

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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April 25, 2014

THIS JUST IN!

SAMSUNG LICENSES ISIS FOR MFPs

Samsung has licensed technology from **EMC Captiva** and will be incorporating ISIS drivers in a couple of soon to be released MFP models. The Japanese manufacturer with U.S. headquarters in Ridgely Park, NJ, offers a range of MFPs from desktop black & white models, to standalone color models rated at more than 50 ppm. It has historically offered TWAIN drivers with its MFPs, but is hoping to expand its market with the incorporation of ISIS.

“We believe that including ISIS drivers will help our customers deploy scanning solutions,” said Ron Nevo, a senior product manager at Samsung responsible for print, MPS, and special projects. “There are a lot of ISVs who have ISIS-compatible products, and now our customers will be able to connect to their applications. The issue we were having with TWAIN is that everybody develops it a little bit differently. We feel that ISIS is a tighter protocol.” *[Editor’s note: TWAIN is an open standard, while ISIS is controlled by Captiva.]*

Kai Wille, director, OEM, SaaS, & BPO sales for EMC’s Information Intelligence Group, said that over the years Captiva has sold several million run-time licenses of ISIS. “Many of those are still in use,” he said. “We estimate that the number of ISIS users is in eight digits.”

Samsung will first introduce ISIS on some of its mid-range models. “They will be models that can be put on a desktop if users want,” said Nevo. “Those devices will have a lot of features, including embedded software that offers additional ways to customize them. The software can be accessed through a menu on the device touchscreen.”

For more information:

<http://www.samsung.com/us/business/printers/all-printers/>

Perceptive Doubles Down at Inspire Conference

Announces two new products to drive its next-generation ECM solutions

Perceptive Software has grown up quite a bit since being acquired by **Lexmark** in 2010. In three and a half years, with the help of multiple acquisitions, Lexmark’s Perceptive Software division has grown from less than \$100M in annual revenue to where it just reported a 2014 first quarter of \$61M. Perceptive also recently held its annual Inspire user conference in Las Vegas, which was attended by more than 1,000 people.

At the event, Perceptive announced its new ECM platform—Perceptive Content 7, which represents the next-generation of its legacy ImageNow software. It features the new Perceptive Experience interface, which is designed to provide users with full ECM functionality from mobile devices. Experience is also part of the Perceptive Evolution platform, which is a brand new hybrid cloud platform that Perceptive announced at Inspire.

“I think our customers are starting to see a lot of our strategy come through that may have been obscured as we have been making acquisitions,” said Brian Anderson, CTO at Shawnee, KS-based Perceptive. “As we come out with these new products, I think it will validate some of the work we’ve been doing under silence. Our new offerings will start to answer questions like how does Twistage [a cloud platform for managing rich media] play with ImageNow and Brainware, and how and does ISYS [enterprise search] play with everything?”

According to Anderson, Perceptive is attempting to address three specific challenges with its new platforms:

■ “Customers know that their unstructured information, which lives outside their core applications, is growing exponentially.”

■ “Customers want a partner to acknowledge their investments in existing systems. They want to add value to these systems, not replace them.”

■ “They want everything to look easy in terms of product and platform.”

“These challenges shape how we think about ECM,” continued Anderson. “There are four areas that we focus on: capture, content, process, and search. We feel we need those capabilities to tame the growing challenge of unstructured information and bring value to enterprise systems.”

Some of the new features in Perceptive Content 7:

■ **mobile capture:** internally developed technology for capturing images and meta data with mobile devices.

■ **multi-level administration capabilities:** “Administration across multiple departments has always been cumbersome in ImageNow,” said Anderson. “Now it’s much easier to enable somebody to control the administration of each department, separate from who is managing the entire system.”

■ **improved records management:** “Perceptive Records Manager is targeted at making it easy for knowledge workers to declare files as records,” said Anderson. “We utilized some of our existing technology around capture to make it as easy as a drag-and-drop process. All the complex holding, security, and disposition commands are being processed in the background, but for the knowledge worker driving a process, we’ve made applying RM simple.”

■ **rich media management:** This leverages the Twistage technology and enables users to manage large files on a cloud while maintaining the same controls and security over them that they would expect from an ECM system.

■ **New mobile and web clients:** Branded “the Perceptive Experience,” the new clients are designed to provide users with the same capabilities from mobile devices that they have from their desktops. Anderson’s quote, per a press announcement: “The mobile clients with Content 7 provide a rich and consistent user experience with full support for tasks, workflows, approvals, viewing and even capture...Our new web client provides full support for HTML 5, eliminating the need for Java, which means any user can access Perceptive Content from any machine with a modern web browser.”

