



GO BEYOND CAPTURE

Accelerate Your Business with TotalAgility®

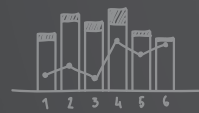


Lexmark™

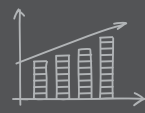


The everyday demands of satisfying today's mobile, always-connected customer—and staying ahead of your competition—requires business agility. You've taken steps toward digital, but you still have miles to go to modernize your most critical business processes.

This e-book illustrates how TotalAgility can help you digitize your business processes by:



Improve visibility
and efficiency



Achieve operational
excellence



Better engage
customers



Gain total
business agility

Stay relevant. Go end to end.

The backbone systems that still run most businesses weren't designed for the speed, collaboration, adaptability and self-service capabilities required to satisfy today's customer.

There's only upside for companies that offer mobile and online channels to let customers and partners engage in ways that feel simple, connected and intuitive, especially in the critical First Mile.^{™*}

*That's what we call those information intensive, customer-facing business processes that can be time consuming, costly, and can make or break a customer's first impression and experience.

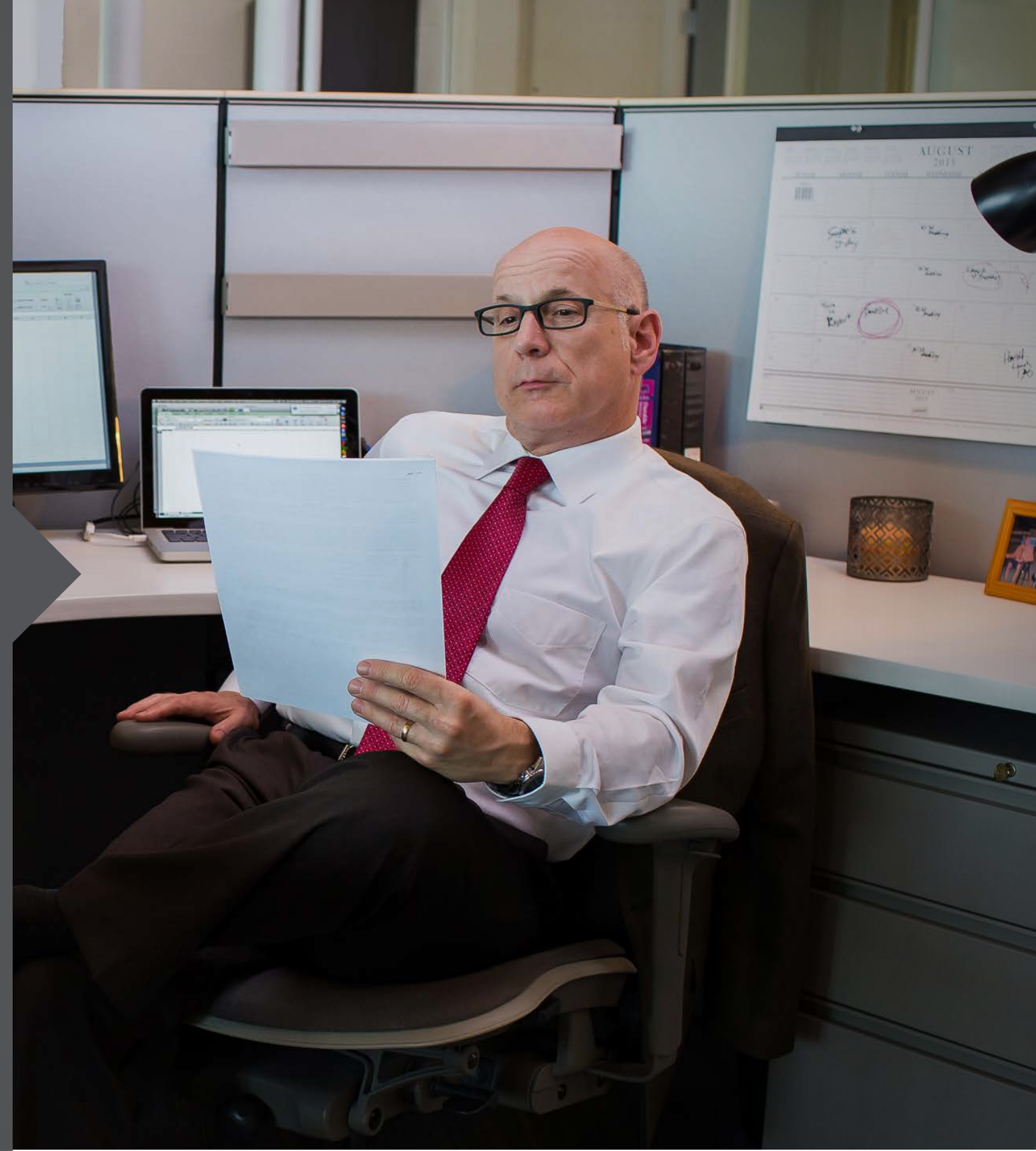


Quick Survey

Do your customer-facing experiences feel:

Frictionless,
Engaging &
Empowering?  -or-  Cumbersome,
Disconnected
& Frustrating?

Face it: a simplified, empowering interaction for customers is the Holy Grail for long-lasting, mutually beneficial relationships. And the most innovative companies already know that modernization of critical business processes—outward-facing and internal—holds the key.



No match: digital vs. analog

Business as usual today means you'll have to go further to improve inefficiencies, while reducing costs and errors in current human-centric, analog business processes. You need to go beyond capture. Going paperless is just the beginning. See how organizations that have gone end-to-end digital across their businesses are reaping the benefits.

According to Gartner,

50%
of businesses intend to
be digital in 24 months,



