



Drive Greater Product Loyalty with Optical Character Recognition

DISCOVER HOW OCR CAN HELP HIGHLY REGULATED
ORGANIZATIONS IMPROVE PRODUCTIVITY



CHALLENGES OF DATA PROCESSING AND COLLECTION



Many well-established companies run into a challenge when it comes to searching for data in documents or images. Software companies can integrate solutions that fill this gap by adding optical character recognition (OCR) into their applications.

In highly regulated industries, document processing mistakes can lead to harrowing consequences. Law firms could lose cases due to lack of information at the right time; finance organizations could lose clients when it takes too long to process a loan decision, and insurance agents could provide poor customer experiences when taking too long to process claims.

The ability to search for specific characters within a file helps users locate critical data that would otherwise be hidden. Lawyers can search for key evidence in images and improve eDiscovery efforts. Bankers can search financial statements, investments, and loan documents for quick data discovery, and insurance agents can improve claims processing and reconciliation efforts. Adding an optical character recognition (OCR) tool to your product can help users find pertinent information within a document and process important files more efficiently and securely.

Part of making an application or software platform indispensable is including key features that your users need to move their business forward. Keep reading to learn how OCR can grow customer stickiness with your product by helping them improve productivity, compliance, and security outcomes.

WHAT IS OPTICAL CHARACTER RECOGNITION?



OCR is the capability to accurately identify characters—numbers, letters, and symbols—across images and text. OCR programmatically reads text data from an image, scans the image for letters, numbers, and characters, and extracts the image’s text into machine-encoded text. This capability reduces document processing friction by improving the accuracy of document filing and processing.

Effective document management is a top priority for many businesses. Without effective image clean-up and OCR integrated into essential business platforms, the risk of loss, damage, and destruction of critical data increases. Effective OCR can consistently help organizations.

If you have an image with text on it, that text is not in a form that can be manipulated in any way. The letters on the page are rasterized; they’re flat pixels that can be read by humans but not by machines. If you want to redact information from a sensitive document, collect data from forms and invoices for processing, or want to generate a searchable document for your users, OCR can help you streamline these processes. In addition, if manual data entry and extraction or scanning documents is a regular part of your workflow, OCR can help automate much of this work, saving you time and money.

OCR HELPS USERS:

- › Scan printed documents into PDF versions that can be edited with word processors.
- › Create a searchable document from an image file.
- › Reduce manual document processing.
- › Improve the data extraction process.
- › Serve up a machine-encoded document that could then route to a data entry solution.

While the use cases might look different depending on the industries you’re serving, this technology has practical applications across a wide range of organizations and can drive greater productivity, accuracy, and user satisfaction.

5 BENEFITS OCR DELIVERS

There are many advantages optical character recognition offers. For one, OCR is immensely improving data processing for organizations. This is important because a recent AIIM survey found that companies are struggling to handle both the documents they already have and the rapid uptake of new information. Adding OCR to your application can help address this challenge users are facing. What are some of the other benefits of OCR?



1 MAXIMIZE PRODUCTIVITY

OCR software helps users achieve a higher level of productivity by empowering them to search through large amounts of content and find what they need quickly.



2 REDUCE COSTS

OCR can also help your users minimize costs surrounding document intake, storage, editing, and discovery. When everything is correctly identified and stored from the get-go, users can easily find business-critical information quickly.



3 MINIMIZE ERRORS

A major challenge with manually inputting data is inaccuracy from keying in wrong information by accident or making a typo. The cost of human error is astounding. This misinformation could end up costing organizations thousands if not millions of dollars in damage, like in JP Morgan's [London Whale incident](#), where the company lost \$6 billion due to a formula error on a risk assessment spreadsheet.

When you automate your application's data entry functionality with the right optical character recognition software, you'll see reduced errors and inaccuracies and an improvement in efficiency.



4 MAKE DOCUMENTS EDITABLE

Aside from digitizing paper documents into electronic files, OCR converts that data to your preferred format, like Microsoft Word, for easy editing. This is incredibly convenient when you have a printed document that needs updating.



5 IMPROVE DATA SECURITY

When it comes to non-specification-compliant PDFs that don't always redact correctly, developers can ensure secure information sharing by flattening the entire document, which obliterates all PDF elements including existing searchable text data. They can then apply OCR to recover the text or apply automatic redactions on OCR text data.

6 CAPABILITIES TO LOOK FOR IN AN OPTICAL CHARACTER RECOGNITION SOLUTION



Now that you have a better understanding of what OCR is and the benefits it can bring to your organization, let's talk about which capabilities you should look for when evaluating optical character recognition solutions to incorporate into your application.

The type of OCR solution you look for will depend on what your use case is, and why you're looking to work with the characters off the page. Manual and/or automatic zoning, intelligent field recognition, and template creation are important features if you're regularly working with forms or invoices that you need to extract and process data from. Image processing tools such as binarization, dot-shade removal, and more are useful cleaning tools if you're working with damaged or scanned documents that could be difficult to process.

Before you even think about the specifics of the software itself, you should always look into each OCR software partner's reputation in their field. What do their clients say about them? What's their success ratio? The last thing you'll want to do is invest time incorporating a solution that performs poorly or will soon be unsupported. They also need to offer outstanding customer support. You want to work with a company with a proven track record that will understand the vital role they play in your success.

Now, onto the capabilities of the solution itself. If you're not an expert in optical character recognition software, it can be easy to get lost in all the solutions available and end up purchasing one that doesn't meet all of your needs.

