ADAPTIVE CASE MANAGEMENT

THE DIGITAL REVOLUTION IN HANDLING
COMPLEX UNSTRUCTURED TASKS

aiim PAPYRUS SOFTWARE

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HOW ACM IS FUNDAMENTALLY RESHAPING HOW BUSINESSES OPERATE, INTERACT WITH CUSTOMERS, AND CREATE VALUE

Tori Miller
CIP President & CEO AIIM

In an era where digital transformation has moved from aspiration to imperative, organizations face unprecedented challenges in managing complex workflows, unstructured information, and rapidly evolving business demands. The convergence of artificial intelligence, automation, and human expertise has created both opportunities and complexities that traditional process management approaches struggle to address. This exploration of Adaptive Case Management (ACM) arrives at a pivotal moment, as organizations seek new paradigms for operational excellence.

For over 80 years, AIIM has championed the effective management of unstructured data as a key driver of business success. Throughout our journey, we've witnessed the evolution from paper-based processes to digital workflows, from rigid frameworks to adaptive systems. The emergence of ACM represents more than just another step in this evolution – it marks a fundamental shift in how organizations can orchestrate their most complex processes while empowering their knowledge workers.

This eBook delves into how ACM transcends traditional approaches, offering a more flexible and adaptive framework for managing today's dynamic business processes. What makes ACM particularly relevant now is its unique ability to balance structure with adaptability, combining the efficiency of automation with the irreplaceable value of human insight and expertise. As organizations navigate an increasingly complex business landscape, ACM emerges as a crucial enabler of intelligent, responsive operations.

The insights shared here demonstrate how organizations can achieve meaningful digital transformation while maintaining the crucial balance between automation and human expertise. Whether you're a business leader seeking to enhance operational agility, a technology professional implementing next-generation solutions, or a knowledge worker looking to understand the future of work, this exploration of ACM offers valuable perspectives on the future of intelligent information management.

EXECUTIVE SUMMARY

In today's rapidly evolving digital landscape, the ability to adapt and thrive is paramount. By embracing the principles of digital transformation, organizations can unlock significant benefits, including increased efficiency, improved customer experience, enhanced competitiveness, and sustainable growth. Those who fail to recognize the urgency of this transformation risk being left behind, unable to compete in the modern marketplace.

This **eBook** discusses the exciting topic of business agility through digital process excellence. For some it may be the first time to get a firsthand glimpse at the high potential of smart business orchestration and automation driven by Adaptive Case Management. You'll be able to connect the dots and discover unique driving forces behind increased competitiveness and generating customer value.

In today's interconnected world, global enterprises face the critical challenge of balancing **global consistency with local market nuances**. This necessitates a flexible and adaptable approach to work management.

By implementing a single, **global work management tool**, across all countries and regions, organizations can streamline operations, enhance agility, and foster seamless collaboration across borders. This unified approach ensures consistent processes, improves efficiency, and facilitates rapid adaptation to changing market conditions and local requirements. Seamless collaboration among teams across borders fosters faster decision-making and enhances communication, leading to improved efficiency and overall productivity.

ACM empowers organizations to establish **reusable sub-processes** to ensure consistent operation models and avoid redundant case creation (e.g. underwriting) across countries. Local adaptability allows for necessary variations in sub-processes to accommodate country-specific market or legal requirements.

Building a Robust Business Case

Define clear, quantifiable goals. Focus on reducing case processing times for key workflows like underwriting and claims. Measure the increase in employee productivity by quantifying time saved through automation. Track customer satisfaction scores to identify improvements resulting from faster tur around times and improved communication. Calculate the potential cost savings from reduced manual effort, improved resource allocation, and minimized errors.

BY EMBRACING ACM,

ANY ENTERPRISE CAN ACHIEVE

GREATER OPERATIONAL EFFICIENCY,

ENHANCE CUSTOMER SATISFACTION,

AND GAIN A COMPETITIVE EDGE

IN THE GLOBAL MARKETPLACE.

Can IT Build a Solution Without Business Insight?

Building and delivering successful case management solutions requires deep involvement from both the business side and IT. Here's why:

True Understanding of Business Needs

◆ **DOMAIN EXPERTISE**

Business experts possess in-depth knowledge of their specific processes, challenges, and pain points. This knowledge is crucial for designing a solution that truly addresses their needs and improves efficiency.

◆ **USABILITY AND ADOPTION**

Business users are the end-users of the system. Their input ensures the solution is intuitive, user-friendly, and aligns with their workflows, increasing the likelihood of adoption and successful implementation.

Realistic Expectations and Ownership

◆ **BUY-IN AND SUPPORT**

When business experts are involved in the design and development process, they feel a sense of ownership over the solution. This fosters greater buy-in, support, and willingness to adapt to the new system.

◆ **REALISTIC SCOPE AND TIMELINE**

Business involvement helps set realistic expectations for the project's scope, timeline, and budget. It prevents unrealistic expectations and potential disappointments later on.

Continuous Improvement and Innovation

◆ **ADAPTABILITY**

Business needs are constantly evolving. Ongoing involvement from business users allows for continuous improvement, ensuring the solution remains relevant and effective over time.

◆ **INNOVATION AND OPTIMIZATION**

By working closely with IT, business users can identify opportunities for innovation and optimization, leading to a more efficient and effective solution.

