4 Strategies to Conquer Information Chaos with Intelligent Capture, assisted by Artificial Intelligence

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About AIIM’s Industry Watch Research

Over three years ago, AIIM introduced the concept of Intelligent Information Management, or IIM, and began researching the connections between IIM and Digital Transformation.

Our 2020 Industry Watch research program looks at the impact of the rising tide of information chaos on the effectiveness of transformation initiatives, the adoption rates of core IIM technology building blocks, and IIM best practices.

We specifically structure this research around the four core IIM capabilities that provide the structure for AIIM’s Certified Information Professional (CIP) program:

1) Creating, Capturing, and Sharing Information
2) Digitalizing Information-Intensive Processes
3) Extracting Intelligence from Information
4) Automating Governance and Compliance

This report takes a deep dive into the first of these capabilities – Creating, Capturing, and Sharing Information – and how this capability is integrated into an overall information management strategy. Specifically, this report focuses on this topic:

Intelligent capture – Do you use artificial intelligence to help automatically process and categorize incoming information in all forms as it enters the organization, and automatically extract the data and information that is necessary to initiate or drive core business processes?

Our editorial calendar for this year (with release dates in parentheses) is as follows:

- State of the IIM Industry (Jan 2020)
- Intelligent Capture, assisted by Artificial Intelligence (Mar 2020)
- Process Automation and RPA (June 2020)
- Automated Governance, assisted by Machine Learning (Sept 2020)
- Maximizing Your Microsoft 365 and SharePoint Investment (Nov 2020)
**About the Survey**

We value our objectivity and independence as a non-profit industry association. The results of the survey and the market commentary made in this report are independent of any bias from the vendor community. The data shared in this report is just a small sample of the overall data generated in preparation for each research report, and distribution of the full set of findings is limited to the underwriters.

The survey was taken using a web-based tool in February 2020. 85% of the survey participants were NOT associated with AIIM prior to taking the survey. Non-AIIM survey participants were drawn against the following criteria:

- **Director/Manager, Other decision maker**
- **Organization size > 10 employees**

All potential survey participants were asked this qualifying question: “Are you generally familiar with the use of document scanning and capture technologies in your organization?” A total of 309 individuals participated in the survey who met this initial screening criteria.

We also asked survey participants to evaluate their overall organizational effectiveness relative to others in their peer group. This self-evaluation was done on a 100-point scale:

- **TOP**
  - Organizations that ranked their effectiveness as 75 or greater (a total of 124 organizations, average self-assessment = 87) are considered “Top Performers” in the analysis that follows,

- **AVERAGE**
  - while the remainder (a total of 185 organizations, average self-assessment = 53) are labelled “Average Performers.”

In those areas where the results from a past survey or report is used, that source is noted with a footnote.

The core areas of responsibility for the Intelligent Capture survey participants were:

- 6% – Executive level
- 6% – Line of business
- 11% – RM/DM/CM
- 7% – Compliance/legal
- 23% – Human resources
- 17% – Finance and admin
- 30% – Information technology/IT

79% of participants were from organizations with > 100 employees; 32% from organizations with > 1000 employees.

54% of the participants were from outside the United States and Canada.
The largest industry segments represented in the survey were:
- Financial services (finance, banking, insurance)
- IT and High Tech
- Education
- Government (all levels)

Which of the following best describes the primary business of your organization?

- Finance, Banking, Insurance: 20%
- IT & High Tech: 16%
- Education: 11%
- Manufacturing, Aerospace, Food Processing, Healthcare: 7%
- Legal and Professional Services: 5%
- Retail, Transport, Real Estate: 5%
- State and Local Govt: 4%
- Fed and Natl Govt: 4%
- Engineering & Construction: 4%
- Energy, Oil & Gas, Mining: 3%
- Consultants: 2%
- Biotech, Pharma: 2%
- Non-Profit, Charity: 2%
- Telecoms, Water, Utilities: 2%
- Document Services Provider: 1%
- Media, Entertainment, Publishing: 1%

Where is your organization headquartered?
- US & Canada: 46%
- UK & EMEA: 21%
- Asia, Pacific, India: 17%
- Australia & New Zealand: 4%
- Mexico, Central & South America: 16%

Approximately how many employees are there in your organization?
- Over 1000: 32%
- 100-1000: 48%
- 10-99: 6%
- 1000-1000: 5%
- 10-99: 5%
- 1-10: 32%
The Strategic Importance of Information Capture
The Strategic Importance of Information Capture

Why do so many organizations struggle with the journey toward Digital Transformation?