83%
in three to five years

which will result in high stresses
on individuals in organizations.

Gartner, Digital Business Is Here Now, March 18, 2015

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Benefits of All-Digital Processes

What have been the biggest benefits from your paper-free processes?



Does your operations to-do list look something like this?

- Enable instant, multichannel, document-intensive customer interactions—including mobile
- Digitalize document processing
- Integrate document processing more efficiently with critical business processes
- Increase automation across the full document lifecycle
- Catch document errors early in the process
- Manage process exceptions better
- Boost productivity and better handle growth

We suspected so. That's why it's time to think beyond capture and make the move to digitizing your First Mile processes.



Introducing

TotalAgility

for your business



TotalAgility is the world's first unified smart process application* platform—delivering capture and transformation capabilities to radically change your First Mile of a customer relationship. It's designed to help you digitalize your business processes to improve visibility and efficiency, reduce costs and errors, better engage customers, and ultimately achieve operational excellence.

*Smart process, what..?

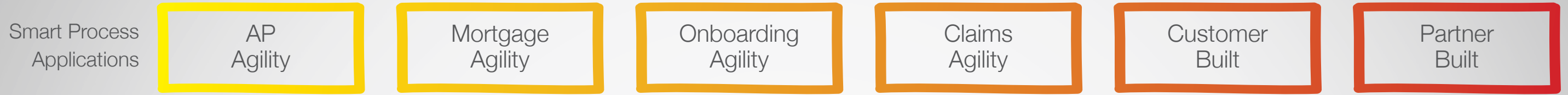
A smart process application combines capture, process, mobility, data integration, eSignature, output management and analytics to accelerate work, drive quick, accurate decisions and deliver low-latency customer interactions. This end-to-end digital process is also known as Digital Transaction Management, or DTM.

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Bring it all together

TotalAgility helps you automate both predictable and dynamic workflows across your entire business. By bringing together your disparate technologies into a modern, unified platform, you can take your information-intensive, customer-facing business processes, such as: accounts payable, mortgage origination, new client onboarding and claims, fully digital.





