

Kofax White Paper

Delivering Business Value Using SharePoint & Capture Enabled BPM

“What we’ve realized is that capturing both documents and unstructured information represents a gold mine to the business—the next generation of leveraging content to produce business value.”

– Brian Mueller, Manager,
Integrated Records Management,
Colorado Housing & Finance Authority

Executive Summary

While the case for taking an enterprise view of data capture into Microsoft SharePoint is persuasive, actually implementing the strategy is more challenging. In the US and Europe alone more than 20 million tons of office paper is produced and consumed every year. The use of paper remains pervasive across many industries, resulting in high administrative overhead costs and too many points of failure as documents are routed throughout the organization. The cost to file a single paper document is \$20, while searching for a misfiled document costs \$120 and reproducing a lost document is estimated to cost \$220. The total cost of printing, copying, storing and mailing is 10 times the original purchase price of the paper itself. Despite these costs, a recent survey by AIIM showed less

than 30% of SharePoint users are managing scanned documents in SharePoint.¹ Those that are scanning documents to SharePoint are doing simple ad-hoc scanning, capturing single documents for storage in SharePoint. They are not performing scan to process, capturing documents at the point of origination, and entering them directly into the business process with minimal manual intervention.

To fully leverage SharePoint, organizations need to capture both electronic and paper based information in an automated, “touchless” fashion. Yet, despite the demonstrable benefits of integrating all information — whether paper or electronic — into ongoing business processes and eliminating paper from those processes, the existing systems, methods and mindsets are typically so entrenched that capture automation is difficult to achieve. This paper will explain the value of capture enabled business process management (BPM) with SharePoint.

¹AIIM, “Using SharePoint for ECM” June 2011]

What is Capture Enabled BPM?

In its early days, capture's role was limited to scanning to a manually indexed archive, a replacement to storing paper documents in warehouses of file cabinets.

Centralized scanning operations, or shared service centers were set up within organizations. At the time, there was little expectation that enterprise content management solutions like SharePoint would be used with capture as a tool for transacting ongoing business.

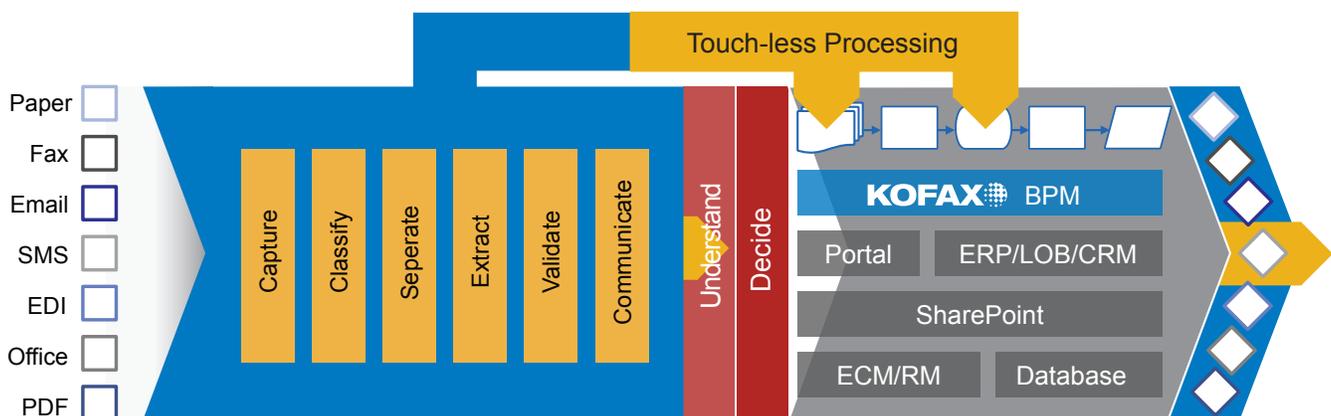
Centralized capture operations separate data entry from the very business processes they intend to serve. When document capture is only used at the end of a process to get information into an archive, organizations fail to realize the benefits of integrating capture with transactional business processes. Valuable information contained in the document is used as metadata to aid in the indexing and retrieval of the archived document. It should be also be used for initiating the business process. Today, scanning documents for archival storage remains a safe, secure and cost saving alternative to holding paper, but generates a relatively modest return on investment (ROI).

The key advantage to an enterprise approach to capture enabled BPM is the ability to immediately deliver extracted and validated metadata directly into the business process and into SharePoint. By scanning paper

based documents into a digital form, capturing all forms of electronic documents, and automatically classifying and extracting data consistently, productivity is increased and manual processes eliminated. Benefits include eliminating paper, reducing errors and points of failure, accelerating business processes, improving customer service and shifting resources away from tedious labor intensive tasks to higher value activities. Given these clear benefits, progressive organizations around the world are moving document capture to the point of origination and tightly integrating it into their business processes.

Thanks to the widespread adoption of low cost hardware devices, smartphones, and tablets, along with software advances that allow for automated classification and indexing of unstructured content SharePoint's benefits are dramatically increased with capture.

