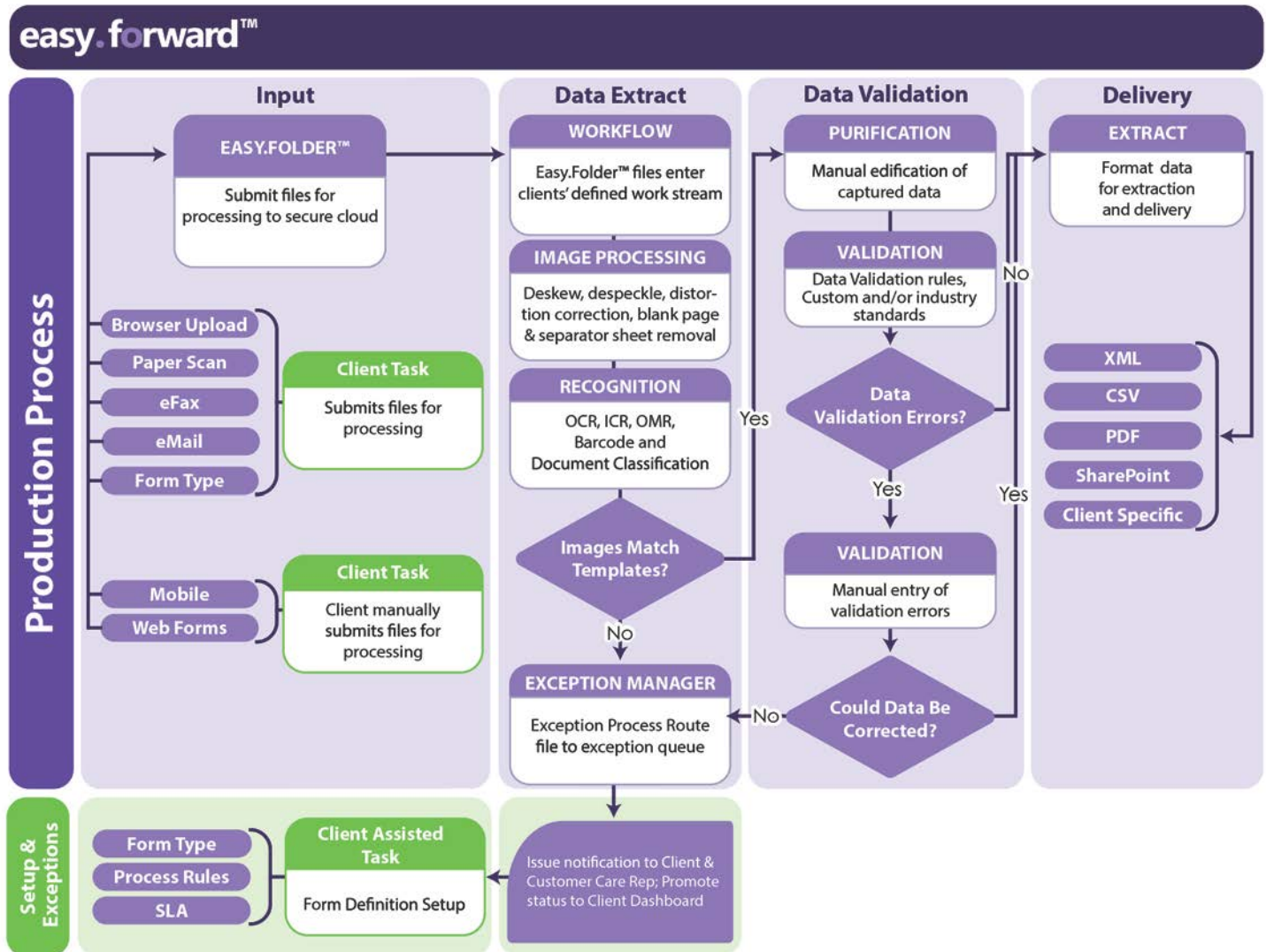
easy.forward™ - the Scan-Optics MCS Solution

easy.forward™ Managed Capture Service is a cloud based paper to paperless solution, enabling the capture, classification, storage and retrieval of documents using browsers, scanners, MFPs and mobile devices anytime, anywhere. MCS transforms paper and electronic forms into data that flows into your software application.

The end user no longer has to do data entry!

Customer Captures > **Scan-Optics Does the Work** > **Customer Gets the Results!**
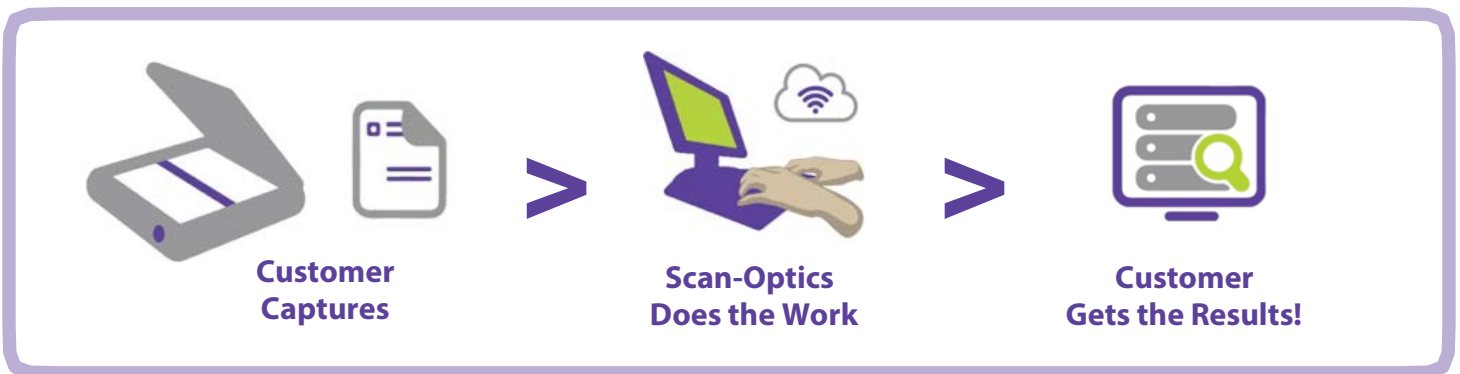
How does easy.forward™ work?

- Customer scans, e-mails, or drops electronic documents into an 'easy.folder™.'

- easy.forward™ processing captures the application specific data from the documents

- The data is quality assured, formatted and sent to your software application or Enterprise Content Management (ECM) system

- Enterprise application imports the data

- Customer has immediate access and may use the data as application permits

- If ECM capabilities are incorporated, customer has immediate access to their documents as well

- It is really that easy!

Make or Buy?

The first consideration is whether to make or buy for the enterprise user. Why consider easy.forward™ versus licensing and implementing a document management system?

- With easy.forward™ there is no software to license, implementation fees, or maintenance costs
- Unlike other 'as a service' tools that are just licensed through the cloud; all classification, keying and indexing is done through easy.forward™
- easy.forward™ is secure, compliant, scalable and fast
- Simple APIs and flexible output makes integration into your applications easy
- Time to market is measured in weeks; it is really easy and fast to bring value to your organization
- You only pay for what you use

Is easy.forward™ right for your organization?

To see if easy.forward™ is right for your organization, take our survey at www.easy-forward.com.
To arrange your FREE consultation, please visit www.easy-forward.com or call us at 800-745-6001.

About Scan-Optics

Scan-Optics is the "paper to paperless" company, providing document management solutions and document processing outsourcing services. easy.forward™, our manage capture service platform, enables the capture, classification, storage and retrieval of documents using browsers and mobile devices anytime, anywhere.