

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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May 4, 2007

THIS JUST IN!

AIIM ATTENDANCE HOLDS STEADY

AIIM On Demand attendance was about the same as last year, according to the numbers provided by **Questex Media Group**, the company which puts on the show. Traffic initially appeared slower, as the aftereffects of a Nor'easter caused travel problems on the days leading up to the event. But things picked up on Wed. April 18, the second day of the Expo, and the total final attendance numbers were once again reported as close to 25,000. This number includes representatives from exhibiting companies, as well as press and analysts.

Although the final breakdown was not complete when we spoke, Christina Condos, group show director for Questex, estimated that about half the 25,000 attendees signed up for the AIIM ECM (enterprise content management)-centric show and the other half for the On Demand printing event. "We really dodged a bullet with the weather," Condos told *DIR*. "I'm not sure how much regional traffic was affected, but, while some flights were delayed, I think most people who planned on coming were able to get in."

Condos noted that conference attendance figures continued to rise, with more than 3,000 people paying for educational sessions this year. This represented about a 30% increase over last year. This holds with our theory that, because users can do their initial tire-kicking on the Internet these days, people making the investment in attending a trade show are looking for more than the glitz and glamour of big booths. Vendor feedback we received was mixed, with most AIIM vendors acknowledging that the show is now more important for partnership opportunities than it is for end user leads.

"There is never going to be another Comdex," stressed Condos. "Most people are not going up

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Microsoft Wants To Play Nice

BOSTON—We like to say that the old "80-20 rule" applies to almost everything in the document imaging industry. For example, we often hear that vendors get 80% of their business from 20% of their reseller channel, or that 20% of a product's feature set satisfies the demands of 80% of its users. Well, it seems we can apply some version of the 80-20 rule in another way when describing **Microsoft's** play in the ECM market. "We have optimized the *SharePoint 2007* ECM experience to serve 80% of the population," explained Manish Sharma, senior product manager, Microsoft Office Division. "For the remaining 20%, *SharePoint* serves as a platform for our partners to build higher-level and more specialized applications on."

To us, this statement basically summed up the theme of last month's **AIIM Conference and Expo** held at the Boston Convention Center. At the event, you could almost hear a collective sigh of relief as Microsoft spent its time preaching a message of ECM partnership, as opposed to one of market domination, which many in the industry had feared. The result was a relatively upbeat show with optimistic vendors discussing partnerships and strategies that will help them take full advantage of emerging growth opportunities. Vendors, in fact, expect many of these opportunities to be driven by the deeper participation in the ECM space of IT infrastructure giants like Microsoft, **Oracle**, **IBM**, and **Google**.

Microsoft said nothing to discourage this type of thinking. "Through *SharePoint*, we envision ECM on every desktop and expect to drive market growth in two major areas," Sharma told *DIR*. "The first is in the mid-market, where the availability of less expensive ECM services will cause more companies to look at ECM. The second is in larger companies, where maybe only 15-20% of employees currently participate in an ECM deployment, because their current ECM system might be too specialized or expensive to deploy throughout the enterprise."

Desktop is the end game

Although it considers itself an ECM player, ECM is

clearly not the end game for Microsoft. "ECM is a natural extension of our leadership in desktop applications, which comes through Office," added Sharma. "We keep hearing from Office users that they are creating all this content and want to put it into a management framework for compliance or productivity. *SharePoint* provides this framework and enables our Office customers to manage their documents in the same framework in which they have created them."

"After looking at things closely, the user realized it was getting some pretty valuable functionality from *OnBase* and also realized that *SharePoint* could be used to make this functionality more readily available to other users within its organization."

– Jason Kupcak, Hyland Software

And while a year ago, at AIIM 2006, the exact capabilities of this framework remained a mystery, the actual release of *SharePoint 2007* in late 2006/early 2007 seems to have quelled some fears. With the initial reviews coming in, the consensus is that the new *SharePoint* just doesn't hold up in many of the areas that traditional ECM products are particularly strong in. This includes functionality like advanced records management, imaging, and workflow.