By integrating the scanning of paper with digital content streams, capture is a strategic component of information management, collaboration and business process management. Content from documents, whether from paper, fax, email or electronic files, can now be made available in a structured electronic format to enable, enhance and trigger business processes, such as claims processing, or invoice processing or account opening in SharePoint.



Capture Enabled Business Process Management Platform

Once content has been captured, the critical step is to enable touchless processing of the content. Intelligent recognition enables content to automatically be classified based on document layout and content. Data can be extracted automatically from structured, semi-structured, and unstructured documents and validated manually or against CRM/ERP or other business systems. The document may be transformed into the preferred format for storage, and automatically routed to the correct SharePoint library. The document type is set, column data populated, and business processes, content organizer rules, or records management policies enabled.

Getting Started

Initiatives for an integrated, enterprise approach to captured enabled BPM usually originate at the corporate level, where the exponential efficiencies that can result from capturing critical business data at its earliest point are recognized. However, it's important to understand that each of the many participants in the business process will carry their own goals and expectations. To many employees, "becoming more efficient" is a euphemism for reducing staff — hardly a motivator. The key to successful adoption of a process change is to first understand the many interrelated, but often diverse, goals that exist throughout a transaction.

Most transactional business processes cut across multiple departments, and so do the associated documents or files. Both paper and electronic information may enter a transaction at any point, so capturing business relevant documents at whatever point they influence a transaction ensures there is no interruption in the transactional workflow. This real-time "straight-through processing" offers a number of tangible advantages. Paper documents no longer slow a business process but become an interconnected part of the process. Relevant paper and electronic documents can be captured and processed using the same methodology and capture infrastructure.

"This was not a complex solution to put in place, but its impact has been extremely positive and the ROI quite clear," Klein shared. "Invoice processing time has been slashed from 1-3 days to 3-5 minutes. Many companies can benefit from this solution."

– Guido Klein, Senior Consultant,
IT Department and Infrastructure for
Alegri International

This leads to an overall reduction in expenses (which can be realized at the bottom line), faster decision making, improved cash flow and enhanced customer service.

In addition to recognizing the goals and motivations of process participants, it is also critical to understand the multiple roles of the documents themselves. There should be an appreciation that each document is likely to contain several different pieces of information, each of which may enhance varied business processes. Further, incoming data may be received at nearly any location or in any format. And while it may arrive with a single intended purpose (such as a payment sent to credit an invoice), it may contain additional information that should be available elsewhere in the organization. For example, line items from an invoice may be used to reconcile inventory, while a vendor name or PO number may be used to look-up and validate payment information. Often, this means while the document and some data go into SharePoint, other data may be used to create a transaction in Microsoft Dynamics CRM, SAP, or other line of business systems. This reveals the exponential value of an enterprise approach to capture driven BPM and increasing extremely high ROI on the SharePoint investment.

An organization moving toward a more enterprise-centric view of incoming documents should also thoroughly understand its own business processes and consider a

number of points. What information does each department need? How does this information first touch each department? While the lion's share of business data may arrive by mail, are there additional locations such as branch offices, digital transaction points or third-party processors where information is also being received? What types of devices are available, desktop scanners, multi-function printers (MFPs)? Do you want to extend the capture enabled business process outside the firewall via smartphones and tablets, or to the internet via self-service portals? By understanding where each piece of information originates, opportunities to move capture to the point of origination can be exploited. This allows the business process to be initiated as early as possible, information to flow quickly and accurately into SharePoint, and reduces risk and errors.

Extending the Value of Existing Document Capture Investments

Business processes rely on front and back office operations. Centralized capture, data crunching, and back office operations have proven to be an efficient means of extracting information from high-volume structured documents. Likewise, capture deployed by multiple departments in the front office has established its value in improved customer service and process efficiency. Semi-structured documents such as invoices can now be scanned "locally" and the document content reliably and accurately extracted.

Scanning no longer needs to be a "here or there," front or back office operation. The key to achieving high ROI is to get the two processes operating together more efficiently. And by pushing the capture process to the point of origination where the information enters the organization, whether it be in a centralized digital mailroom, local branch office or on the road from a mobile device, businesses become more agile with faster access to critical information across the entire organization.

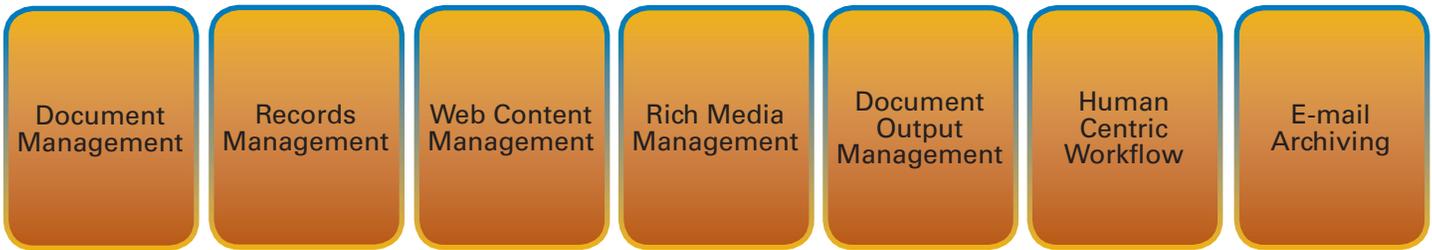
"We implemented a Microsoft SharePoint 2010 Server and Kofax document imaging and capture solution that has revolutionised access to student information right across the University."

