The Future of Capture

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The History of Capture

- The first mention of “Document Capture” was in a *BusinessWeek* article in 1975
  - Coined the term “Paperless” office
  - Coincided with the introduction of the personal computer (PC)

- Over the decades, and with new technologies, document capture has evolved to meet growing business needs

- Today, however, paper still persists
The Evolution of Capture

- Phase 1: Scan to Archive
- Phase 2: Scan to Process or Transact
- Phase 3: Capture to Digitize and Classify
- Phase 4: Capture for Business Intelligence
Capture for Business Intelligence
According to respondents of a recent AIIM survey, the productivity of professional staff would be improved by 30% if they could find internal information and documents as quickly and as easily as they find information on the web.

Value of Capture

- The ability to search digitized documents and pull important data leads to improved efficiencies and smarter business decisions

Which are the most important application areas for advanced search within your business unit?

- Search for recorded "knowledge" or business intelligence
- General search across emails
- Search for customer-related content
- Compliance-related audit search
- Search for data sheets or information sources
- Search for legal discovery
- Search for freedom of information (FOI/FOIA) disclosure
- Search for plant/asset-related content
- Forensic case/claims-related search
- Scientific or patent-related search

Capture Challenges
Capture Challenges Today

- Document identification – unidentified and unclassified documents lead to misfiled, lost and difficult to find data which leads to poor business decisions

- Search – not able to efficiently search, find and use vital data for business intelligence and decision making

- Fragmented repositories – the lack of one central place to hold data hinders search and discovery

- Legacy content management systems – existing systems are antiquated and need to be transitioned to a unified Enterprise Content Management (ECM) platform
Search Strategy

Most organizations have no or very fragmented search strategies

Thinking of the maturity of your approach to search, which of the following do you have?

- An agreed search strategy across the organization
- A specific budget for search
- An acknowledged owner of search-related issues
- Dedicated and trained staff supporting search
- An agreed corporate taxonomy or vocabulary of terms
- A metadata standard across different repositories
- None of these

Search Functionality

71% consider the ability to search internal content and documents “Vital” Or “Essential”

How important is it in your organization for employees to have an effective way to search internal content and documents in order to carry out their tasks?

Search Capabilities

A majority of organizations do not have the ability to search key content across the company.

How good is your ability to search across your key content?

- We have disparate content stores and only basic search tools, 43%
- We have search tools within discrete repositories, 39%
- We have enterprise search capability across the organization, 11%
- We have unified search capability across departmental content, 7%

The Current State of ECM

Many organizations recognize the importance of data, yet they still have fragmented storage and retrieval systems, which results in disconnected workflows and time consuming search.

How would you describe your current Enterprise Content Management (ECM) system?

- SharePoint is our primary content management system: 11%
- We have a number of unconnected document, content and scanned-file repositories: 33%
- We have a combination of SharePoint and other content systems: 27%
- We rely solely on file shares and network drives: 15%
- We rely solely on a non-SharePoint ECM system as our primary system: 14%

Document Identification Challenges

Without classification, identifying necessary documents is time consuming and inefficient

How do you (or would you) identify potentially relevant documents / ESI?

- We have no declared policy or precedent for this
- We have a long-standing policy, but it isn't up-to-date with electronic content
- Manual search across a mixture of paper and electronic content
- Individual search within each repository
- One-stop enterprise search across multiple repositories
- Specialized e-discovery product
- Custom-built e-discovery / hold mechanism

The Costs of No Capture Strategy

- Lack of automation and fragmented repositories force information workers to become "the glue" between multiple systems leading to wasted time and inefficiencies

- Workers spend 23.5 hours, or 47.4% of their time on Figure 1 activities
- Costs organizations nearly $20k per information worker, per year

Moving Forward
Information is growing at a rate of 50% per year

The amount of digital data will exceed 40 zettabytes by 2020

- Email
  - The average corporate employee will send and receive 115 business emails per day (as of 2011)
  - This will grow to 125 by 2015
- Instant Messages (IM)
- Mobile
- Social Media
- Business Repositories
- Cloud

Information Governance has an increasing role in organizations ranging from small business to large corporations
What Is Information Governance?

“A holistic approach to managing and leveraging information for business benefits and encompasses information quality, information protection and information life cycle management.”

-IBM
Capture will be a critical on-ramp and off-ramp for ECM and will get the right content in the right format to the right people, processes, systems and storage mediums.
Where Advanced Capture Steps In

- Advanced Capture enables capture from multiple sources and identifies valuable data:
  - Scanned paper documents
  - Emails
  - Faxes
  - Instant messages (IM)
  - Mobile
  - Social media sites
  - Stored data in repositories and other applications

- Not just to digitize, but to also extract critical content
  - Streamline business processes
  - Critical on-ramp to a repository based on business needs
  - ECM manages, stores, preserves and delivers

- These technological advances will affect hardware and software
Capture Capabilities Moving Forward

- Mobile and Cloud – capture content anytime, anywhere and from all types of sources
- Simpler search and discovery – search similarly as with a search engine
- Content analysis – will provide context to relevant content and analyze data
Business Trends
The four main corporate imperatives (4 C’s) that drive document capture are:

• Cost / Efficiency – increase revenue and efficiencies, manage growth without adding resources
• Compliance / Risk – reduce risks for compliance, discovery and continuity
• Customer Service – faster response to customers
• Collaboration - manage content, understand context, use to create new business
Information Governance covers the 4 C’s and more

- Cost Reduction
- Increase Efficiency
- Enhance Customer Service
- Increase Revenue
- Enable Collaboration
- Manage Growth
- Reduce Risks
- Control information = Control costs
Technology Trends
Technology Trends

