January 22, 2010

RICOH AMERICAS RESELLING ALCHEMY TO HEALTHCARE SPACE

Ricoh Americas Corporation recently signed on as a reseller of **Open Text's** *Document Server*, *Alchemy* edition. *Alchemy* is a mid-market document imaging and management application that Open Text picked up when it acquired Captaris in 2008 [*see DIR 9/12/08*]. Ricoh will target *Alchemy* at healthcare providers and offer it through all its North and Latin American sales channels.

"Healthcare has always been a targeted area of focus for us," said Joyce Ouellette, director of solution product marketing for Ricoh Americas. "Our RBS [Ricoh Business Solutions] group has approximately 90 people dedicated to healthcare and **IKON** [which Ricoh acquired in 2008] has a healthcare practice. With all the discussion on federal stimulus funding related to reimbursement for EHR [electronic healthcare records] installations, in the upcoming year healthcare is going to become an even greater focus."

Ouellette described *Alchemy* as a piece of a complete EHR system. "It's part of a system that can help a provider achieve meaningful use [which is a key to receiving reimbursement]," she said. "Of course, the definition of 'meaningful use' is still a moving target. We recently put on a series of seminars targeting healthcare providers and were updating the presentation nightly to reflect recent announcements by the federal government.

"*Alchemy* is a records management solution that can be used in conjunction with EMR (electronic medical records). They both fit under the umbrella of EHR."

Darren Boynton, the global field enablement

Laserfiche Growing Into Major Player

LOS ANGELES—In a year that proved very challenging for many document imaging vendors, **Laserfiche** managed to sell some 1,500 new systems and increase its revenue by 10%. It helped that 2009 came on the heels of a significant new product release from the Long Beach, CA-based ISV, and the company's new focus on "Agile ECM" also seemed to resonate in the market. Last week, more than 1,200 people attended the annual Laserfiche Institute end user and reseller conference held at the LAX Hilton. In her keynote, founder and CEO Nien-Ling Wacker called 2009 "truly a watershed year." "It separated the strong companies and communities from the average," she said.

Nien-Ling, Wacker, founder & CEO, Laserfiche

One of the highlights of *Laserfiche 8*, which was released in late 2008 [*see DIR 6/6/08*], is improved workflow, which is a key component to Laserfiche's Agile ECM strategy. "In 2009, we really focused our efforts on endearing ourselves to IT departments," said Wacker. "Our goal was to create integration capabilities that turned our tools from Godzilla into a teddy bear."

The second day's keynote speaker was Caren Skipworth, the CIO of **Collin County Texas,** who was recently honored as the "Texas CIO of the Year" by *Government Technology Magazine*. Skipworth discussed how the "Three Rules of Agile ECM" are applied to Collin County's Laserfiche implementation, which is used by 350 employees.

"The law of probability dictates that things will change," said Skipworth. "Laserfiche enables us to address changes in our ECM infrastructure. The second rule says to keep it simple, and Laserfiche's simplicity has enabled us to standardize on its software organization-wide. Finally, the third rule relates to the law of diminishing returns. This says that if you do the

same thing over and over again, you'll eventually receive diminishing results. Laserfiche's platform enables our departments to make changes locally to prevent that from happening."

Laserfiche has also used its Agile ECM strategy as part of an aggressive "Cash-for-Clunkers" sales promotion that has enabled it to unseat competitive ECM platforms. One of Laserfiche's marquee wins in 2009 was an installation with the **City of Long Beach**, where Laserfiche replaced three legacy repositories. "Basically, our pitch is that the maintenance and consulting costs related to that legacy software is equal to the first-year cost of buying and installing new software from Laserfiche," said Andy Wang, Laserfiche's director of product strategy. Brian LaPointe, Laserfiche's VP of strategic solutions, added that the company is not afraid to get creative with financing to make the numbers work.

> **"*SharePoint* is really not the be-all and end-all document repository. It can act as a holding place for a certain period of time, but it's not designed for long-term storage."**
>
> **—Jerry Carnley, Spindletop MHMR**

When discussing the concept of Agile ECM, Tom Wayman, Laserfiche's VP, product strategy and marketing, said that focusing on reducing the total cost of ownership (TCO) is a Laserfiche goal. "Basically, we try to reduce the amount it costs to make modifications to our applications," he said. "This message seems to be working. It's part of our plan to democratize ECM."

The SharePoint opportunity

Of course, anytime you bring up the concept of ECM for everyone, **Microsoft's** *SharePoint* comes up. As usual, *SharePoint* was a hot topic at the Laserfiche Institute. "I think *SharePoint* has frightened a lot of people in our market into M&A activity," Wacker told a meeting of Laserfiche's ACE (analysts, consultants, and experts) community. "They see this big giant coming down the road and wonder how it is going to impact the marketplace. However, there is an old Chinese belief that danger equals opportunity."

