

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

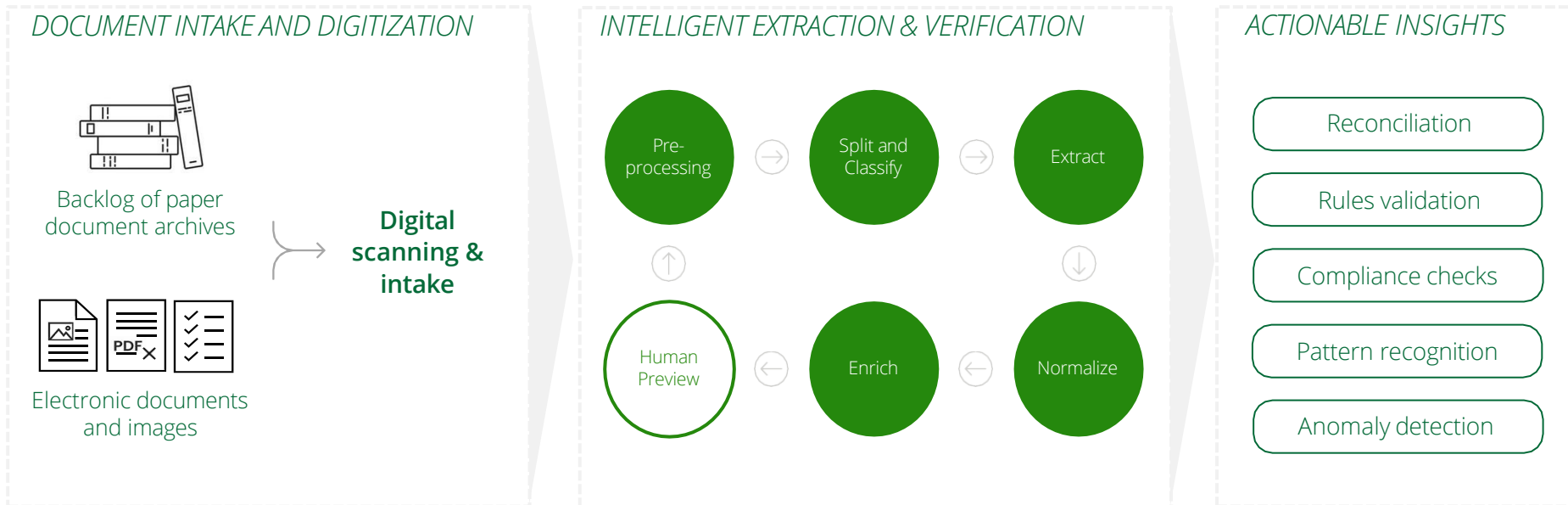
Business Domains
Cross-Industry



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



TARGET BENEFITS



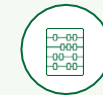
Reduce operational costs and increase efficiency by eliminating manual analysis and streamlining document processing workflows.



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**

Vishal Prabhu
Managing Director
Deloitte Consulting LLP
vprabhu@deloitte.com

Ashok Podichetty
Senior Manager
Deloitte Consulting LLP
apodichetty@deloitte.com

Marko Gudic
Alliance Manager
Deloitte Consulting LLP
mgudic@deloitte.com

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