In conclusion, while IT expertise is essential for the technical implementation of a case management solution, the active involvement of business users is equally critical for its success.

Addressing the Limitations of BPM and RPA for Complex Business Processes

While traditional Business Process Management (BPM) and Robotic Process Automation (RPA) have proven valuable in streamlining operations, they encounter limitations when dealing with intricate, dynamic, and unpredictable business processes.

Traditional BPM Limitations:

◆ **Rigid Structure:** BPM is tailored for well-defined, structured processes, struggling with ad-hoc, unstructured, and exception-based workflows.

◆ **IT-Centricity:** BPM often demands significant IT involvement for process design and maintenance, hindering agility.

◆ **Slow Time-to-Market:** Lengthy development cycles associated with BPM can delay the deployment of new processes.

◆ **Lack of Flexibility:** BPM systems can be inflexible, making adaptation to changing business needs challenging.

RPA Limitations:

◆ **Task-Centricity:** RPA primarily focuses on automating individual tasks, not end-to-end processes.

◆ **Limited Intelligence:** RPA lacks the intelligence to handle complex decisions and exceptions.

◆ **Scalability Challenges:** As automation complexity increases, RPA can become difficult to manage and scale.

ADAPTIVE CASE MANAGEMENT: A SOLUTION TO THE LIMITATIONS

Adaptive Case Management (ACM) is an emerging approach that addresses the limitations of traditional BPM and RPA. It offers a flexible and intelligent framework for managing complex, dynamic and unpredictable business processes.

Beyond Rules, Toward Goals

ACM empowers businesses to focus on desired outcomes rather than rigid processes. Unlike traditional BPM, which relies on pre-defined workflows, ACM is designed to handle complex, non-linear situations, such as individual claims, loans or incident cases.

Instead of rigid rules, ACM emphasizes clear goals, stakeholder authority, and the flexibility to adapt to unique circumstances. This allows for real-time adjustments and interactive decision-making throughout the case lifecycle.

Key Benefits of ACM:

◆ **Flexibility:** ACM can handle unstructured, ad-hoc, and exception-based processes.

◆ **Agility:** ACM enables rapid process adaptation to changing business needs.

◆ **Collaboration:** ACM fosters collaboration between business and IT teams.

◆ **Intelligence:** ACM leverages AI and machine learning to automate decision-making and improve process efficiency.

◆ **User-Centric Design:** ACM empowers business experts to create and deliver processes without extensive IT involvement.

> "No one can whistle a symphony. It takes a whole orchestra to play it."
>
> *- Halford Luccock*

By combining the structured rigor of BPM with the flexibility of case management, ACM provides a powerful solution for organizations seeking to improve their business agility and operational efficiency.

End-to-End Automation: A Symphony of Technology

Imagine a well-oiled machine, processing thousands of insurance claims seamlessly. This isn't science fiction; it's the reality of end-to-end automation. By embracing end-to-end automation and intelligent orchestration, organizations can unlock their full potential and drive digital transformation.

Business Value of Consolidation in one Platform:

◆ Orchestration of Business Processes by process owners rather than IT

◆ End-to-end automation without integration needs

◆ Transparency and centralized version control

◆ Connected experience

◆ Great EX & CX

◆ Reducing technology footprint/TCO

Automated Car Accident Response
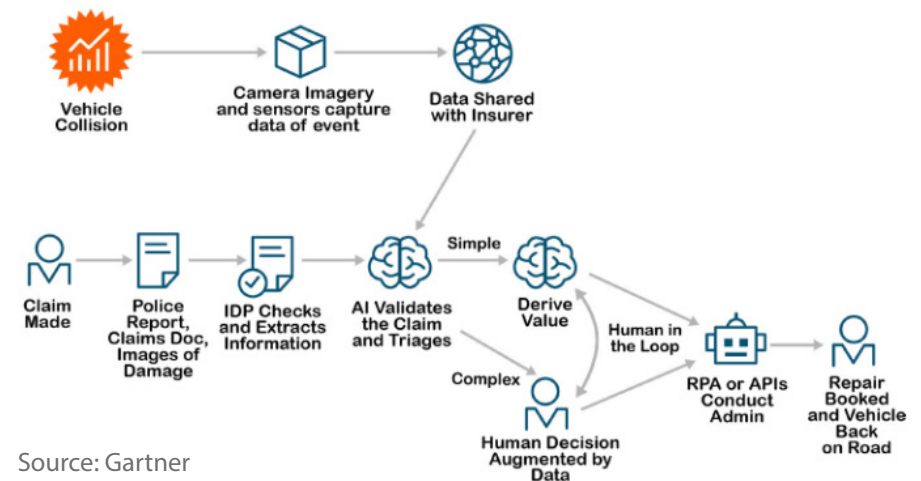

Source: Gartner

A Real-World Example: Insurance Claims

Consider a typical insurance claim. A customer submits a claim, perhaps through a self-service portal or a phone call.

Intelligent software, powered by artificial intelligence, swiftly extracts key information from documents like police reports and medical records.

These digital documents are then routed to the appropriate team or system, where automated processes handle routine tasks.

For complex claims, human experts collaborate with AI-powered tools to make informed decisions. The platform seamlessly integrates with various systems, ensuring smooth information flow and efficient decision-making.

