

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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THIS JUST IN

INDUSTRY VETERAN LAUNCHES CLOUD CAPTURE PLATFORM

The emerging wisdom seems to be that to be successful in the cloud services market, you need strong customer support. Long-time document imaging industry expert Kevin Neal agrees. But, Neal, whose company **P3iD Cloud** recently launched the SecureScan business productivity platform, believes that people should provide that support, not AI-powered computers.

"If you look at devices like the Amazon Echo and other virtual assistants, AI and the wave of the future is slowly being integrated into a lot of what everybody is doing," Neal told *DIR*. "But, the big thing that keeps popping up when I talk to people in the technology industry is that they want to talk to a person. The only people who are not complaining are those that work for the companies that provide the electronics to talk to. Our main priority at P3iD, when it comes to customer service, is to make sure there is a human voice people can talk to."

As you may have surmised, "people" is one of the three p's that P3iD was named after. The other two are "process" and "policy." When combined, these are supposed to lead to another p—"productivity," with the expressed goal of P3iD being "to provide advanced technology, yet, deliver that technology with mass adoption." Not surprisingly, based on Neal's background, his first effort to deliver this productivity is through a cloud-based scanning and capture platform.

Prior to launching P3iD Cloud last April, Neal spent more than a decade with **Fujitsu** and **ABBYY**. All the while, he also

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Hyland Embraces Future with Content Services

LAS VEGAS—With more than \$400 million in annual revenue, consistent double-digit growth rates, and having recently acquired possibly its largest competitor, it's probably safe to say that **Hyland Software** has arrived. But, although its success was certainly celebrated at this week's annual CommunityLIVE conference held at the Venetian, a lot of the focus was on the future. While Hyland executives covered immediate concerns like the integration of **Perceptive Software**, there was also plenty of talk about a transition to a content services platform.

Content services, of course, is a term introduced by **Gartner** at the beginning of the year—when the analyst firm famously declared that ECM (a market where Hyland is established as a clear leader) is dead. "Content services provides us with a simple way to describe what we have already been working on," said Brenda Kirk, EVP and chief product and strategy officer at Hyland, during an interview with *DIR*. "It's a way of taking what we are delivering from a monolithic back end today and breaking it down so it performs better—leveraging modern day tools and development techniques."

A slide depicting the architecture of Hyland's content services platform, which has been in development over the past couple years (under the code name "Mars") is about what you would expect. It shows a presentation layer designed to surface content on any type of device. There's a services layer that includes Hyland's core ECM functionality: content, process, and case management; capture, analytics, collaboration, search, etc. And there's an integration layer featuring "purpose built APIs" for integration with third-party applications like ERP, CRM, and line of business systems, as well as components like GIS mapping, e-signatures, and Microsoft Office.

"I agree with AIIM that delivering content services

is really about addressing the same challenges we always have," said Kirk. "That is getting content to the right individuals at the right time. The major difference is that with this new architecture we will be able to do it smarter and faster."

According to Ed McQuiston, EVP and Chief Commercial Officer for Hyland, the ISV's more successful partners have already been delivering services to their customers. "We've been pushing it, and many of our top channel partners are pivoting toward packaging solutions for specific markets," he said. "They've taken our core content services and built IP around them to create solutions for a vertical or a segment.

"Partners that are still trying to sell ECM as a toolkit are finding it harder because of how the market has evolved. It's becoming a lot more about speed of delivery. Customers don't necessarily want to buy a tool that can be used to create an eFOIA or contract management solution. They want something more turnkey that is easier to configure."



Brenda Kirk, EVP and chief product and strategy officer, Hyland Software

McQuiston noted that the transition to services could create a seismic change in the way ECM revenue is recognized. "So far, subscription sales for us have been fairly small, but they are gradually becoming larger," he said. "I expect that growth to gain momentum as more people move to buying in the cloud. As a vendor, we have an advantage over a lot of competitors because we can offer software on premises or in the cloud through both perpetual and subscription licensing models.

"The seismic shift will occur when you move beyond just subscription-based sales and into consumption-based sales of services. This naturally will lead to more value-based pricing vs. pricing based on functionality. Value-based pricing is nice for customers because they're basically paying for what they are going to get back. With functionality-based pricing, sometimes it doesn't work out as neatly. The challenge for us as a vendor, and for our channel, is going to be to create an effective value-based model."

