GENUS TECHNOLOGIES

THE RIGHT PRESCRIPTION FOR ORDER PROCESSING

How America's favorite pharmacy found that choosing the right document capture solution was the best medicine for processing orders

THE SOLUTION AT A GLANCE

COMPLETELY SCALABLE

100% SUPPORTED

ENSURES ORDER ACCURACY

With more than 8,000 drugstores and pharmacies serving the United States, Puerto Rico and the U.S. Virgin Islands, this company leads the retail pharmacy market in America.

In addition to serving its retail locations, the company generates a significant portion of its business by filling prescription orders received through the mail and via fax. These orders arrive on paper-based forms from other pharmacies, health providers and member customers for processing and fulfillment.

THE CHALLENGE

With 1 million orders per year and growing, the company relied heavily on document capture and data extraction technology to process them. The workstation-based software that formed the backbone of this system had grown outdated over time and caused inefficiencies that impeded operations. This left the company facing two options.

The company could choose to update their legacy capture system. However, this option carried exorbitant costs and raised questions about the ability of the technology to meet the company's future needs.

The second alternative meant replacing the obsolete system with an entirely new solution. While this option offered the opportunity to choose technology better suited for the company, it carried the potential for disruption if not managed well.

In either case, the company faced a tight deadline to avoid a costly maintenance renewal.

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THE SOLUTION

After weighing risks against potential rewards, the company decided against upgrading their legacy system and instead entrusted Genus Technologies to design and implement a highly scalable server-based platform, powered by technology from Kofax.

Genus architected a solution customized to meet the growing document capture and data extraction requirements of the company's order fulfillment processes. The solution combines several of Kofax's leading software products, including Kofax Capture Enterprise, Kofax Import Connector (KIC), Kofax Transformation and KIC VirtualReScan.

THE RESULTS

By making the switch to Genus Technologies and Kofax, the company achieved a variety of objectives, with the new solution providing:

- Complete scalability to accommodate triple-digit growth of capture and extraction needs
- Comprehensive support for all users, with near zero downtime
- Automated scan verification, including page rotation and image correction
- Instant organization of faxed orders into manageable groups
- Accurate extraction of metadata crucial to the fulfillment process
- Information redaction during data extraction

OUR CUSTOMER

The customer profiled in this case study is America's leading pharmacy-led health and beauty retailer, with stores located within just minutes of more than 75 percent of Americans. Combined with its online businesses, the company serves more than 10 million customers every day. In addition to offering complete pharmacy services, the company provides customers a convenient shopping experience with a wide selection of last-minute groceries, gift items, photo printing services, beauty products and more.

PRODUCTS ENABLING THIS SOLUTION

- **Kofax® Capture™ Enterprise**
- **Kofax Import Connector (KIC)**
- **KIC VirtualReScan®**
- **Kofax Transformation™**
- **Genus Custom Pre-processors for KIC**
- **Genus Custom Export Service Modules**

GENUS TECHNOLOGIES

Genus Technologies offers a unique blend of experience, expertise and partnership to firms facing complex digital asset management challenges.

Our solutions unify the management of documents, images, video and other rich media, giving you centralized control over all your digital assets. We simplify the process of creating, capturing, managing, sharing and analyzing digital assets so you can achieve more — across departments, channels and geographies.

For more information, visit GenusLLC.com.