

# Delivering data how you want it.

For more information

☎ +64 9 951 0448

✉ sales@xtracta.

🌐 xtracta.com

 **Xtracta**  
Your AI Data Engine

# Xtracta...The **next generation** Automated Data Capture software

## About Xtracta

Xtracta's roots were sown long before the company took shape. As the IT Manager and an end customer of automated data extraction software at a scanning bureau, Xtracta Founder and CEO, Jonathan Spence became frustrated with the lack of innovation in the available software. Coupled with this was the high cost and length of deployment associated with templating documents and the extreme high complexity of the software.

Driven by the desire to make great quality, innovative software that was easy to use, easy to deploy and low cost, Jonathan started Xtracta in 2010 to develop the cloud-based, licensable technology that is available today. Today, the company boasts a world-class Artificial Intelligence (AI) research team who bring together their vast academic knowledge - several of whom hold PhDs in this specialist area - and commercial experience from around the world.

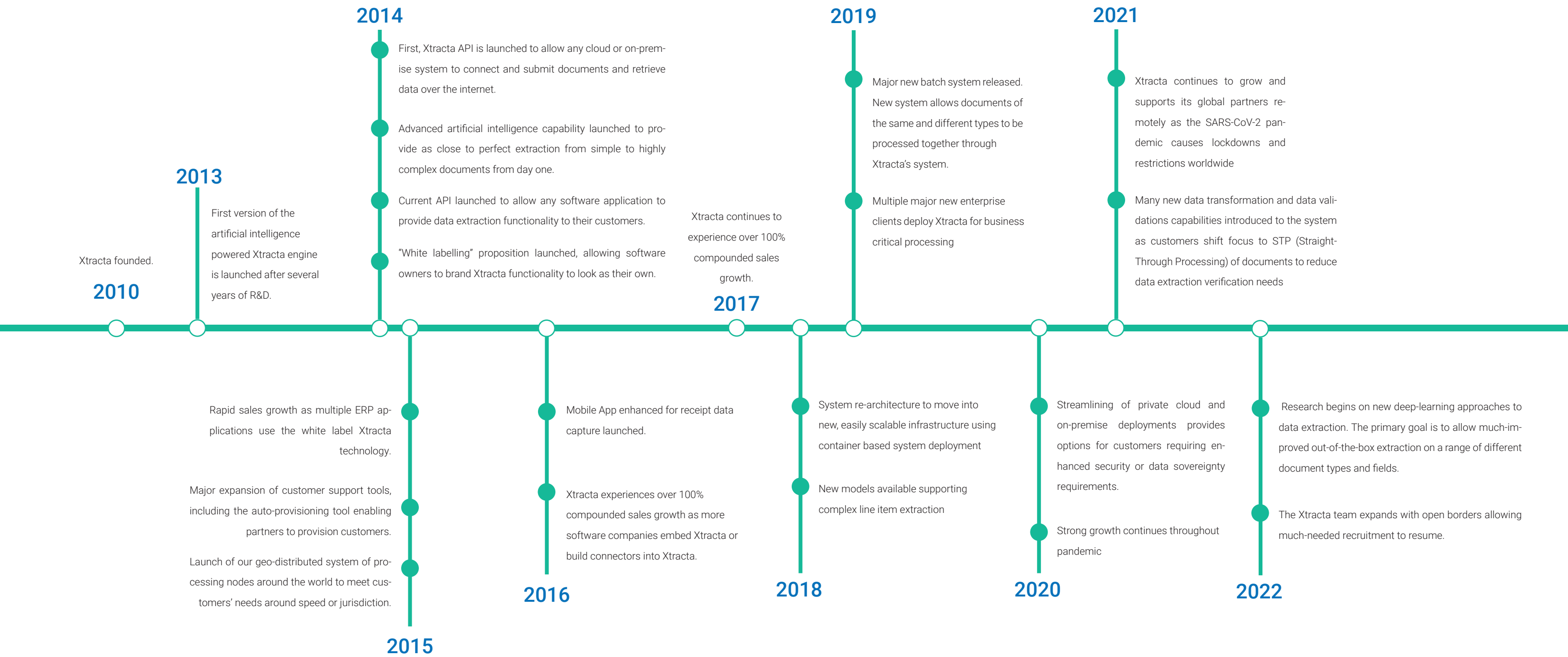
Our global customer base, with presence in every continent, is testament to the calibre of our product and we are proud to have the likes of MYOB, Microsoft, Sage, Xero and Oracle as integration partners. Xtracta has been performing R&D in the AI space for

many years - long before its emergence as a new technology trend. As AI pioneers, we are challenging the status quo of traditional optical character recognition (OCR) technology and processes and opening up opportunities traditionally only available for large business. We have made touchless data capture an accessible and cost effective option for organisations of any size.

