

Capture Service Provider Market Study

August 2019

Capture Service Provider Invitation to Participate

INTRODUCTION

STUDY OBJECTIVES

- To provide an objective assessment of the structure and strategies of each provider's solution
- To provide an overview of trends in the capture industry and how each solution is positioned in the market
- To identify unique capabilities and differentiators of Service Providers in the marketplace
- To identify how the Service Provider market is facilitating RPA and IA technologies to augment their product offerings over the next 5 years
- To provide market pricing information at a detailed level to assist in determining current and proposed pricing models

Madison Advisors' *Capture Service Provider Market Study*, will provide insight on the latest trends in inbound document processing and how capture service providers have positioned their offering to stay current with technology and strategic service offerings. This study will provide an in-depth overview of each participant's capabilities and services offered, strategic direction and roadmap and differentiators. The study is designed to provide the user community with an objective third-party evaluation of each solution provider.

We would like to extend an invitation to your organization to participate in this study.

By participating, your organization will benefit from the opportunity to communicate your strategies, services and service offering, positioning your organization as a leader in this evolving market. Full Participation Benefits are described on page 3.

CONTACT

Susan Cotter, Senior Analyst
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Joan Wilson, Director of Business Operations
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CAPTURE PROVIDER INVITEES

Madison Advisors has an open invitation for all Capture Service Providers to participate in this Study. A sample list of invitees is listed below. If your organization would like to be included in this study, please contact Susan Cotter at Madison Advisors.

- Canon
- Conduent
- EDM
- Exela
- Fiserv
- FIS Global

PARTICIPATION FEE

There is no fee to participate in this study. If your organization elects to participate, we request that you adhere to the requirements that have been outlined on page 4.

RESEARCH PROGRAM

Madison Advisors' *Capture Service Provider Market Study*, is now underway and will be published in the beginning of the fourth quarter of 2019.

Methodology

Madison Advisors will engage each participant in a combination of questionnaires, conference calls and in-depth interviews with key subject matter experts. Our standard process ensures that consistent information is collected and accurately represented. After the research efforts are complete, Madison Advisors will conduct a thorough analysis of the findings and publish the results in our *Capture Service Provider Market Study*.

SCHEDULE

Participation is open and available to all technology providers who wish to be a part of this research. Contact Susan Cotter with Madison Advisors now for inclusion in the study.

Aug 6 – Aug 30

Sept 3 – Sept 27

Sept 30 – Oct 11

Oct 11 – Oct 18

Q4 - 2019

Study Registration

Research Phase

Analysis & Production

Participant Preview

Publication of Study

BENEFITS OF PARTICIPATION

Participants benefit from the industry expertise and perspective provided by Madison Advisors' analyst team throughout the study. For example, during the survey and interview phase of the study, your organization will benefit from Madison Advisors' candid feedback on your strategies, services, and offerings; insight into industry trends; and one-on-one Q&A.

You will receive the following participation benefits:

- **Market Exposure:** Participation in the study will position your firm as a leader in the Capture Service Providers' solution market and provide exposure of your solution offering and capabilities.
- **Candid Feedback:** Madison Advisors will provide the key strengths and potential challenges of your solution to your organization. Specifically, we will brief your leadership team on the trends and opportunities presented by the study and provide insight into how the industry is progressing.
- **Right to Re-purpose Excerpts from the Study:** Your organization can utilize study excerpts in presentations, sales documents, marketing collateral, etc., provided that Madison Advisors is clearly cited as the source of the information. Excerpts are limited to single graphics and paragraphs of content, as opposed to entire sections of the study. Please contact Madison Advisors for information/options regarding the reproduction of entire sections of the study.
- **Madison Advisors' Analyst Quotes for Press Releases:** If desired, Madison Advisors can provide your organization with a quote from the study. Your marketing/PR group can then utilize this quote within a press release. Madison Advisors reserves the right to review and approve the usage of the quote within the context of your final press release prior to its release to ensure the intended meaning of the quote has been preserved.
- **Madison Advisors Analyst Quotes for Your Website:** Your organization can also utilize the above-referenced quote on your website. We request that this quote crosslink to our website.
- **Electronic Copy of the Study:** All participants will receive an electronic copy of the study with an enterprise license for internal usage across the organization. Please note that usage rights do not extend to suppliers and partners. **This report cannot be posted to your website for reading/download.** Madison Advisors will have this report for sale on our website and you may provide a link from your website, social media, etc., if you wish.

PARTICIPATION REQUIREMENTS

Madison Advisors developed the following requirements to ensure that we assess all industry data consistently. Please adhere to these requirements to optimize your organization's study participation.

- **Complete and return the attached Participation Agreement** on page 7 to secure your participation in the study.
- **Mutual Confidentiality Agreement** will also be required if one has not been executed previously with your company.
- **Participate in a scheduled 30-minute conference call** at the beginning of the study. This conference call is an opportunity for Madison Advisors to fully explain the scope of the study, the requirements and timelines for the study, etc. and to answer participant questions.
- **Complete the study questionnaire.** Participants will have **two (2) weeks** from the date of receipt to complete the questionnaire. After completing the questionnaire, please plan to participate in a teleconference interview with Madison Advisors to further discuss your responses, and provide additional information.
- **Provide three unique differentiators.** Madison Advisors is asking each participant to provide up to three unique differentiators of their solution and/or services which sets it apart from others in the industry.
- **Participate in a 30-60 minute interview.** In the weeks following your submission of the questionnaire and onsite visit, Madison Advisors will schedule an interview with your organization to clarify any remaining questions on the information provided in the questionnaire and the onsite visit.

ABOUT THE AUTHOR

Susan Cotter

Susan brings to Madison Advisors over 20 years of experience in consulting in the business communications and business process outsourcing. Susan is well-versed in customizing solutions for business process re-engineering and the outsourcing of business-critical back office functions using technology to achieve automation. As part of Madison Advisors, she coordinates multiple phases of project execution with both the client and the end customer.

Prior to Madison Advisors, Susan worked as a client solutions executive for EDM Americas for six years, where she oversaw new business development and project management within existing key accounts by driving business process re-engineering and developing ROIs for outsourced document management services. Susan also previously served as vice president of Active Data Services, and was client services manager for Lason Systems Inc.

Susan holds a B.S. in Business Administration from University of North Carolina, Chapel Hill, NC.

ABOUT MADISON ADVISORS

Madison Advisors exists to advance the print and electronic communications objectives of Fortune 1000 companies. Madison Advisors specializes in offering context-specific guidance for a range of content delivery strategies, particularly those addressing enterprise output technologies and customer communications.

Madison Advisors offers services and expertise primarily through short-term, high-impact consulting services. With no-nonsense, quick engagements, Madison Advisors directly helps our clients achieve very hard and specific return on investment (ROI) related to their print and electronic communications initiatives.

Madison Advisors' analysts are dedicated to technology and market research that is delivered through short-term project engagements as well as articles, publications, and presentations. We specialize in customer communication technologies including multi-channel delivery, enterprise output management, content management, CRM, e-billing, and infrastructure technology.

For more information about Madison Advisors, visit our web site – www.Madison-Advisors.com.