



Capturing High Value Document Information: As Simple As Capturing A Pokémon



With 15.3 million tweets in its first week, Pokémon GO has taken the world by storm as the latest gaming phenomenon. Pokémon GO's mixture of gaming and reality allows players to travel between the real world and the virtual world, capturing colorful critters while battling opponents. I know what you're thinking – what could this possibly have to do with [Enterprise Content Management](#)? The idea behind this game is where we see trends that align with advanced Capture Automation and Business Process Management solutions. Let's explore Pokémon GO and how it can be used to help understand the benefits of document technology:

Gotta Catch 'Em All!™

One of the most exciting parts of the game is seeing the Pokémon in front of you as you're walking down the street. Once a critter shows up on your screen, you throw a Pokéball and just like that, you capture it.

Capturing high value data with [Document Capture Solutions](#) is just as simple! With Capture Automation Software, place your documents on a multi-functional printer, connect to an email server or watched directory, and as documents come in, the data on the page is instantly captured, turning valuable information into intelligence. Getting more meaningful and faster intelligence provides greater insight, drives efficiency and lets your company make smarter decisions.

The Search for Pokémon

Pokémon GO forces you to go outside, interact, and be social in your search for different types of creatures. Some are common and some are very hard to find, but groups of people will work together while on the hunt for the rarest of Pokémon.

With Enterprise Content Management Software, finding your captured data takes a matter of seconds. You can search by data fields (invoice number, customer name) or even keywords, leaving more time for productivity, improving customer service efforts and collaboration. Instead of spending hours searching for a file, find the key piece of data in seconds by typing in your search criteria. If only searching for Pokémon was this easy!

Be Prepared for Battle!

At a certain point in the game, you can join teams and battle against other people. But it's important to make sure you are ready for those battles. Having the strongest Pokémon possible to fight against another team, compares to having the most robust [Document Management Solution](#) to protect your records. You have to build up your defense or else you could end up losing what you've worked so hard to collect.

You can be sure sensitive business data is protected with the strong, user-based security of Enterprise Content Management Software. Additionally, built in Document Capture Solutions automatically check the integrity, validity, and accuracy of the captured information from the moment it's scanned into a system, keeping your business prepped and ready for an audit.

Play on the Go

Wondering how to download this game? It's easy to start! Whether you have an iPhone or Android, you can download the app directly to your mobile device and play on the go no matter where you are. Get outside and start capturing critters!

Designed, implemented and supported from anywhere, at any time, through any modern browser, including mobile devices, Capture Automation Software has a unique web layout and visual end-to-end designer, which makes building out document capture processes easier than ever.

My point is....

Pokémon GO has many rules and it takes time to think of the best tactics for gameplay, just like finding the right document capture strategy for your company can be a challenge. But once you implement Enterprise Content Management software and advanced Capture Automation Solutions, you're on the way to capturing, validating and classifying high volumes of multi-formatted documents. This ensures your data is accurate and secure while increasing the efficiency of your business. So, if you're looking to capture the right Document Management strategy for your organization, start with Capture Automation from Square 9 – [contact us](#) today!



Digital Marketing Specialist, **Alyssa Anderson**, is the voice behind Square 9 Softworks's weekly blog articles. Committed to communicating today's common challenges in paper based processes, Alyssa provides in depth analysis into the document management industry and the solutions that accommodate the needs of end user communities. For additional information, please contact Alyssa at aanderson@square-9.com.