Anderson added that the Perceptive Experience also dovetails nicely into Perceptive Evolution. “The Perceptive Experience is the last mile of content experience,” he said. “We have built a UI layer that can appear the same across on-premise, cloud, and hybrid deployments.”

Hybrid approach to cloud ECM

Evolution is designed to give customers the best of both worlds by providing them with the option of keeping their content on premise, while potentially running their applications in the cloud. “What we’ve heard from customers is that ECM will be the last application to move entirely to the cloud—because users are uncomfortable moving their ECM



Perceptive Software CTO Brian Anderson discusses the organization's new product launches on the dais at the recent Inspire user conference in Las Vegas.

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DIR is the leading executive report on managing documents for e-business.

Areas we cover include:

1. Document Capture
2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
6. Document Output
7. Storage

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data off their servers,” said Anderson. “Even when ECM does move, there will be a huge amount of legacy ECM systems that will remain on premise because there is no money to move them.

“With Evolution, we are creating a hybrid environment for our whole stack. It will work in two ways. Users will always have full control of their data, but in one option some of their information can live in their data center and some of it in a public cloud, with only a minimal amount of software having to run in their environment. In the second option, we can set it up so that our cloud is aware that a user’s content exists, and can deliver it safely inside an organization’s firewalls for users to interact with, but our cloud never sees that data.”

Added Anderson in the supporting press announcement, “Perceptive Evolution is the foundation for the future, providing customers complete flexibility in how they deploy and use Perceptive capture, content, process, and search technologies to solve their unique unstructured information challenges.”

Perceptive’s first product release under the Evolution umbrella will be Perceptive Cloud Share, which will leverage the Twistage technology acquired last year for managing rich media [see *DIR* 4/12/13]. Anderson discussed how Cloud Share will meld with the vertical and horizontal market focus that Perceptive is known for. “If you look at higher education, we think Cloud Share will be useful for universities for managing incoming videos related to performance evaluations, for example,” he said. “It will enable them to utilize our Perceptive Content workflow for this process, but now better include video in that workflow. Similarly, in HR processes,

SAPERION UPDATE

Last summer **Lexmark** acquired German ECM ISV Saperion for \$72M. The acquisition was designed to increase Perceptive’s presence in the European market. It also brought some additional cloud and mobile technology into the Perceptive fold.

According to Brian Anderson, Perceptive CTO, as of the release of Perceptive Content 7, the Saperion and Perceptive platforms have yet to be combined. “Eventually the plan is to bring them together through the Evolution platform,” he told *DIR*. “Saperion has also developed some file sharing technology that is currently being sold through **Deutsche Telekom** that we plan on doing some cool things with. We view it as a Box and Dropbox competitor.”

For more information: <http://www.saperion.com/>;
<https://apps.telekomcloud.com/apps/576#!overview>

Cloud Share can be used to manage video resumes or interviews.”

Anderson also discussed how Perceptive’s focus on healthcare, including its October acquisition of PACSGEAR, has moved it deeper into the market of managing diverse types of content, including video files related to medical records. “Going forward our strategy is about adding to what we see as our sweet spot in ECM—capture, process, content, and search—as well as going deep into verticals,” he said. “Lexmark and Perceptive have always been solutions oriented. This has enabled us to pick our battles and add the most value for our customers.”

For more information:

<http://bit.ly/PerceptiveContent7>;

<http://bit.ly/PerceptiveEvolution>

A Look at Open Text’s Red Oxygen Initiative

Like Perceptive (recently at least), **Open Text** has been a serial acquirer of content management ISVs over the years. And like we saw with Perceptive, market factors like the emergence of the cloud and mobile computing, as well as a desire to bring all its technology together in solutions-focused offerings, have driven the Waterloo, ON-based ISV come up with a new platform for its ECM offerings. Originally launched as its Red Oxygen initiative, this new platform is really five separate product suites that can be connected through a set of RESTful APIs.

Recently, Open Text announced its new Process Suite, which includes BPM, case management, analytics, process modeling, and capture features. The other four suites are:

- **Content:** records management and information governance capabilities
- **Experience:** for managing media, Web, and social assets
- **Information Exchange:** control and security around information delivery; includes features like e-mail encryption and message tracking
- **Discovery:** enables users to apply analytics to content

The APIs for connecting these suites are packaged in the AppWorks Developer platform. “Through our suites and the APIs, we are providing a set of tools for building vertical applications,” said Lubor Ptacek, VP, strategic marketing, at Open Text. “Each suite is licensed separately and bundles together a core set of processes. This is a major simplification of our pricing and marketing.

