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DIGITAL AMBITION. REALIZED.

Shawn Shell, April 2021

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Unstackr—Digital Ambition. Realized.

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> Data has become the life blood of many organizations. Every critical decision requires good data. However, in many companies, data flow is inconsistent, often lacks quality, and is ingested from disconnected sources. As a result, many meaningful business initiatives are required to invent, transform, or develop new data gathering methods.

What if it were possible to remove the data capture burden? What if it were possible to rapidly develop multi-modal data capture mechanisms? What if truly digital data capture were as easy to use as traditional paper or PDF forms and data capture applications could be created in seconds? Enter Unstackr.

Unstackr is a novel data capture platform. The platform allows organizations of any type and size to quickly develop data capture applications. These applications unify an organization's capture presentation, data business rules, workflow, and storage—immediately enabling value creation.

Unstackr works in three key ways:

MANY ORGANIZATIONS HAVE DIGITAL AMBITION. THE PROMISE OF EFFICIENCY, INTEGRATED & COMPELLING CUSTOMER EXPERIENCES, AND LOW-COST SERVICE DELIVERY IS IRRESISTIBLE.

WHEN YOU ADD INNOVATIVE OFFERINGS AND THE ABILITY TO USE DATA AS A STRATEGIC ASSET, DIGITAL AMBITION IS REALIZED.

First, it enables companies to instantaneously convert their legacy paper and PDF-forms into modern web applications.

Next, it allows companies to mass-ingest data from previously completed forms or structured documents.

Finally, it enables a multi-modal data capture approach by presenting new capture applications across PCs and mobile devices, even with limited or inconsistent network connectivity.

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In all cases, all data capture applications meet stringent accessibility standards, are powered by scalable cloud infrastructure, and can be easily integrated with a variety of enterprise systems.

Convert PDF and Paper Forms

PDF and paper forms have been a trusted data capture mechanism for decades. Even as digital technologies have become pervasive and mature, these legacy modalities survived. Why? Paper and PDF forms are easy and inexpensive, and people are comfortable with them. However, there is a better way.

Unstackr maintains ease-of-use and accelerates your digital ambitions, while preserving low-cost delivery. The platform uses AI to convert files like PDFs, images, MS Office files, and converts these into Unstackr Applications. These apps use a custom style sheet that preserves the original form's exact look and feel. Importantly, the apps are automatically tied to a centralized data repository. They translate all content, formatting, validation, calculation, and business rules, enabling your firm to capitalize on high-quality unified data. Additionally, Unstackr's application designer tools provide low and no code mechanisms to adjust, refine, extend, or create apps to meet your evolving data capture needs.

> "…DATA AND ANALYTICS LEADERS REQUIRE AN EVER-INCREASING VELOCITY AND SCALE OF ANALYSIS IN TERMS OF PROCESSING AND ACCESS TO ACCELERATE INNOVATION AND FORGE NEW PATHS TO A POST-COVID-19 WORLD."
>
> RITA SALLAM, DISTINGUISHED VP ANALYST, DURING HER PRESENTATION AT VIRTUAL GARTNER IT SYMPOSIUM/XPO 2020.

Capture Data in Completed Forms

Previously completed or submitted forms contain a data treasure trove. Enterprises are buried in paper or PDF forms that remain untapped due to ingestion costs and accuracy concerns. However, this trapped data can feed many initiatives, as well as becoming a high-velocity data ingestion source for data lakes. Unstackr unlocks this critical data by integrating advanced AI-powered image processing.

Unstackr's Document Parser module quickly extracts isolated data. The platform can differentiate between data, structure, and presentation. Unstackr captures trapped data as if it were submitted through the original form. It applies business rules, data transformation routines, and workflow to ensure high-quality data capture at scale.

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Serve Your Audience—When, Where, and How They Want

Your organization probably has lots of different audiences. There could be diverse demographic, geographic, or even device differences. To capture data your audiences are willing to give you, it's critical that you meet them "where they are." This means ensuring that you have an adaptable and flexible data capture approach.

Unstackr enables flexible data capture interfaces. By default, all Unstackr applications are mobile web friendly. Each application can responsively render for a full PC experience or on a mobile browser. Additionally, Unstackr provides native Android and iOS apps that allow both synchronous and asynchronous data entry and transmission. In all cases, Unstackr adheres to strict accessibility standards, enabling data capture form usage across the broadest audience set.

Make Digital Ambitions a Reality

Now, more than during any time in history, data processing and analysis are key organizational capabilities. Unlock rapid data capture applications using legacy forms. Integrate with existing enterprise systems to explore new value creation. Unleash paper-bound data in your digital enterprise.

Whether your firm needs to become more customer responsive, or you need to identify innovation opportunities and increase data capture velocity to enable other abilities – like machine learning or decision support – Unstackr gives you the capabilities to achieve your digital ambition.

Unstackr removes all data constraints and allows you to capitalize on your opportunities.