"*SharePoint* is about a lot more than ECM," noted Jim Fleming partner marketing manager for **Hyland Software**. "Microsoft advertises six major areas of focus for *SharePoint*, and only one of those areas is ECM. So, while *SharePoint* can be leveraged to increase *OnBase* [Hyland's ECM product brand] users' capabilities in areas like collaboration, business intelligence, and enterprise search, *OnBase* offers *SharePoint* users a depth of ECM functionality they can't get otherwise."

Hyland, in fact, offered us some proof-in-the-pudding, if you will, with this anecdote about a reseller that recently found itself with a customer that wanted to replace its *OnBase* application with *SharePoint*: "We had several discussions on this topic, and it was going back and forth," said Jason Kupcak, Hyland's vertical marketing manger. "Finally, after we didn't hear anything for a couple weeks, the reseller came back and said that, not only was the end user keeping *OnBase*, but it wanted 400 more seats.

"After looking at things closely, the user realized it was getting some pretty valuable functionality from *OnBase* and also realized that *SharePoint* could be used to make this functionality more readily available to other users within its organization."

Of course, partnerships are a two-way street, and Microsoft itself seems more than eager to leverage the efforts of Hyland and others in its ongoing high-stakes war against the likes of **IBM** and **Oracle** (each of which made significant ECM

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

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3. Forms Processing/OCR/ICR
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acquisitions last year) for supremacy on the desktop. "You try to figure out who your direct competition is and work with your partners and their technologies to migrate customers off their systems and onto yours," concluded Jamie Newcomer, a business development manager for Microsoft.

For more information:
<http://office.microsoft.com/sharepoint>;
<http://www.onbase.com>

AIIM 2007 Report: Capture Space In Transition

BOSTON—The document capture space appears to be in an upheaval, as this once niche technology prepares to go mainstream. Over the past couple years, we've seen a combination of M&A activity, management re-orgs, and general market re-positioning that has many in the industry scratching their heads and wondering what will come next. One thing we can say for sure is that, as in any maturing market, document capture is starting to become less about the products and more about the positioning—and this seems to be true for both the hardware and the software.

At last month's **AIIM Conference and Expo**, we saw less new products than ever before. As far as scanners go, only **Böwe Bell & Howell**, **FCPA** (Fujitsu Computer Products of America), and **Canon** showed us anything completely new (**BancTec** also had some pretty interesting upgrades to its high-speed line). On the capture software side, only **Nuance** (ScanSoft) demoed a product we hadn't seen before.

That's not to say there wasn't plenty of news. Let's start on the personnel front with FCPA, which seems to be going through a bit of a re-org. At AIIM, the market-leading workgroup scanner vendor officially announced it had hired former **Kofax** VP and VRS pointman Doug Rudolph as its new VP of product management and business development. Rudolph, who has a lot of friends throughout the scanner industry, including people he has worked with at many of FCPA's competitors, was conspicuously absent from the show. FCPA's new national VP of sales, former **Kodak** VP Bill Gates did attend, and FCPA also announced a new marketing director, Nina Lutjens. Victor Kan remains FCPA's VP, sales and marketing, but this mini-reorg was accompanied by a significantly smaller booth than FCPA has had at AIIM in the past.

"We had the same budget that we always do for

AIIM," explained Scott Francis, senior director of product marketing for FCPA's Imaging Products Group. "We just spent our money in different areas, like large meeting rooms and special events. For example, we held a large Texas Hold 'em tournament for our resellers and partners."

Personally, we don't disagree with this strategy of spending less money on the expo booth. Per our article on AIIM attendance [see story on page 1], we think the days of using big booths with a lot of bells and whistles to attract uniformed attendees are gone. A move towards more personalized meetings and gatherings, where more in-depth discussions can be held, as well as relationships more securely cemented, makes sense in the evolving trade show landscape. We definitely saw a lot more of this peripheral activity this year and expect that trend to continue.