Spindletop Mental Health Mental Retardation Services, which presented at the Institute event, provided an example of how Laserfiche has capitalized on that opportunity. Spindletop, which is based in southeast Texas, set up a *SharePoint* application to help with some of its document management and collaborative needs. However, it quickly found the *SharePoint* repository overrun. That's when it turned to Laserfiche integrator **DynaSource, Inc.** for help.

"Once we went live with *SharePoint*, people really started pounding it," said Jerry Carnley, the CIO at Spindletop.

"People wanted to use it for on-line forms, collaboration, document management, etc. But *SharePoint* is really not the be-all and end-all document repository. It can act as a holding place for a certain period of time, but it's not designed for long-term storage."

Carnley told us that as the volume of documents stored in *SharePoint* started to pile up, it started responding "sluggishly and slower." "*SharePoint* is great because it does a lot of things out-of-the-box and is very easy for users to get up to speed on," he said. "Because of this, it can quickly end up storing a lot of documents. We needed something that could be deployed enterprise-wide and set up to automatically ingest documents from *SharePoint* after a certain period of time. Laserfiche was the answer."

Because many of its documents are medical records, Spindletop was also looking for a repository that was more HIPAA-compliant than *SharePoint*. In addition, it needed a repository for a backlog of paper documents that could be integrated into its legacy line-of-business applications. Laserfiche met all these requirements.

For scanning, Spindletop is using Laserfiche's batch capture software as well as **Fujitsu's** fi-6000NS network scanner, which comes bundled with a scan-to-*SharePoint* utility (developed by Fujitsu partner **KnowledgeLake**.) Spindletop is also taking advantage of Laserfiche's integration with *SharePoint* to do things like automatically re-create *SharePoint* folder structures within Laserfiche and perform searches across both repositories.

The experts take on SharePoint
A panel of experts that presented to the ACE group agreed that *SharePoint* is having a significant effect on the ECM industry. "*SharePoint* is taking content management to a new level," said Mark Gilbert, a VP and research director for **Gartner**. "In 1995, the average price for a CM seat was $2,000. Now, it's a lot less expensive, and *SharePoint* is really putting on some price pressure, especially on smaller vendors."

Paul Neel, president of **Espero**, a consulting firm that works with ISVs that build software on the Microsoft platform, noted that the *SharePoint* goes beyond content management. "It follows on the heels of *Lotus Notes*," Neel said. "In addition to ECM, *SharePoint* offers portal and collaboration capabilities. It's really a very good mix of technologies that integrates well with Office and Outlook. But, at the same time, it can create some white spaces, which in turn create opportunities for Microsoft partners who want to fill them in."

Specifically, Gilbert noted that *SharePoint's* storage

of all files in an SQL database creates scalability issues, especially when dealing with larger files. "In addition, *SharePoint* has no replication capabilities and no native document imaging," he said.

Neel added that Microsoft has no intention of getting into the transactional content management space where many imaging vendors play. "It's too small of a market," he said. "Microsoft competes with **Google**, **IBM**, and **Oracle** [although we'll note that both IBM and Oracle have significant TCM plays]. Also, Microsoft is not going to get into vertical markets like local government. There is an opportunity for ISVs to play the bridge builder between *SharePoint* and specific processes like case management."

Interestingly, as we detailed in our coverage of the last year's Microsoft *SharePoint* Conference [*see DIR 11/16/09*], *SharePoint 2010* actually improves on some of the shortcomings noted by Gilbert. However, when asked about *SharePoint 2010*, Spindletop's Carnley replied, "We're just getting comfortable with our *SharePoint 2007*

QUICK FIELDS RECEIVES GOOD REVIEWS

We recently ran a feature on some of the upgrades that **Laserfiche** has introduced into its *Quick Fields 8* document capture module. Capture software market analyst Harvey Spencer was impressed with the improvements and attended the recent Laserfiche conference as part of the ACE program. He sat on a panel and expressed his opinion on why enterprise capture is becoming such an important trend.

"The longer it takes to understand the value of a document, the less value it has," said Spencer. "Capture technology helps organizations more rapidly understand the content of their transactions and take action. Enterprise capture helps spread truncation of paper and early understanding of content throughout an organization."

We also caught up with a Laserfiche VAR who was happy with the results he was getting from *Quick Fields*. "One advantage of using *Quick Fields* vs. a third-party capture application is that you can use it to automatically re-index documents already stored in Laserfiche," said Carl Long, CEO of **Unity Business Systems**, which recently sold a large Laserfiche application to the **Virginia Port Authority**, beating out bids from 28 other organizations. "This feature is a big help when users are updating their records."

