

# 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 services platform 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 intelligence, 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 multi-function printers and scanners

Documents are captured as individual images or batches using an enhanced scan quality via advanced image processing and an optional optical character recognition (OCR) integration.

### Connect people and information in the context of business processes

Once captured and processed, content is delivered directly into your workflows, where it is 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



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## 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. Automating processing steps, simplifying work tasks and providing real-time monitoring to advance any document-based business routine improves process efficiency and accuracy and, as well as reduces 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.

## FEATURES AND BENEFITS

### Document imaging and capture

Document imaging is essential technology for organizations today. Imaging provides structure to unmanaged content, and this structure is necessary to make processes more efficient and people more productive.

### Document management

Organizations like yours rely on business-critical information found in a wide variety of file types. And without the right system to manage this content, one of the biggest barriers to productivity takes over — the proliferation of 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 document 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 and library services directly from a variety of interfaces, including Interact 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 and more:

- Promote a previously saved version of a document to the current version.
- Detail a document's chain of custody through powerful auditing capabilities.

## Search

Perceptive Content includes flexible saved, ad hoc and integrated search options that make locating key information simple, straightforward and quick. Users can rapidly access the information they need and then take action — completing a task, solving a problem or advancing a business process. Users can:

- 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 findable.

## Eforms

Eforms enable the online entry and collection of raw data that is 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, even non-system users — can complete and submit information one time, 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.

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### RECORDS AND INFORMATION MANAGEMENT

Paper dependency. If you have it, you're no stranger to the disadvantages it poses. Staffs 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 paper-based records present.

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.

This helps staff concentrate on day-to-day business activities while fulfilling specific records management and compliance needs.

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.

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