

# EMC CAPTIVA CLOUD TOOLKIT FOR INTEGRATED HARDWARE VENDORS

## Uniting distributed desktop scanning devices with Web-based business applications

### ESSENTIALS

- Leverage an emerging standard that enables scanning devices to connect seamlessly with web-based business applications ultimately enhancing the customer experience by making scanning as easy as printing.
- Expand device support for new cloud services and web based, line-of-business applications driving sales of scanning devices.
- Eliminate integration, deployment and setup issues between devices and web-based scanning applications.
- Reduce development, testing, deployment and support costs by adopting the next-generation approach to scanning in a browser.

### DISTRIBUTED CAPTURE—GROWTH DRIVES DEMAND FOR A SIMPLE SCANNING EXPERIENCE

As businesses rise to the challenge of increasing efficiencies, reducing costs, increasing customer satisfaction and ensuring compliance – the web and business process improvement initiatives have delivered platforms to help achieve these goals. With these business process improvement initiatives, scanning is still important for turning documents and data into actionable information. While scanning in the mailroom remains an area where large volumes of documents are scanned, more businesses are pushing scanning to the front-office where a simple and lightweight web-based approach is required.

Past approaches to deliver scanning to end users have involved the deployment of thick client software, browser plug-ins and configurations for the remote client workstation or through multi-function devices or network scanners.

Today, enterprises are demanding a more integrated approach between their web-based applications and distributed desktop scanning devices. In fact, research by one industry analyst shows the ad hoc transactional capture market growing by 50 percent CAGR over the next three years.

### INTRODUCING THE NEXT-GENERATION TECHNOLOGY WAVE—CLOUD CAPTURE

EMC Captiva Cloud Toolkit is the next-generation software developer kit (SDK) for software developers and hardware manufacturers who need to deliver scanning and imaging functionality directly in their web-based business applications, and connect hardware scanning devices to these applications. Using the Captiva Cloud Toolkit, developers can quickly create a working, scan-enabled, web-based business application in as little as one week. There are no special requirements or browser plug-ins that would limit the adoption.

Captiva Cloud Toolkit brings forth for the first time ever, the opportunity to make scanning within a business application as easy as printing a document from within a web browser. Captiva Cloud Toolkit enables software developers to control the user experience by automatically controlling the setup and configuration so that end users simply press the “Scan” button to capture documents.

### LEVERAGING ISIS AND TWAIN STANDARDS

Captiva Cloud Toolkit leverages the power of the EMC Captiva Image and Scanner Interface Specification (ISIS) standard enabling software and hardware

developers to deliver a level of interoperability that unites scanning devices with software applications that is unmatched by any other technical architectural approach. Since 1990, ISIS has been the standard for scanner manufacturers with more than 400 scanner models supported and millions of devices shipping each year with ISIS support. Furthermore, ISIS technology allows scanners to run at their rated speed and enables users to take full advantage of the scanners' features and performance. In addition to ISIS, Captiva Cloud Toolkit supports TWAIN.

The approach is simple for an integrated hardware vendor (IHV). Simply package the EMC Captiva Cloud runtime components along with your scanning device driver and hardware. The runtime components are automatically installed along with the scanner driver, enabling users to scan directly within any web-based application that has adopted the Captiva Cloud Toolkit technology.

## FOR HARDWARE VENDORS: INCREASED ADOPTION OF CAPTURE DEVICES THROUGHOUT THE ENTERPRISE

For hardware vendors who provide document scanners and multi-function devices, the opportunity is growing to connect their devices to more line of business applications. Take for example, a new web-based Software as a Service (SaaS) business application where scanning is an integral part of the user experience. In this example, software developers are inclined to use the Captiva Cloud Toolkit because it offers them the best approach for enabling scanning within their web-based business applications—which allows them to deliver a simple and easy-to-use scan experience to the end users.

By bundling the runtime components with the scanner device driver, IHVs are able to support SaaS applications as well as any web-based business application or cloud service that uses the toolkit for scanning. The result is greater adoption of scanning devices and bigger revenue opportunities.

IT managers, SaaS providers and ISVs will be motivated to recommend those scanning devices given there is nothing that needs to be deployed to end users from an application perspective. Only the installation of the hardware along with the scanner device driver is required.

Application business owners will come to appreciate the Captiva Cloud Toolkit's ability to control exactly how users are scanning, which includes the ability to ensure that all documents are scanned and delivered to their backend repository with consistent high-level quality.

## LOWERING THE COST OF DEVELOPMENT, TESTING, DEPLOYMENT, AND SUPPORT

By standardizing on a next-generation approach to scanning from within a web browser that leverages the new Captiva Cloud Toolkit, the EMC ISIS standard, and TWAIN, hardware and software manufacturers can quickly and easily fit solutions into web-based environments where document imaging has either not been previously implemented or the approach was not easy for IT to deploy. This new Captiva Cloud Toolkit approach thereby increases the revenue opportunity for both software and hardware manufacturers alike by providing a path of least resistance when it comes to deploying the scanning devices and software for the users.

### CONTACT US

To learn about EMC Captiva Cloud Toolkit, visit [www.EMC.com](http://www.EMC.com), call 1-800-607-9546 and press 8 for PixTools/ISIS sales. Outside the U.S., call +1.925.600.5802, press 1 for sales, and then 8 for PixTools/ISIS sales.

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