For more information:
http://www.laserfiche.com/Products/Product%20Modules/Quick%20Fields.aspx; http://www.harveyspencer.com/; http://www.unitysystems.biz/

---

implementation and haven't even thought about the next version." This is evidence of why in the high-tech market there is often significant lag time between hype and real-world implementation.

Talking TCO

Another big topic for the panel was the total cost of ownership related to ECM. "The initial fee for software licenses is often 10-20% of the TCO of an implementation over five years," said Gartner's Gilbert. "This means the TCO for $1 million worth software can approach $10 million for five years."

Then the talk turned to the TCO of maintaining paper storage. During a presentation, Laserfiche customer **RMS Company**, a manufacturer of medical devices, estimated it was spending $50,000 a year on offsite paper storage to meet FDA requirements, with another $20,000 spent on retrieval charges. Laserfiche executives cited multiple customers spending thousands of dollars per month on paper storage.

Wacker believes converting all these boxes and file cabinets full of paper to electronic files represents the second generation of opportunity for imaging vendors. "In the early years, we were mainly replacing microfilm," she said. "Converting all this paper is going a little slower, because the microfilm users were already used to the capture process."

Wacker added that as more paper is converted to digital, BPM will become even more important for document imaging ISVs. "BPM is the natural next step in our evolution," she said. "It's how we make sure we stay relevant."

Some Laserfiche strengths

Because different types of businesses rely on different document processes, BPM can often be pre-configured for specific verticals. As Laserfiche moves more heavily into BPM, it has begun releasing process-centric applications for markets like state and local government, which has historically been its largest vertical. At the conference, it was announced that 50% of the cities honored by the *Center for Digital Government and Digital Communities* magazine as "Most Advanced Digital Cities in America" are Laserfiche users. This includes three out of the four category (based on size) winners.

Laserfiche has also begun to achieve more success internationally. In 2009, it opened a Hong Kong office to complement its Shanghai development center. "The Hong Kong office is the first of many international sites we have planned," said Wang. "In 2009, approximately 20% of our sales came from Laserfiche International, and international sales are currently growing at a much faster pace than

---

PELADON INTRODUCES SINGLE-USER INVOICES APP

DIR caught up with several Laserfiche partners at the event, including San Diego-based IDR (intelligent document recognition) specialist **Peladon Software**. Peladon was showing a single-user invoice capture application that lists for $7,000. Branded *Quick Invoices*, it is designed to capture header data from up to 100,000 invoices per year.

"We've had partnerships in the past with some Laserfiche resellers, but for many VARs, invoice capture technology has been cost prohibitive," said Noel Flynn, Peladon's COO. "Even if a user only has one person doing data entry from invoices, *Quick Invoices* should be able to sell itself. It's designed to be very easy to install and to use."

Quick Invoices basically uses full-text OCR results and keywords to locate invoice summary field data. It can employ validation techniques like checking against imported data. "There are seven fields set up out of the box," said Flynn. "There are no templates for the end user. Depending on the quality of the images, we found we can automatically capture about 80% of required fields."

Quick Invoices is designed to be run on a PC and includes a single seat for scanning, capture, and QA. It is currently available from Peladon.

For more information: http://www.peladonsoftware.com/

---

domestic sales."

Another area of focus for Laserfiche is community building. The ACE program, which was launched last year, is an effort to increase the company's visibility among press, analysts and consultants. Laserfiche is also encouraging interaction among its end users and fostering growth of forums and user groups. At the event, Laserfiche announced that the size of its Luminaries end user group has grown from six members in 2007 to a current total of more than 600. The 2010 Institute event also featured a 54% increase in end user attendance.

"Our community is one thing that separates us from our competitors," said Wacker in her keynote. "It helped us weather the economic storm together."

A peek ahead

Michael Allen, Laserfiche's Software Architect, concluded the ACE sessions with a preview of the future plans for Laserfiche's software. "*Laserfiche 8* was a complete re-design," he said. "We leveraged Microsoft's Windows Workflow Foundation (WWF)

and built our own interface and additional capabilities on top of it. We released a new SDK with an API that enables Visual Basic access to all our features. With version 8.2, scheduled for release in the first half of the year, we plan to announce support for the Australian records management standard VERS. It is the second most influential RM standard in the world, next to DoD 5015.2.

"With version 9.0, we plan to fully support the .NET Framework. We will also build our workflow engine on top of WWF 4.0. For *Quick Fields* [Laserfiche's capture module], we will enhance our support for multi-core processors."

