

ENTERPRISE CAPTURE AND SHAREPOINT: A COMPLETE ECM SOLUTION



PART 2: THE ON-RAMP TO SHAREPOINT

BY ALLEN CARNEY, VP OF PRODUCT MARKETING AT KOFAX

Today more than 70% of major organizations are using Microsoft SharePoint, with high expectations for their investment. Companies using SharePoint as their primary ECM platform want control and organization when importing content into SharePoint libraries. They want visibility and insight into the information once it's there. Once in SharePoint, organizations want to use that information to trigger and intelligently drive back-end business processes.

SharePoint on its own won't provide the complete package. Information, in any format, has to get to SharePoint first, and in order to drive any real downstream value, it has to get there accurately.

In today's globally dispersed companies, dozens of diverse types of documents such as invoices, sales proposals, service requests, contracts and benefits forms can arrive at an enterprise from many different locations. Capture software can convert paper documents into electronic images and the associated data. Enterprise capture solutions provide organizations with a single, unified platform for enabling business process automation. These solutions capture documents that arrive in any format, including email, mail, production scanning, MFPs, desktop, browser, and fax, when they first reach the organization.

Once documents are scanned and captured, the content within them is transformed into digital information, standardizing it in a consistent format.

It's at this point that information can be classified, extracted and validated according to the needs of an enterprise and made readily accessible to any relevant individual or department throughout the company.

When enterprise capture is added to the SharePoint equation, consistent business rules can be applied to all captured content. Accurate, actionable information is now made available at the start of a business process, where it can be then delivered into a SharePoint library and used to drive straight-through processing of the information into workflows and business systems.

By leveraging SharePoint as the system of record, metadata can be delivered into ERP, CRM and other line-of-business applications. A combined enterprise capture-SharePoint solution delivers benefits such as increased individual productivity, the elimination of manual data entry, fewer errors, reduced costs, faster processing and improved controls and compliance, all extending the value of a SharePoint investment.

Data flow within a digital mailroom is streamlined through the combination of SharePoint and capture. Invoice processing can be automated, cutting operational costs. Shared services centers can be standardized on a cost-effective model. In healthcare, electronic medical forms can be captured and accessed by physicians and healthcare staff wherever the patient is being treated. Insurance claims and policyholder



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records become easily accessible, speeding and improving customer service. For banking and financial services organizations, account opening and loan processing can be enabled with a single application.

In order to enjoy these benefits and get the most from an integrated enterprise capture-SharePoint solution, organizations need to do careful research into enterprise capture vendors. An enterprise capture platform provider must offer a solution that integrates easily with existing IT infrastructure, has the capability to recognize specific document types and intelligently classify the information within, and provide the scalability and stability necessary to the enterprise.



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ABOUT THE AUTHOR

Allen Carney, VP of product marketing at Kofax

Allen Carney leads the development and implementation of Kofax product marketing strategy. Earlier, he was VP of Marketing for 170 Systems, a developer of invoice processing automation solutions that was acquired by Kofax in September, 2009. Previously, Allen served as VP of Marketing for NMS Communications, a developer of telecommunications components and solutions, VP of Marketing at Lotus Development Corporation, where he was responsible for Applications and International Marketing, and as VP of European Operations for Atex, a developer of prepress automation solutions. Allen holds a Bachelors of Arts degree from Yale University.