Brainware takes capture lead

Coincidentally, Brainware, the capture software developer that Hyland acquired along with Perceptive, has always advertised a value-based pricing model, even with on premises deployments. Brainware used this disruptive pricing, along with strong intelligent capture, to emerge from being a fringe player to becoming a powerful capture competitor before being acquired by Perceptive in 2012 [see [DIR 3/23/12](#)].

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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
4. Enterprise Content Management
5. Records Management
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Hyland certainly seems impressed with the Brainware technology, and at the event revealed that Brainware will be its intelligent capture platform going forward. “We’ve decided that Brainware will be our platform of choice for anything unstructured,” Ray Gerwig, senior product evangelist for capture solutions at Hyland, told *DIR*. “This includes invoices, transcripts in higher education, auto-classification, and any sort of extraction from unstructured documents.”

What this means is that Hyland will no longer be developing new versions of its AnyDoc platform. “AnyDoc has a wide customer base that is still being supported with bug fixes and compatibility updates, but you won’t see any new development around it,” said Gerwig. “At some point, we will start encouraging AnyDoc users to move over to Brainware but there currently isn’t any plan in place for that.”

Hyland has also ceased development on its own auto-classification and advanced invoice processing, which was supposed to be released as part of OnBase 17 [see *DIR* 7/21/17]. “We are not getting rid of our Invoice Capture for Accounts Payable (ICAP) module but we’ve discontinued the new verification, validation, and line-item detail work we were doing. We are going to continue to sell ICAP for users that might just require header information.”

Hyland will also continue to market its Advanced Capture module, which is basically a template-based forms processing feature.

The Brainware technology has already been integrated with the OnBase scanning and batch capture tools but tighter integration is being worked on. David Luzier, who has a long history with the Brainware product, has been put in charge of Hyland’s capture R&D.

On the ECM repository side, the Perceptive technology is being merged into OnBase, although, like with AnyDoc, Hyland will continue to support legacy Perceptive installs with compatibility updates and bug fixes.

“This will be an integrated acquisition,” stressed Hyland President and CEO Bill Priemer



*Ed McQuiston, EVP
and Chief Commercial
Officer, Hyland*

during his keynote.

Hyland will also be incorporating legacy Perceptive offerings like enterprise search, medical/DICOM image viewing, and video management into its content services offerings. These technologies all have roots with companies that Lexmark acquired as it was rolling up its ECM software division under the umbrella of Perceptive.

AirBase merged into ShareBase

In addition, Hyland will be merging its ShareBase EFSS and AirBase cloud document management platforms into an SMB-targeted offering. “It did not make sense to continue to have them growing in parallel,” said McQuiston. “Going forward, we will be marketing different flavors of ShareBase, which will incorporate the AirBase technology. We will introduce a professional version, which will include EFSS plus document imaging. A third flavor will be more robust and include features like integration of e-mail, full-text search, and light document management.”

As a pure EFSS offering, ShareBase will continue to be sold by Hyland’s VAR channel to complement OnBase. The SMB-focused tiered version will be brought to market primarily by Hyland’s hardware partners. “Over the years, we have become partners with a number of vendors like **Xerox, HP, Konica Minolta** and others—many of whom count the SMB as the majority of their customer base,” said McQuiston. “They are looking for turnkey solutions that can be connected to their hardware devices to help create stickiness. Creating a space in the cloud to store information that can be accessed from the panels of their devices—that’s a home run.”

More next issue

This was the second consecutive year I’ve had the opportunity to attend CommunityLIVE. With announced attendance of more than 2,000 end users and partners, this year’s event was considerably larger than last year’s [see *DIR* 9/23/16], and it didn’t even include most of the Perceptive customer base, which is scheduled to have its own event in the spring. There was considerably more that went on than I had room for in this issue—but not all of it will stay in Vegas! I plan to have more coverage from CommunityLIVE in my next issue.

For more information:
<http://bit.ly/CommunityLIVE17PR>

PDF/raster Doc Imaging Format Published

When I first started writing about the document imaging market, in the late 1990s, I remember questioning **Adobe** representatives at an AIIM show about why they thought anyone would adopt a proprietary format like PDF? Boy, was I off the mark. Nearly 20 years later, everyone has a PDF reader, with many owning multiple versions if you count mobile devices. Digital copiers, and even some document scanners, often produce PDFs as their standard image output. And, oh yes, in 2008, with the blessing of Adobe, PDF became an ISO open standard.