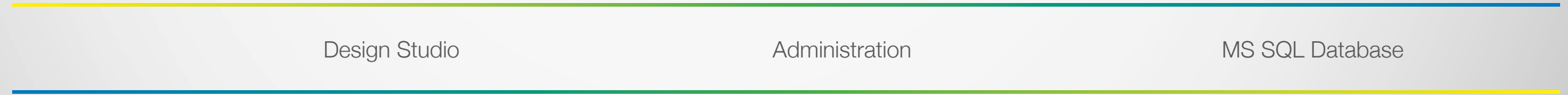
Process Management



Capabilities

Mobility	Capture	Transformation	Collaboration	Info Integration	E-signature	Analytics	Customer Communications
Image capture enhancement & perfection	Multichannel integration	Document clustering classification & separation	Design & runtime collaboration	Web data acquisition	Digital transactions	Process intelligence	Interactive
Mobile forms	Secure chain of custody	Data extraction & validation	Content collaboration	Bi-directional integration	Electronic signatures	Comprehensive visualizations	On-demand
Mobile frameworks	Business rules	Document learning	Messaging	Synthetic APIs	Click-to-sign	Swim-lane views	Transactional
Process alerts & exception handling	Document normalization		Follow/track/notify	REST/web services	Mobile	No coding	Multichannel
	Dynamic & flexible export		Context visibility	Visual workflow and UI	Signature biometrics		Personalized
				No coding	Signature verification		

System Management



TotalAgility is the world's first unified smart process application development and deployment platform



Go beyond and break down barriers

TotalAgility helps you address four key business use cases:

- Multichannel Capture & Output
- Adaptive Process Management
- Collaboration
- Actionable Insights

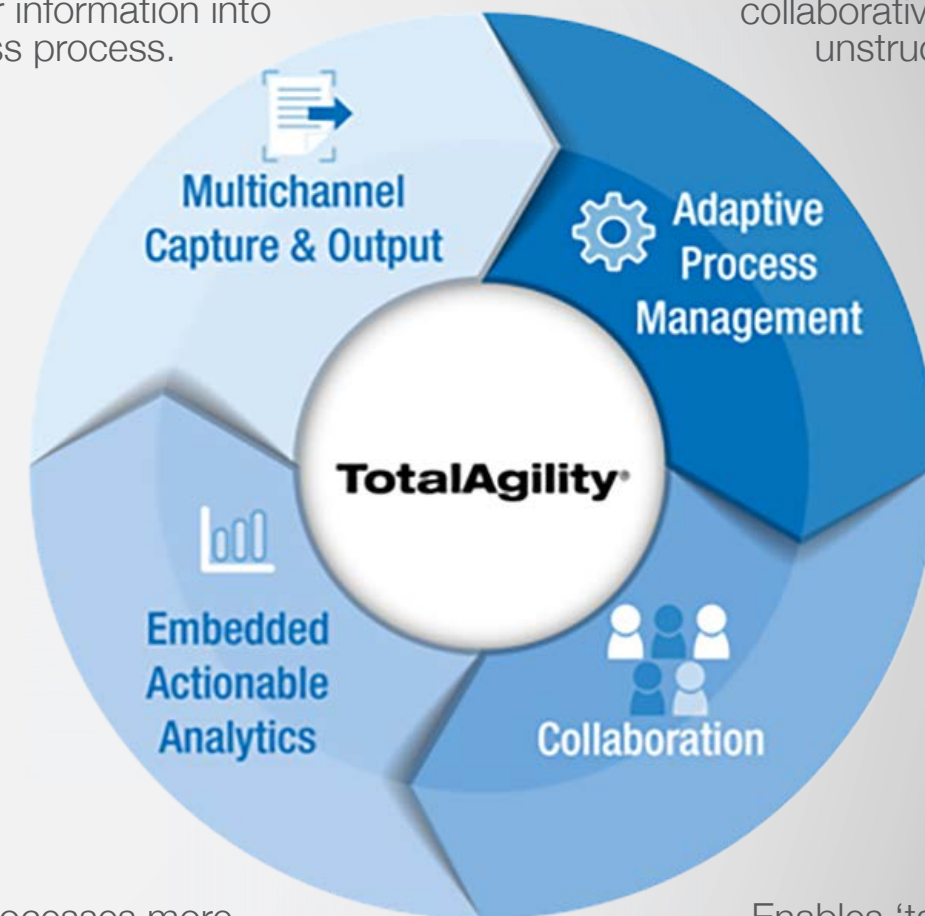
This unique combination of capabilities helps to simplify the business-critical First Mile of information-intensive customer interactions.



