



## SERVICES

Online data entry

Offline data entry

Data conversion

Financial analysis

Financial modeling

Equity and stock research

Accounting

Bookkeeping

Stock coverage

Contract assessment

Forms processing

Data mining

Application processing

Survey processing

Hybrid modeling

Medical centric services

Real estate services

Video tagging

...and many other services

INTELLIGENT IMAGE MANAGEMENT, INC.

### CASE STUDY:

# Handwriting-Based Data Entry

Genealogy Company Finds New Life

### CLIENT

The American Genealogical Lending Library (AGLL), a family owned, Utah-based company, preserves and sells historical documents and family histories to genealogists and the general public.

### CHALLENGE

AGLL's content inventory included files, records, and individual documents dating back hundreds of years, mostly in the form of papers, books, journals, microfilm, micrographics and so forth.



During the 1990s, with the rapid growth of the Internet, the company's survival depended on making its content searchable and accessible online. AGLL faced multiple challenges, stemming from the sheer volume of information that needed to be converted, from multiple formats:

- The content consisted mostly of handwritten original documents. Hence, AGLL needed a data entry vendor with a large number of operators who were proficient in deciphering old cursive handwriting.
- Most of the content was preserved on microfilm or fiche, and so the vendor also needed enough microfilm reader machines to accommodate the enormous volume of work in a timely manner.
- If the conversion process was not quick, efficient, accurate, and cost effective, it would be difficult if not impossible for AGLL to generate an adequate return on its investment and would eventually be forced to exit the business.



## THE IIMI SOLUTION

To address these challenges, IIMI brought in handwriting specialists from the USA to work with the offshore IIMI team and train local operators in old English patterns and nuances. IIMI invested in a large-scale data conversion shop equipped with microfilm readers. To minimize costs, IIMI purchased used and refurbished readers at deep discounts—microfilm readers were about to become obsolete—from libraries and other organizations in the USA.

## BENEFITS

- Innovative modeling
- Cost-competitive
- Quality work
- Timely services
- Diversified country risk
- Impeccable track record
- Blue Chip client list
- Certified US Minority Supplier
- Security and Confidentiality Procedures
- ISO 27001 Certified
- HIPAA Compliant

## BUSINESS IMPACT

- IIMI converted 30 million pages of documents for AGLL in a period of 48 months, which was three months ahead of schedule.
- Moreover, IIMI completed the work under budget, further strengthening AGLL's return on investment.
- A few years later, because of the successful completion of the handwriting-based project by IIMI, ProQuest, a Bell & Howell company, acquired AGLL for a very attractive price.
- This project helped IIMI to become a data entry vendor employing the largest pool of cursive-handwriting-proficient data conversion specialists in the industry.
- Keying handwritten content from multiple sources and in multiple languages requires a unique skill set with distinct demands and applications. Specialists need the ability to read and enter information from a wide variety of documents: credit card applications, survey forms, coupons, rebates, bookkeeping forms, tax forms, checks, warranty cards—the list goes on. IIMI has emerged as the industry leader in handwritten data conversion.



IIMI is HIPAA Compliant. IIMI is regularly audited by international audit firms to check for adherence to latest HIPPA standards and regulations. IIMI maintains comprehensive, well documented, clearly defined security and confidentiality procedures throughout its organization and follows industry best practices in security.

Read more at <http://capturedata.com/security-and-confidentiality/>

Our online Compliance Content Management System and GDPR DPA/DPO information is available on request.



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