



AIIM 2007 “Carl E. Nelson” Best Practices Award Nomination Summary

In the first half of 2006, the Principal Financial Group partnered with SunGard EXP to address a NASD regulation requiring updating the investment suitability for Principal's shareholders. The proposed solution was to implement SunGard EXP's OCR product, EXP Capture. In this implementation, information from the Suitability form was captured and used to automatically update the shareholder's information in Principal's Broker / Dealer system.

This project integrated the components of document imaging, business process management, ICR/OCR (by Peladon Software), and administrative record keeping systems. The integration of these components created a system that provided exceptionally efficient processing and full audit of each individual document to ensure compliance and reporting outlined within the regulation.

EXP Capture Product Overview

EXP Capture is an add-on module for EXP AG (PowerImage). EXP Capture leverages multiple ICR/OCR engines and an intuitive 32-bit interface to provide quick, accurate forms processing. A set of Windows services and WebServices APIs provide integration with business and recordkeeping systems while the Capture component extracts data from the form and communicates this data as XML. These functions combine to provide straight through forms processing.

EXP Capture Performance

The following performance numbers were gathered after several weeks of use in production.

Initial OCR character read rate	96.3%
OCR character correction	0.6%
Characters manually keyed	3.3%

EXP Capture Return on Investment

The return on investment information takes into account the initial software license fee, the cost of custom development, and the hourly cost of employees processing documents in EXP Capture.

Cost per document FTE	\$3.38
Cost per document Temp Employee	\$1.45
Cost per document using EXP Capture	\$0.17
Cost savings of EXP Capture vs. FTE	\$1,676,372
Cost savings of EXP Capture vs. Temp Employee	\$664,730
ROI vs. FTE processing cost	15 days
ROI vs. Temp Employee processing cost	37 days
First year ROI vs. FTE	1565%
First year ROI vs. Temp Employee	671%