

CUSTOMER STORY

onPhase turns a bottleneck into a scalability advantage with RapidScale and AWS



Based in Clearwater, Florida, onPhase is a leader in financial automation and payment solutions, providing an end-to-end platform that centralizes core financial functions that include document storage, online forms, AP automation, and payments into a single, intelligent system. The onPhase integrated solutions optimize working capital, strengthen supplier relationships, and eliminate costly manual processes.

Challenge

onPhase — formerly known as DocuPhase — struggled with its legacy invoice processing system causing the company escalating issues with costs, customer experience, and scalability.

As a leader in financial automation and payment solutions, providing an end-to-end platform to centralize core financial functions, the company knew it needed to modernize its processing system. In particular, it sought a solution that would include generative AI-driven automation.

Despite the company's powerful financial automation and payment solutions platform, onPhase faced mounting challenges with its legacy invoice processing system that cut into efficiency, customer experience, and scalability. In particular, onPhase relied on third-party Optical Character Recognition (OCR) tools as well as a 75-person team dedicated to managing OCR issues. Because of this, the company struggled with high processing costs (~\$0.24 per invoice), manual interventions for 10% to 20% of invoices, poor customer experience due to lack of seamless integration, and limited scalability and flexibility. In addition to the high costs and manual intervention required, onPhase realized customers were still burdened with OCR issues. To avoid customer dissatisfaction and reduce friction for their customers daily process, onPhase decided to fast track a path to eliminate OCR problems.

With cost reduction, improving customer experience, and enabling scalability as the company's goals, onPhase initiated a collaboration with RapidScale, an Amazon Web Services (AWS) Premier Tier Services Partner.



"From day one, RapidScale brought the right people to the table. They understood our vision, translated it into a scalable solution, and delivered exactly what we needed – on time and under budget."

Domingo Pichardo,
Chief Technology Officer,
onPhase

Solution

To build a custom, scalable Smart Capture and invoice processing platform build with AI and latest or best in class AWS technology, onPhase evaluated multiple vendors but quickly recognized RapidScale as the ideal partner.

RapidScale worked collaboratively with onPhase to build a custom, scalable OCR and invoice processing platform using AWS tools and services that included Amazon Textract for OCR, Amazon Augmented AI for human-in-the-loop (HITL) exception handling, Amazon Mechanical Turk and vendor marketplaces for scalable HITL support, AWS Lambda with Amazon Simple Queue Service and Amazon Simple Storage Service (S3) for serverless architecture, and a custom UI/UX layer for seamless customer interaction.

This hybrid approach also integrated legacy double-blind data entry for high-accuracy clients like airlines and logistics firms. The new system would enable dynamic scaling, reduced reliance on offshore teams, and improved customer satisfaction by eliminating direct interaction with OCR tools.

Let's not forget generative AI. AI/ML is the most exciting yet complicated technology entering the business domain today. With RapidScale, certified AI/ML engineers and data scientists help businesses chart their path forward or optimize their existing AI/ML infrastructure. onPhase benefited from RapidScale's expertise and services, which have empowered businesses to improve operations. RapidScale has also created new customer experiences and accelerated business performance with AI/ML.

Implementation & key results

RapidScale's collaborative, cross-functional team impressed onPhase from the start. Within 3-4 weeks, a prototype was developed focusing on unknowns like document variety and A2I integration. The team:



Delivered a clear, transparent cost model



Helped secure AWS credits to reduce upfront investment



Provided technical expertise and ongoing support

The project aligned perfectly with onPhase's rebranding and product launch.

Business outcomes

For onPhase, these capabilities led to an 88% cost reduction (from \$0.25 to \$0.03 per invoice), \$1.5 million projected annual savings, improved customer experience by eliminating direct OCR interaction. onPhase also received:



Enhanced scalability through serverless architecture and crowdsourcing



10x scale in capacity and capability improvement - faster processing and real-time data access for quicker decision making



Seamless integration of legacy and modern systems for high-accuracy clients

Speak to a RapidScale cloud expert today: meet@rapidscale.com

By partnering with RapidScale, onPhase has modernized its invoice processing capabilities and laid the foundation for future innovation. In fact, the project aligned so perfectly with onPhase's rebranding and product launch that it has led to plans to expand the solution to process other document types, such as insurance claims and mortgage applications.

Additionally, a data lake initiative is underway to centralize data from five acquired products to consolidate metadata, approvals, support tickets, and customer data for enhanced visibility and decision making.

This transformation from legacy invoice processing system to fully integrated, AWS-native, and AI/ML-powered solution exemplifies how the right technology partnership can turn operational challenges into strategic advantages.

Why RapidScale

As an AWS Premier Tier Services Partner, RapidScale brings proven credibility with deep AWS expertise. RapidScale also takes a collaborative approach. From the first meeting, RapidScale assembled a full team — engineers, sales, and AWS reps — to build a granular understanding of onPhase's business goals and needs. Rapid prototyping and agile development by RapidScale enabled onPhase to validate key components quickly so the company could confidently move to production. RapidScale would also provide detailed scenario-based cost projections that, in production, proved to be accurate and even conservative. Finally, RapidScale filled a gap of internal AWS expertise to build a solution independently with strategic guidance and hands-on support.

RapidScale's collaborative, cross-functional team impressed onPhase from the start. Within 3 to 4 weeks, the partners developed a prototype focused on unknowns such as document variety and Amazon Augmented AI integration. And this progress continued seamlessly as the RapidScale/AWS team delivered a clear, transparent cost model; helped secure AWS credits to reduce upfront investment, provided technical expertise, and ongoing expert support.

In the end, leveraging cutting edge cloud technologies with RapidScale expertise, onPhase achieved significant cost savings, operational efficiency, ongoing scalability, and laid the groundwork for future mission-critical innovation.

About AWS Partner RapidScale

Whether refreshing legacy IT systems or launching an app that will reach millions, RapidScale empowers your business with a complete set of private and public cloud solutions to simplify IT and unleash innovation. From Infrastructure as a Service to AI, RapidScale brings you the best portfolio of managed services in the industry, backed by a deep bench of certified experts holding over 400 accreditations. RapidScale has helped hundreds of customers migrate to AWS and Azure while helping over 2000 customers drive the complexity and administration out of IT. RapidScale makes technology your biggest competitive advantage.



- Agentic AI Consulting Services
- Generative AI Consulting Services

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