Where some companies are starting to talk about developing AI solutions, Xtracta has been using AI based products to make a difference for our customers for years.



# Our History



## Memberships and Technology Partners

As a leader in the AI industry, Xtracta is a foundation member of the Artificial Intelligence Forum of New Zealand. We are also members of the New Zealand Software Association, TechNZ and FinTechNZ. AWS is a key technology partner in helping Xtracta deliver a robust, reliable solution to our customers globally.



## Customers First

We have customers in every continent.



"We estimate eDocs, powered by Xtracta is reducing time spent on invoice entry by 40%, freeing up two to three days a month for our Accounts Payable person."

**Andrew Butchart**  
Financial Controller  
Scandinavian Vehicle Distributors

Processing any type of document including invoices, receipts, local government documents and contracts.



"We process on average 15,000 invoices every month. eDocs with Xtracta is saving us hours of work each week."

**Rebecca Payne**  
Accounts Payable  
Ryman Healthcare



"Xtracta automates repetitive tasks, freeing staff to concentrate on value-add projects."

**Vaneeta Bhula**  
Accountant  
Nando's

Helping customers save time and money and become paperless with quick, highly accurate touchless data capture.



## Customers First

**We have a distributed system with processing nodes positioned around the world.**



"We process more than 350,000 pages through Xtracta every month. Xtracta has improved our processing efficiency by 200%. It's a key tool in our business to deliver accurate and comprehensive data for our customers."

**Narendra Jasmat**  
Digitisation Services Manager  
Excedee



"ABM Billfeeds, powered by Xtracta, has saved us significant time and money in processing and following up invoices...we are saving 90 hours per month. I can see valid performance indicators much earlier."

**Paul Harrington**  
Group Sales and  
McCallums Group

**Our global customer base includes...hospitality, government, healthcare, education, banking, property management, telecommunications and more.**

# Fueling software with touchless data capture

Xtracta integrates with virtually any software application.

Reaching over 500,000 users today.



- Multi-lingual
- Branding Customisation
- "White Label" embedding
- Cloud SaaS solution
- Mobile App
- Technical Customisation
- Image Capture SDK
- Subscription pricing based on document volume
- Document identification & classification
- Line item, Header and Total extraction





**Our global partner network makes a difference in their customers' business.**

**Our global customer base includes hospitality, government, healthcare, education, banking, property management, telecommunications, and more.**

## With **Xtracta**, data isn't difficult for our partners



"Xtracta's API is easy to use and quick to deploy. It allowed us to seamlessly integrate Xtracta's automated data capture functionality into Accredo and brand it to look like it is part of the Accredo software. Users of the Accredo accounting system no longer waste time doing manual data entry and spend more time on valuable business tasks."

**Jason Weaver**  
Director  
Zeal Systems



We don't treat them as a vendor. It is much more like a partnership arrangement. The other OCR vendors we spoke to weren't half as responsive as Xtracta.

**Radhika Chatterjee**  
Chief Product Officer  
Zeal Systems



"We chose Xtracta not only for its technology but also because of the cost effective pricing and the personal IT development support and customer support they would provide. They were really helpful, including the one-on-one training. You can tell the Xtracta team genuinely want to make it work. We are absolutely delighted with the results."

**Sharon Nouh**  
CEO and Founder  
expensemanager

## Our commitment to AI



"Xtracta's API is easy to use and quick to deploy. It allowed us to seamlessly integrate Xtracta's automated data capture functionality into Accredo and brand it to look like it is part of the Accredo software. Users of the Accredo accounting system no longer waste time doing manual data entry and spend more time on valuable business tasks."

**Jonathan Spence**  
Founder and CEO  
Xtracta

### Xtracta...Where OCR meets artificial intelligence

To power Xtracta's automatic data recognition and extraction capability, Xtracta as a company has invested heavily into artificial intelligence (AI) technology

### Xtracta...Where OCR meets artificial intelligence

Our world-class research team has built an expert knowledge base and understanding of the application of AI in regards to documents and their data structures. Bringing together knowledge and experience from all sides of the world, the team is a diverse mix of goal-oriented researchers who each have backgrounds in a range of AI disciplines.

With a mixture of academic and commercial experience, they blend the free-flowing thought of the academic world with the discipline and experience of the private sector to turn those ideas into real-world technology and products. Utilizing a range of AI technologies including machine learning, natural language

processing, image processing, and many more, the team has built a technology stack that emulates the thought patterns and approaches of humans and their ability to interpret documents. The technology has the ability to autonomously learn new languages, data relationships, and even completely new document types – enabling no limits to the amount of data extracted per document or the number of document designs processed by the Xtracta engine. Xtracta has the ability to process and interpret not only semi-structured documents like invoices and receipts but also complex documents such as contracts.