FCPA shows network scanner

At its booth, FCPA did debut its fi-6000NS network scanner. Like **Kodak's** ScanStation 100 [see *DIR* 3/27/06], the fi-6000NS appears directly targeted at **HP's** Digital Sender, which, over the years, has carved out a nice niche in **InfoTrend's** departmental scanner segment. All three units have a list price around \$3,000. Like the ScanStation, the fi-6000NS is rated at duplex color speeds of 50 ipm and touts the ability to handle mixed batches of documents, as well as cards.

The fi-6000NS introduces ultra-sonic double-feed detection into the network scanning market, as well as a full-sized hard keyboard for data entry. It also has some heightened security features, such as no USB port and data purging after an image is transferred from the machine to its destination. The fi-6000NS features the same image processing package as FCPA's popular ScanSnap desktop model, although it does not include **Adobe** PDF technology—the fi-6000NS does output full-text searchable PDFs leveraging **ABBYY's** OCR.

"We view this unit as complementary to MFPs," said Francis. "If you look back at the history of MFPs, in 2000, people started installing scanning functionality. Over the past three years, they have really started taking advantage of it. As businesses continue to grow their network scanning operations, we are offering them an option for increasing scanning capacity without the cost of investing in another MFP unit."

The fi-6000NS is preconfigured to scan-to-searchable PDF, e-mail, network folders, and network fax systems. It can leverage SMPT and LDAP to access e-mail address books and offers integration with leading fax server applications.

However, Francis noted that when we spoke there were no plans to open up the interface for integration and customization by third-party developers—an option we've always felt is paramount to the success of a network scanning device. After all, through middleware vendors like **eCopy** and **NSi**, as well as MFP vendors' own embedded platforms, MFP devices have had this option available for years—and it greatly enhances the user experience as well as the potential of what you can do with a networked device. And with a full-scale keyboard and a large screen capable of image previews, the fi-6000NS has quite a bit of potential for advanced capture options that could be fully exploited by third-party developers.

That said, in a conversation we had with **Hyland Software**, it was revealed that their development team had, in fact, taken the fi-6000NS and developed a customized interface for it for capturing into Hyland's *OnBase* application. Hyland appears to be establishing itself as a leader in direct connections with hardware devices, having also written integrations to network scanning middleware products from **NSi** and **eCopy**, as well as to **Sharp's** OSA embedded platform. Word is that Hyland also recently won a large deal leveraging a OneTouch integration to **Visioneer's** workgroup scanner.

Fujitsu buys stake in KnowledgeLake

This type of tight integration between hardware and software vendors is part of the changing landscape of the capture space. Consider also that it was revealed at AIIM that Fujitsu had made an investment in document imaging software vendor **KnowledgeLake**. Some sort of combined offering of the two companies' products is rumored to be on the way. Adding a bit to the intrigue of this investment is the fact that Richard Anderson, former OEM sales manager for Kofax, and by all accounts Rudolph's second in command, will be joining KnowledgeLake. This would seem to indicate a very tight bond between the two companies.

Kofax announces new products, strategy

Of course, Kofax had its own announcements at AIIM. There were

two major ones: the introduction of a server-based capture platform and a re-branding initiative centered on the Kofax name.

The new capture platform is known as the Document Exchange Server (DES) and initially its main functionality seems to be making VRS available on a server. This means that DES opens up the use of Kofax's popular image processing technology to MFP devices and network scanners, such as those attached to the Document Scan Server (DSS), which Kofax introduced at last year's AIIM show [see *DIR* 5/19/06].

“By putting VRS in DES, we are enabling blind-

CANON INTRODUCES NETWORK SCANNER

We were definitely excited about the potential of the new ScanFront 220 network scanner that **Canon USA** debuted at AIIM. Like network scanners from competitive vendors, it is rated at 25ppm/50 ipm and features scan-to-e-mail and folder capabilities. Like the **Kodak** Scan Station, it has a scan-to-USB storage feature, plus the Canon model introduces a scan-to-FTP option. The ScanFront 220 can be administered over a network and features LDAP server access to e-mail addresses. It is also capable of card scanning, and like the FCPA fi-6000NS, the ScanFront 220 has ultrasonic double-feed detection.

