Deloitte. | **Google** for Government

MEDIA INSIGHTS PRO

Transform manual, paper-based workflows into actionable insights with Media Insights Pro

Government agencies face significant challenges managing vast amounts of paper-based documents. Locked away in unstructured formats, these documents contain valuable information which lies dormant and untapped. Extracting insights from these documents is costly, inefficient and leads to significant process bottlenecks. Media Insights Pro – built using Google Cloud's Document AI – addresses this challenge by providing an end-to-end paper to digital service designed to utilize AI to rapidly extract key insights and streamline operations.

MULTIPLE DOCUMENT TYPES AND FORMATS

Media Insights Pro can process a wide variety of documents whether you require general extraction, are working with common document types, or have unique or highly specialized documents for your mission that require custom AI models.

1 GENERAL
General purpose extraction where document structures are not critical.

2 SPECIALIZED
Pre-built processors for common document types (e.g., invoices, utility bills, receipts.1040s, 1099s, W2, Passports, Driver IDs).

3 CUSTOM
Custom processors for your own document types to define custom fields and rules for optimal extraction accuracy.

KEY FEATURES

Handwriting Recognition

Multi-lingual Support

Batch / Online Support

API Integration

Human In the Loop (HITL) Integration

OUR PROVEN DIFFERENTIATORS

40+
Document AI Models

20
Normalizations, Pre/Post processors
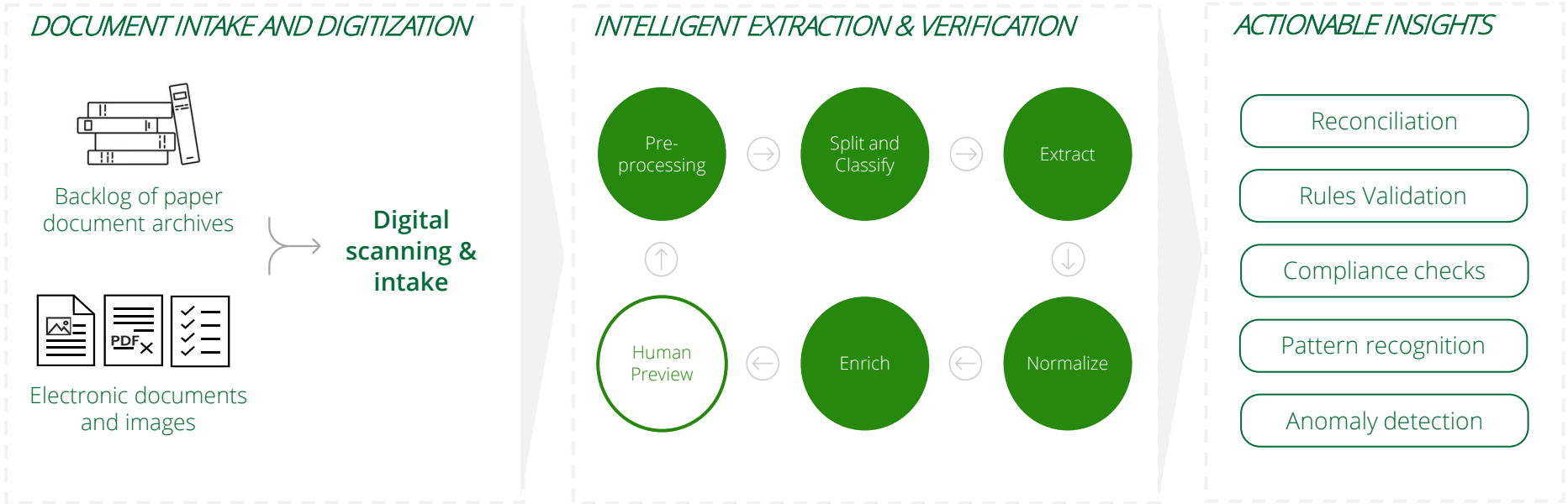
300
Verification rules

4
Business Domains Cross-Industry

STREAMLINING DOCUMENT WORKFLOWS

Media Insights Pro transforms your documents into actionable insights, driving efficiency and informed decision-making. Our pre-built models, advanced processing, and robust verification capabilities – all built within a secure and scalable infrastructure – enable faster and more accurate document digitization and analysis.

HOW IT WORKS

DOCUMENT INTAKE AND DIGITIZATION

Backlog of paper document archives

Digital scanning & intake

Electronic documents and images

INTELLIGENT EXTRACTION & VERIFICATION

Pre-processing → Split and Classify → Extract

Human Preview ← Enrich ← Normalize

ACTIONABLE INSIGHTS

Reconciliation

Rules Validation

Compliance checks

Pattern recognition

Anomaly detection

TARGET BENEFITS

Reduce operational costs and increase efficiency by eliminating manual analysis and streamlining document processing workflows.

Enhance data accuracy and compliance through automated validation and verification.

Enhance customer or citizen experience by reducing response times and improving satisfaction trust.

Enable scalability by reducing manually intensive processing and enabling effective human-machine collaboration

DRIVING IMPACT IN THE PUBLIC SECTOR:

Learn more about this solution in action and how it helped Covered California automate document verification, achieving an **84% validation rate**, significantly improving efficiency for both staff and consumers.

LEARN MORE

GET IN TOUCH

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