

4 WAYS DOCUMENT FILTERS DRIVES EFFICIENCY AND CUSTOMER VALUE



Hyland®

Introduction

Are your customers getting buried in document volume, file format conflicts and processing mayhem, despite being expert users of your application?

We've got a solution for that.

Document Filters is the Hyland solution for software developers who want to deliver the most comprehensive, up-to-date file processing capabilities on the market, without having to DIY it from the ground up, or stay apprised of the constantly changing landscape of file formats, APIs and platforms.

As a high-performing software development company, you understand that brilliant software engineering doesn't just need intricate coding and fancy interfaces — it also needs to pass the customer test: usability, value and ROI.

In short: End-user delight is the goal — for you and for us. You need solutions that prove their value from day one and eliminate obstacles to access and usability. With Document Filters, you increase the magnitude of your application's file processing capabilities, meaning your customers get new insights, new efficiencies and new value, from your application.



What does Document Filters do?

Document Filters, a single software developer kit (SDK), embeds in your application without changing the way users experience their product, by:

- Extending the power of your application by embedding in your software
- Deploying on 27 platforms
- Working with 550 file types
- Inspecting content — all content, including comments, tracked changes and annotations
- Extracting useful content, including unstructured data
- Rendering near-perfect reproductions
- Giving your application increased value



About this guide

We've pinpointed exactly what Document Filters delivers on, and why end users are impressed by the intuitive, understated power of this software. Why users? Because we work with top-tier software developers who care about their customers' experience and ROI. We know that when you're evaluating a value-adding solution, the one real answer you need is:

How will this upgrade improve the lives of my customers?

In this ebook, we'll talk efficiency, value, specifics and even how to build the case to your team for Document Filters. Read on to see how you can change the game for your end-users.



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1

Efficiency driver No. 1:

Give your customers the power to dominate their content

Document Filters gives your customers the power to dominate their content.

Search, see, manipulate and export virtually any file format in virtually any location, at any time

Many enterprises take the time to bring in critical intelligence, but then it just sits there — unused, unorganized and hard to access. It's no way to manage critical data points, and it's no way for high-performing businesses to move ahead. The primary function of Document Filters is to open up content for its users. It does it intuitively, effectively and enterprise-wide, so your application gets a powerful amplifier and your customers get full use of their data.

Save time and money with enhanced content viewing

Document Filters is the only solution on the market that supports converting HD formats with near-pixel precision, which gives users an unprecedented advantage in their day-to-day tasks, such as:

- Outstanding clarity of original documents and renderings, which reduce errors within your customers' enterprise
- Ability to process unstructured content by “reading” data, such as metadata, annotations and embedded links
- Filtering content through deep file inspection using optical character reading (OCR)

Uncover content quickly — then use it

Too often, businesses that rely on high-consequence data aren't able to access their content when they need it. With Document Filters, as long as the data was captured somewhere, it's now not only able to be mined, but used. Your customers value that content, or they wouldn't collect it. With Document Filters, they can match intent with follow-through. For example, they can:

- **Analyze all text and metadata in over 550 files with deep-inspection**
- **Uncover previously hidden information, such as tracked changes, comments, notes and annotations**
- **Determine the true nature of content, ensuring that source information is accurately identified for filtering without relying on file-name extensions**

Push your content around

Document Filters delivers users simple ways to manipulate and convert their documents, all from within the application they are accustomed to using. Whether the document needs to be used for annotations or sent across the world for review by a teammate, the product will be high-def, reliable and simple to access. Document Filters allows for:

- **Seamless manipulation and rendering in HD, without the need for additional components like ActiveX**
- **Simple exporting**
- **Replication of original files through the Layout Engine**

IDC's Data Age 2025 study indicates that data volume is growing at 30 percent every year. Most of that data is unstructured and unusable without a tool like Document Filters.



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Efficiency driver No. 2:

Accomplish more with fewer vendors

Document Filters accomplishes more with fewer vendors.

Forget managing relationships and keeping up with vendor updates. Document Filters replaces the multiple vendors you're using or could be using with a single SDK.

Software developers are under a lot of pressure to engineer value. Keeping up with changing formats, incorporating new features into products and managing third-party vendors — all this maintenance and very little to show for it. Document Filters gets plugged into your application with more functions than competitors and less vendor-management time.

