

Upgrade Your OCR and Celebrate These 4 Achievable Wins

White Paper

TUNGSTEN
AUTOMATION

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Free and perpetual-license optical character recognition (OCR) solutions have finite value. Organizations that use them hinder their competitiveness and growth. Slow, unreliable data capture that doesn't scale ultimately means lost opportunities, proving the adage, "You get what you pay for."

What's the alternative for companies with limited budgets?

Even if you can't break into the corporate coffers, you can still adopt a market-leading, quick and accurate premium OCR solution to meet your unique requirements and catapult your business performance. Such solutions offer onboarding assistance, so you can rapidly recognize the benefits: namely, gaining a competitive edge through organized, ready-to-use data.



Four Immediate Wins from an OCR Upgrade Include:

- ✓ 1. **Near-perfect data capture**
- ✓ 2. **Comprehensive support**
- ✓ 3. **Efficient scalability and market-leading performance**
- ✓ 4. **An innovative and expansive feature set**

1. Near-perfect data capture

Your organization wants to be at the top of your industry, attracting premium, loyal customers. But the 90% accuracy rate that starter OCR applications deliver isn't all that impressive. A 90% rate means 1 in every 10 data points you capture is wrong, and you don't know which one. You can achieve more than 98% accuracy with an OCR upgrade, allowing you to make confident decisions and reach your goals easier.

Near-perfect accuracy means a lot to your business. It ensures the quality of your products and defines your reputation in the marketplace. In addition, a solution that provides tailored transition services will help you quickly replace your previous tool and fine-tune your document conversion to gather impeccable data that keeps your business ahead of your competitors.

2. Comprehensive support

If you've ever assembled IKEA furniture, you likely see a parallel in entry-level OCR engines. They promise an attractive, necessary solution without giving the user much guidance or instruction.

But as your organization matures, so too must its tools. And to optimize high-performance tools like enhanced document conversion, you need people who understand your challenges and can share their expertise, so you get the most from your chosen solution.

Many vendors answer questions and provide consultation during the sales process. But few offer comprehensive pre- and post-sales support for OCR design, architecture and mission-critical issues. With some, even software bugs fail to get their attention. Ask prospective providers whether they will customize your solution with software, pricing and advice specific to your needs.

3. Efficient scalability and market-leading performance

Many OCR engines can't scale without additional hardware, invalidating the advantage of free or perpetual-license software. In contrast, sophisticated solutions offer out-of-the-box scalability or the option to build for your business model. And hardware-agnostic OCR reduces costs as well as the time to convert an image, invoice or other file into a format your users can edit, search and more.

The sometimes-overlooked advantages of a competitive, professional OCR tool—like the ability to leverage your existing technology—add up. With even small improvements (like new-found speed) to OCR performance, you'll immediately begin to realize a return on your investment and benefits to the bottom line.

4. An innovative and expansive feature set

Enhanced OCR solutions can digitize data from virtually all image-based documents, and can export results to a variety of formats, including high-quality searchable PDFs, Microsoft Office (DOCX/XLSX/PPTX), text and XML. These solutions include advanced workflows like front-end layout analysis to preserve formatting, template processing and document classification.

As your business grows or expansion aspirations blossom, you can leverage industry-leading OCR to capture data in all Western languages, plus several Asian and Middle Eastern languages, and limitless fonts.

Some OCR solutions require external preprocessing of images, which slows conversion and increases complexity. While the top offerings eliminate the need for third-party preprocessing, tricky images that truly demand cleanup automatically receive attention from a built-in function.

Answers to 5 Common OCR Questions

You understand the value of tying OCR into your applications, but you have not optimized the power and competitive edge it can deliver. What can you do? Here are answers to some common queries that can help you empower OCR:

- 1. How can OCR accuracy and performance make my business competitive in the marketplace?** Tungsten OmniPage technology manages output at 98%-plus accuracy and in as little as one second-per-page, giving you troves of trustworthy data in a flash. Average accuracy among other vendor solutions hovers at the 90% mark.
- 2. Are there professionals I can contact if there are issues with the OCR in my product? Will they assist with design decisions?** At Tungsten, we take great pride in how simple it is to implement our OCR solution as a new adopter and expand it to new markets, with foreign languages and different document formats. We help support your developers to exploit our automated workflows and relieve your developers from trial and error. Few other OCR providers can say the same.
- 3. Will my OCR engine allow me to scale up my product to meet additional demand?** While many solutions do not scale, Tungsten OmniPage Server has out-of-the-box scalability. Alternately, Tungsten OmniPage Capture SDK enables developers and independent software vendors (ISVs) to build scalability that meets their internal or external client needs.
- 4. Can I output data in the formats and languages required by my customers?** Tungsten OCR solutions can save data in nearly any format—searchable PDF, Microsoft Office files, text or XML. To meet the needs of global enterprises and entrepreneurs without borders, it recognizes all Western languages, plus several Asian and Middle Eastern languages.
- 5. How accurately can an OCR solution format convert files without manual intervention?** Tungsten's solutions include advanced workflows like front-end layout analysis, template-based processing and document classification to ensure accuracy no matter how complicated the layout.

Conclusion

OCR is supposed to streamline data capture through automation, but when workflows can't identify templates, languages or fonts, accuracy suffers for the sake of automation. Like any initiative worth adopting, the true benefit of OCR comes only with optimization. When you increase OCR accuracy and usable data by pushing your procedure to excellence, you gain competitive advantage.

As your success grows, you'll need scalability plus improved performance. An extensive OCR feature set builds your organization's competitive currency and attracts loyal customers.

To learn more about an advanced OCR solution with pre-set rules for optimal automation at the highest accuracy in the market, backed by expert support, contact us.

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About Tungsten Automation

Tungsten Automation, formerly Kofax, is the global leader in intelligent automation solutions with a trusted legacy of nearly 40 years, with a team of 2,000+ employees in 40 countries, serving 25,000+ global customers. Our dedication to innovation and customer success has earned us industry recognition, including being named a leader in Intelligent Automation (IA), Intelligent Document Processing (IDP) and Process Orchestration by top analysts. We are trusted to help businesses gain unprecedented efficiencies and reduce costs through AI-powered workflow automations that propel their businesses into the future.

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