

Data Capture Drives 60% Annual Growth

Cutting Edge Solutions (CES) has achieved remarkable success. The Kansas City, Mo.-based Datacap Solution Provider combines its industry expertise, creativity and customer focus with world-class vendors to offer complete content management solutions to large and mid-sized businesses nationally. Serving customers since 2003, CES has seen its revenue climb 60 percent in each of the last three years, while branching out from its original Greater Kansas City market.

CES co-founder Jack Roberts attributes the rapid ascent largely to the added value of developing and supplying innovative, flexible, custom-tailored data capture solutions in partnership with Datacap. Data capture and forms processing is the fastest-growing part of the business, currently accounting for over half of CES' revenue.

Datacap's award-winning Taskmaster software and personal support enable CES to fulfill its promises to provide the latest technology, most cost-effective solutions and best customer service. Solutions employing Taskmaster deliver a quick, significant return on investment and several other financial and operational rewards while meeting customers' requirements for adaptability and integrating with other suppliers' products.

The Challenge

CES needed to distinguish itself from competitors offering only partial content management solutions. To surpass rivals and give customers an edge, CES' leaders decided at the outset to cover the entire spectrum of automated information handling – from capture to management to storage to delivery to preservation of critical data. In addition, the company had to satisfy customers' needs to keep pace with constant business and technological change, easily and at minimal expense.

"We had to go beyond workflow solutions, which many other suppliers provided and which require substantial investments but in themselves can have limited impact," Roberts says. "We knew data capture could complement workflow automation, as well as enhance ROI, cost savings, and productivity and efficiency gains."

CES also wanted to help customers experience the added advantages of data capture, including dramatically increased information accuracy and faster document retrieval, resulting in improved customer service. "The more you can automate, the better off you are," Roberts advises customers. "After all, what good is a million-dollar workflow platform if your staff can't find or can't read an image to be routed around?"

Despite the market opportunity in data capture, low customer awareness of recent technological advances and related capabilities and benefits in this area presented a challenge. Supplier selection was crucial. Data capture software would need to be easily modifiable, widely functional, state-of-the-art, and compatible with other document management solutions, yet also affordable. Excellent vendor support was essential.

The Solution

Several factors prompted CES to partner with Datacap, yielding a thriving relationship.

"Datacap offers the best building blocks available to create fast and accurate capture systems," Roberts says. "Datacap's Taskmaster software is one of the most flexible products on the market. It can be customized, scaled, and adjusted quickly and easily. It is the industry's most powerful and comprehensive software for automated data entry, with a lot of opportunities to do things outside the box, such as auto-indexing and auto-classifying documents. It has a broad range of applications and functions. Taskmaster also integrates seamlessly with other top vendors' products, including Hyland Software Inc.'s OnBase enterprise software. What's more, Datacap's pricing is very reasonable, contributing to a swift payback."

Another important consideration was that, as Roberts notes, "Datacap provides extensive support – all the way from sales assistance to technical support, to training if needed, to troubleshooting and resolution if there are issues."

He adds: "The people at Datacap are always on the cutting edge; they have a clear vision of what's out there; and what's best is that even though they are growing fast, they have maintained the focus, the market responsiveness and the accessibility of a much smaller company. Datacap is always ready to listen to an idea for a better way to do something. For me to be able to pick up the phone and talk to the CEO means a lot and sets Datacap apart."

The Result

"Offering data capture in partnership with Datacap makes us much stronger in the market," Roberts says. Numbers affirm that statement. In the last three years, CES' data capture business has tripled in terms of revenue share – from 20 percent of total company revenue to 60 percent of revenue. Those statistics are particularly telling, given the lower prices for data capture systems than for workflow solutions.

Besides girding CES' branding as a turn-key provider, Datacap-anchored capture offerings have enabled the company to deepen market penetration and extend its reach. Stand-alone data capture sales, which may follow workflow sales, often close faster than pure-workflow deals because capture costs less and provides a simpler ROI forecast. Similarly, the data capture portion of a capture-workflow solution can seal a combined deal. Industry-specific and functional Taskmaster applications also have fueled expansion in certain vertical and horizontal markets, such as health-care providers, insurance carriers and accounts payable.

Roberts foresees further opportunities for CES to boost its value to customers and raise its profitability through selling Taskmaster 7, which his company trialed in a pre-release test program. "Taskmaster 7 opens up new avenues for capture," he says, citing the Rulerunner Web Service, which enriches Web-based capabilities.