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## Digital innovation for smarter business



**Every two years, the world's information is doubling, with an estimated 1.8 zettabytes created and replicated in 2011 alone.<sup>1</sup>** This influx of information is not only increasing, but up to 80 percent of it comes in an unstructured format.<sup>2</sup> Workers across all organisations are spending more and more time sifting through this information from multiple channels and inconsistent formats, leading to decreased productivity and an increase in inefficient, manual processes.

At an enterprise level, this is coupled with the realisation that the promised "paperless office" of the future is turning out to be a myth — and that while the amount of information being stored, shared and accessed electronically is increasing, the amount of paper we're using is also continuing to grow.

In a recent study conducted by Fuji Xerox Australia and IDC,<sup>3</sup> respondents who had begun the process of converting documents into electronic formats rated digitised documents as nearly 14 percent more effective than their counterparts that had no plans to digitise. This suggests that while the prospect of digitisation may be daunting and seem futile to organisations, those that do are realising the benefits. Digitisation of data can help you easily preserve and archive documents, provide painless access to information and make it easy for your staff to share and collaborate on files in a range of different formats.

## How can digitisation help your employees work more effectively with documents, both on paper and in pixels?

### Unlock hard-copy data

#### Data Recognition Software:

Optical character recognition, or OCR, is a process of converting printed materials into text or word processing files for easy storage, reference and editing. Using OCR technology means documents can be scanned and saved as searchable pdfs, Word documents or another of hundreds of compatible file formats, removing the need to retype information or recreate documents when the original is lost, as well as facilitating easy retrieval from your network drive or content management system.

Intelligent character recognition, or ICR, takes it one step further and allows digitisation of handwritten materials. This is particularly useful as many documents and printed forms contain fields that are filled out by hand and therefore cannot be processed using traditional OCR technology. Optical mark recognition (OMR) and bar code recognition (BCR) are further extensions of the technology that allow products such as EzeScan to recognise marks placed in checkboxes, and bar codes which can be used to help classify, route and separate documents.

Fuji Xerox Australia has a range of solutions, from the OCR technologies incorporated in our latest ApeosPort-IV range of multifunction devices, through to more sophisticated, customisable software solutions. So, you can be sure there is a digitisation solution that is the right fit for your organisation. Using data recognition software such as Scan to PC and EzeScan can help your employees unlock the data from hard-copy documents, allowing them to interact with them more efficiently.

### Get connected

#### Electronic Document Management System

##### Connectors:

Your organisation needs practical, affordable ways to manage the vast amount of paper and digital content that is critical to your business.

Now you can use that content much more efficiently while allowing secure, 24/7 access to both workers and

partners. DocuShare is a proven, award-winning content management software platform used by thousands of companies to capture, manage, share and protect vital information. It significantly increases productivity and efficiency, making it easier for employees to locate relevant documents by extracting and tagging relevant content and making it searchable.

Connectors into DocuShare and other EDMS systems allows staff to easily upload content direct from any enabled multifunction device.

#### Automate:

Finding a way for paper documents to work harmoniously with pixels can be a challenge. Automate™, a Fuji Xerox solution, allows you to easily integrate paper documents into an automated, digital workflow. Documents can be scanned in, data captured using OCR and routed through the appropriate steps of any process. This removes the need for multiple printed copies of files and the subsequent hassle associated with storage and retrieval, as it keeps a record of all documents and their histories.

#### Fuji Xerox Scan Technology:

The power of scanning gives your office more workflow options, making it easy to turn hard copy documents into electronic files for fast distributing, organising and archiving.

Fuji Xerox multifunction devices feature advanced scan technology that greatly reduces a scanned image's file size – reducing traffic on the network and accelerating document delivery. You can create text-searchable files and integrate it into your workflow process in one easy step. With Scan to Office technology, your device can instantly detect text, tables and pictures in scanned images and cleverly convert them into easily-editable Microsoft Word and Excel documents.

#### Planet Press:

The Planet Press suite of programs provides simple forms generation and management. Form fields can be automatically populated, tracking barcodes added and graphics included. It takes the functionality of a standard mail merge and widens the horizons to open whole new possibilities for business communications in a personalised way, without the associated manual effort.

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#### References:

1. IDC, 2009. 2. Gartner, 2009. 3. IDC, 2011.

While the prospect of digitisation may seem daunting, organisations that have started the process are realising the benefits. And with the world's overall data projected to grow by 50 times by the year 2020,<sup>1</sup> there's plenty of good reasons to get started on the path to digital.