There are also a few things which make the ScanFront 220 unique. The most obvious is its footprint, which is considerably smaller than competitive devices. Despite this small size, the ScanFront 220 features a large (8.4 in.) touchscreen, which can be used for image previews. Canon, typical of its scanner business, is offering the device at an aggressive pricepoint. The standard version of the ScanFront lists for \$2,000, with the Professional version carrying a list of \$2,200. The Professional version features fingerprint ID access control—the first time we've seen this type of technology implemented in a scanner targeted for sale in North America.

Finally, as we believe an open interface is one of the requirements for a successful network scanner, we asked Mark Machida, director of Canon USA's Image Filing Systems Division, if Canon had any plans to incorporate its MEAP (multifunctional embedded application platform) technology in the device. “Not right now, but that is definitely something that could be a possibility in the future,” he answered.

This is a very attractive possibility if you ask us, as MEAP could be leveraged to create a consistent scanning interface across both Canon ImageRunner MFPs and ScanFront dedicated scanning devices. Currently, achieving this type of consistent cross-platform interface is challenging, although announcements made at the AIIM show by **NSi** and **Kofax** could potentially achieve this goal, as well.

The ScanFront is due to ship in August.

For more information:

http://www.usa.canon.com/templatedata/pressrelease/20070417_scanfront.html

scanning from devices where previewing images is not always convenient,” said Bruce Orcutt, a senior product manager for Kofax. “VRS’s image processing technology can be leveraged to improve image quality. This can help eliminate the need for physical re-scanning at distributed sites, which can be a very cumbersome process.”

DES also enables the centralized management of scanning from distributed MFPs, similar to the way that DSS enables centralized management of a fleet of distributed dedicated scanners. The DES user interface is designed to run on the touch screens of MFPs, and so far Kofax has certified it to work with certain models from **IBM**, **Lexmark**, and **Ricoh**. The system admin can control the specifics of the interfaces that are presented to individual users.

After images are loaded into DES, VRS is just one type of processing that can be applied to them. “Because DES is designed with an SOA framework, Web services calls can be leveraged for further image processing,” said Orcutt. “For instance, if a developer has written a special JBIG2 compression application that a user wants to apply to their images, they could use Web services calls from DES to access that JBIG2 application and compress their images.”

Presumably **Datacap’s** SOA compliant *TaskMaster 7* could also be called by DES to perform automated data entry from the images. Of course, Kofax also has plans to introduce its own data capture technology into the DES environment in the future.

The initial version of DES offers release options into ECM systems from **Documentum**, **FileNet**, **IBM**, **Microsoft**, and **Oracle**, as well as Kofax *Ascent Capture*, which can be used to connect to a multitude of additional systems. DES leverages user log-in information from these systems to control access to them from a DES-enabled device. So, when a user logs in to a DES device, he can only scan to the folders or directories in an ECM system for which he has rights.

“Leveraging DES, a user could do something like set up an expense report workflow that could be launched at the touchscreen and might be accessible to everyone without any need to log in,” said Orcutt. “However, on the same machine, the ‘Scan-to-Documentum’ button might prompt the

AIIM president John Mancini (left) was among several riders who helped raise approximately \$10,000 for charity at AIIM 2007 as part of Datacap’s Cycle Faster program. He is congratulated by Datacap CEO Scott Blau (right) following the completion of the virtual time trial that was set up in the Datacap booth. Cycle Faster continues through the ARMA event this October with a goal of raising \$30,000.



FUNDRAISER OFF TO FAST START

Datacap’s Cycle Faster fundraiser went off well again at this year’s **AIIM Expo**. First launched in 2005, the event has now raised more than \$40,000 for charity. “As an industry, this gives us a chance to do more than snipe at each other,” said Scott Blau, CEO of Datacap, an avid bike rider, and one of the driving forces behind the fundraiser. “Cycle Faster helps us put our focus where there are real problems.”