- Social Media
- Mobile
- Analytics (Big Data)
- Cloud-Based

Social Media

- Social media is increasingly more important to business practices
  - Utilize social media for predictive insights
    - Illness outbreaks – NBC “Tweet us if you have flu-like symptoms”
    - Crime prevention – cop killer posts his intentions on Facebook days before shooting
  - Track social media feeds and conversations relating to your business
    - Problem resolution - track customer complaints and praises
    - Connecting remote offices and workers
    - Shared spaces for document and project management
    - Social in disasters – form of communication during and after disasters
Mobile

- Organizations will need to adjust to shifting storage formats
  - By 2017, 87% of all devices will be mobile (desktops will be outnumbered by mobile devices)
  - Redesign existing processes to enable mobile

- Mobilize content to be:
  - Accessibility from anywhere
  - Extension of distributed capture and its benefits

- Select the right device for the right application
Benefits of Mobile Capture

The speed of data availability and reducing paper

What have been the two biggest benefits of your mobile/portable capture projects?

- Speed of data availability
- Reduced logistics of forms and paper handling
- Keeping paper out of the process
- Improved back office efficiency
- Better data accuracy
- Reduction in form filing time
- Freeing up process flows/approval cycles
- More competitive customer service
- Fewer lost/incomplete forms

Every ECM system will have a Cloud aspect:

- Enables data capture any time, anywhere and from any device
- Enables delivery of data any time, anywhere and from any device
  - Accelerated by increasingly mobile workforce
  - Cloud is the new Software as a Service (SaaS)
- Organizations understand they need to balance the needs with the risks
  - 41% consider cloud will be the de-facto standard for IT applications in 3 years (AIIM Content in the Cloud)
  - 37% do not see cloud as any more vulnerable security-wise (AIIM)
Analytics (Big Data)

- Automated classification and analysis of data will be useful in predictive insights, the ability to assess data in order to spot business trends, prevent diseases, and to combat crime

- Accessing relevant data, determining irrelevant information and deleting it
  - Only 22% of digital information is a candidate for analysis, i.e., useful if it were tagged (converted to metadata)*
  - Less than 5% of that was actually analyzed*
  - By 2020, the useful percentage could grow to more than 35% (mostly because of the growth of data from embedded systems)*

- Incremental to current business practices**: 
  - Better understanding customer needs
  - Making processes more efficient
  - Further reducing costs or better detecting risks

**Gartner Survey Analysis: Big Data Adoption in 2013 Shows Substance Behind the Hype." http://www.gartner.com/resId=2589121
Organizations must plan to invest in Big Data technology

- 64% of organizations investing or planning to invest**
- 30% have already invested**
- 19% plan to invest within the next year, and an additional 15 percent plan to invest within two years**

<table>
<thead>
<tr>
<th>Already Investing in Big Data Technologies**</th>
<th>Plan to Invest in Big Data Technologies (Over Next 2 Years)**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media / Communications</td>
<td>39%</td>
</tr>
<tr>
<td>Banking</td>
<td>34%</td>
</tr>
<tr>
<td>Service Firms</td>
<td>32%</td>
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</tbody>
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Benefits of Advanced Capture
Key Benefits of Capture Solutions

- Faster customer response
- Reduced staff resources with higher productivity
- Optimized search and retrieval of digitized data for business intelligence
- Compliancy both inside and outside the organization

Results in better efficiencies, increased revenue and lowered costs
Customer Response and Productivity

- Organizations saw improved customer response times compared to prior year
- Productivity increased 30% over the prior year

What have been the biggest benefits from your paper-free processes?

- Faster customer response (internal / external)
- Reduced staff resources / higher productivity
- Better monitoring and visibility of status and... Improved remote / mobile accessibility
- Cleaner audit trail and regularity compliance
- Visibility / access for other non-process staff
- Fewer errors
- Better management of exceptions / escalation
- Social responsibility / cost reduction on transport...

Benefits of Search Technologies

- The ability to search for digital data has led to better business decisions, quicker customer response times and more content employees.

What have been the three biggest benefits from your investment in search technologies?

- Better decision-making
- Faster and more accurate customer service response
- Fewer complaints from knowledge workers
- Faster and more efficient legal discovery
- Improved research project and case outcomes
- Simpler more natural querying
- Faster compliance and financial audits
- Turned our email from a liability to an asset
- Faster and more compliant FOI process

More than 70% of organizations report their document capture solution has more than paid for itself within a year and a half.

Overall, what would you say has generally been the payback period for these paper-free process projects?

- 6 months: 15%
- 9 months: 17%
- 12 months: 24%
- 18 months: 18%
- 2 years: 12%
- More than 3 years: 10%
- 3 years: 4%
- 9 months: 17%
- 12 months: 24%
- 18 months: 18%
- 6 months: 15%

The sooner information is captured, the sooner it can be used for business intelligence (example: digital mailroom)

Which aspects of digital mailrooms are proving the most beneficial?

- Faster turnaround times to customers
- More efficient/higher quality data capture for downstream processes
- Fewer operational staff physically handling mail
- Reduced storage and processing space for mail
- Immediate access to latest customer correspondence
- Remote accessibility for mobile/telework/outsource staff
- Fewer lost/delayed mail items
- Environmental benefits – fuel, photocopies, etc.
- Outsource of mail-handling operations

Document Capture is evolving to include all sources (paper, electronic, video, audio, social, cloud)

Organizations recognize the value of not just the document, but the data on the document, however, they need a more unified ECM strategy

Capture will continue to evolve to become both the on-ramp and off-ramp of ECM

Information Governance has moved beyond just regulations. It encompasses all aspects of managing data and controlling costs
Source Information

- PaperStream Solutions
  - us.fujitsu.com/fcpasolutions

- Scanner Product information and white papers:
  - us.fujitsu.com/fcpa

- AIIM Studies

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