

CARNEGIE MANAGEMENT LLC

Company Saves Thousands in Contracting Fees using OmniPage

Carnegie Management LLC provides 21st century ecommerce solutions to small and medium sized businesses. Services they offer encompass Web design/consulting and include the development of a unique comprehensive ecommerce and Internet marketing strategy tailored to each client's business model. Founded in 1987 by Robert M Corr, Carnegie Management LLC is backed by 17 years of industry experience successfully helping companies to establish their first presence on the Internet. Carnegie's commitment is to establish business relationships with customers that will last a lifetime, insuring the overall success of their organization.

Because Carnegie deals with such a wide range of business, the particular needs of each client can be wildly different. The particular business problem that brought Carnegie to ScanSoft was actually quite simple. Robert Corr was contacted by the sales manager of a large mortgage company because they needed help to digitize address data for a county in Michigan in order to market refinancing services. The client had 4,000 sheets of paper with about 20,000 names of homeowners who had recently refinanced. The mortgage company knew that retyping this information by hand was going to be very costly and time consuming. They needed the data digitized, and fast. Given the volatility of interest rates, delay of even a few days could cost them tens of thousands of dollars in lost business. According to Corr, "I told him we could take his paper and turn it into an electronic address list that he could simply load into his computer system. After looking at the data, I determined we needed the capability to handle multi-column text, tables and images which could be either pictures or line art. Because the printed pages were of poor quality I also knew we had to have the

best OCR software available if we hoped to achieve a minimal error rate. I did some research and found that OmniPage® was widely acknowledged as being the best in the OCR business. In spite of the fact we had horrible images where virtually every line was touching the next, we found our accuracy rate to be 95.4%. To say we are extremely happy with OmniPage's performance is an understatement. Using it saved at least 30-35 thousand dollars on this specific job because I didn't need to hire more people to deal with all the paper."

"With OmniPage 14, OCR accuracy is even better, approaching 99.7%. It is so easy to take scanned images and turn them into editable text and pictures for repurposing into presentations, Web pages or printed documents. Every time we use OmniPage it

Challenge: Digitize information from a client's poorly printed paper documents in a timely and cost effective manner with a minimal amount human intervention.

Strategy: Take advantage of the best OCR technology to automatically convert information from paper documents into digital files with a minimal amount of correction that can be easy delivered and loaded into the client's computer system.

Results: Transform piles of paper into digital information with an extremely high level of accuracy at rate that was much faster than manually retyping providing a cost savings of over \$30,000.

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– Robert M. Corr, Founder

turns a \$600 job into a \$100 job. This kind of savings represents real value to our clients and makes us even more competitive in the marketplace. The fundamental things that differentiate OmniPage from other OCR products are its accuracy and flexibility. For most of my business software I loathe to pay upgrade fees. Unlike other major software companies that come out with a new version of their product

every year at a price that is often 40, 50, 60 percent of the original cost to upgrade to the new version with dubious increases in functionality, ScanSoft always provides good value in each new version of OmniPage. I actually look forward to each new version and am eager to upgrade!"

ScanSoft[®]

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