



7 payoffs of **switching** **your OCR solution:** Incentives that will push you to change your status quo





OCR status: “It’s complicated”

Your colleagues and customers need to extract pertinent and essential information from electronic or print documents quickly. Incorporating that information into business applications helps them drive accuracy, efficiency and innovative momentum — potentially improving your business outcomes.

You’re no stranger to optical character recognition (OCR) document capture, but:

- Is your current solution meeting expectations across the enterprise?
- Are images and text in all forms encoded with near-perfect accuracy and document formatting preserved?
- Is the information easy to edit, search, store and recall for reporting, forecasting, or even artificial intelligence (AI)?
- Does your current solution resolve your internal clients’ pain points, or do those teams struggle with your current OCR solution?

You have a responsibility to your stakeholders, but you can’t meet their requirements on your own. And if the OCR software development kit (SDK) you employ falls short in supporting your efforts, you may fail to deliver on expectations.

It's likely you already feel the pull to change the status quo of OCR capture. Here are seven incentives to do it now:

1. Flexible licensing for easy scalability



OmniPage Capture SDK offers licensing options that are created with your needs — and revenue model — in mind. These include runtime licenses without hardware limitations. This allows you to scale out production environments to fit whatever throughput is required by customers and end users. OmniPage also offers flexible pricing models to ensure costs are tailored to business requirements and budget.

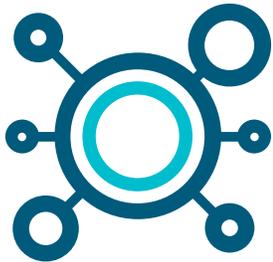
2. Homegrown security



A fully TAA compliant solution made by a U.S. company goes a long way to alleviate your concerns about security threats like deceptive tunneling, embedded malware and other vulnerabilities that may be present in solutions built in Russia. You want technology you can trust, not only in function but in the prevention of potentially intrusive port forwarding and other malicious attacks. Even if you host your OCR solution within your company firewall and run it from the desktop, you are right to worry about systems and data exposure potentially caused by a foreign vendor's SDK. We believe security ranks high among the many reasons why two-thirds of the Fortune 100 use Nuance solutions.

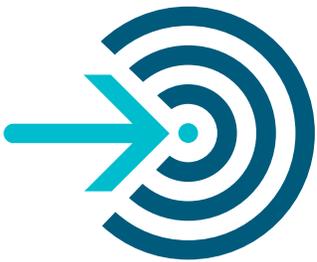


3. Customized transition services



Nuance is committed to making your transition to the OmniPage Capture SDK as painless as possible. We provide unique care for each client, proving that the decision to switch fits that business's needs. We know "good enough" technology won't help clients retain customers, outperform competitors or operate at maximum efficiency. Part of our unique approach includes extending discounts and/or free software to alleviate the strain on time, budget and bandwidth product managers and other buyers feel in the process of assessing a new OCR solution.

4. Near-perfect accuracy at exemplary speeds

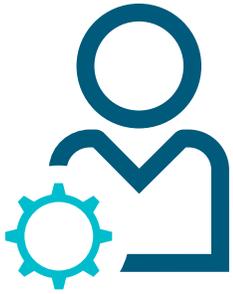


Incorporating OCR capabilities into applications and services boosts their value. The advanced features you gain enable users to sort documents by layout and textual similarities and feel confident about automatic conversion and storage of those documents according to their classification. Functionality and rules options in OmniPage Capture SDK enable developers to identify template fields and classify documents for speedier conversion, with the added advantage of proven technology that improves efficiency and provides 98%-plus accuracy regardless of page format, font, language or original file type.

For example, finance will experience efficiencies in invoice processing, expense reporting and broader accounts-payable activities. And the accuracy in converting documents at a speed of as little as one second per page may be the competitive edge that grows new business and existing relationships.

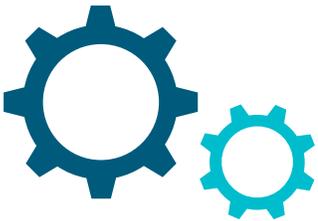


5. Developer-centric application creation



For all their benefits, OCR solutions traditionally included some heavy lifting for developers. Basic SDKs addressed broad OCR goals, but their limitations challenged developers to identify and create applications. Nuance OmniPage Capture SDK works with Windows, Linux, Mac and Android operating systems, and C/C++ and .Net APIs programming languages. Developers can build any size solution for desktop or server distribution. In fact, OmniPage Capture SDK provides developers and software companies everything they need to add imaging, OCR and PDF capabilities to their applications, and achieve the best possible results.

