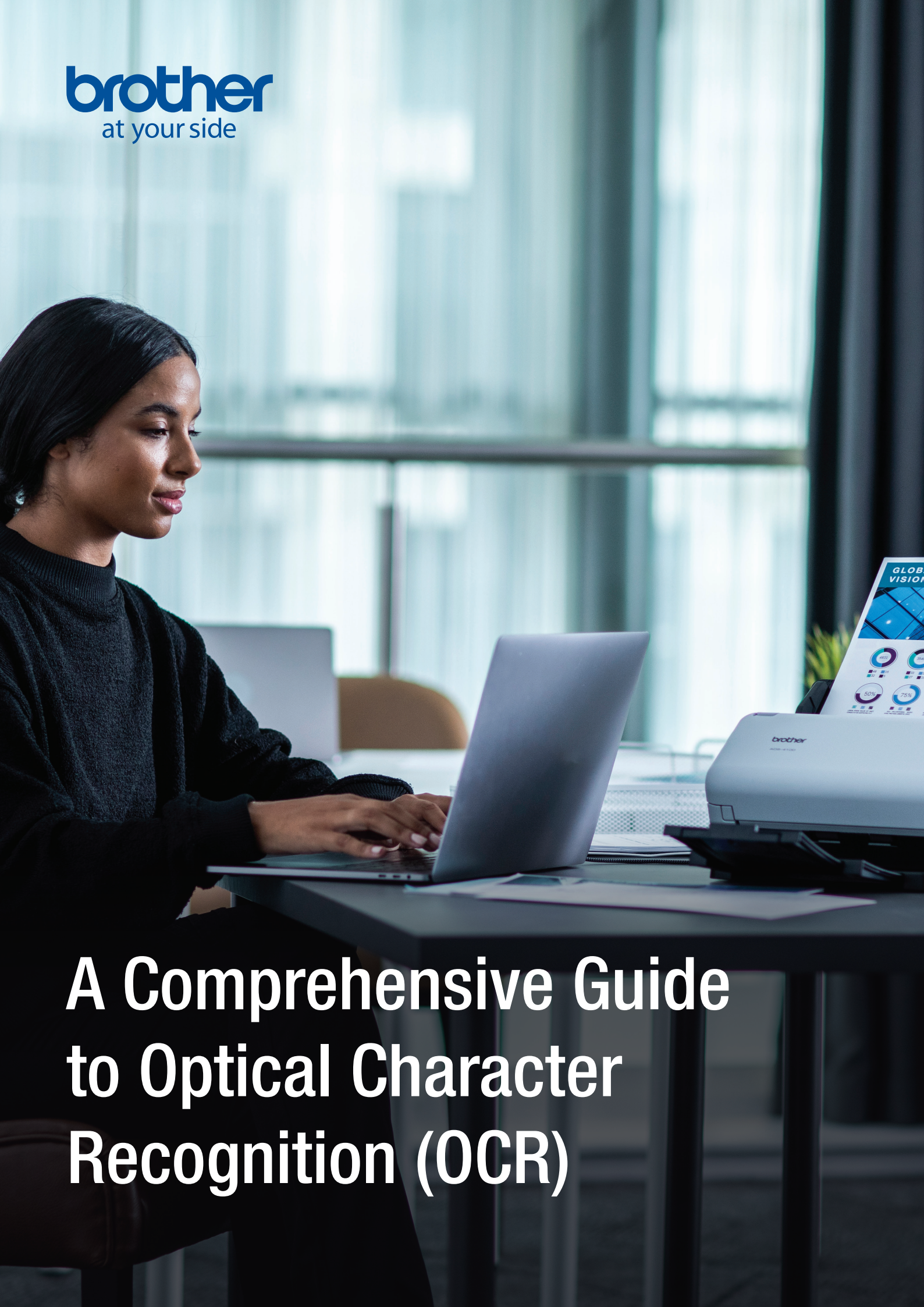


brother
at your side

A woman with dark hair, wearing a dark sweater, is seated at a desk, focused on her laptop. To her right, a white Brother printer is visible, with a document titled 'GLOBAL VISION' featuring various charts and graphs emerging from its output tray. The background shows a modern office environment with large windows and a glass railing.

A Comprehensive Guide to Optical Character Recognition (OCR)



\ What is **Optical Character Recognition (OCR)** technology?

In today's fast-paced business environment, the rise of text recognition platforms has accelerated the productivity of workflows by eliminating the need for manual data entry.

