VIKING SOFTWARE SOLUTIONS™

A Division of Phoenix Software International®

Systems for data capture and document management

AXION DATA SERVICES

A UNIQUE BUSINESS MODEL REQUIRES A UNIQUE SOLUTION—IMAGENTRY®

About Axion

Axion Data Services, established in 1996, is a full-service data entry service bureau. Axion provides services to banks, retail companies, medical research facilities, universities, and many other types of organizations.

Axion is unique among service bureaus in that their workforce is exclusively off-site. They have 70 active operators in the U.S. and several hundred under subcontract in India and China. In addition, they have a registry of over 15,000 operators across the U.S.

This business model gives Axion the flexibility to increase the size of their workforce as necessary or keep costs down when demand is lower. They can provide the quickest possible turnaround for their clients by using more operators as needed for a particular job. Additionally, this model gives them the ability to operate 24/7 without the additional costs usually associated with a round-the-clock business.

Switching to Imaging

In 2001, as document imaging technology advanced, it made sense for Axion to switch from hardcopy documents to images. This would make it easier for Axion to use a global workforce and also allow them to expand their services to include document scanning and indexing, as well as automated data extraction using OCR/ICR/OMR technologies.

Data Entry Software Requirements

Alan Bandell, president of Axion, wanted the data entry software component for his new imaging system to operate as a thin client. This would allow Axion to maintain a level of security its customers demanded. Data, images, and processing would remain on the central server. Operators would not be able to print or download image or data files. A thin client would also give Axion the ability to have a flexible workforce. Since the software would exist only on the server, they would not need to have a license for each of their operators. Instead, they would pay for a certain number of concurrent users.

Viking Software offered ImagEntry, which could operate as a thin client and also meet other criteria making it the obvious choice for Axion.

"We were looking for a mature product with a lot of built-in functionality. With ImagEntry, we didn't need to spend much time creating custom edits. Most of what we needed was already built into the product." said Bandell. He added, "We were also looking for a company that had a solid history. We need to be able to count on product support for years to come. The support we got from Viking during the evaluation period together with their years of experience convinced us that they are that company."

Customization

Viking Software worked with Axion to create a custom data entry system. One such customization was the integration of CorrectAddress® address correction and verification software with ImagEntry. As the operator keys each address, the software instantaneously validates it against a database of current US addresses and normalizes it to USPS mailing standards. The verification works silently in the background to verify, reformat, and make corrections if required. If the address cannot be validated or fixed, the data entry operator is instantly notified and will then check for errors. By using this customized system, Axion can assure clients that address information is current, accurate, and deliverable.

Using ImagEntry

Axion's workforce is made up of experienced data entry operators. They need to use a product capable of keeping up with their fast keying abilities. These operators appreciate ImagEntry's speed and ease-of-use.

Viking's ImagEntry and Axion: A Perfect Fit

Axion is a first-class service bureau and must meet their customers' high standards. The company requires a data entry product that will help deliver fast, accurate, flexible, and secure data entry services to its customers. ImagEntry has the robust functionality, thin-client architecture, and proven product support to do that. "We are happy with ImagEntry and Viking," said Bandell. "With their help, we are able to offer our customers a better product and have gained a competitive edge in our field."