This streamlined process is made possible by a powerful orchestration platform. This platform acts as the conductor of a digital symphony, coordinating various technologies and human interactions. By automating routine tasks, leveraging AI for intelligent decision-making, and integrating disparate systems, organizations can significantly improve their services.
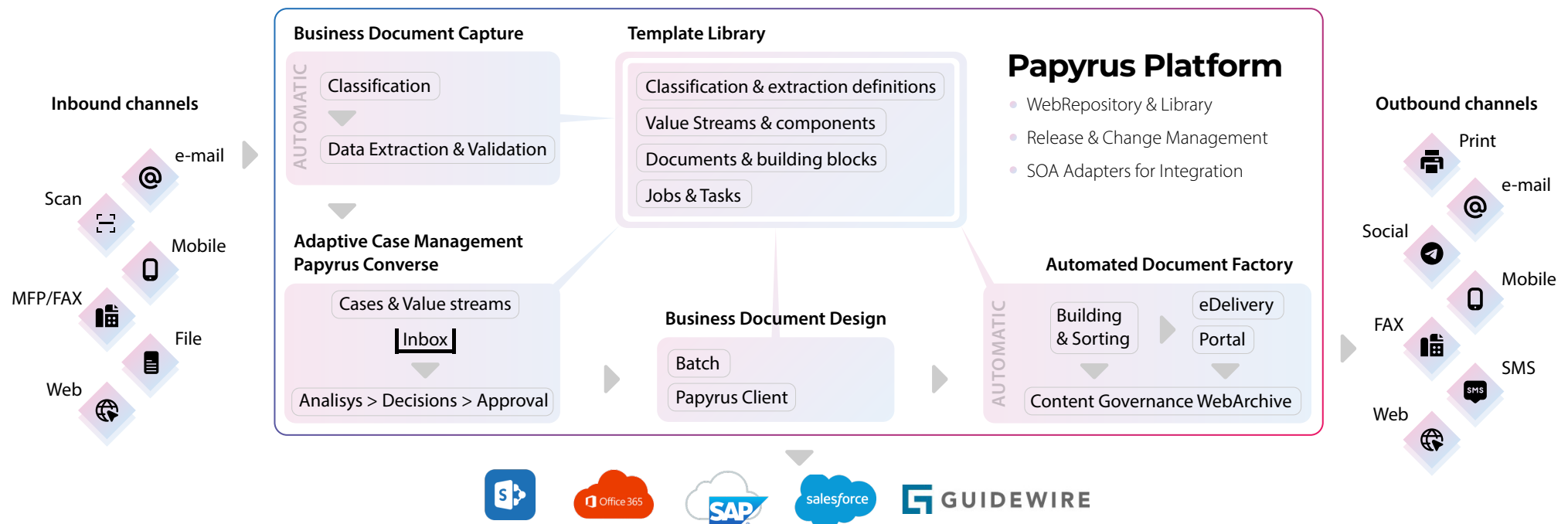
Papyrus Platform: Tapping into the World of ACM

Papyrus Software has helped organizations all over the world to collaborate on and transform complex business processes that span people, systems, and devices into seamless experiences, at scale. Adaptive Case Management (ACM) as genuine methodology offers a flexible and responsive approach to managing complex business processes to address the dynamic needs of modern businesses and respond swiftly to changes in the market, client needs, and regulations.

> "If you give people tools, and they use their natural abilities and their curiosity, they will develop things in ways that will surprise you very much beyond your expectations."
> - Bill Gates

Inbound channels

e-mail

Scan

Mobile

MFP/FAX

File

Web

Business Document Capture

AUTOMATIC

Classification

Data Extraction & Validation

Adaptive Case Management Papyrus Converse

Cases & Value streams

Inbox

Analisys > Decisions > Approval

Template Library

Classification & extraction definitions

Value Streams & components

Documents & building blocks

Jobs & Tasks

Business Document Design

Batch

Papyrus Client

Papyrus Platform

- WebRepository & Library
- Release & Change Management
- SOA Adapters for Integration

Automated Document Factory

AUTOMATIC

Building & Sorting

eDelivery

Portal

Content Governance WebArchive

Outbound channels

Print

e-mail

Social

Mobile

FAX

SMS

Web

Business Designer: Empowers the Entire Organization to Digitally Innovate

In Papyrus, your business teams can rapidly create business solutions without writing a single line of code. The intuitive Business Designer leverages the power of the Papyrus Digital Platform, translating complex code into simple drag-and-drop interactions. This empowers organizations to build complete Adaptive Case Management (ACM) applications – from initial request to final resolution – with unprecedented speed.

