iCaptureData

Service Summary

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Our iCaptureData system provides an enterprise level solution for collecting and processing your business data.

As a managed service we ensure that your data capture requirements are met allowing your data to flow from point-of-capture direct to your business systems. With flexible deployment strategies your business data will arrive at your designated delivery point in a timely fashion.

The iCaptureData client app is compatible with all leading tablet and smartphone platforms to give a wide choice of preferred hardware systems. Performing data capture is quick and simple thanks to our professionally designed layouts for your data capture projects which offer the expected range of data input fields. And iCaptureData supports full international operation with multiple language support.

A permanent real-time network connection is not essential for successful operation since iCaptureData will automatically save collected data in a secure local database when working offline and will upload any queued data records when a network connection next becomes available.

Your data is encrypted as soon as it is captured using a unique customer 256-bit encryption key, and remains encrypted throughout the system life-cycle until exported into your own data systems. Our managed service enables iCaptureData to deliver your data in a format and to a schedule that integrates with your business processes.

Our powerful Data Centre allows post processing of your data which includes sending SMS messages or e-mails in direct response to collected data. In a sales & marketing environment such well-timed electronic messaging is important to maintain brand impact.

iCaptureData is a low cost enterprise level solution for professional data capture.

System Architecture Key Points

- **Enterprise Data Centre**
  The Data Centre is a central hub which peforms many core functions. Among these it manages the access and control systems for the remote data capture clients; the release and updates of data capture projects and associated assets; the collection, collation and processing of data received from remote data capture clients; and performs an array of project orientated services including reporting and electronic communication. There are options to utilise our Shared Data Centre facility in London or to choose a Dedicated Data Centre configuration. Our iCaptureData service can also support bespoke installations within your own network environment if required.

- **Versatile Mobile Data Capture Clients**
  iCaptureData works on the leading tablet and smartphone platforms allowing you free choice for your preferred client hardware.

- **Network Resilience**
  It would be great if a network data connection was guaranteed in all working environments, but we know this just isn't the case for mobile networks or Wi-Fi networks, which is why iCaptureData works seamlessly in a either connected or disconnected mode with the configured project Data Centre[1].

- **Scalablility**
  It doesn't matter how many remote data capture clients you have; iCaptureData works equally well with a single, one hundred or one thousand remote data capture operators collecting and forwarding data records.

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[1] A data connection will be required to initially setup each data capture client and to receive data capture project information.

Capabilities Key Points

- **Tablet Client App** (v1.13.4)
  The latest software update improves our dynamic layout controls. Our iCaptureData app already supports multi-language operation and numerous types of data fields (text input, lists, yes/no, tick boxes, multiple choice, mandatory fields, data validators, etc) and other useful features such as quick address lookup for accurate and rapid data entry as well as record retrieval to allow quick edits of previously captured data. We can add geolocation tags to each data record (where the device supports this feature) and the professionally designed multi-platform layouts always ensure a quality user experience across all types of hardware.

- **Platform Agnostic**
  Our iCaptureData app works on iOS, Android, and QNX operating systems which means we deliver to Apple iPad, Android tablets (including Samsung Galaxy Tabs, Asus Eee Pads, Motorola XOOM, Acer, Sony, Dell, HTC, Toshiba and LG tablets), as well as the Blackberry Playbook. If smaller form factor is required the iCapureData app also works on iOS and Android smartphones.

- **Multi-language Support**
  Data capture projects can be configured for multiple international langauges allowing global use. Operators switch to the preferred language via a simple interactive selector.

- **Connected or Disconnected Operation**
  The iCaptureData app utilises a secure local database to store data records when a network connection is unavailable allowing a seamless continued operation in a disconnected environment. Any stored records will be uploaded to the project Data Centre the next time a connection becomes available. This is a fundamental feature since a real-time connection cannot be guaranteed in wireless working enviroments.

- **Rapid Deployment**
  iCaptureData is designed to enable rapid deployment of additional data capture clients into an existing customer configuration, new data capture events or updates to live data capture events.

- **Operator Tracking**
  Data records are tracked to operators which enables straight forward trackback,

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t: +44 (0)1628 824 900
info@modulesolutions.com
www.modulesolutions.com

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incentivisation schemes and performance monitoring.

- **Robust Security**
  We take protecting access to your data seriously. The iCaptureData app includes user level authentication requiring username/password authentication crudentials for individual operators or for operational teams. An optional PIN can be used for convenient re-access to iCaptureData when it is necessary to reference other apps or perform alternate tasks on the same device. All data recorded is encrypted as soon as it is saved using your own customer set 256-bit encryption key which guards the data while on the client, in transit and while held at the Data Centre.

- **Data Centre Record Processing**
  Data records are processed to your specification at the Data Centre. This can be on an individual project basis or commonly across all your data capture events. The data records are exported from our Data Centre to suit your requirements and schedule. Some common examples of the many transport formats you may elect to use include Microsoft Excel files, csv, xml, or PDF file formats. Our export distribution moves the data to your chosen delivery point which can be as straight forward as an email with file attachment, a file download, S/FTP file uploads to your own data processing server, direct database injection, or more complex CRM integration. In addition to export processing we can undertake a range of bespoke post processing work on your data.

- **Data Centre Media Services**
  Our Media Services enable timely follow-up actions in response to the receipt of your data records at our Data Centre. We currently support SMS text message and e-mail communication. This allows a personal communication to be sent to your participants, or elsewhere, immediately upon receipt or with a set delay. SMS messages can be sent using our standard iCaptureData header or configured to your own business name or message header.

- **Data Centre Reporting Services**
  As a matter of course we generate performance reports for your data capture events. A standard daily report is generated for each live data capture event summarising the total records captured and a breakdown of activity by operator. Reports can be created to include additional information from your data capture projects and set to run at convenient schedules to meet your requirements.

Future capabilities

We are constantly working to improve our standard services. The following items summarises our current development activity.

- **Integrated Content Management System**
  The next major release will see the launch of our integrated content management system, called the Library, within iCaptureData. The Library will initially support image, PDF and video assets which can be quickly accessed and displayed without leaving our iCaptureData app. It will provide a seamless managed distribution of your assets to ensure that the right version is always available.

- **Simple App Installation**
  The iCaptureData app is currently available for download via Apple iTunes, Android Marketplace, and soon will be available via Blackberry App Store allowing for simpler distribution.

- **Blackberry Smartphone**
  Platform agnostic theme continues with support for the next generation of QNX Blackberry Smartphones

- **New Data Fields**
  We're adding more types of data fields to further extend the potential scope for data capture projects. On our development list are:
  Image: Use the device's in-built camera to take photographs; perhaps a visitor experience; or to record information (i.e. damage, driving licence)
  Barcode/QR code: Quickly retrieve data from a barcode source for pre-registered events

- **Kiosk mode**
  We think it will be useful to enable a kiosk mode to allow data capture projects be started for self-service operation. Just drop the tablet in a suitable secure stand and allow visitors to complete their own requests.

- **Custom Web Services**
  We also think that integrating data capture into your bespoke client software shouldn't mean reinventing the data capture wheel or having to develop exceptional ad-hoc processes. This is why we're developing a framework to allow your data to be collected within your new or existing software, such as Flash kiosks, to be injected direct into our Data Centre via our iCaptureData Web Services.

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t: +44 (0)1628 824 900
info@modulesolutions.com
www.modulesolutions.com

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To find out more or request a demonstration of iCaptureData get in touch with us today.