According to David Jenness, Datacap’s marketing manager, at AIIM 2007, a total of \$10,000 was raised to be split evenly between two charities—the **Horace Mann School for the Deaf and Hard of Hearing** and the **Lance Armstrong Foundation**. A check for \$5,000 will be written to each organization in the names of the individual winners in the virtual time trial race held in the Datacap booth. Those winners were Sabrina Stafford of **Captaris**, the fastest female rider, and Alexander Goerke of **Kofax**, the fastest male rider. The AIIM 2007 fastest team was **FCPA**, with **Visioneer** taking home the award for best participation.

Cycle Faster will continue this summer, when riders can raise money based on the number of miles they ride between AIIM and the ARMA show, which is being held Oct. 7-10 in Baltimore. At ARMA, Datacap will wrap up Cycle Faster with an event similar to the one held at AIIM. Datacap’s overall goal is to raise \$30,000 in 2007, matching the total raised the previous two years combined.

For more information: <http://cyclefaster.datacap.com/>

user for a name and password.”

DES can also help collect indexing data for ECM applications, by making indexing fields available on MFP touchscreens or through a Document Exchange thin-client interface. Leveraging DES’s ‘Send-to-Me’ functionality, users can view images through their Web browsers in the java-based Document Exchange client. This interface can be used for indexing and combining images with other documents before releasing them to an ECM system or workflow.

“There are several features that make DES unique,” said Mark Wallace, product marketing manager for Kofax. “First off, it is completely unobtrusive to an organization’s IT infrastructure. It can be easily plugged-in to an SOA environment and the interfaces are true thin clients. It is designed for enterprise-class deployments, but offers personalization features that can be defined by a systems admin. Finally, it incorporates VRS.”

DES is currently in beta testing by IBM and **FedEx** and will be available to the general market this summer. The pricing for DES is based on the number of input devices connected, the number of back-end release destinations, and a concurrent user license. A single device, five-user implementation, with one release destination lists for less than \$4,000. A configuration of 25 devices, 10 destinations, and 100 concurrent users has a suggested retail price of less than \$80,000.

At an AIIM press conference, Kofax contrasted DES’s functionality with that of MFP capture application market leader **eCopy’s** flagship product *ShareScan*. “We partner with most of the major ECM vendors, and they are not seeing a lot of customers leveraging *ShareScan* for enterprise-wide, mission critical, distributed capture applications,” said Orcutt. “We still view *ShareScan* mainly as a scan-to-e-mail application. We are looking for customers that want to leverage MFP scanning for important workflows, like account origination in the financial services or insurance industries.”

DES is part of the ICE (intelligent capture and exchange) suite that Kofax previewed late last year [see *DIR* 12/15/06]. “DES is part of our strategy for expanding our capture technology into the front office,” concluded Orcutt. “As a result, we are also looking at integrating it with applications and workflows that are important to front office workers,

TIS BUYS KOFAX RESELLER

As with any company going through a restructuring, **Kofax** is receiving some backlash from those who have had success under its historical business model. One of those not happy with Kofax’s current direction is Roger Stocker, managing director and founder of **Capture Projects, Ltd.**, a U.K.-based reseller and former Kofax European reseller of the year. Stocker has gone so far as to sell his company to Kofax competitor **Top Image Systems**, which will leverage Capture Projects for its U.K.-based direct sales efforts, as well as for distribution to other resellers.

“Kofax really doesn’t have a lot of competition in the U.K.,” Stocker told *DIR*. “They’ve gotten themselves into almost a monopoly position, and as a result of this, I think their service levels have gone down over the past two to three years. As far as the channel goes, for example, they really don’t differentiate between someone that sells a couple licenses every three years, and someone making their living, day-in and day-out, selling *Ascent*. It’s a good strategy for Kofax because it spreads their risk, but it doesn’t sit too well with some of their top resellers.”

Stocker indicated that he is not the only U.K.-based reseller that is unsatisfied with its relationship with **Dicom**, which now handles all Kofax distribution in Europe. “TIS has a good product that has traditionally been under-marketed in the U.K.” he said. “Switching from Kofax *Ascent* opens up a huge market for us that we couldn’t go after before—that is selling the product to other resellers.”

