

# The Applica Philosophy

By Adam Dancewicz, Co-founder and CTO

While RPA and OCR solutions have been available for some time, the team at Applica noticed a large void of data that these tools could not automate. Specifically, as the vast majority of enterprise content is unstructured data, this presents inherent problems for legacy tools that simply can't process it. OCR can recognize letters and perform simple data extraction from structured tables and forms, but when it comes to unstructured or semi-structured documents, human intervention was undeniably necessary.

Applica was founded in 2013 with a small data science team that built custom solutions to automate business processes for our clients. But we soon realized this was not a scalable model and decided to generalize the problem and thus shifted to a product company. Our Robotic Text Automation (RTA) platform was intentionally designed as an intuitive graphical interface to empower users to build their own AI models for document processing.

RTA is the natural next step in the evolution of process automation. Using Applica's proprietary layout-aware Language Model (LAMBERT) and 2D Contextual Awareness, RTA is the only technology solution on the market that processes both unstructured and semi-structured documents. We not only categorize but also interpret industry and language agnostic documents – based on content and context.

With the existing uncertainty in the labor market and economy, organizations that employ intelligent automation solutions such as RTA will ensure that business continues with minimal disruptions. With the ability to scale up or down as external forces dictate, the RTA platform supports your workforce in a myriad of ways. Instead of performing tedious tasks with stacks of documents every day, knowledge workers can now manage an automated bot with just a few clicks, freeing them up for more value-added tasks. Additionally, users can manage RTA from anywhere – being at home or in the office is immaterial to success. This in turn helps organizations make more accurate decisions, while also decreasing errors by 85%, and accelerating document turnover time to less than one second per page.

Unlike other AI platforms on the market, Applica was designed to be wholly democratic and accessible to all. Business users with no AI or data science knowledge can get up and running quickly without relying on expert engineering resources. RTA also performs system maintenance by self-learning from end users with much smaller data sets than comparable tools.

Looking forward to the next 12 months there will be many exciting developments here at Applica. Our team is comprised of a growing number of world-class deep learning experts, mathematicians, data scientists, linguists, and software engineers and they will be optimizing two main dimensions of the RTA platform:

- Continually improving the user experience and intuitiveness of the interface.
- Continually improving the allegory methods, neural networks, and information extraction techniques that power everything behind the scenes. While NLP had significant breakthroughs in recent years, we want to ensure that Applica stays ahead of the pack in terms of research and development.

I look forward to sharing new updates about product features, integrations, and so on in the near future. Should you have any questions or comments, please contact me.