TotalAgility supports an expanded range of use cases

Provides a comprehensive, smart and flexible means of incorporating document-based and other information into a business process.

Supports a wide range of process styles, from routine workflow to complex, collaborative and highly unstructured work.



Makes processes more intelligent and uses that intelligence to improve automatic and human decision making.

Enables 'task workers' to get more work done faster and provides 'case workers' with the contextual intelligence to accelerate vital and complex decision making.

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TotalAgility will help you:

- Wring out costs from information intensive processes.
- Engage customers and improve customer satisfaction.
- Reduce processing errors and improve data quality and compliance.
- Gain real visibility into and control over communications between any party.
- Focus resources on more important priorities.
- Drive process efficiencies and simplify your business.
- Boost competitiveness, growth and profitability.

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What advantages does TotalAgility offer?

See for yourself.

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Compare the benefits of TotalAgility.

Kofax Capture™ Kofax Transformation Modules™

TotalAgility

Capture-focused	➔	Not limited to capture. Adds process, integration, analytics
Batch processing-based workflow	➔	Batch or transaction processing workflows
Batch and ad-hoc use cases	➔	Batch, ad-hoc and in-process use cases
Capture before or after the process	➔	Capture before, during or after the process
Mobile capture	➔	Pervasive mobility, for capture and process execution
Capture workflow	➔	Single, robust workflow for capture and all other use cases
Workflow requires extensive programming and maintenance	➔	Drag-and-drop, GUI-based workflow design
Integration requires API level programming	➔	Built-in integration services and Kapow integration
80% thick clients, 20% thin clients	➔	Web-based interfaces (thin client)
Traditional client-server architecture	➔	Contemporary Services Oriented Architecture (SOA)
Perpetual license on premise	➔	On premise or cloud subscription service
Multiple product installs, deployments and maintenance	➔	Centrally installed, deployed, administered, and maintained
Product component pricing and licensing	➔	Simplified, all-inclusive platform pricing and licensing

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key business impacts you want

By digitalizing all critical, outward-facing business processes in the First Mile, you can deliver value across your organization by:

1

Improving
visibility



2

Achieving
operational excellence



3

Increasing
customer engagement



4

Gaining
business agility



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A closer look at real value from real customers

Take a look at how organizations like yours are revolutionizing their entire operations and realizing the benefits of upgrading to TotalAgility. We'll break it out in terms of the **four key business impacts** in the next section:



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Improve information visibility

Case Study: Swale Borough Council | *Better access to information and services*

Problem: Swale Borough Council serves more than 126,000 citizens in North Kent, England. It provides local government services, such as: public housing, planning, parks maintenance, waste disposal and building regulation enforcement.

Swale was providing customer services through several channels, which forced people to call a variety of numbers to make inquiries and access services. This frustrated customers and staff.

Solution: Using TotalAgility, Swale was able to integrate its front and back office systems and re-engineer a range of business processes. Information is no longer paper-based, and customer requests are processed across departments and locations without loss of data integrity. People receive decisions more quickly, and the new processes can evolve for future needs.

Result: The result is streamlined service delivery, with extensive automation, providing better service and visibility into information, at lower cost.

