

Techinfocenter Research Note

Optical Image Technology

DocFinity: High Performance Software, not a lot of Marketing Noise



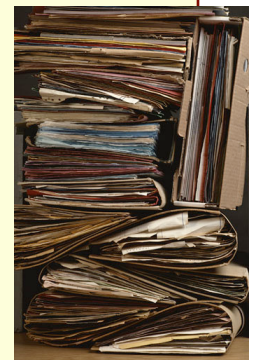
The characteristic ECM solution is built upon separate pieces of modules tied together by some unifying code that should keep everything working “seamlessly”.

Since 1986, Optical Image Technology has quietly applied its expertise into designing a high performance solution that has been purposefully built as **one** complete application - sharing

one integrated foundation. The result is a competent system capable of handling all content - paper and electronic - intuitively. But OIT offers more than just a good product - they bring over two decades of expertise with ECM solutions right to your business.

DocFinity at a Glance

DocFinity is Optical Image Technology’s high performance ECM solution software. It has been designed from the ground up by OIT to provide a complete and scalable solution to index, manage, and preserve documents and electronic media. It is a thin-client web-based system meaning that it runs on the network in the background and integrates with existing business applications without the need to add another application to the desktop. Instead, employees use the existing applications and connect to DocFinity through them via buttons or menu items.



-Barry Baronas

ABOUT RESEARCH NOTES:

Research Notes are short and easy to understand overviews of key content management software and hardware products. For over 22 years, techinfocenter.com and its associated products and services has



provided research and guidance on the adoption and use of document and content management technologies. This research note and additional guidance can be found at www.techinfocenter.com.

DOMAIN EXPERTISE

Optical Image Technology focuses on working directly with businesses to form a partnership in order to provide the best solution possible for the company. For example, insurance companies deal with millions of documents and images and as a result have very complicated workflows and strict business process guidelines. OIT knows this and provides professionals that have years of experience understanding workflows specifically for insurance companies. They know about the issues insurance companies face, and also know what works and what doesn't in the industry. More importantly, OIT understands that each individual organization performs differently, and does not try to push any rigid framework upon the organization. OIT offers its guidance for workflow design, or assists in the design itself depending on the company's needs and in-house capabilities. The result is a solution built on industry-specific best practices custom-built for your company.

OIT has experts in insurance, healthcare, education, financial services, and other industries, as well as specific business areas such as HR, accounting, and more. It is safe to say that if the industry or department is document intensive, OIT has a solutions expert for it. This experience does more than just tailor a solution that's right for your company, it also saves time. Installation takes a couple of days, and the savings benefits reach the bottom line quickly.

HIGH PERFORMANCE SOFTWARE

The DocFinity suite is a web-based, thin-client solution. This means that anyone can access it via a web browser. Your company continues to use its existing financial processing software and the functions of DocFinity almost magically appear within the application itself.

As mentioned earlier, DocFinity was designed as an entire ECM solution from the ground up. It is scalable, with additional features based on licensing. That means no complicated software installs down the line should new features or more licenses be added and no risk of a newly added feature breaking the existing system. Moreover, OIT's experience has even mastered integration. Even the most basic DocFinity license allows database sharing and web interface APIs. To the non-techie, this means that there is a very high likelihood that DocFinity will be able to share your existing data and connect to most of your existing applications without a problem. DocFinity even has the experience and wisdom to offer an add-on connection module in the case of a custom application, or the unlikely instance that there is some software that will not connect with its standard API. It is truly possible to grow your productivity and your business process capacity using DocFinity without increasing your employee head count.

CUSTOMER SERVICE

Beyond superior technical expertise and high performance software, a key to any and all top

rated ECM systems is customer care. Optical Image Technology quietly leads in this category as well.

Each customer has a dedicated service rep - not just a customer support number - who knows how the company has been set up and therefore is ahead of the curve when it comes to troubleshooting any issues that may arrive. OIT focuses on making its technology excel and understands that their systems are critical to your business. From initial planning to everyday operations, to growth over time and everything in between, OIT forges strong customer relations. This philosophy has earned them an industry-leading 95% customer retention rate.

ECM is much more than just how to scan and forward files. It actually becomes part of how you run your business. When there is an issue - whether it is a process that breaks, or an application that is too complex and therefore doesn't get used - your business suffers. The combined understanding of their customers' needs, their organic and homogenous ECM system, and knowing the importance of how DocFinity integrates into the business sets Optical Image Technology apart. The fact that they don't brag about it makes them refreshing.

- Barry Baronas