Even non-technical users can easily define their own processes, goals, and rules. They can visually design workflows, create intelligent, wizard-driven forms for web and mobile, and generate dynamic documents for digital and physical delivery. This accelerates the development of mission-critical business solutions for the entire customer engagement lifecycle.
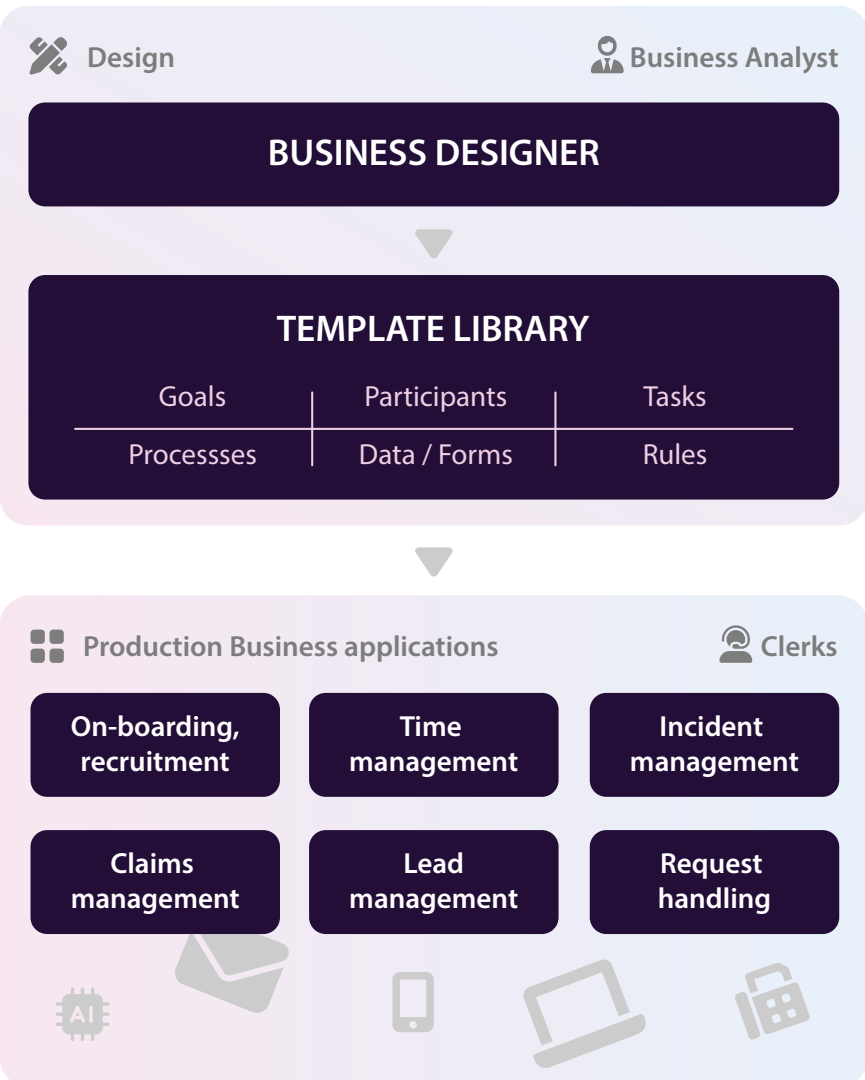
Key benefits include:

◆ Leveraging Supervised Machine Learning and User-Trained Agent

◆ Reusing process and document templates for various use cases (e.g., onboarding, claims, contracts, incidents)

◆ Creating goal-oriented processes for automation and collaboration

◆ Designing data-driven, intelligent forms and documents

◆ Defining operational designs without the need for complex scripting

The system guides stakeholders in modifying processes on-the-fly, ensuring that each case is handled effectively and efficiently. Ready-to-use, reusable templates can be easily selected and customized by business users, eliminating the need for technical expertise.
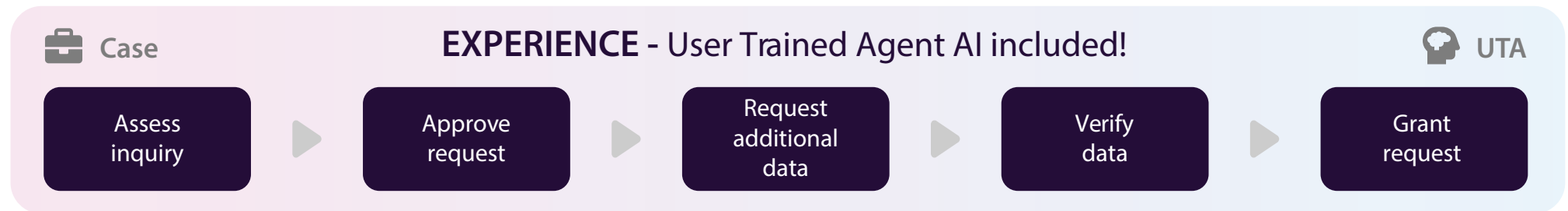
BUSINESS DESIGNER

ADAPTIVE CASE MANAGEMENT

Design   **Business Analyst**

BUSINESS DESIGNER

▼

TEMPLATE LIBRARY

Goals	Participants	Tasks
Processses	Data / Forms	Rules

▼

Production Business applications   **Clerks**

On-boarding, recruitment	Time management	Incident management
Claims management	Lead management	Request handling

