FUJITSU

Case study
ORA Inc.

»With the 4G business card scanners based on iX500, business people can manage and organize business cards quickly and reliably at hotel business centers, exhibition companies, check-in desks, convenience stores and various scenes in business trips.«

The customer

Customer: ORA Inc.
Country: China
Industry: Cultural

The challenge

ORA Inc. has a mission of "excavating the potential value that business cards have and building a database of corporate figures". Dedicated to the development of 4G business card scanners[1]for business people, hotel business centers, exhibition companies, check-in desks, convenience stores and various scenes in business trips, ORA Inc. requires a document scanner and 4G external box that can scan business cards quickly and reliably, while providing wireless support (Wi-Fi) support.

[1]: Scanners with external box including one 4G SIM card.

The customer

Beijing Chengxin Data Technology Co., Ltd. (hereinafter referred to as "ORA Inc.") was established in 2013. ORA Inc has a world-class design and development team, focusing on product development and design of its own brand, relying on powerful cloud computing services, dedicated to creating a safe and convenient personal information center and online community platform.

The solution

ORA Inc. spent over two years researching various scanners sold in China, and finally chose the Fujitsu high-speed scanner ScanSnap iX500 as the scanner for their 4G business card scanner.
The 4G business card scanner consists of Fujitsu's ScanSnap iX500, ORA Inc.'s independently developed 4GBox, OraBizCard WeChat application, and a cloud OCR intelligent recognition engine.

- The 4G business card scanner can digitize batch scanned business cards and assist enterprises and individual users in storing and managing business cards.
- Product adopts the world's leading cloud OCR technology to accurately identify business card information and support one-click export.
- WeChat[2] scan codes can integrate to the OraBizCard WeChat application to provide users with fast, convenient, and efficient user experience.

[2]: WeChat is a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent.

- Business people who are on business trips can also scan and share business cards in time.
- The image and related information of the business card are stored in the cloud, allowing users to check via mobile phone anytime and anywhere.
- The company can manage the business cards in a unified manner, and the customers will not be lost due to personal changes.

Business people who are on business trips can also scan and share business cards in time

"For business people who travel often, everyday exchange of business cards is a common occurrence, and there are some important business cards that need to be scanned and shared with the company in time."
With 4G business card scanners placed in hotel business centers, travelers can scan the business cards collected in the business trip to the mobile phone and share it with your colleagues quickly.

Business card scanning service of exhibition companies

"During the large-scale exhibition, the exhibition company will collect a large number of business cards in just a few days. They need to scan, identify, correct, and classify these business cards in a short period of time and provide them to the organizers."
Such tasks previously took 1 to 2 weeks accompanied by a tedious workload. Implementation of the 4G business card scanner, however, made this possible in just a few hours, you can scan your business card to the cloud, and automatically convert it to an EXCEL file after text recognition.

Customer information will be no longer lost due to personal changes

"After using the 4G business card scanner, all business card information is stored in the cloud."
The salesperson can not only view the business card of the cloud anytime and anywhere, but also download the business card to the local mobile phone, and the company will not lose the customer information due to the change of the salesperson.
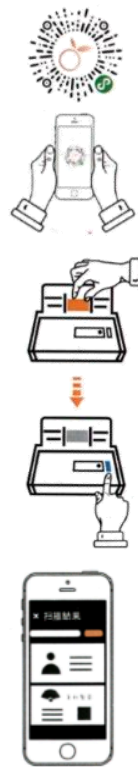
Contact
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Website: http://www.pfu.com.cn

Products and services
ScanSnap iX500

One button scanning, it is easy for non-professionals to operate

"ScanSnap iX500-based 4G business card scanner is simple and convenient to operate. Even if operators are not professional, they can easily select "one-button scanning". When scanning business cards in batches, the speed can reach 50 business cards per minutes, and the scanned image quality is excellent."
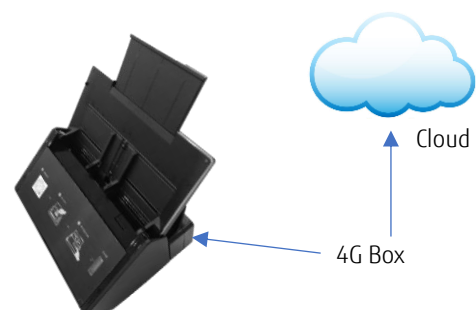
Operating procedures (only three steps)

1. Open WeChat, click Scan Function to scan the QR Code which is prepared before on the left side of iX500. Follow OraBizCard mini program in WeChat.

2. Put business cards into the slot of ScanSnap iX500 scanners.
(20 pieces are recommended)

3. The scanned business card will be automatically uploaded to the cloud through OraBizCard applet, with OCR recognition performed meanwhile, allowing users to search and check the business card in the WeChat applet.

Cloud

4G Box