“Developers can license the suites they want to leverage and combine the functionality through our APIs to create solutions. If they want to build a contract management application, for example, they might license only Process and Content suites and connect the elements they need through AppWorks.”

Although the new platform enables users to build solutions with an HTML 5 interface, making them mobile and Web accessible, as we noted in our last edition Ptaček does not see the cloud as a major factor in ECM delivery in the near future. “ECM was first established in highly regulated industries and that has always been the main customer base,” he said. “Those are some very conservative organizations.”

For more information: <http://bit.ly/Processlaunch>

ABBYY Moves to Productize Linguistics for Capture

There has been a lot of buzz in the capture and ECM industries over the past couple years around terms like semantic understanding and natural language processing. Basically, ISVs have been talking about giving users the ability to understand “content in context.” This technology could potentially provide the ability to perform tasks like auto-classification and extraction of meaningful content from collections of unstructured documents.

Recognition specialist **ABBYY** has been one of the ISVs promoting this cutting edge technology. ABBYY takes a bit of a broader view than most other vendors and classifies its technology set as “linguistics.” It considers semantics to be just one piece. At the recent AIIM Conference we were introduced to David Bayer, a software industry veteran who has been hired by ABBYY USA to help productize its linguistics technology set.

“What we have are a series of linguistic algorithms that have the ability to parse and extract information from documents and forms at several levels,” Bayer told *DIR*. “These algorithms are also able to identify relationships between documents based on meaningful fact patterns.”

According to Joe Budelli, SVP of sales for ABBYY USA, the ISV has been developing its linguistics technology for more than 20 years for its translation business. “A few years ago, we started taking a look at what else this technology could be used for,” Budelli told *DIR*. “We saw the potential to utilize its understanding to make capture smarter.

“We first thought about working with our hardware partners to make smarter machines like MFPs and scanners. Then we realized it could also provide a better way to solve records management and capture challenges. A year ago, we started talking about its potential for classification and indexing. We also recognized that we needed to bring in an expert product manager.”

Bayer has been working with linguistics applications throughout his career. “I started off transforming the Baker Library at **Harvard** into an electronic resource,” Bayer told *DIR*. “After that I held several jobs involved with search, knowledge management, and e-learning. In 2001, I joined Stratify, which was focused on automatic taxonomy generation for high-volume collections of documents.

“Stratify targeted markets like publishing, government, and oil and gas, and eventually we were pulled into e-discovery. We built a SaaS platform, and in 2007 **Iron Mountain** acquired Stratify for \$70M.”

Bayer remained with Iron Mountain and then moved to **Autonomy**, to which Iron Mountain sold its e-discovery business in 2011 [see *DIR* 7/8/11]. Bayer stayed with **HP** for a year after it acquired Autonomy and then spent a year with **Symantec** before joining ABBYY.

“I am charged with productizing and going to market with ABBYY’s entire advanced linguistics portfolio,” Bayer told *DIR*. “I will be working with customers to come out with appropriate products.”

Bayer believes ABBYY has some advantages over its competitors in the market. “Our competitors are mostly smaller vendors that are university start-ups or spin-offs,” he said. “ABBYY is unique in that we are a full blown mature ISV that has the opportunity to incubate this technology beyond what a start-up can do.

“We are in a better position because we have really strong partnerships and customer relationships that allow us to identify the right use cases and potential products to bring to market in a way that smaller competitors can’t. I’ve been through the start-up regimen and getting that first set of customers is the biggest challenge. ABBYY already has deep relationships with big corporations that we can work and do agile development with to validate use cases.”

Bayer indicated that ABBYY will likely bring its linguistics technology to market in a series of SDKs. “Our assessment at this time is that our customers

have the capabilities to take our SDKs and build applications on top of them," he said. "We will also likely release modules that can be plugged into existing applications. Our feedback is that customers want to leverage our technology to integrate their documents and collections into business processes."

Bayer was hesitant to provide too many specifics regarding products before any official announcements are made, but said we can expect some in the near future. We did see a demo in the vendor exhibition area the AIIM conference.

ABBYY's technology was used to classify a collection of documents related to the Enron case of a few years back. A search for the word "fire" was run and multiple links were returned. The user was given the option of narrowing the search by selecting which type of "fire" they meant. Choosing the one related to loss of a job narrowed the search. Unfortunately, that was all we had time to see, but we are looking forward to a more in depth demo as ABBYY's productization of its linguistics technology progresses.

