



Document and Data Capture

How companies plug nonelectronic information into an electronic infrastructure.

Anthony Macciola, CTO, KOFAX.

Anthony Macciola joined Kofax in 1990. Over his tenure, Macciola has been responsible for product management, corporate marketing and engineering and research. He currently holds the chief technology officer position at Kofax. As a visionary, Macciola has been responsible for several successful products, including Kofax VirtualReScan (VRS) hardware and software offerings. He represents more than 25 years of experience in the document imaging industry and has extensive experience in the areas of software, hardware and algorithm development.

What are the key catalysts driving document and data capture?

The key catalyst is the mature electronic infrastructure. Information of any consequence is electronic and searchable; a hard-copy document is simply removed from visibility—that is why “data entry” is a job unto itself.

A second catalyst is the real-time nature of business, as evidenced by cell phones and e-mail. Do any of us check our e-mail or phone messages once a day? No, because real-time information improves our decisions. So the need becomes to make the leap from a paper document to electronic data immediately.

What is the difference between document capture and data capture?

We call the combination “enterprise capture,” but the difference is in how you use a document: Do you use its informa-

tion in a business process? That requires *data capture*, at the beginning of the process. Do you just need to see or retain its information? That requires *document capture*—archiving, usually at the end of the process. Think of applying for a mortgage. There’s information under-

“A single-source vendor dramatically shortens the deployment time and lowers the total cost of ownership.”

tion in a business process? That requires *data capture*, at the beginning of the process. Do you just need to see or retain its information? That requires *document capture*—archiving, usually at the end of the process. Think of applying for a mortgage. There’s information under-

How did enterprise capture evolve?

Document capture evolved wherever there were high volumes of paper documents—HR; government; insurance; health care, with patient records; and law. But few people get by with just archiving now. Data capture is exploding in transaction-heavy industries such as financial services, with payables, receivables and claims processing. Transportation and logistics are on the rise too; think of all the information there, between proof of delivery, waybills and customs documents.

What are the initial steps for implementing document and data capture?

First, focus. People see a demo of archiving or data capture and immediately think of 20 places they can use it. We

help our customers perform triage—to clearly map the entry, content and flow of documents—and to look for touchpoints: which documents are high-touch, needed by a lot of people? Those documents should be captured.

Hasn’t this technology existed for some time?

Not in one application. Very few ven-

dors do both archiving *and* data capture well. You can cobble them together from two vendors, with maybe middleware from a third, but you won’t see ROI for years, if at all. Dealing with a single-source vendor dramatically shortens the deployment time and lowers the total cost of ownership.

Is enterprise capture a convenience, or is there real ROI?

There’s significant ROI. Even in a down economy, enterprises are finding productivity gains north of 50 percent—and 100 percent ROI in under a year. One of our customers, a cable company, will capture and extract data from more than 8 million invoices and expense reports annually; that’s 8 million documents that data entry people won’t have to process. In one extreme case, a mortgage processing deployment, a company went from 1,200 people in data capture down to 200. Between staffing and productivity, it saved that customer almost \$2 million a year.

FOR MORE INFORMATION:

Check out the whitepaper “**The Business Case For Automating Document Driven Business Processes**” at www.cio.com/whitepapers/kofax/data

KOFAX 

CIO

Custom Solutions Group