

Perceptive Content



Enable comprehensive management of information with long-term benefits for customer experience, business continuity and compliance.

The world of unstructured information is expanding with the exponential growth of content creation. Managing and leveraging diverse content to inform enterprise systems and improve the customer experience is unsustainable with legacy systems incapable of supporting modern content workloads and integration requirements.

While many organizations have found ways to capture and store their content, most have difficulty consistently surfacing it in relevant business processes and systems of engagement. In the age of the customer, enterprise content is key to knowing the customer, and knowing the customer is key to customer loyalty.

Overview

The Perceptive Content platform

Perceptive Content is a scalable content and process management suite that manages the entire content lifecycle from capture to disposition. Flexible functionality across multiple business applications, integration with virtually any business application and a simple-to-use interface help Perceptive Content transform internal processes and the customer experience.

Perceptive Content helps users work smarter by surfacing content in context with other relevant business information. Digital documents can be viewed simultaneously, which promotes enhanced collaboration and communication among employees, customers and vendors. Locating relevant documents in the context of a business process increases customer satisfaction and employee productivity.

Automated lifecycle management helps organizations comply with their records and retention policies, which reduces the risk of compliance violations and resulting fees and fines.

Capture information from almost any source

Perceptive Content captures information automatically and with artificial intelligence (AI), helping you take control of the content that surrounds your organization. There are flexible options to collect many types of documents and data from most sources, including:

- Electronic data (like email and eforms)
- Rich media
- Enterprise applications
- Files generated by multifunction printers and scanners

Documents are scanned and enhanced via advanced image processing, and optional optical character recognition (OCR) provides data extraction used to enhance business processes.

Connect people and information in the context of business processes

Once captured and processed, content is delivered directly into your workflows, where it becomes instantly available to the people, business systems and processes that need it most. Flexible routing options can direct documents to work queues based on:

- Linear and parallel process steps
- Business conditions
- Specific data inside the documents
- Eforms or databases
- And more

Automate processes across the organization

Unlock the full potential of the Perceptive Content platform by automating content-centric business workflows and tasks across the entire organization. Automate process steps, simplify work tasks and provide real-time monitoring to advance document-based business routines and enhance process efficiency and accuracy — reducing cycle times and costs.

Manage content in any format across its lifecycle

One of the biggest barriers to business productivity is the proliferation of unsecured, untracked, unmanaged and redundant documents. The Perceptive Content platform allows you to manage the entire content lifecycle, which improves findability and insights, enhances efficiency, protects document integrity and enables regulatory compliance.

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Features and benefits

Content management

Organizations like yours rely on business-critical information found in a wide variety of file types, and it's crucial to implement the right system to handle unsecured, untracked, unmanaged and redundant content.

Perceptive Content enhances information accessibility, promotes organized collaboration via workflow processes and secures content in all its forms.

Granular security

Perceptive Content is built around a security model that is engineered to let you:

- Grant and revoke individual and group rights to each distinct system function
- Restrict documents and document types based on a user's point of access
- Conceal confidential data while preserving a document's original integrity
- Organize all enterprise information in a secure, central electronic repository

Flexible organization

Effective content management systems require the proper classification or indexing of captured information.

Our integrated content models are built on industry requirements and best practices to help you capture, secure, process and locate content. This helps you structure, manage and preserve content to best fit your business needs.

Version control

As users across an organization create, edit and maintain documents using any desktop application, they can easily apply version control within a variety of interfaces, including line of business applications and web services clients.

At any point in a business process, users can check out the latest version of a document, check in a new version, review a history of revisions, digitally sign the document, promote a previously saved version of a document to the current version and detail a document's chain of custody through powerful auditing capabilities.

Web-based client

Perceptive Content comes with a zero-footprint, modern web-based client for easy access and usability. It is built on a design framework that offers a consistent look and feel across all Hyland interfaces. This client also enables role-based customization, exposing only the needed features and empowering users to complete tasks more intuitively and efficiently.