ABBYY USA CEO Dean Tang concluded that the new technology is key to the company's potential growth. "We are at an inflection point for ABBYY," he told *DIR*. "This new linguistics technology raises the bar of what can be done with capture and expands its potential into new areas. I think you will start to see us shift toward enterprise software from line-of-business applications. We have a great channel, and we will be giving them a new set of tools that will enable them to broaden out and get into the enterprise in a way they never could before."

For more information:
<http://bit.ly/ABBYYUSAExecshire>

Acquisition Helps Konica Minolta Build out ECM Practice

Konica Minolta Business Solutions U.S.A. (Konica Minolta) is in the midst of rolling out a nationwide **Hyland** reseller and integration practice. Its recent acquisition of Rhode Island-based **AMS Imaging** gives Konica Minolta resources to cover the U.S. East Coast. It complements Konica Minolta's January 2013 acquisition of Southern, CA-based DocuSource.

"The foundation for executing our ECM and document management strategy will be well established by the end of the year," said Sam Errigo, SVP, Business Intelligence Services, Konica Minolta Business Solutions U.S.A. "This is the first of three or

four acquisitions we have planned in 2014 specific to ECM, and more importantly, to Hyland Software. By the end of the year, we expect to have national coverage."

Konica Minolta's Hyland strategy complements a relationship the Ramsey, NJ-based digital copier and MFP vendor has with **Prism Software**, an Orange County ISV that develops DM software targeted at the mid-market. It is also designed to complement Konica Minolta's managed IT services practice—which is centered on the All Covered acquisition the company made in December 2010.

Errigo explained how these parts come together to make up Konica Minolta's three tiered ECM strategy. "On the low end/entry level, designed for the SMB market, you'll see us develop our own application suite that will be housed in the All Covered hosted environment," he said. "We have very robust data centers that allow us to provide hosted services for our customers on a national basis, and we intend to leverage our infrastructure to provide secure content management and delivery."



**Sam Errigo, SVP,
Business Intelligence
Services, Konica
Minolta Business
Solutions U.S.A.**

"Moving upstream, we resell Prism Software's products that support workgroup and more complex DM workflow applications in the SMB market. The third level includes our enterprise products. There is some overlap with the Prism products, depending on the workflow. But, the target for Hyland and Kofax software [AMS is also a Kofax reseller] is the upper SMB and mid-market to the enterprise-level customers."

Errigo added that all of Konica Minolta's software offerings are integrated with its hardware through its bEST (bizhub Extended Solution Technology) interface. "This provides a key differentiation that extends the function of the Konica Minolta product line via full integration with the selected software applications," he said.

Konica Minolta made the decision to focus on Hyland as an enterprise ECM platform shortly before it acquired DocuSource. "We did an exhaustive analysis on all the ECM technology on the market," he said. "The main drivers for the selection of Hyland were the stability and mature components of the product, as well as the fact that it fits well into our key focused vertical markets—education and healthcare. A secondary factor was that Hyland's infrastructure and support is very robust. The

company has the capability to scale to support a large organization like Konica Minolta in the U.S.

“We were also impressed with the Hyland management team’s willingness to support integration with our hardware and its support of our training requirements. Hyland has been a great strategic partner and provided us with resources to ramp up our new ECM initiative.”

Like most vendors with a legacy in print-centric hardware, Konica Minolta has been actively diversifying its business with software and solutions offerings over the past few years. Toward the end of last year, we did a feature on its EnvisionIT vertical solutions practice [see *DIR* 12/6/13]. “EnvisionIT is really about getting deeper into specific vertical markets and our ECM offerings are an extension of that,” said Errigo. “If you look at the verticals we focus on, healthcare, legal, education, manufacturing, financial services, and government, ECM is a key component for developing solutions in all of them.”

Errigo also spoke to how an ECM practice can complement Konica Minolta’s All Covered managed IT services offering. “As customers invest in ECM, there are often requirements for IT infrastructure improvements,” he said. “As part of our ECM due diligence, we provide a diagnostics assessment of a customer’s IT hardware infrastructure. If required, we will make a recommendation for infrastructure upgrades via All Covered. Many of our ECM transactions end up including managed IT services to support the installation of our ECM or DM software solutions.”

With AMS, Konica Minolta is adding 56 employees, including AMS CEO Jim McKenney, who will stay on board as a managing director. In addition to hardware and software integration, AMS has a service bureau business.

