



# How to Boost ROI and Streamline Document Processing with Intelligent Capture

Despite so many advances in technology and automation these days, the promise of a totally digital business is not yet a reality. Many organizations still manage key processes – including records management – on paper. At a time when organizations are working to digitize and automate their workflow with more urgency and intent than ever before, why does paper-pushing endure?

According to our research at AIIM, members tell us that one of the top three reasons for the slow adoption of digitization is an overall “lack of understanding of paper-free options.” This includes what capture technologies can and should do beyond simply connecting a scanner to a document management system or line of business application.

Enter the concept of “Intelligent Capture”, an approach using a digital workflow that automates the capture and ingestion of content, the sharing and use of that information by people and systems, and the retention and

storage of the data in various archives and repositories. Intelligent capture is the onramp to a more digitized and streamlined way of managing important processes like onboarding new employees or clients, processing claims, purchase orders, or invoices, or managing mailrooms with less paper and more efficiency.

## Capturing Advantages

What can you do to capture the advantages of intelligent capture? That was the subject of a recent AIIM webinar, [Understanding Today's Options for Streamlining Document Processing](#).



*Intelligent Capture is the onramp to digitized way of managing important processes like onboarding new customers, processing orders, or managing mailrooms with less paper and more efficiency.*

# How to Boost ROI and Streamline Document Processing with Intelligent Capture

The discussion explored how to automate the capturing, sharing, and managing of information, where AI and Machine Learning fit in the mix, and which technologies and capabilities can streamline processes in a meaningful way. We were joined by a capture technology expert from OpenText, and [Ralph Gammon](#), a Senior Analyst at [Infosource](#).

Ralph started the session by providing an outlook of the capture market and how the adoption of intelligent capture technologies has accelerated to support the migration to remote work. “We saw about a 5% growth overall in the capture market during 2020, and in 2021 it looks like it’s going to be a little bit healthier even than that,” said Ralph. “People couldn’t get on-site, and that resulted in a strong increase in the front office demand for Cloud applications to enable a distributed workforce.”

According to OpenText, this is all part of a natural trend toward [automated capture](#). “We’re moving from the traditional mailroom to a more distributed approach, even pushing capture out to end-users and actual customers. The idea gained momentum throughout the pandemic as organizations had to push capture out to remote workers in home offices.”

## From the Enterprise to the Home Office

Organizations of all kinds, and every size and shape, are adopting intelligent capture to support work-from-home. One good example is the mortgage industry. “Worldwide interest rates dropped significantly last year to boost the economy, and as a result, there was a lot more interest in refinancing homes,” explained the OpenText capture technology expert. “The challenge that organizations had at this time was that they didn’t have as many people in their centralized mailroom environments. They had to push the approval process out. The scanning part was still done centrally, but they were importing a lot of different types of information, and much of the indexing and sorting of the information had to happen at home. Automated capture helped these organizations process a lot more mortgages, with a lot more variations and forms coming in, with fewer people.”

## There’s a Silver Lining in the Cloud

The pandemic may have kick-started digital adoption, but today, organizations are finding that there is a silver lining when it comes to process automation and information management. This is reflected by the wealth of capability now available in the Cloud.



*The pandemic may have kick-started digital adoption, but today, organizations are finding that there is a silver lining when it comes to process automation and information management.*

“Cloud adoption has escalated as the more mature players, like OpenText, start to move their technology onto the Cloud. Now we have hybrid environments where mixing on-prem systems with Cloud-based systems is common,” said Ralph. “We’re also seeing some Cloud-first start-ups enter the market that were not there a few years ago.”

## Make the Most of Your Investments

The convergence of capture and the Cloud is providing a real opportunity for organizations to modernize, digitize, and gain important process improvements. How can you do it too? According to OpenText, one way to get started is by making the best use of what you already have.

“Large, existing mailroom or capture environments are characterized by a heavy footprint of scanning devices, sorters and servers, and lots of personnel at these locations with a lot of expertise. We’re trying to drive the most value out of these existing resources by automating systems and leveraging new technologies like AI, Machine Learning, and RPA in the Cloud. Now you have the best of both worlds; maximizing your existing on-prem investment while also reaching out to the Cloud.”