And yet, the go-to file format in many document imaging applications is still TIFF—a specification originally published in the 1980s that hasn't been updated since 1992. Meanwhile, PDF continues to evolve, including the recent release of PDF 2.0 (the first new full version release after several point releases over the years). However, because of its simplicity, TIFF has remained attractive to many document imaging engineers, especially in the scanner market.

In an effort to finally end the grip that TIFF has had on the industry, a couple years ago the **TWAIN Working Group** and the **PDF Association** got together and launched a co-development effort focused on creating a document-imaging specific version of PDF—PDF/raster [see [DIR 10/30/15](#)]. This month, they announced the joint publication of PDF/raster 1.0. According to the press release, it "is a strict subset of the PDF file format. It was designed for storing, transporting and exchanging multi-page raster-image documents, especially scanned documents."

"Even though we've known for years that PDF is probably the best file format for document imaging, it's mostly been too intimidating to utilize the PDF spec with scanners without setting any boundaries," said Jon Harju, the chairman of the TWAIN Working Group and the CTO of scanner vendor **Visioneer**. "PDF/raster is a highly restricted version of PDF, but it's 100% compatible with any PDF processor and/or reader. Because of its restricted nature, it's possible to write and read PDF/raster files with a very light code footprint."

Like TIFF, PDF/raster supports Group 4 compression, as well as uncompressed raw data. It also supports JPEG compression, which

is how most PDF document images coming off scanners today are created. PDF/raster supports color, grayscale and bi-tonal images in a variety of different bit densities. The spec also supports meta data, encryption, and digital signatures—all of which can be created at the time of scanning—and none of which are supported by TIFF.

"The goal with PDF/raster was to support everything that TIFF does, while also making it a little more user friendly by introducing some features that can be incorporated in a PDF but not in a TIFF," said Harju. "At the same time, we wanted to limit the capabilities so as not to make it too intimidating to try and get a PDF/raster image off a device."



*Jon Harju, chairman,
TWAIN Working
Group & CTO,
Visioneer*

Harju noted that even in its stripped-down state, parsing a PDF/raster file can be more complex than parsing a TIFF. "To address that, the TWAIN Working Group will provide a free lightweight open source PDF/raster reader and writer that will be available from our Web site," he said.

The PDF/raster format is designed to be very versatile. Once a PDF/raster file is created, it can be processed further utilizing traditional imaging technologies. "Even though a PDF/raster is a fully formed file, it still offers access to the raw image data," Harju said. "That means if you wanted to apply something like VRS that requires a defined set of image data, you can accomplish it much more readily than you could working with a fully formatted PDF. In addition, you can apply more advanced PDF processing to PDF/raster files, like JBIG2 compression and OCR, to create more complex PDF files. There is also a fairly direct path to creating PDF/A (archive) files from PDF/raster."

PDF/raster was conceived to work in tandem with the TWAIN Direct driverless scanning protocol being developed by the TWAIN Working Group [see [DIR 9/26/14](#)]. TWAIN Direct is designed to move scanning into the future by enabling direct network and cloud connections to document scanners. "PDF/raster was designed specifically to satisfy the criteria of TWAIN Direct," said Harju. "That means the image data has to be transferred as fully formed files in a universal format that can support the output of modern document

imaging devices with minimal transformation.”

Harju added that scanner drivers may have worked okay when the computing world was dominated by Windows and Mac. “But, with the growth in the use of mobile computing and the multi-platform environments that we envision going forward, it makes sense to make scanning a network protocol, so a scanner can be interfaced with just like any other network appliance,” he said.

The adoption of mobile is another reason why TIFF is becoming obsolete. “It can be a challenge to view TIFFs on mobile devices,” said Harju. “At the very least you typically have to download an app. Everyone knows how to use a PDF, and PDF/raster supports everything that TIFF does. Now that the work has been done, it is easy to imagine that PDF/raster could be used outside of TWAIN Direct for any application where TIFF is currently used—bringing with it all the advantages of PDF.”

Moving toward an ISO standard

Now that the PDF/raster standard has been published, the TWAIN Working Group is moving ahead with its plans to officially launch TWAIN Direct. It’s a two-phased approach with the local area network version planned for later this year followed by the cloud version. We should have more for you following the annual **Harvey Spencer Associates** Capture Conference being held Oct. 4-5.