As the currency that fuels and funds the journey, information is an organization’s most valuable asset. This means that the focus for information management must become broader than simply reducing information-based costs and risks. While this is important, it is insufficient. Rather, organizations need to focus on how to effectively monetize their information assets, directly or indirectly, to move the organization forward. Information management must become a business enabler. It is encouraging that 58% of organizations realize they need to move up the information management value chain from simply mitigating risk and cost to creating value.

However, a rising tide of information chaos and confusion imperils the Digital Transformation journeys of many organizations. The volume, velocity, and variety of information that most organizations need to manage, store, and protect now exceeds their ability to even marginally keep pace.

On average, organizations expect the volume of information coming into their organizations to grow from X to 4.5X over the next two years. They expect more than 57% of this information to be unstructured (like a contract or a conversation) or semi-structured (like an invoice or a form).

It is the convergence of these twin forces – information volume and information variety – that 1) creates information chaos, 2) requires that Intelligent Capture be a strategic rather than a tactical priority, and 3) makes true Digital Transformation so challenging.

Given the long history of capture technology – after all, “capture” has been part of the content management equation for over two decades – what truly keeps it relevant today and makes it a critical component of your Digital Transformation strategy? Here are 5 key reasons:

1. Capture is shifting from something that is done as an afterthought and with an archive focus to something that must be done as soon as information enters the organization.

2. Advances in Artificial Intelligence and Machine Learning are changing the capture game. Radical improvements in capture efficiency and accuracy are driving a reevaluation of legacy capture platforms.

3. Concerns about information privacy and security are increasing. The growing complexity of privacy and security concerns means that organizations must: a) govern information from its creation; and b) automate the governance process.

4. Automated processing of information is critical to everything that follows. Intelligent capture is assuming a key role in triggering and automating downstream business processes.

5. Intelligent capture is key to fully optimizing emerging Robotic Process Automation (RPA) capabilities. The ability of organizations to fully leverage their RPA investments rests completely on whether these engines can ingest and digest unstructured and semi-structured information.

1 AIIM, State of the IIM Industry 2020: Are You a Digital Transformation Leader or Follower?
2 AIIM, State of the IIM Industry 2020: Are You a Digital Transformation Leader or Follower?
This report provides a checklist of 4 things that top performing organizations do to help conquer the rising tide of information chaos.

1 – Address information chaos head-on – Business information can come from anywhere, anytime in any form, and in accelerating volumes.

2 – Focus capture efforts at the point of origination – This has been an objective for many organizations for a long time, but it is only now becoming a reality.

3 – Measure, measure, measure – Elevate the strategic importance of Intelligent Capture by committing to clear and meaningful process metrics.

4 – Keep the endgame in mind – Leading performers are using Artificial Intelligence and Machine Learning to automatically process and categorize incoming information in all forms as it enters the organization and automatically extract the data and information that is necessary to initiate or drive core business processes.

At the end of each item in the checklist, you’ll find suggested Action Items.

And don’t forget to share YOUR organization’s Digital Transformation experiences by taking our Digital Transformation Competency Assessment. It takes about two minutes!
01 Intelligent Capture Checklist

Address information chaos head-on
01 Intelligent Capture Checklist

Address information chaos head-on

Business information can come from anywhere, anytime in any form, and in accelerating volumes.

For many years, “capture” was somewhat of an afterthought. ...It was something focused primarily on paper documents. ...It was something focused on archiving the document rather than on extraction of data from the document. ...It was something you did at some point after information entered the organization. ...It was usually done in the context of one particular business process and needed to be customized to that process.

But consider these data points from IDC. According to The Digitization of the World From Edge to Core, there are three primary locations where digitization is happening and where digital content is being created: “the core (traditional and cloud datacenters), the edge (enterprise-hardened infrastructure like cell towers and branch offices), and the endpoints (PCs, smart phones, and IoT devices).” IDC predicts that this “Global Datasphere” will grow from 33 Zettabytes (ZB) in 2018 to 175 ZB by 2025 and that endpoints and edge will play an increasingly important role in this growth.