AI

Built-in Intelligence

The User Trained Agent (UTA) revolutionizes knowledge sharing and decision-making within the platform. By observing the actions of top performers, the UTA learns and extracts key insights. This AI-powered assistant cuts through information overload, providing employees with instant clarity and guidance. It empowers them to make informed decisions quickly and efficiently, ensuring they achieve their goals.
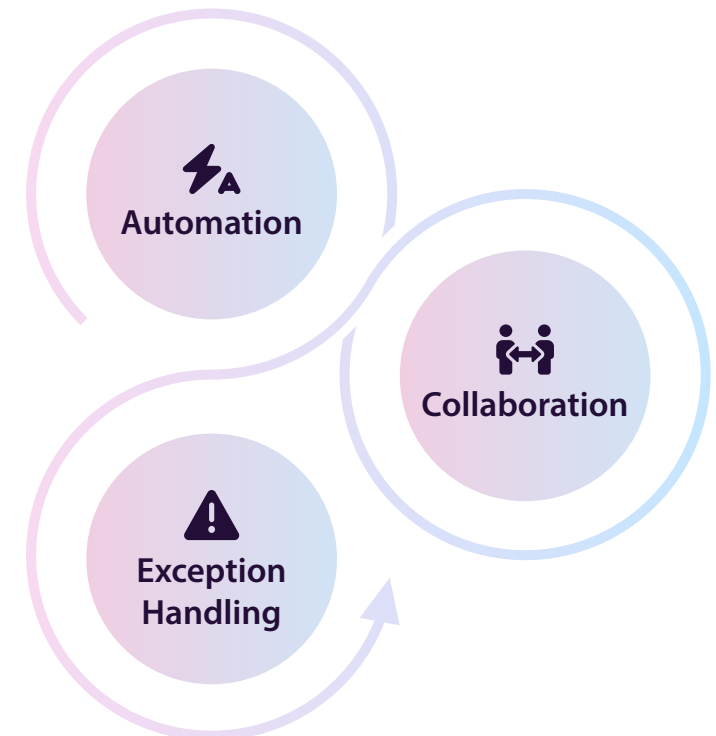
Case   **EXPERIENCE -** User Trained Agent AI included!   **UTA**

| Assess inquiry | ▶ | Approve request | ▶ | Request additional data | ▶ | Verify data | ▶ | Grant request |

Automate & Collaborate

Organizations can effectively address every customer situation by seamlessly integrating automation with collaborative case management.

◆ **Fully Automated Processes:** Tasks that follow predefined rules and procedures are executed automatically, ensuring efficiency and consistency.

◆ **Adaptive Collaborative Processing:** Dynamic, event-driven processes that re-quire flexibility and human intervention are handled collaboratively, enabling stakeholders to make informed decisions and take appropriate actions based on the specific needs of each case.

Case management facilitates communication and collaboration among team mem-bers working on a case, and is ubiquitous in government as well as in self-service type of applications. Typical use cases involve complex, non-linear processes that require human judgment and decision-making, such as onboarding, managing customer in-quiries, complaints, support tickets, and contract management.

Automation

Collaboration

Exception Handling

Benefit from Integrated Services

The platform seamlessly integrates AI-powered Process & Case Management, Intelligent Communication, and Content Services within a single environment. This enables end-to-end automation and orchestration of work.
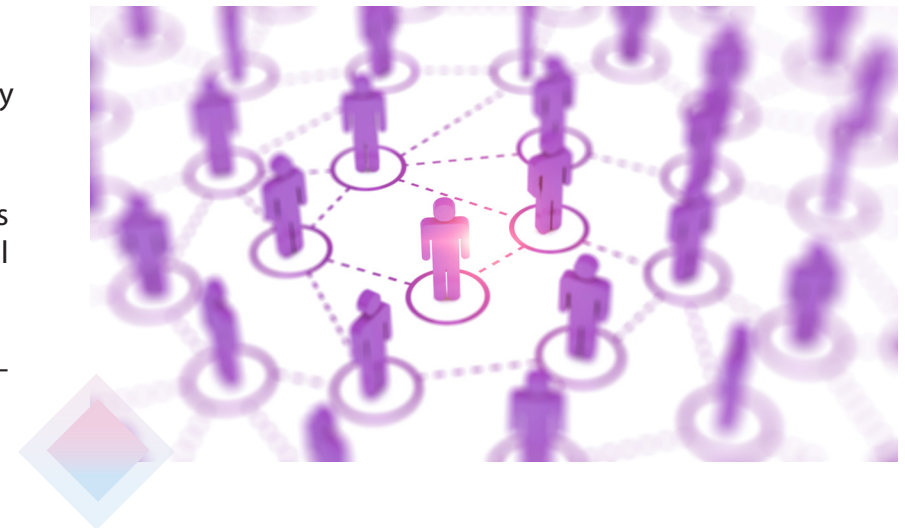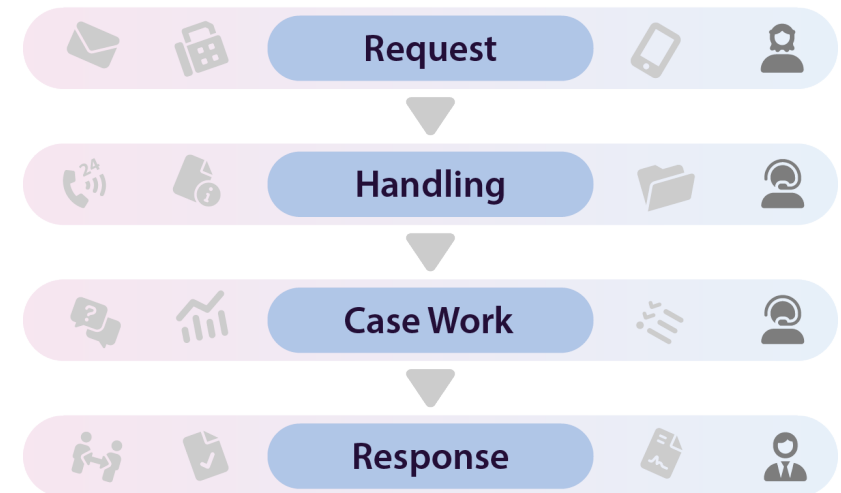
◆ **Intelligent Content Handling:** Any inbound content, regardless of source, can be captured, classified, and processed, with key information automatically delivered to relevant cases.