When we asked if Capture Projects wouldn’t, in fact, be competing with the same resellers it was selling to, Stocker discounted that possibility. “The capture market in the U.K is very fragmented,” he said. “I’d say in 80% of our deals, we aren’t competing with anybody.”

Historically, Capture Projects has focused on the insurance and financial services verticals, as well as the digital mailroom. Stocker estimated the company has more than 50 *Ascent* installations. “To date, TIS’s efforts in the U.K. have been focused on invoice processing, so there is not much overlap with our business,” said Stocker. “Also, we don’t have any plans to try and convert our current install base to TIS, because it’s very hard to convince a customer to switch from something that is already working. What does the customer gain by that?”

Stocker, who will join the TIS management team, concluded by saying that his experience as a reseller should help TIS become more reseller-friendly. “The latest version of TIS’s product line is better to work with for resellers than their past versions,” he said. “But, there are still some improvements that can be made. Having spent the past eight years on the other side of the fence, I understand the pressures resellers are under, how they operate, and what a vendor needs to do to make themselves attractive to resellers.”

For more information: <http://www.captureprojects.com>
http://www.documentimagingreport.com/fileadmin/DIR_Press_Releases/TIS_-_CPL_-_PR.pdf

related to areas like ERP and CRM.”

Kofax plans to distribute DES through its current channels, while gradually expanding into new areas. Because it does not view the product as competitive with *ShareScan*, Kofax does not feel pressure to establish distribution channels through digital copier vendors—a go-to-market strategy that has proven very successful for eCopy. “Eventually, we do plan to integrate with as many hardware devices as possible,” said Orcutt, “because this will remove obstacles to implementation. But, as the current install base of copiers are mostly on 3-5 year leases to end users, we are not feeling pressured.”



Andrew Pery, VP of marketing, Kofax.

We like the direction of DES, which is basically to move capture onto the server, where it can be more readily integrated with other server-based applications. DES is the natural next step for Kofax after introducing DSS last year. Both products help move Kofax’s technology closer to mainstream IT. And, as the document capture market continues to evolve and grow, Kofax clearly views itself as a mainstream IT player.

Kofax: What’s in a name?

Part of the changing Kofax worldview is reflected in the re-branding strategy that was announced at AIIM. “The name Kofax is clearly recognized as a top brand in the capture space,” noted Andrew Pery, VP of marketing for Kofax. “VRS is also a strong brand that we want to preserve. However, when you start looking at some of the other components of our product line and their brands, it’s unclear to the market what these products do.

“Our goal with our new strategy is two-fold. First, we want to create a simplified brand around the Kofax name. Second, we want to create product names that describe what our products do.”

Basically, **Dicom**, Kofax’s parent company, has divided the company’s product lines into three categories: workgroup, enterprise, and developer’s suites. The workgroup suite includes Kofax’s traditional VAR products. This includes *Ascent*, *VRS*, and the recently introduced *Xtrata Pro* for invoice processing, albeit with a new name—a “Transformation Module” under *Ascent*. *DES* is being introduced into this family as well.

The enterprise suite encompasses the workgroup suite, and adds in some distributed, higher-volume, and more complex technology. This includes elements like *DSS*, the *Topcall* fax and messaging

platform, and Kofax’s *Indicius* advanced data capture software—also with some new names that leverage the Kofax brand.

Finally, the developer’s suite, in addition to including *VRS*, *DSS*, and *DES*, and the renamed *Topcall* technology, includes *ImageControls*, which will be re-branded as the *Kofax Imaging SDK*.

“We’ve organized the products into groups based on how they are sold,” said Pery. “We feel this new alignment and branding will help us bridge the gap between batch and transactional capture. Also, we are extending our capture suite with bi-directional information exchange. This helps us differentiate our offering and is a sign of our continuing efforts at innovation.”