Meanwhile, the PDF Association will begin work on getting PDF/raster accepted as an ISO standard. [Editor’s note: *D/R* attempted to catch up with PDF Association Executive Director Duff Johnson on this topic, as well as the recent release of the PDF 2.0 spec, but he was on his way to surgery when we finally caught up with him. We are all wishing Duff a speedy and full recovery and looking forward to talking with him in the near future.

For more info: <http://bit.ly/PDF-raster-pres0>;
<http://bit.ly/PDF-raster-PR>

RECENTS TWEETS @DIREEDITOR

Sept. 18: Konica Minolta Acquires Document Scanning Systems and Imaging - <http://bit.ly/2xzPUhA>

Sept. 18: .@KnowledgeLake to debut new capture offering and showcase other Microsoft-centric solutions at #MSIgnite next week <http://bit.ly/2h1qfTX>

Sept. 21: ABBYY Demonstrates How the Power of AI Can Transform Business Documents into Business Value at The AI Summit 2017 <http://bit.ly/ABBYY-AI>

Mavro and OPEX Forge Strong Relationship

Mavro Imaging continues to ride its maverick streak to success in the transaction processing market. The Westampton, NJ-based ISV was recently named **OPEX’s** Reseller of the Year for the 2016-2017 sales year. The award was given based on Mavro generating the highest amount of revenue for the scanner and mail extraction equipment vendor, as well as the greatest number of solution installs. The MavBridge™ Software Suite was originally written to complement OPEX’s unique document scanners, and although it runs with other vendors devices (transports and document scanners), OPEX remains Mavro’s go-to hardware partner.

“We work pretty closely with OPEX, and we feel their hardware gives us a competitive advantage in the market,” said Mavro Founder, President, and CEO George Hayduchok. “In most cases, we go in as a combined force. At Mavro, we recently celebrated our 10th anniversary, and, throughout the years, we’ve built a level of trust working with OPEX. They know we are not going to substitute another vendor’s hardware just to get a deal done. We’d rather walk away than replace OPEX if we have led with their hardware.

“On the other side of the equation, we bring a lot of leads to OPEX. Even if an opportunity might not be a fit for our software but includes an opportunity for an OPEX extractor or envelope opener, we will offer them the lead. There is a lot of trust and collaboration in our relationship.”

As a testament to their successful history with OPEX, Mavro has been among OPEX’s top five resellers all seven years the vendor has recognized its leading partners. 2016-17 is the second time Mavro has earned the number one spot. Incorporated into this year’s numbers was the largest implementation in Mavro’s history. It was with a company in the utilities market, which has historically been Mavro’s sweet spot.

“This customer organization has peak volume in excess of 600,000 transactions per day,” said Hayduchok. “The implementation is spread out over multiple sites and incorporates some high-volume remittance processing OPEX Eagle devices, as well as document-focused scanners from the Falcon/AS7200/3600 family. It really demonstrates our ability to scale up. If we need to, we can install our software across multiple

servers across multiple sites.”

The win involved displacing an incumbent software vendor. “Overall, the payment and transaction processing market is in decline,” Hayduchok said. “So, really the only way to grow in that area is to continue to take market share from competitors.”

Mavro’s primary competition has been payment processing software vendors. “But now, 25-30% of our business is in the document capture space,” said Hayduchok. “We are capturing forms like healthcare claims, X-rays, EOBs, and taxes.”

In combination with OPEX hardware, Mavro’s value proposition involves reducing document prep work and incorporating exceptions into a standard workflow. “Our solutions enable users to create transaction boundaries as they scan and also determine the type of transaction being captured,” said Hayduchok. “We can even manage instances where you might have multiple transactions in a single envelope.”

“Over the years, Mavro has really understood the OPEX value proposition,” said Jeff Geshay, business alliance manager for OPEX. “Our very public message has been that OPEX scanners offer a one-touch solution. The user opens the envelope and drops its contents on our scanner. Then Mavro’s and our other partners’ software takes the images and meta data that we produce and begins to process them for the customer.”

Hayduchok explained that one of the biggest ROIs associated with combined MavBridge™ and OPEX solutions is related to reducing document prep. “We can eliminate the physical sorting of documents prior to the capture process,” he said. “This is something people often don’t pay much attention to when considering their systems. They always want to start the conversation with scanning.

