

Anyline

Founded 2013 | HQ Vienna, Austria | 80 employees (approx.) | \$10M annual revenue (approx.)

Capture technology has long relied on optimal conditions to work well. Anyline is an innovator in reframing this paradigm and designing a capture system that can work in far-from-optimal conditions, offering a great deal of potential to unlock new markets and use cases.



The Company

Anyline was founded in 2013 and is headquartered in Vienna, Austria. The firm is led by CEO and co-founder Lukas Kinigadner. Anyline has raised a total of \$17 million in funding, most recently in January 2020 via a series A round led by Project A Ventures. The company has around 80 employees, and its product was patented in the US in 2017.



The Technology

Anyline has developed a range of optical character recognition (OCR) plugins for use on mobile devices that provide edge-capture services. There is nothing new in mobile scanning/capture as a concept, but Anyline's approach is highly innovative, both technically and in the use cases it addresses.

First, from a technology standpoint Anyline provides a range of JSON plugins that can run on mobile devices. Though all of these plugins are capture/OCR-related, they are

highly configured to meet specific use cases. For example, there are plugins for barcodes and documents, as might be expected, but the range also includes plugins for reading gas & electricity meters, driver's licenses, and personal IDs (see Figure 1). Each plugin runs artificial neural networks directly on the device as an edge-computing service.

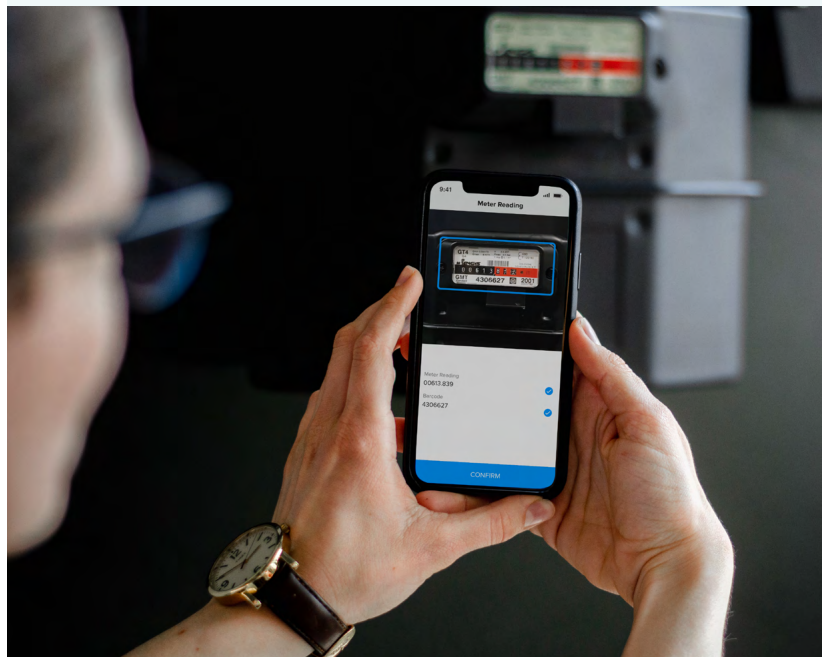
The use of highly optimized neural networks in conjunction with the improved camera and on-device processing capabilities of modern cell phones means that these products work well in sub-optimal conditions. An extreme example used by Anyline is accurately reading black tire numbers on black rubber surfaces: conditions that include low contrast, dirty objects, and most likely poor lighting. Whereas most capture devices leverage the optimal conditions provided by MFPs and commercial scanning hardware, Anyline instead leverages the capabilities of the phone itself. In practice this means that rather than trying to scan a single image in optimal conditions, the Anyline plugin will rapidly capture multiple images and process these together through its algorithms

to deliver an optimal result. Everything runs on the device, and only where necessary or required will data be shifted to the cloud or a remote server (assuming an internet connection) for further processing, for storage, or to trigger workflows.

As Anyline works with neural networks, by default its plugins are all machine learning (ML)/artificial intelligence (AI) services. Each is pre-trained by Anyline, and as each plugin is designed for a specific job it is typically up and running immediately or within a day. The products will continue to learn, to some degree, on the device. Where a customer's data policy allows it, new updates will be further trained using field data. In summary, there are a range of easily downloadable ML plugins to meet various commercial and industrial situations. There is also a range of specialized SDKs designed to allow integration into a browser or to support batch scanning, and SDKs to embed Anyline into Windows, iOS, Android, or Cordova (SAP). For those (most) who want to develop and utilize Anyline in other business applications, there is a REST API.

Finally, it's also worth noting that Anyline appears to offer excellent documentation of its products' SDKs, essential for developers but all too often missing or insufficient with enterprise software products.

Figure 1
Anyline Offers Wide-Ranging Scanning Capability



Our Opinion

Capture technology has long relied on optimal conditions to work well: lighting, perspective, black text on a white background, etc. Anyline is an innovator in reframing this paradigm and designing a capture system that can work in far-from-optimal conditions. In and of themselves the Anyline products are limited to providing high-quality capture functionality for non-optimal conditions. But that capability alone can provide a platform for a multitude of use cases that were impossible to even consider just a few years ago. High-quality edge capture and processing such as Anyline's has a great deal of potential to unlock new markets and use cases.



Advice to Buyers

Anyline provides high-quality edge-capture services for developers to further build upon. It does not provide a solution as such, rather a cornerstone service element upon which developers and system integrators can build out solutions. As Anyline embeds so much functionality into the device itself via the plugin, the challenge here is to associate it with your business needs and use it as a building block. For a relative newcomer to the industry, Anyline has an impressive list of clients including utility companies, the UN, and Swisscom, and it is heavily used and tested in the field. So, there should be no issues with considering its use in your organization.



SOAR Analysis

Strengths

- Strong edge-capture products
- Lightweight install and integration

Opportunities

- *In situ* manufacturing and industry capture
- *In situ* law enforcement and government capture

Aspirations

- Become the leading edge-capture company
- Further simplify enterprise capture through the use of AI

Results

- Closed \$17 million in funding
- Already working with major companies

About Deep Analysis

Deep Analysis is an advisory firm that helps organizations understand and address the challenges of innovative and disruptive technologies in the enterprise software marketplace.

Its work is built on decades of experience in advising and consulting to global technology firms large and small, from SAP, Oracle, and HP to countless start-ups.

Led by Alan Pelz-Sharpe, the firm focuses on Information Management and the business application of Cloud, Artificial Intelligence, and Blockchain. Deep Analysis recently published the book "Practical Artificial Intelligence: An Enterprise Playbook," co-authored by Alan and Kashyap Kompella, outlining strategies for organizations to avoid pitfalls and successfully deploy AI.

Deep Analysis works with technology vendors to improve their understanding and provide actionable guidance on current and future market opportunities.

Yet, unlike traditional analyst firms, Deep Analysis takes a buyer-centric approach to its research and understands real-world buyer and market needs versus the "echo chamber" of the technology industry.

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