2014 年 11 月

◆ Enterprise Document Capture: Process Gaps and Revenue Opportunities ◆

完成のご案内

企業のドキュメント・キャプチャ市場 - 業務プロセスにおけるギャップ、および収益機会

クラウド、ビッグデータ、戦略的データ活用など、企業の意識が変化しています。 今後、どのような業務プロセス/ワークフローにおいて、イメージスキャン業務のアウトソーシング機会が増加していくのでしょうか？

銀行、金融サービス、ヘルスケア、保険産業の業務プロセスにおいて、スキャンボリュームの多い業務は？
その業務のアウトソーシングはどこまで進んでいる？ 企業の意識、そして戦略は？

インフォトレンズは、2012 年に実施した「Service Expansion Opportunities for Document Outsourcing 調査」を発展させ、スキャニング関連に特化した詳細調査を実施いたします。

本調査では、「金融・ヘルスケア」などの業種に着目し、例えば「(a)お客様情報の入力、(b)契約書管理、(c)支払処理」などの多くのイメージスキャニングが期待されている業務プロセスの分析を行います。

■ 調査の着目点

- 社内業務およびアウトソースにおいて、高ボリュームのキャプチャ環境における主要トレンドとは？
  - What are the key trends within insourced and outsourced high-volume capture environments?
- 各産業および各業務プロセスにおける高ボリュームのキャプチャ業務は、どれほど洗練されているか？
  - How sophisticated are high-volume capture operations today by vertical industry and business process?
- キャプチャ業務は、どの程度、ワークフローおよびプロセスの自動化を促しているか？
  - How frequently are capture operations triggering workflows and automating processes?
- キャプチャ、分類、抽出、評価、配信というイメージ・ライフ・サイクルはどのようになっているか？
  - What is the life cycle of an image—from capture to classification, extraction, validation, and delivery?
- 企業における業務プロセスのギャップおよびニーズとは？ また、戦略的な優先順位は？
  - What are enterprises' business process gaps, needs, and strategic planning priorities?
- 企業におけるテクノロジーおよびサービスへの投資計画、そして展開の優先度は？
  - What are enterprises' technology and services investment plans and deployment preferences?

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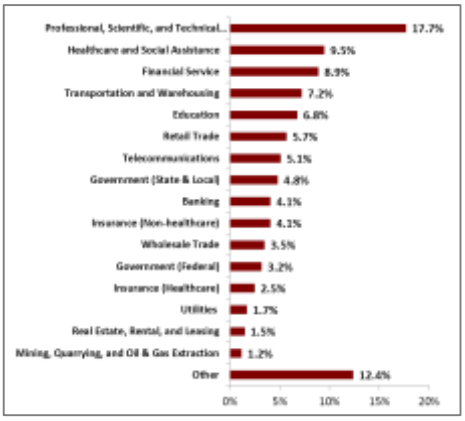
■ 調査のゴール

- 高ボリュームのキャプチャの傾向を「業務プロセス、産業バーティカル、様々なキャプチャ環境」という観点から明らかにします
- First, this research will uncover high-volume capture trends within business processes, vertical markets, and across different types of capture environments.

- イメージライフサイクルが、どのように効果的な自動化に寄与するのかを確かめます
- Secondly, it will verify how effectively image life cycles enable automation within the classification, data capture, data validation, and delivery phases of a document capture operation.

- 業務プロセスのギャップおよび非効率ポイントにおいて、技術的・サービス的な観点での収益機会を明らかにします
- Finally, the study will identify services and technology revenue opportunities that target business process gaps and inefficiencies.



■ 調査対象国

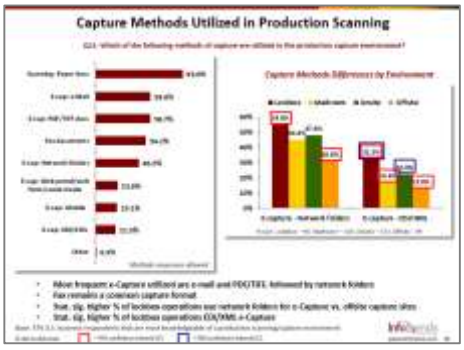
- 米国

■ 調査方法 （* 詳細は、英文企画書をご確認ください）

- WEB 調査 – **651 名**
  - **573 件** 銀行、金融サービス、ヘルスケア、保険における大企業（1,000+ employees）
  - **78 件** 中企業（500 to 999 employees）
  - 多くのスキャニング業務を行っている企業（オン/オフサイト、社内/社外）
  - イメージング・スキャニング業務に精通し、アウトソーシングの意思決定に影響を与える担当者
- インタビュー調査 12 件
  - サービス・テクノロジーの傾向、ビジネスプロセスにおけるイメージング・オペレーションの状況、アウトソーシングに関する現状・将来など

■ 納品物 （* 詳細は、英文企画書をご確認ください）

- 調査レポート 一式 （イメージングサービス アウトソーシング市場規模 2013-2018、調査結果まとめ）
- 電話によるプレゼンテーション



■ スケジュール

- 調査開始: 2014 年 11 月末 完成

■ 調査費用（税別）: US$16,495（税別）

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