

FineReader® Engine Powers Daybreak ICS' Document Capture Solution for Small-to-Medium Sized Business Using Microsoft® SharePoint®

Company: Daybreak ICS—Leading provider of ECM (enterprise content management solutions based in Frisco, Texas

Size: 20 employees

Leadership: Kara Cleaver, Founder and CEO

Product: eCapture Suite, powered by ABBYY FineReader Engine

Market: Small-to-Medium-Sized Businesses using Microsoft SharePoint as repository

Market Differentiators: Exposed taxonomy for repository to facilitate document delivery to any repository, competitive pricing models with no page counts, no lengthy professional services agreement: One interface, any content, multiple repositories.

Web: www.ABBYY.com

When Mark Smock, senior business development manager at ABBYY USA, and Butch Reh, Director of Partner Alliances for Daybreak Intellectual Capture Solutions (ICS) met in 2007, they immediately identified compelling factors in the market that would translate into a successful partnership.

They knew that:

- Microsoft SharePoint was the fastest growing content management program for SMBs
- There was a growing number of people interested in document capture who are not experts in it
- A huge need was developing in small- to medium-sized businesses for a document capture solution that fit their workflow.

With these factors in mind, the two companies decided to combine efforts. The result? Daybreak ICS' eCapture Suite—a distributed capture and delivery solution powered by ABBYY's FineReader Engine. eCapture Suite is geared to small- to medium-sized businesses, and delivers a robust set of document capture and delivery capabilities in one integrated platform that's ready right out of the box. What exactly does that mean? Kara Cleaver, who founded Daybreak ICS in 2002 and serves as its CEO, drove and evolved eCapture Suite to be an easy to use solution that delivered clear cost benefits over competitive solutions.

Two Market Experts Combine Forces

The collaboration between Daybreak ICS and ABBYY meant that both organizations would be able to deliver a unique solution that transforms paper-based information into actionable data in SharePoint.

“The genesis of us getting together was around emphasizing the interface (of eCapture Suite) using ABBYY FineReader Engine in the SharePoint marketplace,” said Mr. Reh. “Whether that's the end repository or whether SharePoint is interfacing with a higher end repository, you are seeing it everywhere; it's the fastest growing repository,” he said about the proliferation of SharePoint.

Daybreak ICS specifically chose ABBYY's FineReader Engine as its OCR of choice after using a competitive product. "It's always great to say you use the market leader. Once we say 'ABBYY' and 'market leader' it's a big checkmark," he said of the reaction he gets from potential customers. "Since we are using the market leader and the exact same OCR technology under the hood, when we are asked to compare to the competition, this becomes a non-issue and we can stand on our own differentiators," said Mr. Reh.

"Daybreak ICS is an aggressive, up-and-coming company," said Mr. Smock. "They are working with major Fortune 500 companies and they are aggressively going after this (SharePoint) niche," he said.

The Problem With Traditional Capture

"Because we don't have release scripts and export modules, it means we can go to any repository on-the-fly," said Ms. Cleaver. She explained the problem with traditional capture methods: "You have to describe your content and tell the software what it is you're capturing, then you have to tell it what information you want about it, then you have to map it," said Ms. Cleaver. "With eCapture Suite, you are doing it all on-the-fly— no programming, no costly professional services. We enable scanning, capture of metadata and delivery into the repository with the touch of a single button,

This level of flexibility coupled with the decision not to charge per page count (a traditional pricing model in the capture industry) is a big part of what makes eCapture Suite much more appealing to small- and medium-sized businesses. "eCapture Suite is much more nimble and less costly," she said.