◆ **Omnichannel Communication:** Outbound content is dynamically generated based on customer data and delivered seamlessly across all channels, including print/mail, fax, email, web, social media, and mobile.

◆ **Unified Collaboration:** Stakeholders can effectively connect, communicate, and collaborate on cases from anywhere, anytime, eliminating the need to work across multiple systems.

From Request To Completion

Request

▼

Handling

▼

Case Work

▼

Response

Enterprise Connectivity – Instant Access to Data

Papyrus seamlessly integrates with your existing technology landscape, from legacy systems to modern microservices.

◆ **Seamless Integration:** Connects to internal and external data sources, business applications, and all customer-facing channels (chat, email, fax, web, SMS, social media, mobile).

◆ **Instant Data Access:** Provides stakeholders with instant access to all relevant information directly within the process, enabling informed decision-making.
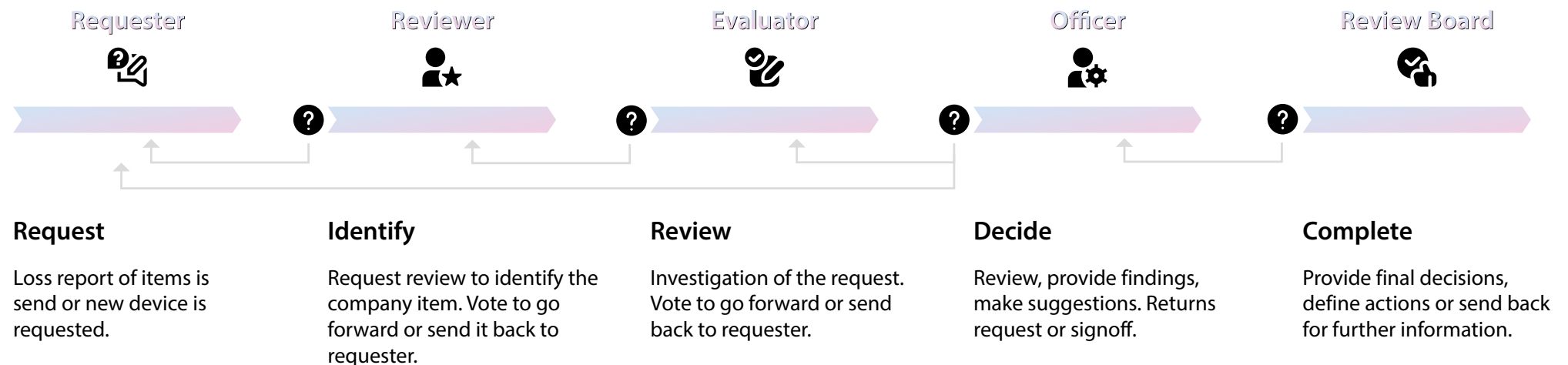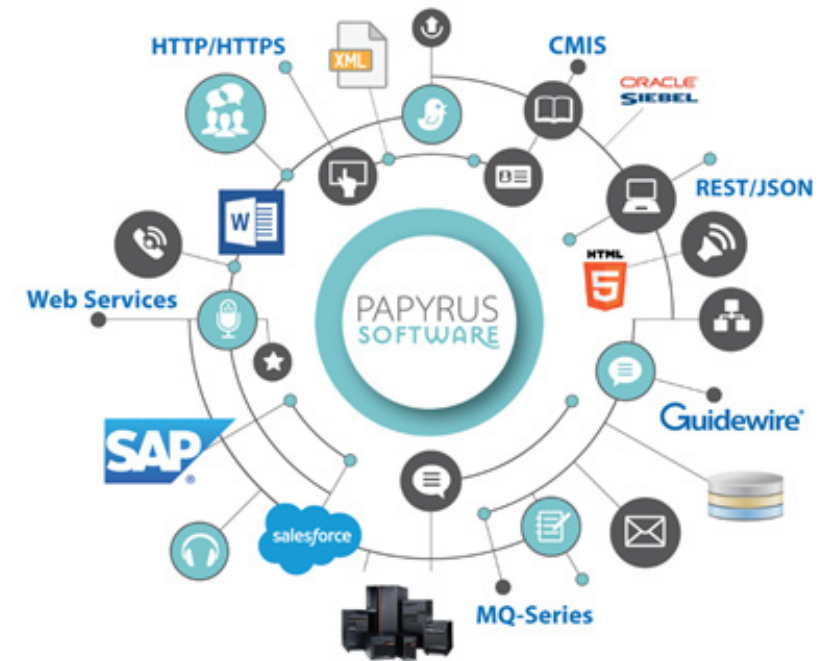
Orchestrating Success: End-to-End Process Management

Papyrus coordinates all process endpoints - people, processes, and systems - providing a single, transparent view of all activities, ensuring full compliance. Process orchestration seamlessly connects all stakeholders and systems involved in complex workflows that span multiple environments.

Organizations can rapidly define agile solutions with automation and orchestration of all types of processes, integrated with data from core systems and omni-channel communications at a fraction of time and cost.