**I'm excited about the difference we can make in people's lives with this technology and the next frontiers of technology in the future.**



**Our artificial intelligence engine autonomously learns and improves itself based on what it finds.**

## Our **commitment** to AI

### Acting on Big Data

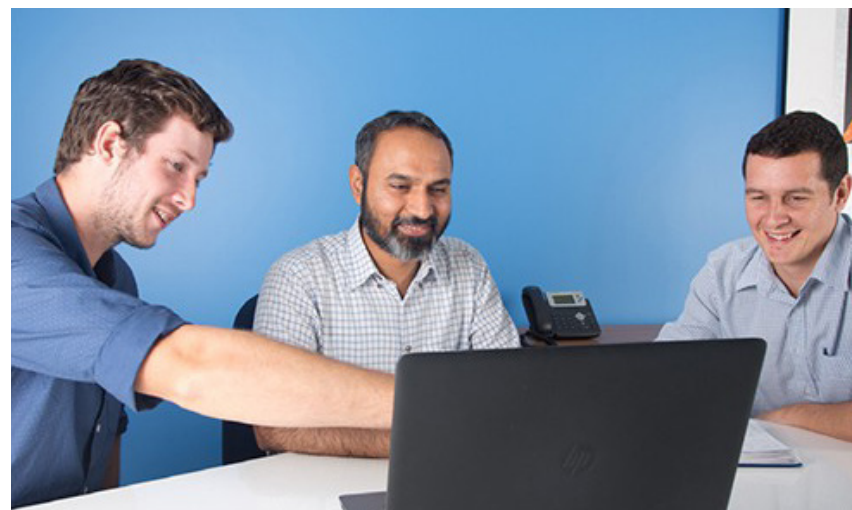
Two key aspects of Xtracta's approach have been Cloud Computing and Big Data. Many have touted Big Data as a revolution in computing.

Big Data is the concept that by utilizing a large set of data, one can uncover patterns which may not be obvious to a human reviewing it or which are not easily found in traditional statistical modeling. The idea is to find new information for your organization to act on. Xtracta takes a similar line with Big Data, but instead of just creating information to act on, our artificial intelligence engine autonomously learns and improves itself based on what it finds and with a highly integrated user feedback system. As a cloud service, Xtracta draws on every single document that it has ever processed - a singular system for data mining external resources - and the ability to pool computing resources into a singular system.

Xtracta works in two steps:

1. Core data mining looks at all available resources from the entire global Xtracta network, finds relevant links, correlations, and structures within it, and generates an organically changing "knowledge pool" of data extraction approaches.
2. Distributed processing servers, which capture the data for our clients in real time, are constantly updated with the "knowledge pool" and thus know how to most accurately extract information from documents they see.

With cloud computing and the "bringing together of data," Xtracta is able to deliver cutting-edge technology and a leading proposition to our customers around the world.

