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## **DDM: Document Data Management**

Document Data Management (DDM) is a revolutionary new paradigm developed by KYOS Systems Inc. for managing information.

Document Data Management is the next stage in the evolution of forms and document management. Document Data Management lets you create **high value information** from your documents and forms and to **actively manage and harness the data** – not just full pages – that resides in your forms and documents.

### **Background: Where are we today?**

Today's scanning and Electronic Content Management (ECM) solutions focus primarily on documents and pages, resulting in large memory requirements to store PDFs, slow transmission time during peak usage periods, and, most importantly, ineffective search for the information that end users need. While ECM solutions help users share documents electronically (more easily than they can share paper), digital files are merely on-screen versions of paper documents. Users still need to open and view each PDF, visually validate that the information required resides on a particular page, and then decide to do something with the information on the page.

ECM does not change the end user experience. In fact, searching for data on paper is often more efficient than searching through thumbnails and PDFs, especially for large archives.

### **The Data Penalty**

There is a large and ever growing data penalty associated with the typical ECM approach. As scanning expands and archives get larger, the problems of storage and search increase exponentially and the system gets increasingly inefficient.

What do we mean by the data penalty? As information grows, because most keywords are common to multiple documents, the number of unique document identifiers decreases. That means that keyword searches or 'Googling' turns up reams of information, but not necessarily the specific information that the user needs when dealing with a particular business issue. Thus, except when users know exactly which page they are looking for, or when they can search based on a unique identifier like invoice number or patient record number, searching archived documents requires more

and more user experience and training, and deploying data becomes more and more rigidly defined.

Other than saving space and providing disaster recovery, digital archives fail to provide richer access to valuable information; using them is not that different from using paper files. No wonder people question the value of scanning.

### **The KYOS Systems Solution: A Different Approach**

There is a solution to this problem. KYOS TransFORM™, the KYOS Systems solution is based on revolutionary information management technology. Our advantage is not just developing better, faster, more secure and higher performance recognition algorithms. We look at information in a new way.

KYOS Systems believes that to get value from information, the starting point has to be asking “why do you scan?” and “how do you create value?” from scanning. Without knowing the answers to these questions, you will spend a lot of time and money simply creating bigger and more cumbersome static archives.

At KYOS Systems, we view forms and documents as merely temporary ‘containers’ for data that provide in a particular context. Why does context matter? Because the same data can mean dramatically different things depending on context. KYOS TransFORM™’s embedded Pixel Perfect™ data capture and business rule-driven automated metatagging platform flexibly specifies context needed to aid search and power downstream applications. What this means is that with you can search for any page along all of its metatag definitions, making our graphical search solution far more rapid with much less user training than keyword based search. In addition, data freed from the page can be aggregated and analyzed in new and powerful ways. Data is always linked back to its original form for original context retention. Data presented in the proper context of the workflow is what powers document data dependent work streams and creates value from your forms and document archives.

### **Free the Data, Flow the Information**

Imagine if you could free all data from its containers and use it in any workflow. What if you could scan once and use many times, in many ways without ever losing access to the original context for information? What if data were free to be aggregated and mined in new and novel ways impossible to do with paper and PDFs? What if targeted data flowing into downstream applications enabled you to create new and powerful business intelligence? With KYOS TransFORM™, fast and effective context and concept searches are possible at the data, not just document, level. Yet another outstanding benefit of freeing and treating data the way KYOS does is that much higher accuracy levels of data conversion using recognition engines is achieved with much less effort and cost. Data can be targeted and converted when and how you need it.

### **DDM: Information as an Asset**

Document Data Management: this is what KYOS Systems does. We reduce the cost of your scanning efforts and increase the value of your image repositories. We help take you and your organization to the next level of value creation from something you already own: your information.