Applications

Perceptive Content provides a variety of content management applications delivered via web and mobile that can be configured to fit specific processes.

Additionally, a library of prebuilt Perceptive Content apps contains solutions for document capture, viewing, workflows and other common tasks that enable quick and complete application configuration to fit the needs of users.

Manage information securely and effectively from anywhere

Search

Perceptive Content includes flexible saved, ad hoc and integrated search options that make locating key information simple, straightforward and quick. Users can:

- Easily access the information they need and then take action — completing a task, solving a problem or advancing a business process
- Access managed documents instantly within the context of a predefined process
- Locate specific documents using system-assigned values or manually entered metadata
- Perform full-text searches across large repositories
- Effectively analyze, extract and manage metadata to make videos and other forms of rich media easily searchable

Eforms

Eforms enable the online entry and collection of raw data accessible from web pages, mobile devices, portals, software applications and more. Incorporate this information immediately into your business process to automate steps, validate data accuracy and support application transactions.

Eforms make electronic data capture quick and simple, empowering users to gather the information needed to simplify virtually any task. Customizable forms fit right where you need them so anyone — employees, customers or even non-system users — can complete and submit information just once, effortlessly.

Content collected in eforms is validated, stored, organized and secured independently, enabling you to route it through workflow, apply version control and more. Support for industry-standard data formats and technology also maximizes the versatility of eforms. Users can:

- Shift easily from paper forms to eforms, making them accessible anywhere, anytime
- Speed business processes by using data to automate steps and update business systems
- Eliminate data entry mistakes and rework, saving valuable time and resources

Integrations

Perceptive Content connects and works with a wide range of enterprise and line of business applications, such as CRM, email, accounting, student information systems and more. By integrating with these applications, Perceptive Content can automate data exchange, streamline workflows and optimize performance. This results in increased productivity and efficiency for your organization, as well as improved user experience for customers and employees.

Perceptive Content offers flexible integration options to suit your business needs.

- **LearnMode** — Perceptive Content's patented, nonprogrammatic, desktop integration with line of business applications brings your vital business content to your users with the single click of a mouse. LearnMode integrates with any application and enables users to search for relevant content within Perceptive Content while using the context of your line of business.
- **iScript** — A JavaScript-based scripting language that enables you to write simple scripts that hold tremendous power and enables automation of the Perceptive Content platform to meet the needs of your organization.
- **Integration Server REST API** — Integration Server exposes Perceptive Content's content and capabilities to third-party applications and developers. By providing standards-based HTTP web services you are able to send and receive data from Perceptive Content in a secure and scalable fashion.
- **URL Redirection** — Perceptive Content's RedirectApp enables the integration of third-party applications with Perceptive Content's browser delivered clients by enabling application administrators to embed links to content within their line of business applications. Links generated by the host application can pass in variables that are used for searching for content within Perceptive Content and display the relevant content to the user with a single click.
- **Out of the box integration with various CRM, SIS, email and ERP applications** — Perceptive Content's Interact offerings are application specific, purpose-built offerings that enable integration with line of business applications.

Records and information management

Paper dependency. If you have it, you're no stranger to the disadvantages it poses. Employees struggle to store and locate paper records across multiple folders, boxes and locations, resulting in lost productivity and missing information. Not to mention the significant security and compliance risks associated with paper-based records.

Records and information management (RIM) in Perceptive Content is part of a complete process and content management framework that supports the entire lifecycle of important business content — from capture and retention, to archiving and destruction. Customers across all industries apply our RIM functionality to operational processes like those found in human resources, accounting and contracts management.

Our RIM products help you effectively manage your most valuable information assets, and as a result:

- Assist you in achieving compliance with government and industry records retention requirements
- Reduce risk in the event of civil litigation or government investigation
- Minimize storage costs and free up server space for critical information
- Allow you to reallocate staff resources for more useful business activities
- Organize paper and electronic information for immediate retrieval
- Protect mission-critical information against loss or unintended destruction

Learn more about [Hyland's Perceptive Content suite](#).