

# BRAINWARE: THE ULTIMATE INTELLIGENT CAPTURE PLATFORM

## AUTOMATED DATA CAPTURE WITH INCREASED VISIBILITY

Organizations are struggling to increase efficiencies as they grow while trying to keep costs down. Additionally, business is fueled by data which needs to be as accurate as possible. Today, as important documents enter the organization, staff organize the documents and find the important data to add to core systems. But utilizing staff to capture incoming data, validate it and update systems slows processes and exposes the risk of costly human errors. Additionally, as the company grows, it needs to invest in additional resources, increasing costs.

Brainware automates the document and information capture process, allowing your employees to focus on higher value tasks and projects.

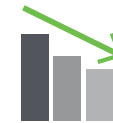
Additionally, Brainware uniquely incorporates built-in intelligence to take automation to the next level, providing scalability, and the accompanying Visibility product offers improved insight into the document and data capture process.

## The biggest benefits of automated data capture



### Improves process speed

Through automation and integration, capture solutions speed the data extraction process, including validation and distribution into other systems.



### Reduces organization-wide costs

Reducing manual labor, data errors and transportation of documents decreases costs and misinformed business decisions.



### Optimizes the workforce

Reallocating resources efficiently and providing immediate access to information as it is received increases staff productivity and improves customer service.



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## DATA CAPTURE WITH BRAINWARE

Brainware automates four critical functions that otherwise require tedious, manual effort.



### Classification

Brainware supports structured, semi-structured and free-form documents, and can automatically determine document type.



### Data extraction

Using a variety of methods, Brainware can determine where the important information lies on a document, and then uses optical character recognition (OCR) technology to automatically extract it.



### Data validation

Leveraging integrations with other systems and learned intelligence, Brainware automatically validates extracted information and presents a simple verification screen for users wherever there is questionable data.



### Information and content delivery

Brainware can interact with virtually any content or information management system to automatically deliver information and content to where they need to go.



### Increased process visibility

Better visibility improves process management. The Visibility product surfaces valuable analytics that measure performance of the Brainware system. Clear indicators of success allow process owners to justify the investment into Brainware and empower managers to continuously improve the process over time.

## CUSTOMER SPOTLIGHT

### Old Dominion Freight Line

Old Dominion Freight Line (ODFL), a leading less-than-truckload super regional carrier, uses Brainware for Remittances to drive greater value and efficiency in accounts receivable (AR). The solution helped AR boost its productivity nearly 500 percent, from processing 400 to 2,000 remittances in an hour.

The previous manual process could not keep up with a growing volume of remittances, which negatively impacted customer interactions. “If we invoiced or they checked online to see where they stood, it would say they didn’t pay when they did, and it would lead to a call. It would even cause another invoice to go out saying, you owe this money, when they really didn’t, because processing wasn’t done,” explains Ken Erder, vice president of information technology.

But after implementing Brainware, Erdner notes, they are “current.” “In fact, we’re processing before anyone even comes in in the morning — 80 percent of those remittances are handled before we’ve even walked in the door,” says Erdner. “As a result, of all the automation we’ve deployed, we’re using the same number of staff members in accounts receivable today, as a \$1.5 billion company, that we did as a \$200 million company, so it really has performed well. Our continuous improvement in this area is driven by several initiatives, but this solution is a key element of keeping our AR staff at an effective and efficient level.”

## EXCEPTIONAL LEVELS OF AUTOMATION WITH HUMAN-LIKE INTELLIGENCE

Brainware intelligence facilitates higher accuracy in document classification and data extraction, driving automation and reducing human touch points.

### Seeing patterns

Without reading the document, Brainware can see patterns to determine where the important information lies. Similar to viewing a document with blurry vision, without seeing individual letters and words, it can recognize clusters of tabular data and focus on those areas for extraction.

The technology can determine where information exists within a table, so that no matter how large that table is or how many times the table is repeated across pages, the software can easily find, identify and correctly extract information.

### Learning and applying

The software only needs to see a small set of examples to understand how to classify that particular document type. With that, it can generalize and apply that classification to many variations by looking at word occurrence, colors and space on a page as well as images.

In addition, the software can learn from historical and real-time data corrections and manual data entry to improve its ability to capture information accurately. With real-time correction, it notices where staff are pulling specific data points — and where they are not — to learn context for the future.

### Understanding variance

“Watching” staff make data corrections, while other products memorize the exact information and specific coordinates on the page, Brainware can generalize and apply what it learned, even as formats change or information shifts on the page.

Working directly with other systems and databases, Brainware can understand when information is misspelled or changed and still match the new with existing information. It can deduce near matches by performing comparisons, which helps to validate pulled data as well as automatically populate additional fields with related information from the other systems.

### Humans behind the humanizing

Hyland employs PhD scientists with backgrounds in neuroscience, physics and engineering to enhance the intelligence within Brainware. They leverage expert knowledge of the human brain and sensory processing, and have more than 15 years of software development experience to develop the algorithms behind Brainware.

## BUILT BY A RECOGNIZED INDUSTRY LEADER

Hyland, the developer of Brainware, has over 25 years' experience building content solutions for businesses of all sizes across the globe. Hyland has been recognized as a leader in the industry by top analyst firms and offers an extensive array of content services, including capture technology, content management and workflow automation. Brainware can be leveraged alongside these other offerings to create a complete business content solution.

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

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