This growth at the edge and endpoints is a core reason why information capture can no longer be an afterthought. Information capture must now be viewed as a core part of an organization’s Digital Transformation strategy.

As organizations seek to automate the capture of the torrent of information arriving at their front door (and back door, and side door, and lockboxes, and web sites, and...!), these key challenges emerge: 1) information volume; 2) information variety; 3) poor capture integration into core line-of-business systems; and 4) a skills gap. Three related additional challenges tied to the future – all tied to automating the understanding of information content and context – fall into place immediately behind the top four.

Which of the following is the most significant capture challenge for your organization?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough staff</td>
<td>6%</td>
</tr>
<tr>
<td>The complexity of most capture solutions</td>
<td>9%</td>
</tr>
<tr>
<td>Turning unstructured content into actionable data</td>
<td>12%</td>
</tr>
<tr>
<td>The inability of RPA engines to &quot;ingest&quot; unstructured information</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of the right staff skills and training</td>
<td>13%</td>
</tr>
<tr>
<td>Poor integration with LOB applications like ERP and CRM</td>
<td>14%</td>
</tr>
<tr>
<td>The VOLUME of new information coming into the organization</td>
<td>16%</td>
</tr>
<tr>
<td>The VARIETY of new information coming into the organization</td>
<td>18%</td>
</tr>
</tbody>
</table>

Self-assessment, Index based on "critical" = 100

Top performers: 78.8
Average performers: 56.7

How important are your Intelligent Capture initiatives relative to your overall strategy of Digital Transformation?
Together, these challenges paint a clear picture of the twin challenges ahead.

- Information chaos is undermining even the most well-intentioned Digital Transformation initiatives.
- Intelligent Capture is emerging as a necessary strategic capability to address this rising tide of chaos.

**Action Items:**

1. Educate senior management on the link between information chaos and Digital Transformation failure.

2. Educate records and content professionals about the critical skill set they possess in a Digital Transformation journey, and “upsell” these capabilities to senior management.

3. Have a clear and realistic understanding of your Digital Transformation starting point BEFORE rolling out elaborate top-down strategies.
02 Intelligent Capture Checklist

Focus capture efforts at the point of origination
Focus capture efforts at the point of origination

This has been an objective for many organizations for a long time, but it is only now becoming a reality. Legacy systems – including paper – have a much longer tail than most in the “IT modernization” business would like to admit. Consider these data points:

- **Over 17 million fax machines are still in use in the US**, with global numbers in excess of 46 million fax machines (source: HTPoint.com).
- **US companies spend more than $120 billion a year on printed forms**, most of which outdate themselves within three months’ time (source: Integrify.com).
- **The estimated global annual invoice volume is 550 billion**, and about two thirds of this volume is still in unstructured formats like paper and PDF (source: Billentis.com).
- **There are 116 million Americans over the age of 50, 20% of them do not use the internet**, and most of them are resistant to on-line banking and bill-paying.

The long tail of legacy technology in most large-scale organizations cannot just be ignored. It is the Digital Transformation elephant in the room and must be treated as such. The path forward is to make IT modernization and replacement a strategic priority rather than something approached in an ad hoc fashion. Intelligent Capture – automatically rationalizing and standardizing the rising tide of information coming into all of our systems, and better understanding all of the information that we have already gathered – is a prerequisite to creating a bridge between new systems and the legacy systems they replace.

It is clear that the role of paper in business processes is declining over time, but it’s still there. To paraphrase Mark Twain, for most organizations at large scale, rumors of paper’s immediate death (and disappearance) are exaggerated. Most organizations will have hybrid paper/digital inputs for the foreseeable future. This means that disparate digital and paper information streams need to come together in a single stream in order to be managed efficiently and to meet legal and compliance requirements.

The biggest capture headaches facing organizations – email (17%), scanned images and documents (16%), and paper forms (16%) – reflect these tensions. On the one hand, these headaches sound surprisingly like a list of yesterday’s problems – tied to previous generations of technology. But they are important because they reflect the fact that high-performing organizations at scale cannot just assume that “modernization” will occur magically – these organizations must consciously bridge generations of technology, and capture is critical to this task.

