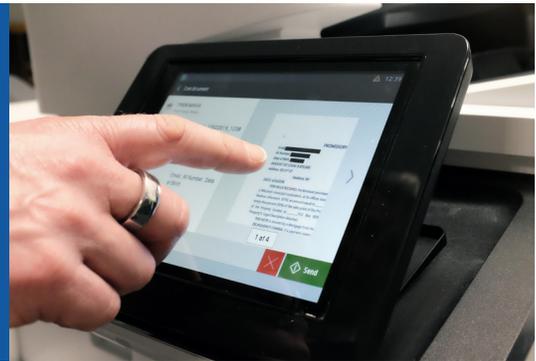




## HP JETADVANTAGE LINK:

Helping make Waives with document processing



More than 80% of enterprise data is unstructured, according to analyst estimates. For organizations, this presents an immense challenge to classify, search and derive meaning from data, which is often decentralized, archived in multiple formats and requiring manual analysis.

Today, thanks to advances in HP multifunction printers (MFPs), enterprises and SMBs can harness the combined power of printing and imaging to tackle this arduous task. Partnering with HP technology, [CloudHub360](#), an innovative UK-based document processing company, has set out to disrupt the management of printed records.

CloudHub360 has developed breakthrough cloud technology for intelligent digitization using HP JetAdvantage Link apps and HP MFPs.

Using the HP JetAdvantage Link for software developers, CloudHub360 has developed [Waives](#) for cloud-based processing of documents based on artificial intelligence. It promises to revolutionize the document processing sector by digitizing and analyzing unstructured data.

### Automated classification of scanned data

Waives - CloudHub360's flagship product - is a subscription-based service for document processing service for extracting and making sense of unstructured data from scanned documents. The technology supports both printed and digital documents, enabling effortless document processing in the cloud.

Waives combines proven advanced machine learning technology with a service-built ground-up for harnessing the power of the cloud without the complexity of traditional document processing products.

Embedding Waives in JetAdvantage Link apps complements the capability of HP devices and provides a unique solution. After an HP MFP scans documents, Waives then extracts, saves, sorts and files data. This data can then be integrated into a customer's existing, digital business systems. The Waives service offers the following capabilities:

- **Classifies** any documents based on their content
- **Extracts** key data from any document or invoices regardless of the document layout, with no configuration necessary
- **OCRs** (optical character recognition) large numbers of scanned documents with accurate and lightning fast results

Waives uses the power of Artificial Intelligence (AI) technology to process entire records of related documents, identify structures, add bookmarks and make it easy for users to find the information they need.

## Benefits of HP JetAdvantage Link platform

The HP JetAdvantage Link Platform lets third party developers integrate applications for installation on an HP printer, enabling users to launch and use the app right from the device's control panel. The HP JetAdvantage Link platform was designed to enable people to build applications that solve business challenges, like Waives did with a new way to tackle big data.

CloudHub360 CEO Andy Jones believes this is the right approach. "Plug-and-play, on-demand, easy to scale and capable of integrating with the customer's existing business processes. There is a low barrier to Waives due to its ease of use and easy integration into existing business applications. It's a simple solution to use," he explains.

## Transforming document digitization

CloudHub360 has developed two applications. The first is the Waives Autofiler application which intelligently scans and files documents based on the information within the document.

The second application, developed jointly by HP and CloudHub360, is integrated into the iManage application environment. The app utilizes the power of Waives' AI to identify personal identifiable information within documents, then automatically redact it.

For organizations within the financial industry, particularly in the light of recent European GDPR legislation, the solution has the potential to reduce what are often manual processes around data compliance.

## Cost-effective record digitization

Thanks to Waives innovation, it is possible to digitize paper records, such as medical, HR or legal records, without the expensive manual preparation before scanning that was previously required. The technology processes an entire record of related documents, identifies its structure, adds bookmarks and makes it easy for users to navigate and analyze data within the records. A healthcare organization can scan and arrange thousands of patient records.

"There are endless possibilities for customers," says Jones. "The application can be configured in hours rather than days, and the software can learn from a very small sample set. It just gets smarter."

For Jones, the synergy between Waives and HP JetAdvantage Link is an exciting prospect. "The HP JetAdvantage Link platform enables developers to build applications that are useful and practical. The Waives service conquers the problem of taking unstructured information and put meaning to it. By bringing the two together, we have the ability to make people's lives a lot easier," he says.