6. Low-complexity configuration



With OmniPage Capture SDK, configuration is simple even when developers leverage the highly sophisticated workflows the product supports. These include intelligent document classification, template-based data extraction, dynamic zoning and custom image preprocessing. Developers build their own fault tolerance, and Nuance replies with return codes and exceptions when the SDK encounters a problem.



7. Reduced development cycles and costs



Native OCR saves independent software developers and in-house engineers the effort and expense of creating standalone OCR apps. Plus, Nuance gives developers and businesses an easy-to-use solution to create highly available, long-running and fault-tolerant applications, helping reduce development costs and the time it takes to program for fault tolerance. This can all deliver a higher ROI. For software companies especially, quicker time to market and the use of Nuance imaging technology creates a value proposition that will draw in prospective customers.

The Best Technology to Improve OCR Performance

Your engineering resources are precious. It's important that you choose the right API to limit your costs, meet your scalability requirements and more. Are you ready to have the OCR switch conversation? Email [Nuance Sales](mailto:Sales@nuance.com).



OCR Answers to 3 Bottom-Line Priorities

Business professionals focus daily on optimizing productivity while meeting the requirements of their functional role. For product managers, software engineers and product development companies, the daily to-do list may include:

- Align dependent teams with the corporate product vision
- Manage software developer's projects
- Determine and schedule software upgrades, enhancements and fixes
- Participate hands-on in software development, testing or implementation
- Ensure application compatibility and integration for the optimal user experience

In addition, these professionals often lead the research and evaluation of third-party offerings to drive efficiency and innovation that meet bottom-line goals.



Nuance OmniPage Capture SDK can address your bottom-line responsibilities. Use this checklist to understand how OmniPage Capture SDK, the No. 1 OCR solution, addresses your business's aspirations of customer acquisition, retention and expansion:

1. Attract new business

Alleviate concerns about security vulnerabilities in a foreign vendor's SDK. At Nuance, we win business based on the capability and security of our solutions. Your business stands to reap the same rewards.

2. Expand current relationships

Advanced features in OmniPage Capture SDK enable OCR solutions that sort documents by layout and textual similarities, then automatically convert and store them according to their classification. End users save time and money, and rest assured of accuracy. You elevate your status as solutions provider of choice.

3. Market with a competitive advantage

OmniPage Capture SDK helps create highly available, long-running and fault-tolerant applications. This helps to reduce development costs and time, and moves a reliable product to market quicker. This also can deliver a higher ROI. For software companies especially, quicker time-to-market and the use of Nuance imaging technology creates a value proposition that will draw in prospective customers.

In addition, OCR native to applications you build or deploy makes for unique products that other providers simply can't offer.

To benefit from reduced development cycles, accelerated time to market and additional capabilities — all of which will differentiate your applications from those of your competitors and improve your business outcomes — contact us.

[Request an evaluation](#)



About Nuance Document Imaging

Nuance Document Imaging provides the software solutions and expertise required by professionals and organizations to gain optimal control of their document output and information capture processes. The comprehensive suite of leading-edge solutions provides the opportunity to reduce the costs of cumbersome workflows and eliminate gaps across the lifecycle of their documents from origin to archiving. Nuance's cross-platform compatibility provides seamless deployment across all MFPs, printers, desktops and mobile devices. With an intuitive user experience, Nuance delivers more efficient and natural interactions with the technologies used to create, print, scan and process documents securely.

Learn more about Nuance® OmniPage® Capture SDK.



Visit online

Request an evaluation

Contact us at ocr@nuance.com

Americas Corporate Headquarters

1 Wayside Road
Burlington, MA 01803
781-565-5000

Europe and Middle East International Headquarters

Nuance Communications
Ireland Limited
20 Merrion Road, Ballsbridge,
Dublin 4, Ireland
+353 1 513 2500

Asia Pacific Headquarters

Level 11, 124 Walker Street
North Sydney NSW 2060
Australia
AU freecall number: 1300 550 716
Office: +61 2 9434 2300

Nuance Communications, Inc.

Company strength

- Approximately 14,000 employees
- Regional offices in 35 countries
- FY 2014 non-GAAP revenue was approximately \$2.0 billion

Innovative solutions

- Nuance speech solutions support up to 80 different languages
- Nuance holds more than 4,300 patents and patent applications
- A team of more than 2,000 voice and language scientists, developers and engineers
- Nuance maintains one of the world's largest libraries of speech data
- Nuance has won awards for its solutions in every major product family

Proven use

- Nearly two-thirds of Fortune 100 companies rely on Nuance solutions
- The 8 largest handset and 10 largest auto makers use Nuance solutions
- Nuance solutions have shipped in more than 5 billion mobile phones and approximately 110 million voice-enabled vehicles globally
- There are more than 22 million registered users of Nuance desktop solutions

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