Errigo stressed that AMS’ ECM skill set was the main asset acquired by Konica Minolta. “We are really focused on delivering consulting and integration work, which requires talented people,” Errigo told *DIR*. “Part of our strategy is the retention of people at acquired companies.

“Core to our strategy is to provide our customers with the best technology and services to deliver robust ECM and DM solutions. Our most valued resources are our people, as they possess the skill set and knowledge to execute our ECM and DM strategy, regardless of product. Our strategy is to standardize on common platforms for our customers based on specific requirements—our three-tier approach allows us to focus on service delivery and

support to meet the demands of ECM and DM customers.

“Our strategy is to be known as a world-class integration, service delivery, and consulting organization with great customer insight. Our products are important, but what we value the most are the people at the organizations we are acquiring and the skill sets we are bringing on board.”

Adds Canadian distribution

Two days after the AMS Imaging acquisition was announced, Konica Minolta announced the acquisition of **Pitney Bowes** Canada’s Document Imaging Solutions business. This is a CAN\$82M organization that is a leading reseller of **Sharp** hardware. It also has a software practice that resells **Drivve** capture and **Square 9** ECM applications. Errigo indicated that that Konica Minolta’s initial focus will be to integrate the hardware business.

For more information: <http://bit.ly/KMBSAMS>;
<http://bit.ly/KMBSPCA>; <http://bit.ly/KMBSDocuSource>;
<http://www.allcovered.com/>

IOFM Preps for Second Payments Summit

Building on the success of last year’s inaugural event, the **Institute of Finance and Management (IOFM)** is gearing up for its second annual Payments Summit. The event, which focuses on B2B and C2B payments, is being held June 2-4 at the Hyatt Regency on the Inner Harbor in Baltimore. It features a day and a half of conference sessions, as well as an exhibition area.

Last year’s event had 100-150 attendees and IOFM organizers are expecting more this year. “Sign-ups have been steady, but we are still looking for more attendees and also have openings for exhibitors,” said RD Whitney, Executive Director for IOFM, which is owned by **Diversified Business Communications**. “We think we have the only event that focuses on the full spectrum of payments and provides a holistic view of payments automation.”

The Payments Summit was launched last year targeting former TAWPI members who felt alienated by the direction of **IFO** (the Institute of Financial Operations), which bought the TAWPI trade association in 2011. IFO incorporated the former TAWPI show in its Fusion event, which is primarily focused on accounts payable. IOFM also hosts an accounts payable conference, but feels it is filling a market need with a dedicated A/R conference.

Last year's Payments Summit was well received, and once again former TAWPI executive Mark Brousseau will be emceeding this year's event. There is no headliner keynote, but the agenda features a steady stream of panels and end user presenters designed to provide peer-to-peer education. Last year's hot topics included the challenges of managing multi-channel payment streams, as well as automating capture from full-page documents like EOB forms [see [DIR 10/4/13](#)].

IBML has signed on as the title sponsor. Other exhibitors that *DIR* readers may be familiar with include **OPEX**, **BancTec**, **eGistics**, **Creditron**, **Data Dimensions**, **Fairfax Imaging**, **MAVRO**, **Open Scan**, and **Orbograph**. Early attendee sign-ups include executives from industries like banking, telco, healthcare and retail, as well as trade associations and third-party payment processors.

For more information:
<http://www.iofm.com/payments-summit>

Notable Solutions hosts inaugural US event
Capture and print management ISV **Notable Solutions** will be hosting its inaugural North American end user event the same week as the

EMC IIG REVENUE STAGNANT

This week, we saw the first round of ECM related earnings reports for the first quarter of calendar 2014. This included **EMC**, which reported \$154M in revenue from its Information Intelligence Group (IIG), which includes both its Captiva and Documentum product lines. This included a gross margin of 64.7% for IIG, which was healthy compared to the other two components of EMC's Information Infrastructure business, which overall had an operating margin of 18.6%. However, these margins were miniscule compared to VMWare's 87.6% gross margins and 31% operating margin.

The IIG revenue is virtually the same as Q1 2013, but product sales in 2014 were down 18.6%, with increased services revenue making up the difference. EMC at least partially blamed the decrease on a transition to subscription sales. "IIG revenue was slightly off this quarter," said David I. Goulden, CEO of EMC Information Infrastructure, in a conference call discussing the results. "Although, we're quickly growing our subscription bookings, which can be further earned out over the life of the contracts. For example, all of Syncplicity's revenue is subscription and revenue here was well over twice what it was in Q1 of last year."