“But, reducing prep work is a great opportunity. While there are many improvements you can make in scanning forms and capturing data, the real paradigm shift is in being able to scan directly from the envelope, which eliminates the prep labor of separating documents.”

A rich history

As some background, OPEX’s legacy is in mail sorting and extraction. In 2003, in a revolutionary move, it introduced a scanner that



The Falcon V is the latest version of OPEX's innovative document scanner models

could be attached to an extraction device. Hayduchok was working for OPEX at the time and led the team that developed the initial scanner—the AS3600. In 2007, with the aim of helping maximize the efficiencies of OPEX scanners, he launched Mavro.

“From the very beginning, OPEX has always looked for resellers with skin in the game,” said Geshay. “We’ve never gone after box sellers who compete on the price of a scanner. We’ve always encouraged our resellers to sell a solution along with our hardware. One of the hallmarks of our reseller program is that the resellers have to integrate our hardware with their software.”

OPEX is now on its third generation of scanners—the Falcon series [see [DIR 5/9/14](#)]*—*and Mavro continues to evolve as well. Last year, we ran stories on Mavro’s plans for expansion into the healthcare claims processing market [see [DIR 2/19/16](#)], as well as the Canadian payments space [see [DIR 7/22/16](#)]. Hayduchok indicated that Mavro has enjoyed success in both areas. “The claims market is really taking off,” he said. “We’ve done well with both medical and dental claims and also recently won a big project for processing EOBs. We have developed our own technology and proprietary techniques to facilitate data capture from claims and EOBs. It’s an area of high interest for us.”

All of this activity helped push Mavro to 21% top-line and 44% bottom-line growth in 2016. This followed 15% and 25% growth rates, respectively, in 2015. “A lot of things aligned to drive that level of growth, including the large deal we discussed,” said Hayduchok. “Our team executed fantastically.”

To help its growth continue, Mavro has

established a six-person executive leadership team. "That expanded team will help bring depth to our management efforts," said Hayduchok.

Thriving in the future

We asked Hayduchok how Mavro plans to adjust to a future where electronic transactions are predicted to continue to replace paper. "We are not publishing our technology roadmap, but I can tell you that we have taken some interesting pathways toward expanding our business and securing our future knowing that physical payments and transactions will continue to decline," he answered. "Granted, the decline of paper has slowed over the past couple years, but we realize that just because processing paper transactions is going to remain viable for at least the next five to 10 years, we can't just live on that.

"We are already processing electronic payments for some organizations, and doing things like consolidating ACH payments with the accompanying paper. We have the ability to create a consolidated archive of all payments an organization receives. In a sense, our software can act like a hub for all truncation types. We can process files that are scanned, e-mailed, or sent to a fax server and break them up into transactions. Then, once we get them into the system in a normalized format, our software manages the workflow."

Hayduchok noted that Mavro has so far not seen demand for making its software available as a hosted service. "That has been a hot and heavy trend in the market over the past few years, but we've resisted, and I think it's been the right decision," he said. "We do have a couple customers who have installed our software on private clouds, but we don't manage those sites."

Hayduchok added that he is seeing demand for more distributed solutions, and Mavro's software is able to facilitate that. "More companies are either doing scanning at satellite sites or using third-party capture services," he said. "We have technology for ensuring the secure transfer of data from remote locations to a centralized server."

Hayduchok concluded that Mavro continues to fund its operations through its profits and is not actively seeking outside investment. It also continues to develop its own technology and there are no acquisition plans on the horizon. "I like having control over our software," he said.

"That said, we know that to be alive more than 10 years from now, we have to continue to evaluate the market. We are looking to attack some tangential and even some not so tangential markets going forward."

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

Cranel Hosting Road Shows for Partners

As the market moves toward distributed scanning, you might say **Cranel Imaging** is imitating it by moving toward a distributed conference model. This year, for the first time in over a decade, the document imaging focused value-added distributor (VAD) did not host a North American Executive Partner Event (NAEPE). Instead, the Columbus, OH-based company has opted for holding a series of road shows across the country.

"Over the years, one of the challenges we always had with NAEPE was getting as many accounts as possible to come to Columbus," said Scott Slack, the VAD's VP, marketing. "Because we always planned the event around the Memorial Tournament (a pro golf event hosted by Columbus' favorite son Jack Nicklaus), it typically occurred during a short week, and we'd end up seeing a high concentration of accounts within a drivable distance.