Optical Character Recognition (OCR) technology extracts data from scanned text and camera images, repurposing it into words and sentences that can be digitally edited and manipulated post-transfer. An OCR platform can easily convert your physical documents into machine-readable text by leveraging the power of connected hardware and software.¹

This powerful technology was heavily adopted in the 1990s by newspapers and print publications looking to digitise their back catalogue. Today's projections indicate the global OCR Software market size will reach approximately \$78.7 billion by 2030² – highlighting the uptake of this efficiency-enhancing technology across virtually every industry.

Let's examine how deploying an OCR platform can be easily integrated into your workflows.



¹ IBM.com "What is Optical Character Recognition (OCR)?" Retrieved from <https://www.ibm.com/cloud/blog/optical-character-recognition>

² EvolveBI.com "Global OCR Software Market Analysis and Global Forecast (2022-2030) with COVID Impact Analysis." Retrieved from [OCR Software Market Size, Share & Analysis | Forecast - 2030 \(evolvebi.com\)integrated into your workflows.](https://www.evolvebi.com/integrated-into-your-workflows)

Businesses that utilise \ OCR solutions

Text recognition software is rapidly becoming a globally-deployed business solution. While the potential of systems that process and store information continues to grow, industries everywhere are harnessing the efficiency- enhancing benefits of OCR³, including the following examples:

1 \ The Financial Sector



can verify checks and signatures in real-time by scanning documents through an OCR application, increasing protection against fraud

2 \ The Healthcare Industry



uses OCR to create searchable PDFs that can be easily accessed via a patient's electronic health records (EHRs)⁴

3 \ The Australian Government



is deploying OCR to enhance their Digital Identity System under the Trusted Digital Identity Framework (TDIF). OCR Labs is amongst the authorised software providers trusted with safe and fast online ID verification for Australian organisations seeking to bolster their authentication protocols⁵

³ Computer Weekly.com "Services Australia taps AI in document processing." Retrieved from <https://www.computerweekly.com/news/252490630/Services-Australia-taps-AI-in-document-processing>

⁴ Scopic "Top 5 Business Uses of OCR Technology to Help Improve User Experience." Retrieved from [Top 5 Business Uses of OCR Technology to Help Improve User Experience \(scopicsoftware.com\)](https://www.scopicsoftware.com/top-5-business-uses-of-ocr-technology-to-help-improve-user-experience)

⁵ Digital Adoption "A Guide to Healthcare, Medical, and HHS OCR Systems." Retrieved from [A Guide to Healthcare, Medical and HHS OCR Systems \(digital-adoption.com\)](https://www.digital-adoption.com/a-guide-to-healthcare-medical-and-hhs-ocr-systems)

⁶ Australian Government Digital Identity "Australian Government's Trusted Digital Identity Framework accredits first private company." Retrieved from [Australian Government's Trusted Digital Identity Framework accredits first private company | Digital Identity](https://www.digidentity.gov.au/framework-accredits-first-private-company)

\ How your business can benefit from OCR

Optical Character Recognition promotes effective and efficient management of your document archives.

While the thought of transitioning your old paper records and documents may be daunting, today's OCR scanning technology can digitise large volumes of documents in a quick and efficient manner.¹



Increased productivity

The ability to scan images into editable PDFs or Word documents saves valuable time. For example, in the healthcare industry, the ability to scan a patient's medical file alongside their health card into one single file saves time spent filling in information manually



Improved workflow

Once scanned, the digital document can be edited and amended as new patient information or updates are needed. Additionally, the files can be easily searched after being scanned, ensuring that authorised personnel across your organisation can access the documents at any time



Enhanced Security

OCR technology augments the security of your documents thanks to programming designed to prevent fraud attempts. This works by comparing provided information against stored data to root out any inconsistencies or perceived errors

\ How OCR increases business efficiency

Your OCR platform will integrate seamlessly with your existing work assets, enabling your business to take advantage of current resources while embracing a shift towards a sustainable, digital future.