– Harold Jooste, University of Western Cape
Manager of Student Administration

By taking this enterprise approach, organizations can greatly increase the return on their existing investments in both staff and technology. The network infrastructures, which is an organization's communication backbone, is leveraged more effectively when paper-based and electronic information are seamlessly integrated. SharePoint becomes more than the repository for collaborative documents when ongoing transactions can access and update document column and list information in real time. Enterprises and their knowledge workers enjoy substantial productivity gains when paper documents do not interrupt work, but are simply a connected part of any SharePoint business process.

Employees are not only able to focus on higher value tasks, but are also more productive in an environment of real time information sharing. Information that is properly classified, with the right column data, and put in the correct SharePoint library is now readily available and easily accessible. This leads to more effective collaboration, knowledge sharing, corporate governance, better usability and effective business process management.

This organizational responsiveness leads in turn to additional benefits. Customer service improves when "waiting for documents" is virtually eliminated or significantly reduced. Vendor relations improve when payments are no longer delayed due to missing verifications. Regulatory filings are submitted in a timely



SharePoint Foundational ECM Capabilities



SharePoint Supplemental ECM Capabilities provided by Kofax

fashion, payments are received more quickly, and most importantly, businesses can react instantly to a changing environment, which offers a distinct competitive advantage.

Kofax Solutions for SharePoint

Microsoft SharePoint 2010 delivers a core set of enterprise content management capabilities. But they rely on the ISV partner ecosystem to deliver key enabling technologies for SharePoint. While there are a number of vendors that provide various point solutions, only Kofax provides an integrated solution for capture, transactional content management and business process management for SharePoint.

Kofax solutions support:

- Microsoft SharePoint 2010 and 2007
- Microsoft Office 365
- Microsoft Dynamics
- Windows Phone
- Microsoft Lync
- Windows Azure
- Microsoft Exchange
- Microsoft Office

Products include:

Kofax Capture - accelerates business processes by collecting documents and forms, transforming them into accurate, retrievable information, and delivering it all into Microsoft SharePoint, other business applications and databases.

Kofax Transformation Module - streamlines the transformation of business documents into structured electronic information by automating document classification, separation and data extraction, initiating and feeding transactional processes in Microsoft applications.

Kofax Mobile Capture - capture documents, photos and audio and video files using iPhones, iPads, Android phones and Android tablet computers to initiate critical business processes at the earliest point in the process.

Kofax Communication Server - coordinates and performs the automated exchange of information by integrating inbound and outbound communication channels including Microsoft Exchange.

Kofax Express - is an on ramp for SharePoint that makes it easy for anyone at a departmental level to scan, organize and store documents to SharePoint for archiving, records retention and disposition.

Kofax TotalAgility™ – is a BPM platform & case management system that enables greater organizational agility and significant organizational gains through better management of processes. More efficient, flexible and better executed business processes mean lower costs plus greater and earlier ROI for the organization. TotalAgility provides capabilities for process design and simulation, workflow control for managing human tasks, integration tools for linking system activities to processes, and business rules and integrates with Microsoft Dynamics, Lync, and Office.

Summary

Developing a cohesive capture enabled BPM strategy and sharing infrastructure need not require additional investment; an appropriate infrastructure may already be in place. Each MFP, scanner, fax machine, smartphone, tablet and networked workstation carries untapped potential. An inventory of all devices that currently send, receive, convert and forward business data will pinpoint where present investments can be better deployed and integrated with SharePoint, as opposed to acquiring additional technology.

To realize the benefits of a Capture Enabled BPM strategy, organizations should choose a platform that can embrace many capture, process, and information exchange scenarios and can scale with corporate needs in both depth and breadth. Kofax delivers the industries only Capture Enabled BPM platform for Microsoft, delivering on the ECM vision for SharePoint and giving you the flexibility and scalability you require for today and the future.

Kofax plc (LSE: KFX) is a leading provider of capture enabled business process management solutions. For 25 years, Kofax has provided award winning solutions that manage the capture and streamline the flow of business critical information throughout an organization in a more accurate, timely and cost effective manner. These solutions provide a rapid return on investment to thousands of customers in banking, insurance, government, business process outsourcing and other markets. Kofax delivers these solutions through its own sales and service organizations, and a global network of more than 800 authorized partners in more than 70 countries throughout the Americas, EMEA and Asia Pacific.

For more information, visit www.kofax.com.