# How to Boost ROI and Streamline Document Processing with Intelligent Capture

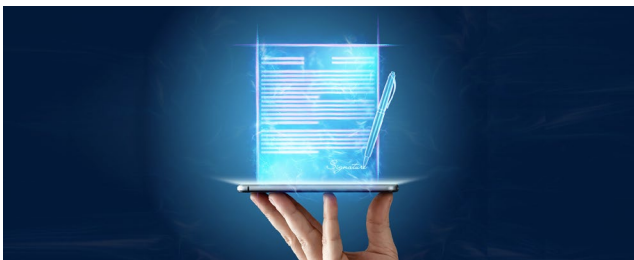
## Use a Multi-Channel Approach

AIIM members tell us consistently that the volume and the variety of information they must manage is their biggest roadblock to digital transformation. But this may be changing as more and more solutions and systems help ease and facilitate a multi-channel, multiple data-type approach.

“What’s accelerating more quickly than the movement to the Cloud is this idea of omnichannel input,” says Ralph. “The biggest growth that we’ve seen, for example, is the idea of PDF attached emails. That’s 70% of what’s being onboarded into capture software. The pandemic has accelerated that and other types of electronic input sources. We’re starting to see more mobile input, for instance. So you must have a multi-channel approach using FTP servers, email addresses, fax servers - all the various sources - and bring them together into a single capture application.”

## Winning the War on Paper

Does this spell a victory in the war on paper? Not yet, but the end may be in sight. “We’ve seen a rapid transition in the 80-20 rule of paper,” explained the OpenText capture technology expert. “It used to be that 80% of incoming mail was on paper. Now it is flipping the other way where you’re having 80% of incoming information in electronic format, and that’s not to mention the vast growth of information in new incoming documents being electronic.”



OpenText gave the example of electronic mortgage processing as one way to view the transition away from paper. “If you remember, in the past, almost everything you did on a mortgage application was paper-based. Now it’s about 80-90% electronic, even the signatures. We see a similar market trend across industries; the ability to handle different electronic data types and digitize existing workflows using multifunction devices and remote scanners in the field.”



*Boosting case management through the use of more diverse document and input types is where most of the attention of the capture market is focused.*

Boosting case management through the use of more diverse document and input types is where most of the attention of the capture market is focused. “The idea that you can start an application with your mobile phone, then put a human into the loop [is powerful],” said Ralph. “Examples include onboarding, fraud detection, loan approval, underwriting and claims, and any number of government and social services.”

## Intelligent Capture Makes a Difference

How does intelligent capture make a real difference? “One example is retirement processing,” explained the OpenText capture technology expert. “We work with one of the largest financial organizations in the world and the largest 401k provider in North America. They pushed intelligent capture out to over 200 remote locations where you could go in, bring your documents in, and get a loan against an existing retirement fund. They’ve also added the ability to do this directly with the customer themselves through a mobile device. So now you can take a picture of your W2, for example, and if you want to buy a new car or do some home improvement, you can easily take a loan against your retirement. It’s as simple as capturing the supporting documents, sending them in for processing in real-time, and having almost immediate validation and confirmation that your loan has been approved; down from two to three days to two to three hours... or even two to three minutes.”

As this example points out, intelligent capture translates to several competitive advantages. “That’s something we see in the market,” says Ralph. “The idea of compressed service levels. Because everything’s so digitized, people expect a process like a loan application or a mortgage to get turned around faster. And being able to push capture out to the edge helps facilitate that.”

# How to Boost ROI and Streamline Document Processing with Intelligent Capture



## opentext™

OpenText can help you tackle the most complex digital transformation programs with confidence. With the world's most complete and integrated Information Management platform, we empower our customers to organize, integrate, and protect data and content as it flows through business processes inside and outside their organization.

For more information visit:

[www.opentext.com](http://www.opentext.com)

## Moving Forward

How can you adopt intelligent capture today and start making a difference? According to OpenText, one way is by using [OpenText™ Intelligent Capture](#). “The solution can provide the connections to automate any process without additional steps. You can take control of capture operations with a scalable platform, process and route information anywhere using a simple to use capture workflow or ‘CaptureFlow’ (™ OpenText), leverage a multichannel approach and automate the sharing and use of content by providing ‘straight through processing’ to automate high volume business applications.”

---

Authored by:

Kevin Craine, MBA

Content Strategist, AIIM

Host and Producer of *AIIM On Air* Podcast


---



AIIM helps organizations improve their performance by transforming the way they manage their information.

© 2022

**AIIM**

 +1 301 587 8202

 [hello@aiim.org](mailto:hello@aiim.org)

 [www.aiim.org](http://www.aiim.org)