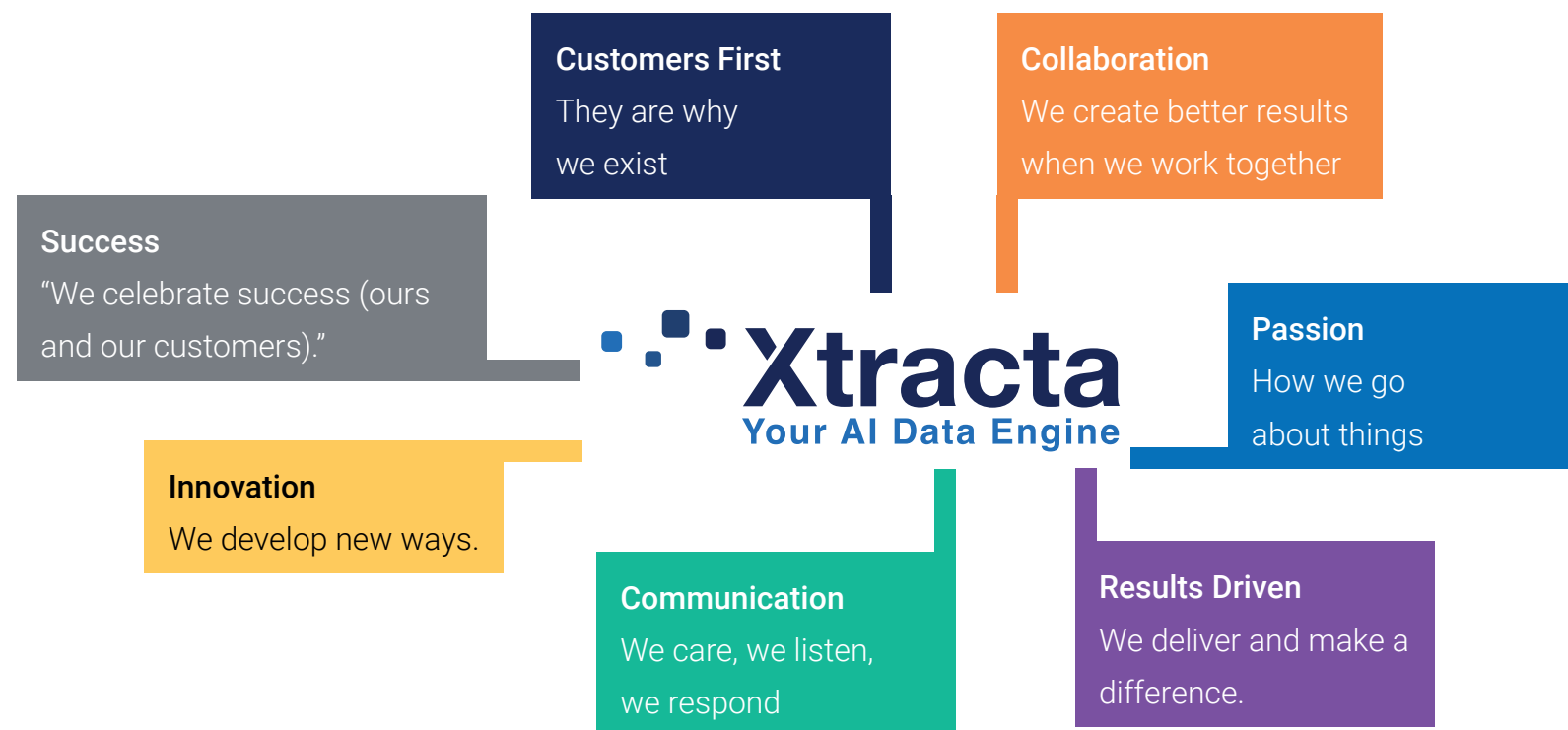


### Our Future with AI

Our pursuit for improvement drives our research and development team to constantly deliver new features and enhancements to the Xtracta product, such as multi-language support and increased processing speeds. With such strong knowledge and capability in the field of AI and through our experience with document data extraction, we see further opportunities for our AI capabilities in the document space and beyond.

# The team

## What drives us?



Jonathan founded Xtracta when he saw the market was lacking an innovative data capture software provider that could provide a world-class product at an affordable price. With his vision and passion, he has grown the business from day one when he was the first programmer with no product to the successful global business it is today.

### What drives him to do great things at Xtracta?

"I love the fact we have a great product and a fantastic team helping our customers solve their problems and drive their business. I am constantly reviewing the latest in cutting edge technology, and I am particularly interested in

**Jonathan Spence**  
Founder and CEO





Darren leads the Xtracta Artificial Intelligence Research and Development Programme, and his team are responsible for the constant innovation within the Xtracta engine. Iqbal and his team are the experts in all things AI, coupling their extensive knowledge built up through their academic careers with commercial application.

**What drives him to do great things at Xtracta?**

"I love the fact that I can apply the learned AI and compilation techniques from my academic and research career to applications that make a difference to our customers."

**Darren Tuit**  
Chief Research



Bishal and his team are responsible for ensuring our customers are fully supported right from the decision-making process before they choose Xtracta, through to implementation and execution within their organization. His team provides personalized support for each customer, including one-on-one workshops for new customers. They help our customers and partners get the most out of Xtracta, bridging the gap between technology and solution.

**What drives him to do great things at Xtracta?**

"I love being able to provide unique and effective solutions for our customers' needs, and I enjoy the cooperation and support among the Xtracta team. Other companies are talking about artificial intelligence whereas we are actually doing it!"

**Bishal Gaudi**  
Customer Services and  
Implementation Manager



Jonathan founded Xtracta when he saw the market was lacking an innovative data capture software provider that could provide a world-class product at an affordable price. With his vision and passion, he has grown the business from day one when he was the

**What drives him to do great things at Xtracta?**

"I love being able to provide unique and effective solutions for our customers' needs, and I enjoy the cooperation and support among the Xtracta team. Other companies are talking

**Jonathan Spence**  
Founder and CEO

**Our artificial intelligence engine autonomously learns and improves itself based on what it finds.**

**Our artificial intelligence engine autonomously learns and improves itself based on what it finds.**

**Our artificial intelligence engine autonomously learns and improves itself based on what it finds.**

For more information

 +64 9 951 0448

 [sales@xtracta.](mailto:sales@xtracta)

 [xtracta.com](https://xtracta.com)