More earnings releases are scheduled for next week, including capture competitors **ReadSoft** on Monday, April 28, and **Kofax** on Tuesday, April 29.

Payments Summit, also on the Inner Harbor in Baltimore. eNgage 2014 will run June 4-5 at the Pier 5 Waterfront Hotel. Keynote speakers include Bob Larrivee, director, custom research, at **AIIM** and Feri Clayton, director, ECM, **IBM** Software Group. Notable Solutions end users from organizations like **Toyota**, **Tulane University**, and **Fairfax County Government** will also present.

"This event is in response to numerous requests from our customers and partners to bring together industry experts to discuss the key challenges facing organizations today," said Mehdi Tehranchi, Notable Solutions CEO, as quoted in a press release. "We also plan on sharing the successes of those customers who have raised the bar by implementing cost-efficient systems to securely manage and gain greater participation in their business processes."

For more information:
<http://engage.notablesolutions.com>

DCT Releases SimpleECM PaaS

Document Capture Technologies (DCT) has released the SimpleECM platform that CEO Karl Etzel previewed for us earlier this year [see [DIR 1/31/14](#)]. We met with Etzel, (who was recently promoted to CEO; he was COO last time we talked) at the **AIIM Conference** held earlier this month in Orlando. He discussed the latest offering designed to transition DCT from its legacy as a scanner manufacturer into a capture and ECM software player.

Hosted on AWS, SimpleECM is designed to serve as a cloud platform through which users can capture and process documents before releasing them to a back-end system. It utilizes Web-based APIs for integration. It is being marketed primarily to developers and systems integrators who have cloud-based applications to which they want to add ECM services.

"There are three types of cloud service providers," explained Etzel. "They are SaaS, PaaS, and IaaS. We want to be a PaaS, or a platform as a service provider. We offer a unique set of functionality that can act as a capture and ECM platform for cloud users."

The SimpleECM platform offers capture through a thin-client browser-driver that can be embedded in a Web site. It utilizes a set of JavaScript APIs to connect to a variety of capture devices, including through TWAIN drivers. Once an image is captured,

SimpleECM can introduce functionality like image processing, OCR, classification, extraction, and file conversion—depending on which services are invoked through the RESTful APIs.

There are also APIs for connecting to back-end systems, like ECM, accounting, and any other application that can make a Web services call. These APIs allow for two-way communication, meaning they can be used to do database look-ups in data extraction applications like invoice processing. “The goal is to be able to utilize the APIs to quickly, through a standardized interface, create connections to multiple front and back-ends, as well as enable users to easily create multiple ECM workflows,” said Etzel.

A blog on the new simpleecm.com Web site touts the new platform as “one of the newest participants in the API economy.” It goes on to say that “**Gartner** predicts that 50% of business-to-business collaboration will take place through Web APIs by 2017.”

SimpleECM is being priced like a toolkit through runtime licensing. “In addition to customers that want to integrate our services into other applications, we are looking for partners that would like to run their capture services through SimpleECM,” said Etzel. “We would just get a small fee each time our API is utilized to access their application. We see this model as an avenue for bringing IDR downstream.”

Etzel noted that along with access to the APIs for integration, SimpleECM licensees receive user metrics. “This helps our customers track and create

analytics related to how their technology is being used,” he said. “They will be able to tell where documents are coming from, how they are being processed, and where they end up. This should enable them to better market additional services.”

In addition to SIs and ISVs, Etzel sees scanner and MFP vendors, who envision their devices being utilized for cloud-based document processing and ECM, as potential partners.

For more information: <http://www.simpleecm.com/>

EPM TO SERVICE OWN EQUIPMENT

As a follow-up to its December acquisition of **Imaging 411, Eastman Park Micrographics (EPM)** has announced that it will begin offering its own field services to its customers in the U.S. and Canada. Imaging 411 is a Long Island-based organization that specializes in hardware service, including document scanners and microfilm devices. EPM is a microfilm specialist that distributes media and manufactures equipment that is sold through its EPME arm, which subcontracts its sales and marketing to the **Crowley Company** [see *DIR* 8/23/13].

EPM was spun out of Kodak Document Imaging in 2011 and since then Kodak (now **Kodak Alaris**) Service has handled the service contracts for EPM’s ImageLink brand of hardware. As of May 1, and continuing through June, EPM will assume all service contracts for its ImageLink customers.

For more information:

<http://www.epm-inc.com/news-industry/54-eastman-park-micrographics-announces->

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