"Like anything else, at some point you want to revisit your planning. We started considering if there was a way to apply our marketing dollars in a different way to get better reach. We'd done road shows in the past and had success. So, we decided to put our resources into making those a year-long series."

According to Slack, the results have been a success. "We did six in the first half of the year, and we have eight scheduled for the second half," he told us when we talked this summer. "When it's all over, from what I am seeing, we will have been in front of four to five times the number of people we typically see at NAEPE. One advantage is that the road events enable our reseller partners to bring more people. Whereas at NAEPE, we averaged like 1.3 people per account, when you go to a reseller's local market, we are seeing up to five people attending. We've had entire sales teams come and have the opportunity to learn something."

Slack said the road shows have received a

positive response from Canel's vendor partners. "We've had an average of seven vendors sponsor each event," he said. "We're still evolving the format as we get feedback, but we've maintained a consistency. If the vendors are happy, our sales team is happy, and we are getting good feedback from our partners, it's hard not to be pleased with what's going on."

For more information: <http://canelimaging.com/>

NEAL, P3iD, FROM PAGE 1

operated P3iD, primarily as a Web design services specialist. "P3iD eventually evolved more toward business consulting and then BPM consulting," he explained. "The launch of P3iD Cloud is focused on giving us a platform through which to offer a tangible product."

P3iD Cloud's first product offering is SecureScan, which was formally launched earlier this month. SecureScan offers several features, one of which is a patent-pending method for securely storing document images. It also offers a means to manage multi-channel input, the potential to integrate advanced capture services, and integration with back-end ECM applications. "For most of my career I have worked for product companies, and I have absolutely no ill will toward any of them—in fact, I want to partner going forward," said Neal. "But, I felt compelled to sell solutions."

"There is a whole lot of great technology out there—but mostly it's in pieces. It's P3iD's goal to leverage Web parts and integration, and through SecureScan, create solutions for onboarding documents."

P3iD is currently courting partners to help it create these solutions. One of those is **iKan Software**, which develops the Virtual Document Center ECM platform. "iKan has been around for a long time and has a credible customer base focused on accounts payable, financial services, and the oil and gas industry," said Neal. "We are trying to broaden that base and offer some additional automation and scanning controls on the front end."

P3iD is also working closely with **Extenua**, which has developed the patent-pending Cloud2Drive—technology that has the ability to split and encrypt files among multiple back-ends. "Let's say a PDF image comes in and its 75 KB. You could take 25k and send it to Azure, another 25k and send it to AWS, and another 25k and sent it to another server," Neal

explained. "So, it would be stored and encrypted at three different sites. Amazon is not going to get hacked, but let's say it does, then still only a third of your data is exposed, and what is anyone going to do with that?"

"Extenua has spent a lot of time working on government solutions. P3iD's goal is, through the SecureScan platform, to make its technology available to the SMB. We are looking for customers with between five and 100 users that have typical business problems like dealing with invoices, expense reports, business cards, etc."

P3iD has developed its own technology as well, such as a Web Manager for simplifying document input from connected scanners and other devices. "We are working with toolkits offered by the scanner manufacturers and will have support for the emerging TWAIN Direct standard," said Neal. "Our goal is to be an open platform both on the front and back ends."

"We want to work with all the hardware vendors and through their channels. We are also looking at incorporating advanced capture and even features like voice control. In addition, anything can sit on the back end. Today we are working with iKan, but we are looking for other ECM and workflow partners as well."

P3iD is developing a SecureScan SDK and Web Services API designed to make integration of its technology as simple as possible. "In my past career as a product manager, it drove me crazy when we had great technology but it was hard to use," he said. "When Fujitsu released its first network scanner, I was a big proponent because it created potential for a user to simply press a button and have something happen."

"The SecureScan SDK will be designed so that people will be able to paste a snippet of code and add secure scanning to their front ends. There are a lot of applications out there that could benefit from encrypted scanning, image processing, and advanced capture, and the developers and users shouldn't have to be scanning experts to incorporate those features."

With the SecureScan platform in place, Neal said P3iD will move in the direction the market takes it. "We want to build to customer demand, not the other way around," he said. "We plan to build to our customers' specs, and when this results in new features, those will become standard parts of our product going forward."

For more information: <http://bit.ly/P3iDSecureScan>