### Which of the following is your biggest information capture headache?

<table>
<thead>
<tr>
<th>FAX</th>
<th>Audio files</th>
<th>Images and pictures</th>
<th>Video files</th>
<th>Electronic or web forms</th>
<th>Structured Data</th>
<th>&quot;Born-digital&quot; electronic documents</th>
<th>Paper forms</th>
<th>Scanned images and documents</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>16%</td>
<td>16%</td>
<td>17%</td>
</tr>
</tbody>
</table>
smarter; and b) move to the point at which information first comes into the organization. Top Performing organizations are driving toward the objective of Intelligent Capture by pushing information capture closer and closer to the point of information creation while also maintaining advantages of scale.

There is an interesting sidebar to the drive to capture information as close as possible to the point of creation – *What should you do with all of the “stuff” you already have?*

In a perfect world, as organizations begin a comprehensive Intelligent Capture strategy, they would deploy some sort of file analytics tool to identify redundancies, duplicates, and security vulnerabilities. They would then build a disposition plan to get rid of all of their accumulated useless information before trying to either convert it into digital form (if it’s paper) or store it in a more accessible way (if it’s already digital). This is particularly the case with paper and the hundreds of thousands of long-forgotten boxes in off-site storage.

Many well-intentioned IIM initiatives get sidetracked by huge back-file conversion requirements, some even becoming distracted with the idea that internal staff should do these conversions. This concern is reflected in the data point – 45% adopt a scan and capture on demand approach and another 18% adopt a day-forward approach. Only 22% start by focusing on a full back-file conversion.

**When you began your information capture effort, which description best fits the approach you took?**

![Pie chart showing distribution of approach taken](chart.png)

**Action Items:**

1. Make standardized and automated processing of business inputs a strategic priority.
2. Before automation and integration of business inputs can occur, consolidate capture capabilities – both at endpoints and at the edge.
3. Understand the ongoing role that paper plays and where it can be logically be eliminated. But also understand where it remains a key element in some customer experiences, and focus on digitizing the paper as it arrives.
4. Thoroughly understand the reasons why you would do a backfile conversion – or why you would not.
5. If you are going to do an extensive backfile conversion, don’t undertake it with internal staff; look at outsourced and service company alternatives.
03 Intelligent Capture Checklist

Measure, measure, measure
03 Intelligent Capture Checklist

Measure, measure, measure

Elevate the strategic importance of Intelligent Capture by committing to clear and meaningful process metrics.

Many document-driven business functions have either reached or are reaching their ‘tipping point’ for automation – the point where automating processes becomes critical to accomplishing core tasks with high quality and in a timely manner. This is especially the case where organizations are receiving documents through a variety of delivery channels. Organizations are realizing that processes simply cannot be automated until the unstructured information that underlies them is in a machine-comprehensible form.

Successful organizations understand that what gets measured gets done, and apply this discipline to their capture operations. This usually begins with a brute force processing metric – how many documents are processed in a particular time period or in a particular process. Over time, organizations get more sophisticated in their capture metrics. User organizations should push solution providers to help them create dashboard metrics focused on quality, throughput, information access and usage, and accuracy.

Additional reading from Microsoft:
Visit the Microsoft Project Cortex resource center to gain your workplace competitive advantage. Building on the leading content services of SharePoint, Project Cortex connects content in Microsoft 365 and external content and enables you to manage your information and streamline processes with advanced security, compliance, and automated workflow.

Top performers utilize 41% of possible metrics options vs. 28% for average performers

Which of the following metrics do you use in your organization to audit your capture processes (check as many as apply)?

- # documents processed per hour, day, month, year, team or business process 43%
- Average time to respond to queries 38%
- Accuracy rates 35%
- Average time between receipt of a document and validation 33%
- Average time between acceptance and distribution/release 32%
- Growth rates in terms of volume 31%
- Exception rates (% requiring manual intervention) 28%
- Access and retrieval rates 26%

Measuring capture accuracy is an area that has grown in importance as the volume and variety of information being processed has grown. Sheer OCR (Optical Character Recognition) accuracy rates – which are often reported in the 99% range based on quality, text-based source images – are no longer that useful in measuring the overall accuracy and efficiency of a capture process. This is because, like many things, overall process accuracy depends on more than just recognition of text within a document. Overall process accuracy depends on recognition of document types, identifying the relevant fields within a document, on whether the inputs are typed or written and a host of additional variables.