The intelligent orchestration platform automates and orchestrates processes across teams, departments, systems and devices, coordinating various moving parts and tying together different stakeholders and business processes - both automated and manual ones.

Requests are automatically assigned, processed, and forwarded, enabling teams to seamlessly communicate, draft, generate, propose, revise, execute, and sign documents, share content, and make ad-hoc decisions in real-time.

Requester	Reviewer	Evaluator	Officer	Review Board
Request	**Identify**	**Review**	**Decide**	**Complete**
Loss report of items is send or new device is requested.	Request review to identify the company item. Vote to go forward or send it back to requester.	Investigation of the request. Vote to go forward or send back to requester.	Review, provide findings, make suggestions. Returns request or signoff.	Provide final decisions, define actions or send back for further information.

Transparency and Control: Tracking What Matters

Papyrus provides a single view of all activities, ensuring full transparency and compliance. By tracking the progress of each case from initiation to resolution, you gain valuable insights into your processes. Understand how long tasks take, analyze the effectiveness of your applications, and ensure adherence to service level agreements.

Online dashboards and reports provide easy access to critical information, enabling informed decision-making and in-depth analysis of case activities. With a complete case history readily available, you can quickly identify bottlenecks, optimize workflows, and improve overall performance.

Digital Workplace: Making Your Teams Highly Productive

ACM creates a unified digital workplace where data, content, communication, and processes seamlessly converge. All stakeholders gain instant access to customer information, related documents, and communication channels within a single interface.

AI-powered decision support, integrated content services, and universal connectivity empower teams to work efficiently and effectively. Compliance requirements are automatically handled by the system.

This 360-degree digital workplace eliminates the need to switch between systems, streamlining workflows and fostering seamless collaboration among all stakeholders, including internal departments, partners, and suppliers, all working towards a common goal.

PAPYRUS: THE ACM SOLUTION AT A GLANCE

Adaptive Case Management (ACM) is a powerful approach to handling complex, unstructured tasks within organizations. The Papyrus platform, with its focus on customer communication management, offers several compelling advantages:

1. Flexibility and Adaptability:

◆ **Unstructured Workflows:** ACM excels in managing situations with unpredictable steps or exceptions, common in insurance claims or underwriting processes. Papyrus' platform allows for dynamic adjustments to workflows based on evolving circumstances.

◆ **Agility:** The global markets including regulated industries, such as financial services, insurance or banking face constant regulatory changes and evolving customer expectations. Papyrus' platform enables businesses to quickly adapt their processes to meet these challenges.

2. Enhanced Customer Experience:

◆ **Personalized Communication:** Papyrus' focus on customer communication ensures that interactions are tailored to individual needs and preferences, building stronger relationships.

◆ **Omnichannel Engagement:** The platform supports seamless communication across various channels, including email, SMS, and social media, providing a consistent and convenient experience for customers.

3. Improved Efficiency and Productivity:

◆ **Automation:** Papyrus' platform automates routine tasks, freeing up employees to focus on more complex issues and enhancing overall productivity.

◆ **Data-Driven Insights:** The platform captures valuable data throughout the customer journey, enabling data-driven decision making & process optimization.

4. Reduced Costs:

◆ **Streamlined Processes:** Automation and improved efficiency lead to reduced operational costs.

◆ **Reduced Errors:** By minimizing manual intervention, Papyrus helps reduce errors and the associated costs of rework.

5. Compliance and Risk Management:

◆ **Audit Trails:** The platform provides detailed audit trails, ensuring compliance with regulatory requirements.

◆ **Security:** Papyrus's platform incorporates robust security measures to protect sensitive customer data.

In summary, Papyrus' Adaptive Case Management platform offers a compelling solution for companies seeking to improve efficiency, enhance customer experience, and navigate the complexities of the modern business landscape. Its flexibility, adaptability, and focus on customer communication make it a valuable asset across industries, as well as in the ever-evolving financial and insurance sector.

Digital Innovation: Deliver New Apps in Weeks - A Case Study

Papyrus empowers organizations to become agile innovators by rapidly building new business services on a robust, enterprise- scale platform. This "fit-for-future" platform leverages modern digital technologies, enabling rapid application development through configuration rather than complex coding.

This approach fosters unparalleled agility, allowing organizations to swiftly adapt to market shifts, customer demands, and regulatory changes. By equipping teams with the tools and information they need, Papyrus empowers them to make informed decisions and achieve superior outcomes. By streamlining operations, eliminating bottlenecks, and unlocking significant cost savings, Papyrus enhances operational efficiency.

Furthermore, Papyrus delivers exceptional customer experiences through personalized and timely responses, creating loyal customers and driving growth. Finally, Papyrus revolutionizes team collaboration by fostering seamless teamwork and innovation across all stakeholders.

Self-Governed Customer Services Workflow: Utmost Life and Pension

Life & Pension successfully implemented ACM with Papyrus, empowering business power users to define and manage their own workflows.

900 distinct service transaction types are handled through dedicated queues. Each customer policy is represented by a central case, linking all related inquiries and correspondence. Papyrus Business Designer, leveraging BPMN, automates many tasks, minimizing manual effort. Team leaders flexibly assign work based on team workloads, ensuring efficient resource allocation.

Team leaders can easily monitor team workloads and proactively allocate resources to meet service level agreements (SLAs). A holistic view of customer interactions, including all related policies and open tasks, is readily available.