Now that the products have been grouped, it will be interesting to see how Kofax adjusts its channel strategy. Kofax has always been a very reseller-centric organization, but as it attempts to move upstream and grow from its provincial batch capture roots, there is going to be an increasing demand to open up new sales channels. Maybe this will involve increasing direct sales, as Kofax deals more with larger enterprise customers, or offering more professional services, as Kofax gets into more complex installations, or even aggressively targeting copier dealer channels as Kofax moves deeper into distributed capture....The good thing is that the new product structure, although it simplifies the

...AIIM ATTENDANCE, FROM PAGE 1

and down the aisles looking for new products anymore. To maximize their investments, we encourage vendors to do some outreach to attendees and try to schedule appointments with them in advance. We can help get people to the show, but we can’t guarantee they’ll come visit a particular booth once they are there.”

Condos added that of the 425 exhibitors (17 more than last year) a good number already re-signed for next year. “That’s always a good indicator that they were satisfied with the results,” she said.

Next year’s AIIM On Demand event will also be held in Boston, although the dates are a bit earlier, March 4-6. “Those were the dates that were available,” Condos said. “For 2009, we are looking at getting back to a more normal April-May timeframe. One good thing about next year is that it won’t be the week of the Boston Marathon, so the hotels should be less expensive.”

For more information: <http://www.questex.com/>;
<http://www.aiimexpo.com/>

branding, seems designed to support a more complex sales structure. And this more complex structure will be needed as Kofax continues to evolve and grow and tries to ultimately align itself as a major IT infrastructure player.

Where's Dicom headed?

At the end of Pery's presentation on re-branding, we asked if Dicom's European document imaging distribution business was still in the company's plans, as it was not mentioned. Pery indicated that it remains a core part of the company's business. He also indicated that the corporate name Dicom could be changed. Of course, the rumors floating around are that Dicom would like to separate itself from the distribution business, which would make Kofax a more attractive merger or acquisition candidate, as hardware is considered a commodity by most businesses in the IT world.

Of course, Kofax competitor Captiva was acquired by a company, **EMC**, with a rich hardware legacy and Captiva, seems to be doing quite well as part of that organization. Then again, Captiva was purchased as a way for EMC to move further away from the hardware business. Kofax's most likely acquirer, **IBM**, also has a rich hardware legacy it is trying to move away from.

Anyhow, we seem to be running out of space, but still have plenty more information for you from the AIIM show, including an interview with executives at EMC, who discussed their company's satisfaction with the way the Captiva deal has been working out. We also sat down with the CEO of **Captaris**, the head of Kodak Document Imaging, the top executive at **Scan-Optics**, and plenty of others.

More AIIM 2007 coverage to come next issue.

For more information:

- http://www.fujitsu.com/us/news/pr/fcpa_20070417-01.html
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- http://www.kofax.com/company/press_releases_details.asp?id=478

ECOPY RELEASES DESKTOP SDK

With everyone in the market seemingly taking aim at them, **eCopy** continues to innovate. The market leader in scanning from MFPs recently revealed that **Canon USA** has passed the 50,000-mark in licenses of eCopy *ShareScan* sold through its dealer and retail channel. eCopy will celebrate this fact at its upcoming Paper Connection Forum, being held May 14-17 at the Doral Golf Resort & Spa in Miami.

At AIIM, eCopy announced the availability of a *Scan To eCopy Desktop* utility for **HP** LaserJet MFPs. This utility enables HP customers to capture documents into eCopy's *Desktop* PDF creation and management application without having to buy a copy of *ShareScan*. Five seats of *Desktop*, along with the utility, can be purchased from eCopy for \$914. eCopy has also made an SDK available for *Desktop* that enables ISVs to create import code to bring documents from *Desktop* into their systems.

We also wanted to note that last issue we incorrectly reported that a *RightFax ShareScan Connector* lists for \$1,500. The *RightFax Connector* is actually core to *ShareScan* and therefore is included with the purchase of a *ShareScan* license.

For more information: <http://www.ecopy.com/hp/>;
http://www.ecopy.com/Products_eCopy_Desktop.asp

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