Embrace that single-vendor life

The breadth of functionality that Document Filters brings is unparalleled in the competitive landscape. Our software features allow you to consolidate your vendor partnerships and:

- **Eliminate the time-consuming task of maintaining relationships from both a communication and technology standpoint**
- **Offer more functionality in one SDK than most applications are able deliver even with multiple partnerships**
- **Remove the possibility for vendor exit**
- **Guarantee accessible and effective customer support**

Protect the user experience

With 27 platforms supported, Document Filters is built to impress twice: first for the software developer by embedding seamlessly into your application on any platform; and second, with the end-user in mind. Your customers aren't likely to experience a change in their everyday use of your application, but they will experience a boost in capabilities, such as:

- **Flexibility of use across everything from Windows and Mac OSX to mobile and even highly customized versions of Linux**
- **Ability to work directly with extracted content in memory and choose the output modes that best fit their needs**
- **Powerful access, visibility and manipulation into documents that were previously unmanageable**

Make licensing easy

When you pare down on vendor sprawl, you're not just simplifying your system, you're simplifying your administrative life. With Document Filters' single SDK format, licensing is made easy because it's all funneled through the same product. Examples of this simplification include:

- **All document filtering components get licensed through a single SDK, enabling a faster and simpler deployment**
- **Licensing and support costs are fixed, so you don't have to worry about unexpected budget concerns**
- **Simple licensing means your application is purchased, embedded and deployed faster, with customers enjoying their new features sooner**

Consider this:

“Trust me when I say that you have likely already experienced the power of Document Filters without even knowing it.”

— Sam Babic, *Senior Vice President and Chief Technology Officer, Hyland*

Document Filters powers some of the most advanced products available for data capture, management, archiving and business intelligence from companies like IBM, SAP, Cisco and EMC.



3

Efficiency driver No. 3:

Solve common problems for you and your customers

Document Filters solves common problems for you and your customers.

Dynamic content is taking over systems and business strategies, but the content viewers of the past aren't keeping up with how users need to leverage their data.

Document Filters not only packs a lot of document processing power into its SDK, but it also drives efficiency by leading the competition in platform, APIs and file format compatibilities. No matter where your end-users are on the technology advancement timeline, Document Filters can support them in a way that lets them use all their data anytime.

Deliver high value to your customers

As a software developer, your priority is to deliver a high-performing, simple-to-adopt software solution to your end users. When the needs of your customers outpace the expertise of your core product, a strategic partnership can bridge the gap. Document Filters quickly introduces robust, stable and critical features that your customers need, like the ability to:

- **Identify 550 files without relying on filename extensions**
- **Inspect and extract content beyond plain text from every document, email, legacy, archive and container format they need from their system**
- **Bolster teamwork and communication among multiple users in any location by supporting annotations and document conversions**
- **Guarantee accessible and effective customer support**



Avoid the time and specialty investment of a DIY solution

We get it — software developers see a challenge and go after it. It's how they're wired and why they're good at what they do. But smart developers know the difference between “can” and “should.” Organizations that opt to implement open-source solutions typically spend two-to-three times more time and money than a packaged solution like Document Filters. For teams who decide to DIY additions to their platform, the process can be even more painstaking. With a single SDK, your development team gets:

- **Responsive customer service with people and resources expertly tailored to your solution**
- **Reliable development roadmaps**
- **Deployment over a few weeks, not months**
- **Strategic recapturing of resources for your internal team to continue application development**

Rest easy with built-in security and compliance

Many high-consequence industries, like healthcare and finance, face regulations surrounding security and compliance. As a developer, staying on top of those changing regulations can be hard, distracting and stressful. Document Filters is built for tough oversight, and your application's security framework will be supported and bolstered by:

- **The ability to inspect files for malicious content in security software and hardware**
- **Data loss prevention in email applications**
- **Meeting and exceeding compliance regulations related to HIPAA and the General Data Protection Regulation (GDPR)**

Big problem, meet smart tech

“The definition of genius is taking the complex and making it simple.”

— Albert Einstein

Document Filters takes the complex, time-consuming problem of voluminous unstructured data and breaks it down with logical, searchable, accessible filters.



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Efficiency driver No. 4:

Capture ROI quicker with simple, intuitive implementation and longevity

Document Filters captures ROI quicker with simple, intuitive implementation and longevity.

Your customers have work to do — now they can do it quicker with the strategic edge you've given them

Document Filters' core operations — deep file inspection, content extraction, format conversion and output manipulation for virtually any file format — will let users work directly with extracted content in memory and choose the output modes that best fit their needs. The combination of these integral functionalities in a single SDK are unmatched by any competitor, giving your users an unparalleled edge in the game.

Bolster the operating integrity of your system

Your application services a critical role for you customers, and you want to keep it that way. In business — especially in tech — if you're not improving, you're falling behind. By embedding Document Filters into your product, you're adding competitive features that differentiate you from your competitors. Once deployed, Document Filters will increase your application's value by:

- Diversifying and innovating your value proposition
- Empowering your end-users to connect, communicate and engage with their team in a seamless and more efficient way
- Benefiting from solution updates that include feedback from partners

Get more functionality from one SDK purchase than any other solution on the market

When you buy a single SDK, it needs to get the whole job done hassle-free. Document Filters plays nicely with everyone, from its host platform to file formats and APIs. Introducing a game-changing solution to an application that is already heavily used can be intimidating for users, but with Document Filters, your customers are likely to only notice the upgrades, such as:

- File identification and inspection of over 550 formats, including the ability to read unstructured data with OCR
- Content extraction that even reaches hidden information, such as tracked changes, comments, notes, annotations and embedded links
- Document conversions and manipulations that allow users to transform their status quo in a way that makes files more accessible and functional, while allowing for the precise application of redaction marks, annotations, Bates stamps and watermarks

Become a part of 25 years of success stories

Document Filters, which once seemed like a **commodity product**, is now a one-of-a-kind solution that provides a vast scope of coverage and adds dramatic value to your application. When it was first developed more than two decades ago, there were just a handful of file types and an industry-wide average for handling them. Over the years, our single SDK has not only kept up, but led the way in raising the stakes. The Document Filters legacy includes:

- 25 years of support experience
- Straight-forward licensing
- A long-term and reliable product

Did you know?