Papyrus empowers business users to define and generate reports using the Business Designer and Reporting Solution, eliminating the need for IT support. Online dashboards provide real-time insights into key performance indicators, such as open tasks for different service categories. These dashboards enable proactive identification and resolution of bottlenecks.

Project Success Statement

> "I have to also particularly mention the delivery of MyUtmost for customers as that has been our **crowning glory** this year and involved many of you across different departments working well together to achieve the same goal. And even with customer behaviour so difficult to predict, the response has been better than we could have hoped for. **A terrific success.**"
>
> *- Stephen Shone*
> *Chief Executive Officer*
> *Utmost Life and Pensions Limited*

Quantifiable Business Benefits:

This successful implementation demonstrates the power of Papyrus ACM in transforming customer service within the Life & Pension sector.

◆ **Enhanced Productivity:** The streamlined workflows have significantly increased employee productivity. The MyUtmost customer portal, with its automated features, has reduced the workload for customer service teams by over 15% within six months.

◆ **Reduced Costs:** The project has delivered substantial cost savings through mainframe replacement, reduced infrastructure costs, and minimized paper-based communication challenges.

◆ **Improved Efficiency:** Automation has enabled a 12.5% reduction in staff numbers through natural attrition, further enhancing operational efficiency.

◆ **Increased Employee Satisfaction:** The new system provides a modern and user-friendly interface, improving employee satisfaction and engagement.

BEST PRACTICES FOR ACM IMPLEMENTATIONS

Successful ACM implementation requires a strategic and iterative approach. Here are key best practices:

1. Define Clear Objectives:

◆ Clearly articulate the desired business outcomes for ACM.
◆ Identify use cases and prioritize them based on potential impact.
◆ Set measurable Key Performance Indicators (KPIs) to track progress.

2. Conduct a Thorough Needs Assessment:

◆ **Workshops:** Conduct workshops with teams in different regions to gather requirements, and figure out pain points and current processes.
◆ **Interviews:** Interview key stakeholders (e.g., case managers, team leaders, managers) to gain insights into their specific needs and challenges.
◆ **Process Mapping:** Document existing workflows to identify areas for improvement and automation.

3. Analyze Data:

◆ Analyze historical data (case volumes, processing times, error rates) to identify trends and quantify the impact of current inefficiencies.

4. Involve Key Stakeholders:

◆ Foster active participation from business users, IT teams, and other relevant stakeholders.
◆ Conduct workshops and gather requirements to ensure the solution aligns with business needs.
◆ Build consensus and secure buy-in from all stakeholders.

5. Start with a Pilot Project:

◆ Start a pilot project to test the solution in a controlled environment.
◆ Select a use case with clear objectives and measurable outcomes.
◆ Analyze the results of the project and make necessary adjustments.

6. Focus on User Experience:

◆ Provide training and ongoing support to ensure user adoption.
◆ Gather feedback from users and continuously improve the system based on their needs.

7. Continuous Improvement:

◆ Regularly review and refine ACM processes based on user feedback, changing business needs, and emerging technologies.
◆ Foster a culture of continuous improvement and innovation within the organization.

8. Address Change Management:

◆ Develop a comprehensive change management plan to address employee concerns and ensure smooth adoption of the new system.
◆ Communicate the benefits of ACM effectively to all stakeholders.

THE TIME FOR CHANGE IS NOW

CONCLUSION

As we stand at the intersection of artificial intelligence, process automation, and human ingenuity, Adaptive Case Management emerges not just as a methodology, but as a cornerstone of organizational resilience.

This eBook has demonstrated how ACM transcends traditional process management paradigms to create an environment where knowledge workers can truly thrive, making informed decisions that drive business value.

The journey toward intelligent information management is continuous, and ACM serves as both compass and vehicle - guiding organizations through complexity while providing the flexibility to navigate unexpected challenges. By embracing ACM principles, organizations don't just adapt to change; they harness it as a catalyst for innovation and competitive advantage.

Looking ahead, the convergence of ACM with emerging technologies like artificial intelligence and advanced analytics promises even greater possibilities for operational excellence.

Organizations that implement ACM today are not only solving current challenges but are also building the foundation for future capabilities that we are only beginning to imagine. As we move forward in an era of unprecedented change, ACM stands ready to help organizations not just survive but thrive in the digital age.

In today's dynamic business environment, agility and adaptability are paramount. By embracing Adaptive Case Management (ACM) and leveraging the power of the Papyrus platform, organizations can unlock a new era of operational efficiency, customer satisfaction, and innovation.

The time for change is now. Take the first step towards a more agile and responsive future. Contact us today to learn how Papyrus ACM can help your organization achieve its strategic goals.

PAPYRUSSOFTWARE

isis-papyrus.com 🌐

Papyrus Software is a pioneering expert in enterprise software with 35 years of customer-oriented innovation in business communication and process management. The Papyrus Platform offers a holistic approach to business communication and process automation, providing consolidated inbound and outbound business communication management, AI-powered process and case management, and content services in one unified platform.

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AIIM helps organizations improve their performance by transforming the way they manage their information. Find value in your unstructured data and get ready for AI and automation with intelligent information management. AIIM helps you streamline processes, ensure compliance, and leverage the latest technologies to bring your "dark data" into the light.