98%

customer satisfaction
rating

25

services delivered
electronically

60%

business processes
re-engineered

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Achieve operational excellence

Case Study: Waterstone Mortgage | *Create a positive experience for borrowers and lenders*

Problem: For as long as there have been home mortgages, the loan origination process has been laden with forms, paperwork, in-person signings—burdensome and stressful for the buyer—especially in those first 30 days of interaction. And most first-time buyers in today’s housing market grew up in the digital era—and have a mobile phone at the ready for information, purchases and banking.

Thomas Knapp, SVP and Chief Information Officer of Waterstone Mortgage Corporation, learned through his daughter and son-in-law’s experience just how complex and inconvenient his company’s processes were.

Solution: Waterstone upgraded to create agility in the entire loan process and transform the experience for both the borrower and the lender. In fact, Knapp provided input into a new smart process application specifically for the mortgage industry, called Mortgage Agility. The custom solution combines a robust set of multichannel capture, business process management, mobile, data integration and analytics capabilities on a single platform. It’s designed to provide a less frustrating and more convenient customer experience for applicants, while helping lenders close qualified loans faster—at lower cost.

Result: Waterstone estimates it can **eliminate 7 to 10 days** in the mortgage origination process.

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Increase customer engagement

Case Study: Safe-Guard Products International | *Achieve new levels of transparency and satisfaction*

Problem: Processing an auto insurance claim has a bad reputation, for good reason. It's a frustrating and cumbersome process of producing and matching paper documents from all parties involved, in order to properly settle claims.

Safe-Guard Products, an auto financing and insurance company, had customers demanding self-service options, quick responses, and full visibility into the process. They also wanted to use familiar and convenient ways, such as computers and mobile devices, to capture and submit information, as well as interact. Other stakeholders in the claims process, dealerships, lien holders, etc., wanted the same.

Solution: TotalAgility offered mobile capture capabilities and transparency benefits, such as notifications and visibility into real-time information. Safe-Guard is eliminating and reducing redundancies, inefficiencies and frustrations — across the entire process — for all involved. And delighting customers along the way!

Result: With 3 million contracts processed annually — 140,000 contracts a month in paper — TotalAgility is helping Safe-Guard slash its claim processing time by as much as 25 to 30 percent.

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Deliver business agility

Case Study: County of Ventura | *Radically optimize your business*

Problem: California's Health Services Agency (for the County of Ventura) was tasked with providing clients standard services in a timely manner, meeting state and federal performance mandates—all while managing a decreasing or flat budget—and remaining competitive. They needed business agility.

Solution: To answer that call, the agency used advance capture technology to develop a case-management system that handles myriad processes: from citizen enrollment, to benefits application and administration, to customer service and accounts payable. The system ensures workers are able to service all client requests in a purely digital way—irrespective of location—while eliminating paper, as well as automating and optimizing business processes that use advanced capture on over 640 forms.

Result: TotalAgility = Going Digital Across the Enterprise

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What's really at stake here?

3 not-so-small things:

- 1 Your ability to be a modern, digital business
- 2 Your customer, partner and supplier relationships
- 3 Your competitive advantage





**Want to take it
a step further?**

You can maximize value to your business—by going beyond capture—with an upgrade to TotalAgility. It offers you a powerful end-to-end arsenal of capabilities to solve your First Mile business challenges, help cut costs and gain a competitive edge.



Building a Case for Digitizing Business Processes

Important next steps for building your business case.

- Identify and prioritize current pain points
- Quantify the potential impact of new solutions and innovations
- Create a compelling visualization of future operations
- Document and present a convincing business argument for change
- Outline a confident plan to implement change in an acceptable timeframe
- Recruit sponsorship and support for change

I'm ready to build my case



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Contact Me



For more information about how Lexmark can help make business as usual, better for you and your customers with industry-leading smart process applications, contact us at info@kofax.com or give us a call at 949.783.1333

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