Document Filters is used by technology companies in more than 200 countries and has even been used to fight organized crime, prevent digital safety threats and detect fraud.



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The developer's guide to Document Filters



Want to go a little farther into the weeds? Be our guest.

Document Filters, a single SDK, embeds directly into your application and gives users the power to inspect data deep within documents, extract it, convert file types and manipulate the output of virtually any file format. The following provides a snapshot of what Document Filters offers; for details on compatible file formats, download the [Document Filters Specifications Overview](#).



The software developer's partner wish list

- Adds value to my product
- Impresses my customers
- Single SDK
- Long-term solution
- Solid reputation
- Accessible and reliable customer service

Inspect and extract

- Identify and extract every document, email, legacy, archive and container format you need — Word, Excel, PowerPoint, PDF, AutoCAD, ZIPs, MSGs, Visio and hundreds more
- Analyze all text and metadata in a file with deep-inspection capability that even uncovers previously hidden information, such as tracked changes, comments, notes, annotations and embedded web links
- Determine the true nature of content, ensuring that source information is accurately identified for filtering without relying on file-name extensions

Manipulate and convert

- Seamlessly manipulate and render content in high definition (HD) without the need for additional components like ActiveX
- Eliminate the need for a third-party image manipulation package, applying precise redaction marks, annotations, Bates stamps and watermarks to content during output
- Easily export content for further usage elsewhere by converting files into text, HTML, structured XML, paginated HTML, multipage TIFFs, images (JPG, BMP, PNG), searchable PDFs and your own proprietary formats

- Replicate original files through the Layout Engine that maps out exact, pixel-by-pixel coordinates of text, images and objects (instead of relying on simple character positioning)
- Render files at the page level and control the size of output and other variables, making it easy to create thumbnails or convert files with or without headers and footers

Advanced platform

- Deploy across 21 platforms including Windows, Mac OSX, Linux, Solaris, FreeBSD, HP-UX and AIX — plus full support of character sets and encodings, such as Unicode
- Use industry-leading extraction and throughput speeds, processing content faster with greater stability
- Embed Document Filters quickly and cost-effectively into your product with our flexible APIs for C, C++, COM, .NET, Python and Java



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Make the case for Document Filters

How to make the case to add on Document Filters

Bringing on a new product can be time-consuming, political, confusing and intimidating — but it shouldn't be.

As an add-on application, we know Document Filters' worth and value needs to be justified to stakeholders at your enterprise. We've had plenty of experience educating them, from the tech-savvy software development team and CTO to the budget-conscious CFO and value-hunting product managers.



Here are some talking points to support your case

1 OBJECTION: WE HAVE THESE FUNCTIONS WITH OTHER VENDORS.

Vendors, with an 's' is the issue here. With Hyland's Document Filters we can eliminate the time spent managing relationships, software updates, licensing and maintenance. Why should we be making multiple payments and juggling multiple plug-ins to our application, when we could move to a tidy single SDK that does everything we need it to?

2 OBJECTION: IS THIS THE BEST WAY TO BRING THESE CAPABILITIES ON?

There are a couple of other options — open-source software or a solution built in-house. But, research indicates that using an open-source solution will cost us up to three times as much time and money, plus we wouldn't have access to a strong customer service platform if issues come up. As for developing in-house, we do have outstanding developers and a great understanding of our clients, but our team's bandwidth and strategic priorities wouldn't allow for this kind of solution to even be started for months, maybe even years. With Document Filters, we're looking at a solution that covers every file format, plugs directly into our platform, empowers our users and will be running in mere weeks.

3 OBJECTION: WHERE'S THE ROI? OUR CUSTOMERS ARE ALREADY HAPPY WITH OUR APPLICATION.

Sure, but if we were in the business of maintaining the status quo, would we still be in business? Our customers chose us because of our cutting-edge offerings, and if we want to keep them and expand our market share, we've got to be not only a thought leader but also a leader in development. Document Filters opens a new field of possibilities for users, allowing them to leverage the content they are so carefully collating within our application. And plainly, our ROI is tied to our customers'. If they aren't experiencing an application that works hard in tactical and strategic ways, they're going to start wondering what else is out there. If we invest in a value-adding product like this, we'll be delivering a game-changer for our customers' work lives and bottom line.

Document Filters makes a big impact with a small footprint

**See how it fits with your application.
[Demo the product today.](#)**

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Learn more at [Hyland.com](https://www.hyland.com)