

Kodak alaris

THE RISE OF DATA CHAOS

Driving Growth through Digital Transformation

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The Growth of Unstructured Data

IDC estimates the volume of digital data will grow 40% to 50% per year, in effect, doubling every two years. By 2020, IDC predicts the number will exceed 44 zettabytes (ZB), which is 44 trillion gigabytes.



90% of that data growth will be in the form of unstructured data.

The massive growth of unstructured data presents amazing opportunities for most companies to enhance – and even transform – their current businesses processes and related information systems that currently operate on structured data.

Across the corporation, businesses functions that are powered by the combination of structured and unstructured data can become more quantifiable, predictive and prescriptive. Specifically:

Marketing: Understanding and targeting customers

Customer service: Improving customer responsiveness and interaction

Sales: Increasing revenue and reducing cost of sale

Logistics: Understanding and optimizing business processes

HR: Organizational and human capital quantification and performance optimization

Manufacturing: Optimizing machine and device performance

Finance: Optimizing financial management, reporting and compliance

Given the power and promise of unstructured data, companies from large enterprises to middle-market firms to fast-growing small businesses are planning to incorporate unstructured data into their IT strategies and processes.

90% OF CIOs plan to incorporate unstructured data into their enterprise insights, processes, and strategy

The Challenge with Unstructured Data

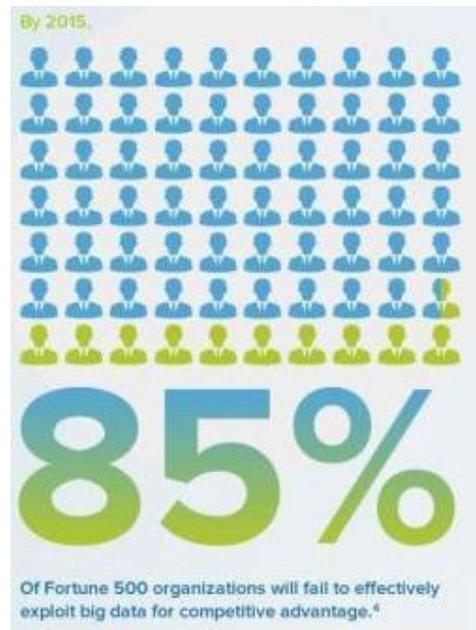
Due to its very nature, traditional IT approaches, systems and capabilities are inadequate in terms of capturing, storing, recognizing and extracting business information from unstructured data.

A Gartner Group study found that through the end of 2015, 85% of big unstructured data programs had failed to achieve results that were a competitive advantage for the company (such as lower operating costs). The major issues cited were related to fundamental technology shortcomings, lack of relevant internal knowledge, and insufficient strategy and planning.

Success harnessing the power and promise of unstructured data, at scale, requires:

- A new science for capturing, recognizing, and extracting information from structured and unstructured data.
- New technologies in the form of software, devices and cloud services for storing, sharing and integrating unstructured data with business processes and applications.
- A new ecosystem of consultants, system integrators, software companies and SaaS providers and services to deliver powerful solutions that meet the needs of each customer.

The Digital Transformation strategy for Kodak Alaris Information Management brings together the science, technology and ecosystem required for companies, large and small, to exploit unstructured data to drive business efficiency, agility, speed, growth and profitability.



Harness the Power of Data Chaos

Digital Transformation with Kodak Alaris

Kodak Alaris Information Management provides the science, technology and industry ecosystem needed for companies to drive business growth in the Era of Data Chaos.



Currently, our solutions enable customers to capture data from paper and other sources, extract key information from the contents, and deliver that information to a person or business information system. With customers ranging from small offices to global operations, Kodak Alaris delivers superior systems and solutions that enable digital transformation at scale. This includes everything from high speed, high fidelity document scanning and capture to unstructured information science software, backed by expert professional and technical services and support.

We can expand the customers that we sell and service by broadening our message from one focused on document capture to Digital Transformation in the Era of Data Chaos. This positioning gives us a message that is relevant to senior business executives across finance, operations, sales, marketing, manufacturing, logistics, supply chain and human resources. Our business value will expand by helping customers improve efficiency, agility, speed, growth and profitability through effective use of data.

Why Kodak Alaris?

Kodak Alaris Information Management has been operating at the nexus of structured and unstructured data for the past 30 years. Kodak Alaris is well positioned to become an industry leader in the emerging Era of Data Chaos because:

1. Kodak Alaris has the **best** Data Science (UDS) in the industry, given its heritage in imaging and information science.
2. Kodak Alaris captures the **most** types of structured and unstructured data, given its portfolio of capture devices and software.
3. Kodak Alaris has the **largest** channel partner & services network worldwide.
4. Kodak Alaris deliver the **fastest**, highest-fidelity and most accurate document capture products today.

These capabilities and offerings translate to meaningful and measurable benefits for customers who implement KAIM systems and solutions:

- **Productivity** – overall solution performance, image processing speed and effectiveness, information recognition performance and accuracy
- **Reliability** – overall reliability and quality, media handling, document and information protection.
- **Efficiency** – overall value, low total cost of ownership, high-yield consumables, low-energy, environmental friendly solutions.
- **Scalability** – quality service and support, cloud integration, array of device types and speeds.
- **Simplicity** – ease of use and convenience, intuitive interfaces, easy network setup and management.

Digital Transformation in the Era of Data Chaos is all about helping our customer optimize and grow their business by harnessing their biggest and fastest growing asset; their data. In the process, Digital Transformation will set a new course for the Information Management business that will achieve meaningful growth in the short-term and substantial growth and profitability over the next 4-5 years.