**KOFAX**

# Robotic Process Automation for Web Data Extraction

*"We have accelerated the data extraction, transformation and delivery process by about 90% with Kofax Kapow. In addition, the entire process is much more user-friendly: Our people no longer have to spend hours visiting different websites to collect information or spend time formatting and consolidating that data, and they no longer have to contend with clunky spreadsheets."*

**Andreas Heizmann, Senior Consultant, Farner**

## Automatically Extract and Integrate Business-Critical Web Data

When your business depends on data from the web, manually collecting information from complex and dynamic websites is neither scalable nor cost-effective. If you have tried using open source web crawlers, web scrapers and scripts, you've probably had limited success getting the data you need. To compound the problem, data returned by these tools is not readily usable and often requires business analysts to cleanse and correct it before it can be turned into usable information for research and services offerings. This delay is a disadvantage for information providers, research groups, online services and retailers and manufacturers who require dynamic intelligence about products and pricing or visibility into their channels and customers.

A simple web scraping tool can create more problems than it solves when it can't access dynamic content, filter out unwanted information or breaks when websites inevitably change. What you need is intelligent software robots that automatically interact with and pull data from disparate

websites and portals—and then deliver it in near-real time, constantly updating and integrating the data with your systems and decision-making processes.

**The Solution: Robotic Process Automation for Web Data Extraction**

Kofax Kapow™ robotic process automation (RPA) is the market-leading solution automatically collecting publically available web data—including industry sector and government data, news, online court and criminal records, regulatory filings, consumer information, operational data and more. Using software robots instead of web scraping scripts or manual efforts means you can:

◆ Streamline the extraction of large volumes of data

◆ Eliminate unwanted data

◆ Continually monitor websites and portals for changes in key data sources

◆ Implement robots in hours… all with a no-coding approach

The Kapow robot design studio environment is powerful enough for IT developers but easy enough for a business analyst to use. Through the Kapow visual design studio, a user quickly builds software robots that mimic what a user does, trigger responses and communicate across virtually any web site, portal or enterprise system. The ability to build robots live enables designers to test and see immediately how the data is being extracted from a website and processed.

## Key Capabilities

♦ **Versatile software robotics:** Kapow robots interact with virtually any web site or enterprise application, trigger responses, apply business rules and communicate with systems just like humans, only without breaks or mistakes and at much lower cost

♦ **Superior scalability and proven large scale web robot automation deployments:** Hundreds of organizations rely on Kapow, and many have deployed thousands of robots that interact with web sites to intelligently collect, transform and deliver valuable information from the web and other sources

♦ **Unified design tool with live interactive robot building:** point-and-click robot building where business analysts and developers interact with web sites and applications as they build out a process to collect, transform and deliver data, all without coding.

♦ **Robot management and built in analytics:** Easily manage and monitor large robot deployments, detect problems and schedule robots to run
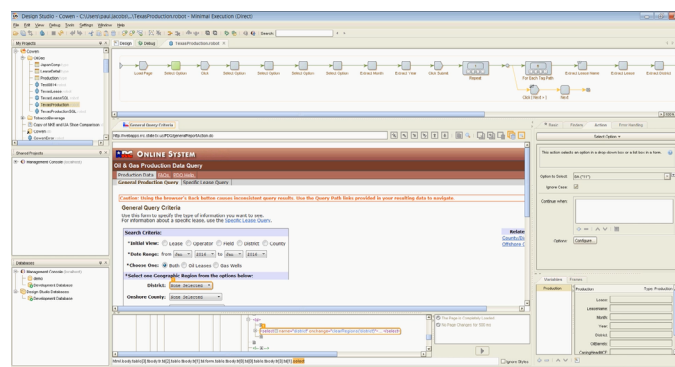
## Benefits

♦ **Eliminate existing manual web data collection processes:** Eliminate inefficient manual data collection processes involving low-cost web scraping tools and custom in-house coding

♦ **Power up your services and offerings with better data:** Acquire and integrate data such as background checks, risk screening services, fraud protection services, consumer banking services and research offerings into your service offerings

♦ **Ensure accurate information:** Get rid of all the manual work associated with collecting and cleansing data

♦ **Deliver better research and insight to your clients:** New and more frequent updates of data leads to be better business insight and decisions for your clients

♦ **Disrupt your industry:** Leapfrog the competition by extracting, transforming and delivering cleaner and larger sets of data from the web

♦ **Better track your competitors and customers:** Set up robots to collect near real-time data from the web including competitive and pricing data; and to monitor partner channels to protect your brand

## Putting Intelligent Robots to Work

What can a market-leading web data extraction solution do for you? Think about how your organization currently collects, cleanses and makes use of data from the web.

♦ **Information research and consultancy organizations** power up their research services by continually expanding the depth and breadth of industry data and analysis

♦ **Screening and risk management service providers** deploy software robots to automatically gather data on individuals against thousands of sites including criminal record sites, sex offender registries, sanction lists, academic institutions and professional association websites

♦ **Online service oriented businesses like property tax servicing** automatically collect current and delinquent tax data from thousands of tax collection agencies across the country

♦ **Disruptive businesses within banking and insurance** leverage robots as part of delivering disruptive online banking services and consumer apps that connect banks, consumers and applications

♦ **Service oriented businesses to the retail industry** use robots to offer incredibly valuable services that rely on the collection of competitive price information, tracking and monitoring partner selling arrangements and monitoring online fraud activity

♦ **Retail, manufacturers and distributors** automatically collect competitive intelligence about products and pricing or visibility into their channels and customers

*Kapow design studio is a powerful design tool that lets robot designers interact with live web sites and applications as they build out a process to collect, transform and deliver data.*

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## Customer Success Story:
### Global Research and Consultancy Company

**Challenge**

Clients from all over the world rely on this global research and consultancy company for trusted insights on every sector of the global energy, metals and mining industries. To keep its research services ahead of the competition, the company continually expands the depth and breadth of its industry data and analysis. Recently, the company identified an opportunity to deliver new insight to clients by creating a unique upstream oil and gas offering, The North America Well Analysis Tool, which reports on the performance of oil wells across the continental United States.

**Solution**

The global research and consultancy company has reduced time spent on data collection by 95%, empowering its analysts to unlock new insights from large amounts of oil and gas data with a streamlined approach to information retrieval, driven by the Kofax Kapow RPA solution.

*"We have been able to dramatically increase the size of the data set that forms the core of our Well Analysis Tool, which now comprises approximately 16 billion data points. It is the largest single data set that we've ever compiled—and it's something that would have been impossible for us to put together without Kapow."*

— **Senior Manager Data Operations**

**Discover more about Kofax Kapow at
kofax.com/web-data-extraction**

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