Important capabilities you should add to your "must-have" list for an OCR solution are:

- | | |
|---|--|
| 1 Character recognition accuracy | 4 Adaptability to your computer's operating system |
| 2 Page layout reconstruction accuracy | 5 Support for searchable PDF outputs as well as HTML, XLS, and other formats |
| 3 Support for multiple languages | |

When weighing your options, remember that the best output options have processed and cleaned up the image before running it through an OCR engine. In fact, the quality of the output is the most important aspect to consider before you commit your organization to an OCR software.

THE BENEFITS OF USING ACCUSOFT'S OCR SOLUTIONS



At Accusoft, we know that every industry has their own unique challenges and needs when it comes to document management. There's no such thing as a one-size-fits-all solution, and that's why our optical character recognition software is flexible.

Our different products that incorporate OCR have different purposes, all to meet your users' unique content processing, conversion, and automation challenges. Some of the benefits our OCR solutions deliver include an increase in productivity, enhanced collaboration, and streamlined business processes.

Accusoft serves a wide variety of industries including finance, legal, insurance, healthcare, and government. Let's dive into the specifics of how we help some of those industries with our optical character recognition solutions.

FINANCE

Between processing different forms including loan applications, credit approvals, and more financial processes, your users in the financial sector have a plethora of document types to manage. Our OCR solutions can be installed within your own application to streamline the organization and capture of important data.

LEGAL

Legal firms and departments face the challenge of juggling digitally-native documents and historic paper processes. Our optical character recognition solutions give users an easier way to overcome document management challenges like internal inefficiency and non-compliance with toolkits for advanced document

viewing, search features to help end users find information they need to build a case, redaction, and secure collaboration.

INSURANCE

Accusoft's OCR solutions enable users in the insurance industry to streamline processes with collaboration tools that enhance productivity. We make the workday easier with features that allow users to view, collaborate, redact, convert, and process forms.

We've created our optical character recognition solutions to deliver the specific benefits and features your users need to succeed. Now, it's time to discuss the differences between our solutions and discover which one is right for your business.

WHICH ACCUSOFT OPTICAL CHARACTER RECOGNITION SOLUTION IS RIGHT FOR YOUR APPLICATION?



Finding the right solution for your application is the first step toward driving meaningful change inside your application or product suite. When it comes to OCR, there are plenty of options. However, you'll find that not all options will provide your developers with the same performance and integration capabilities.

At Accusoft, we have decades of document imaging experience under our belts, and the proof is in our products. Overcome your document management challenges with our trusted OCR solutions. Let's dive into two of our solutions, ImageGear and PrizmDoc Viewer to find out which one can best meet your needs.



IMAGEGEAR

ImageGear is our general purpose imaging software development kit which has a robust OCR library. It supports recognition for over 100 languages, including Chinese, Japanese, and Korean (CJK) characters. It also includes preprocessing auto language detection for the most prominent languages on the page. [ImageGear's Recognition API](#) can be used in multi-threaded applications to boost speed and performance.

The [ImageGear](#) recognition component provides access to document recognition technology. This core software module provides recognition for almost any document, including those produced on:

- › Typewriters
- › Dot-matrix printers
- › Ink-jet printers
- › Laser printers
- › Phototypesetters
- › Photocopied and faxed versions of any document

This document image processing toolkit enables you to quickly integrate document handling functions like image conversion, creation, editing, annotations, viewing, scanning, and printing to your own application. Accusoft offers a variety of features and functionalities for all of our platforms, giving you the flexibility to pick the option that works best for you in your preferred platform.

FORMSUITE FOR STRUCTURED FORMS

FormSuite for Structured Forms is our OCR solution which is dedicated to forms and templates. Our users use FormSuite when they have scanned documents and templates that they need to extract data from. When you integrate FormSuite into your application, you are enhancing your product with a variety of Accusoft's proprietary technologies.

You'll be able to programmatically set up a form library for easy form identification, pre-select form fields that you want the integration to identify, and capture the data on the form so it can be programmatically routed to a database. FormSuite also enables your application to clean up scanned in files for easier identification, identify marks with optical mark recognition, recognize legible handwritten characters with intelligent character recognition, and report confidence values after the engine has run its course.

Manual data entry and extraction can cost a significant amount of time, money, and effort that can be better spent elsewhere. Instead of doing this work manually, it is significantly more efficient to allow a forms processing solution like FormSuite to programmatically process your documents.

PRIZMDOC VIEWER

PrizmDoc Viewer has powerful APIs that help you achieve the results you want for viewing, converting, OCR, annotating, redacting, e-signing, comparing documents and watermarking.

PrizmDoc Viewer specializes in document viewing and redactions. Its REST API, which can be called from any programming language, allows the user to search and redact text, convert between different content types, and perform OCR on flat rasterized documents.

When it comes to users who need to redact from non-specification-compliant PDFs, PrizmDoc Viewer enables the developers to flatten/rasterize the entire document which obliterates all PDF elements including existing searchable text data. This change enables them to apply OCR to recover the text data and apply manual/automatic redactions on the OCR text data to help their users achieve better results with higher security. This way the user can explicitly control what text data is searchable within the document.

The primary use case of OCR in PrizmDoc Viewer is to make documents searchable so that sensitive text on the page can be redacted and completely hidden from those without permissions. PrizmDoc Viewer's redactions completely remove the content from behind the redaction box. This can be done manually by selecting points and drawing a redaction box on the page. But with OCR, you identify all instances of sensitive personally identifiable information (PII) and programmatically redact them all at once.

This solution is perfect for individuals looking to add powerful document viewing and conversion functionality to their web applications as well. Our robust HTML5 document viewer includes an advanced HTML control, allowing end-users to view, search, redact, print, and download documents in a variety of file formats directly in a browser.

READY TO DIVE DEEPER TO FIND A SOLUTION THAT WORKS FOR YOU?

Schedule a call with our product experts to get personalized information based on your specific needs. Reach out to marketing@accusoft.com for more information.



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