GTB Technologies powers its DLP suite with Nuance OmniPage SDK.

Challenge
– Rapidly integrate OCR processing into data loss prevention software

Solution
– Nuance® OmniPage SDK

Results
– Dramatically reduced sales cycle from 6-9 months to 3-4 months leveraging OmniPage SDK with their Data Loss Prevention Program
– Ability to get software on the market faster
– Did not need to hire developers

Summary

The software industry changes rapidly, and nowhere is that more evident than in the information security space. With new attacks and new ways of data being removed or stolen, companies are scrambling to introduce data loss prevention (DLP) products that protect sensitive customer information or trade secrets.

GTB Technologies
DLP that Works™

NUANCE

> "Using Nuance® OmniPage SDK allowed us to introduce OCR processing to our data loss prevention software quickly. We were able to get it to market faster, and we've been able to shorten our sales cycle by several months thanks to the capabilities that Nuance brought to our product."
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> –Uzi Yair, Co-Founder and CEO, GTB Technologies

GTB Technologies offers DLP software that monitors outbound transmissions to the Internet, whether by cloud, email, or other methods, as well as scans data living in cloud repositories or servers. It had found that, in those transmissions, the likelihood of an image file carrying sensitive data was high. It had developed software that could identify sensitive data and alert system administrators or take action to prevent the data from reaching its destination until it could be reviewed further. However, the Newport Beach, CA-based software company needed an OCR engine that could process images so that its software could recognize the data stored in those images.

Moving toward rapid integration
Building an OCR engine itself was out of the question for GTB. The company would need to hire more software developers, and developing the software would take months that GTB didn't have.

"Image processing is a totally different science than what we do," said Uzi Yair, Co-Founder and CEO of GTB. While it was possible to build a great OCR engine from scratch, "time to market is extremely important to stay competitive, so it was an easy decision to license this part of our system, rather than build it ourselves."

After examining several OCR solutions, GTB chose Nuance OmniPage SDK for Windows and Linux to process images and integrate into its DLP solution. The ease of integration with GTB's own software and OCR accuracy, as well as the flexibility of Nuance representatives, made the decision much easier. Integration worked right out of the box; Yair estimated that the time of installation to the time GTB began using Nuance OmniPage SDK was five minutes.

Creating a solid DLP solution
GTB is now using Nuance OmniPage SDK to provide the OCR portion of its DLP solution. By running OmniPage SDK on Linux, GTB can then incorporate the inspection engine to identify images inside streaming network traffic. GTB's software sends the images to SDK for inspection and creates a violation if something proprietary or otherwise confidential is in the image. The standalone OCR server is used for data discovery. It scans targets like SharePoint. GTB's system identifies images in these repositories, then sends the image to OmniPage SDK for inspection.

For example, a salesperson might take a screenshot of the customer database and saves it as a JPG. That's then inserted into a Word document and sent from a Gmail account. GTB's software identifies the transmission and the embedded JPG, then sends it to Nuance OmniPage SDK for OCR processing. If there are names of customers or other sensitive data, GTB's software then flags the transmission as a violation or blocks the transmission altogether, depending on the parameters set by the users.

Faster time to market, faster sales cycle
In addition to being able to use Nuance OmniPage SDK right out of the box, GTB has been able to shorten its sales cycle dramatically by highlighting its DLP software's OCR capabilities. Typically, its sales cycle was 6-9 months, but based on the OCR feature provided by Nuance, GTB has shortened its sales cycle to 3-4 months. Prospects are impressed with the OCR capabilities and aren't shy about signing on the dotted line.

Additionally, GTB saved money on not needing to hire a developer and was able to get its software to market faster. It was profitable for the company to go with Nuance, and they're able to continue to provide top-notch DLP software to their own customers. For GTB, Nuance OmniPage SDK provided a simple yet fully functional solution that boosted the profile and profits of GTB.

To learn more about Nuance document imaging solutions please call 1-800-327-0183 or visit nuance.com

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