Here's how OCR can enhance your operational workflows:



Reduced operational spend

The digitisation of your workflow greatly reduces your carbon footprint, as the shift away from paper-based filing and record-management systems provides long term cost-savings



Enhanced searchability

OCR enables the easy retrieval of your digitised documents. Keyword searchability will save your workforce time navigating through file cabinets full of documents, allowing your critical data to be easily found, with just a few keystrokes

⁷ Blue Orange. "6 Benefits of Using Optical Character Recognition (OCR) to Increase Business Efficiency." Retrieved from [Use OCR to Increase Business Efficiency | Blue Orange](#)



Seamless integration

Character recognition software is a value-add to your business architecture – while you can enhance your business processes by digitising your workflows, you don't need to replace your existing devices or protocols in order to enjoy the benefits of an OCR solution



Instant translation

OCR can effectively decipher and translate a wide variety of languages, ensuring your business remains viable in today's increasingly global marketplace. The instant translation capabilities of an OCR solution will save time for business processes that manually input or translate alternate language text

\ Optimise your productivity and automate your business processes

Speed and accuracy are of the utmost importance to your critical business processes.

By creating virtual PDF forms such as client registration, invoices and statements, your workforce will have access to all of the critical documents needed to expedite client-facing interactions.⁸ This increased efficiency has a corresponding effect on customer satisfaction, as processing and wait times can be significantly reduced thanks to the real-time accessibility and editing capabilities of OCR.

Compliance forms and legal documents can be accessed and updated from any workstation by authorised users, mitigating the risk of exposure misplaced paper copies can entertain.

Employees tasked with daily paperwork will streamline business processes, as OCR provides easily accessible, digitised documents that can be shared and edited in real-time. The ability to transfer formatting types saves manual data entry into an Excel spreadsheet, or vice versa, as an example.



⁸ Bautomate "Top 10 Advantages of OCR Technology in your business." Retrieved from [Top 10 Advantages of OCR Technology in your business - \(bautomate.com\)](https://www.bautomate.com/top-10-advantages-of-ocr-technology-in-your-business/)

\ OCR security benefits

Data security is an important consideration for any business. As more organisations adopt a digital infrastructure for their critical business processes, the vulnerabilities of physical documents and file storage methods are highlighted by contrast. Services Australia is amongst the wealth of organisations deploying an OCR and artificial-intelligence (AI) powered document management system.⁹

Paper documents are at risk of damage, loss, or theft. Digitised documents stored on cloud-based platforms can provide an additional layer of security for your critical data.

Access to confidential documents can be further restricted by deploying authentication and authorisation protocols for all potential viewers.

The secured storage and document handling capabilities of OCR technology¹⁰ can automatically file your digitised documents into the correct category, ensuring that important information isn't inadvertently retrievable by unauthorised personnel.



⁹ AI Multiple. "Optical Character Recognition (OCR) in 2022: In-depth Guide." Retrieved from [Optical Character Recognition \(OCR\) in 2022: In-depth Guide \(aimultiple.com\)](https://aimultiple.com/optical-character-recognition-ocr-in-2022-in-depth-guide/)

¹⁰ Data Entry Services. "9 Key Advantages of OCR-based Data Entry." Retrieved from [9 Key Advantages of OCR-based Data Entry - Flatworld Solutions](https://flatworldsolutions.com/9-key-advantages-of-ocr-based-data-entry/)

\ Brother **OCR solutions**

Brother scanning solutions make digitising your workflow easy. Supported by OCR technology, [Brother scanners](#) are designed to enhance the efficiency of your sorting, retrieving and data entry tasks by providing the effortless transfer of your paper documents. Brother scanners turn paper into actionable, editable workflows, with one-touch automation enabling the easy transfer and digitisation of large volumes of stored paper documents.

By automating data entry, Brother's OCR scanning solutions can reduce the human errors associated with manual processes and resolve compliance compatibilities by storing date-restrictive data in segmented cloud-based storage areas.

Multi-function printers like the [MFC-L9570CDW](#) provide a comprehensive solution for all of your office needs. The software integration features for print and document management can be tailored to the precise needs of your operational workflow, and the secure print functionality ensures only your authorised personnel can access waiting documents.

Brother's flexible offerings can be tailored to suit the needs of your business as it moves firmly into the digital landscape of today's sustainable world.



\ How OCR fits into your Document Management strategy

Streamline your business processes with a comprehensive, versatile solution that implements OCR technology. Brother is proud to partner with today's business leaders by providing OCR-equipped scanners and multi-function centres (MFCs) that integrate seamlessly with your business architecture.

For businesses looking to enhance the efficiency of their processes, a [document management solution](#) from Brother can provide the tools to streamline workflows.

To learn more about how document management solutions and OCR technology has augmented the workflows of other organisations, visit [Brother Empowers](#). Our comprehensive resource platform is full of tips and information designed to take your critical workflows to the next level.

Get in touch with [Brother today](#) to see how an OCR solution can transform your business.



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