Action items:

1. Get beyond the standard metrics – like sheer numbers of documents processed – and identify key quality and process metrics.
2. Link the metrics you choose to customer outcomes and journeys.
3. If you are going to go to the trouble to measure something, make sure someone wants to use the data that results.
04 Intelligent Capture Checklist

Keep the endgame in mind
Keep the endgame in mind

Leading Performers are using Artificial Intelligence and Machine Learning to automatically process and categorize incoming information in all forms as it enters the organization and automatically extract the data and information that is necessary to initiate or drive core business processes.

Many early-stage ECM and capture implementations very successfully focused on specific departmental processes. Organizations have struggled, though, to extend these content capabilities beyond their original focus. The increased interest in AI and Machine Learning technologies places a premium on the ability of organizations to effectively and intelligently capture critical business information. Content analytics plays a key role in addressing the “dark data” problem, and automated classification is critical in automating and accelerating business processes.

The time has passed when organizations could afford the luxury of manually identifying and categorizing incoming information. Organizations must embrace AI and Machine Learning tools to take the friction out of the process of classifying incoming information and assigning relevant metadata. The ability to use Machine Learning to train systems to identify and extract key metadata and process information from semi-structured and freeform documents is critical to automating the capture process.

AI and Machine Learning capabilities need to be viewed in two contexts by user organizations. The first is the more traditional context – how these tools are being used and could be used to improve business processes and gain insight. But effective AI and Machine Learning projects require machine-comprehensible information, and that is the second context – how these tools can be applied to the process of making information machine-comprehensible. This is done by adding context to unstructured information – i.e., content. Top Performers are pushing the envelope on both much more aggressively than Average Organizations.

How would you describe your organization’s adoption of AI (Artificial Intelligence) and Machine Learning technologies?

Intelligent Capture – Do you use Artificial Intelligence to help automatically process and categorize incoming information in all forms as it enters the organization, and automatically extract the data and information that is necessary to initiate or drive core business processes?

Self-assessment, Index based on top score of 100
A look at the differences between top performing organizations and average organizations in the adoption of specific Intelligent Capture technologies illustrates that organizations are starting their Intelligent Capture journeys from a wide variety of starting positions. There is at least a 20 percentage point difference in the percentage of large-scale implementations of most Intelligent Capture technologies between top performers and average organizations.

What this means is that not all Intelligent Capture journeys will be alike.

For organizations that have minimal investment and experience with capture, simply understanding where information is coming into their organization, the form this information takes, and how it is being used will be a major step forward. These organizations need to adopt a strategy of CONSOLIDATION.

Once business inputs are consolidated, organizations can begin to focus on AUTOMATION. Automating the processing and classification of incoming information flows is the next stage in the development of an Intelligent Capture strategy.

It is only at this stage that organizations should consider the third and most challenging stage of Intelligent Capture, INTEGRATION. Automatically extracting key data from incoming information streams and using this data to activate process flows is the ultimate objective of Intelligent Capture. This is where technologies like Robotic Process Automation (RPA) can act as a key bridge and extend the life and functionality of legacy BPM and ECM systems and also extend process automation functionality to a much larger percentage of knowledge workers than is traditionally possible. But RPA engines will only reach their full potential if both the context and the content of information is fully understood and integrated into line-of-business applications.

**Action items:**

1. Adopt an expansive view to business inputs that goes beyond traditional documents.
2. Push solution providers to standardize and simplify core capture technologies.
3. Push solution providers to make core capture capabilities more easily surfaced as building blocks within core business applications.
4. Understand that AI and Machine Learning capabilities depend on business inputs that are machine-comprehensible.
5. Understand that content – in all of its forms, not just documents – is the toughest information type to make machine-comprehensible.
Some Final Thoughts on Intelligent Capture
Some Final Thoughts on Intelligent Capture  
(Source: AIIM CIP Study Guide)

To come full circle on Intelligent Capture, why don’t manual capture approaches work?

Many organizations operate in an environment in which users are encouraged, expected, or required to identify and capture their own information. There is some value to this approach – users are most knowledgeable about their business processes and activities and should be the best-positioned to determine what is important and where to store it.

But the reality is something different. In the vast majority of organizations, most users do not identify and capture and manage their information properly. They simply don’t. There are a number of reasons for this.

- **Every organization is doing more with less.** No matter how much training is provided (and many organizations do very little!), most users simply don’t see information capture and classification as their priority – or certainly not higher than the actual work they are doing.

- **Users are very likely to classify things inconsistently over time,** and the more complex the classification structure, the more likely this is to be the case.

- **There is always the possibility of an error:** the user drags the record into the wrong folder, or makes a typographical error in a key metadata field.

- **The scale of incoming content is just too large and too varied** for manual approaches to have any chance of success.
So, where should you start? Here are 12 tips to set the right foundation for automated capture:

1. **Identify sources of content to be captured** (e.g., paper, microfilm, email, born-digital, legacy sources such as file shares).

2. **Explain the challenges associated with managing digital information** (e.g., determining what to capture and how, the dynamic nature of some digital information, how formats impact capture and management).

3. **Select the appropriate file format for creating and capturing content based on business requirements** (e.g., target audiences, access to content over time, regulatory requirements).

4. **Determine the impact of using proprietary file formats on information creation, capture, and access.**

5. **Identify specific types of content to capture that provide unique challenges** (e.g., email, social media, forms, rich media) and determine how to capture them (e.g., using a digital asset management system).

6. **Distinguish between structured and unstructured information** and the differences in how they are managed.

7. **Determine methods for extracting and capturing data from structured applications.**

8. **Determine methods for capturing structured data using electronic forms.**

9. **Develop a process for capturing content** (e.g., what to capture, approvals, audits).

10. **Determine strategy for capture** (e.g., day-forward, backfile conversion, on-demand, and factors that contribute to each).

11. **Select the appropriate file format(s) for captured images based on business requirements** (e.g., number of pages, compression, need for Web-based access, need for public access, bandwidth).

12. **Identify issues associated with file conversion** (e.g., between formats, from digital to analog).
10 Things you need to know about Intelligent Capture

01. Top performers understand that Intelligent Capture is the onramp to Digital Transformation.
   - Early capture score TOP performer = 77.5 (out of 100)
   - Early capture score AVERAGE performers = 58.8
   - Capture importance score TOP performers = 78.8 (out of 100)
   - Capture importance score AVERAGE performers = 56.7

03. MOST IMPORTANT capture challenges:
   - 18% The VOLUME of new information coming into the organization
   - 16% The VARIETY of new information coming into the organization
   - 14% POOR INTEGRATION with LOB applications (like ERP and CRM).

05. Most users take a scan as needed approach to backfile conversion.
   - 45% = scan and capture on demand/as needed
   - 18% Day forward document processing

07. Top 2 capture spending priorities over next months:
   - 1 - Spending on hosted cloud services
   - 2 - Recurring expenses (maintenance, service contracts)

09. Many organizations have yet to deploy AI and Intelligent Capture capabilities:
   - Average AI/Intelligent Capture competency score (out of 100) = 58.7

02. The focus of capture is shifted to the point of information creation.
   - Early capture score TOP performer = 77.5 (out of 100)
   - Early capture score AVERAGE performers = 58.8

04. The biggest capture headaches:
   - 17% email
   - 16% scanned images and documents
   - 16% paper forms

06. Top 3 capture capabilities:
   - 48% Extraction of data from forms with fixed structures
   - 43% Barcode extraction from PDF and other digital documents
   - 37% Free form extraction of data from unstructured documents

08. 43% of organizations use “number of batches, documents and pages processed per hour, day, month, year, team or business process” as a key capture performance metric

10. Start at a realistic place – and build a platform and a strategy that can evolve over time:

   | Consolidate | Automate | Integrate |
   - | - | - | - |

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Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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In this report, you learned how Capture represents the crucial first step in the information lifecycle. Getting it right sets a solid foundation from which to build the rest of your information management strategy. Are you ready for your next step?

AIIM’s Foundations of Intelligent Information Management training course was designed to help you nail EVERY step in the information lifecycle, including:

- Creating and capturing information
- Extracting intelligence from information
- Digitalizing information-intensive processes
- Automating governance and compliance
- Implementing an information management solution

Click [here](#) to learn more and to start your learning today.
About AIIM

Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We’ve felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we’re managing has changed a lot, but one tenet has remained constant — we’ve always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

Visit us at www.aiim.org.

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John is a well-known author and speaker on information management and digital transformation.