One area where Laserfiche doesn't seem to be putting much focus is in a software as a service (SaaS) offering. "We think our software has components like scanning that you need to maintain locally," Allen said. "Sure, you can move your data onto the cloud, but managing data is the easiest part of a Laserfiche application. Data management does not contribute significantly to the TCO. It's setting up the scanning and monitoring the workflows that contribute more to the TCO. That said, we will partner with ASPs (application service providers) that want to host our software."

Innovation key to success

Overall, 2009 seemed like a solid year for Laserfiche, even though revenue growth was down from 15% in 2008. However, with the economic conditions what they were, it's tough to complain about any growth. It's our opinion that Laserfiche's growth was triggered by its spirit of innovation. Both its new capture and document management products were targeted much more at the enterprise-level than its previous offerings. Also, Laserfiche's focus on workflow and a new simplified pricing structure [*see DIR 2/6/09*] had to resonate in an economic climate where everyone is being asked to do more with less.

Yes, Laserfiche is one of the pioneers in the document imaging industry, and Wacker admits that the company has had it ups and downs over the years. But, currently Laserfiche seems to be trending up with an install base of some 28,000 organizations worldwide, a strong reseller channel, and a recently revamped product line that embraces important trends like Microsoft/*SharePoint* integration, enterprise capture, and BPM. We look for another strong year from Laserfiche as it continues to carve out its niche in the ECM market.

For more information: http://www.laserfiche.com/;
http://www.laserfiche.com/sitecore/content/Conference/Video%20Highlights.aspx;
http://www.documentimagingreport.com/Spindeltop-Laserfiche.1746.0.html

New Service Offers "Second-Shift" Data Entry

Utilizes offshore staff and concurrent QA/data entry licenses

Distributed capture is about more than scanning from multiple sites. In addition to spreading out document scanning to multiple sites, it can involve distributing processes like data entry. Recently we've seen quite a bit of market activity related to distributed data entry. We've run features on vendors like **Orbograph** and **Virtual Solutions**, which offer remote keying services for entering low-confidence OCR/ICR fields and characters [*see DIR 8/21/09 and 11/20/09*]. These services are typically offered to complement automated data entry software.

Hybrid Data Solutions (**HDS**) is the latest entrant into this market. HDS is a joint venture between veteran document capture software executive Tim Dubes and an Indian key entry specialist. Dubes was most recently at Captaris (which was acquired by Open Text). He has also worked at Kofax, Scantron, and Cardiff. Dubes helped launched HDS at the end of last year.

"One of the main differentiators between our service and those from Orbograph and Virtual Solutions is that we will leverage the remote verification capabilities of a user's automated data capture software," said Dubes. "There is no extra software involved; this reduces cost and improves administration, security, and management."

Dubes compared contracting HDS to hiring a second shift of data entry operators at a substantially reduced rate. "Most capture software vendors offer concurrent licensing," he told *DIR*. "We enable customers to leverage this software around the clock. For example, a North American organization might have 10 data entry operators on-site during the day, then, using our service, at night, it can leverage those 10 licenses for remote keying at our Indian facility, where it is daytime.

"This offers advantages like being able to track and manage both on-site and remote data entry work with the same administration tools. Also, if there is an issue with a document during the Indian shift, those exceptions can be readily addressed the next morning by the managers working their regular daytime shift. The bottom line is that HDS enables customers to get 16-20 hours per day out of a single seat of data entry software. In addition, instead of paying second-shift employees a fully-vetted U.S. salary of $40,000-$50,000 per year, our customers

can utilize Indian employees for the equivalent of $8,000-$10,000 per year."

Dubes said that HDS invests in training and vetting its data entry operators. "One of the biggest problems for organizations using capture software is keeping trained people on the job," he said. "Let's face it, keying data is not the most exciting task. In addition, many organizations have spikes in volume, for which they hire temps. When working with temp agencies, it's not unusual to pay a three- to four-dollar per hour premium. Also, organizations don't always get the same temps, so they often spend the first day paying them to get trained.

"Our staff is trained to work with pretty much any capture software because most of the verification modules are fairly similar."

HDS' current model calls for working with thick clients that connect to customers' servers through a VPN. "This creates a very secure and manageable environment," Dubes said. "We also have the capability to work in a Citrix environment."

The idea of HDS came about from a project for which Dubes' Indian partner leveraged **AnyDoc Software** clients. "We plan on going to market through three channels," said Dubes. "First, we will be working with customers directly. If they have already invested in an automated data capture solution, we will work to optimize their investment.

"Second, we will work with data capture vendors. We offer a way for their customers to easily ramp up their data entry staffs and hit the ground running after purchasing a software package. Yes, using our service may result in a vendor selling fewer seats, but being able to offer it can also be a competitive advantage. It may help a vendor win deals it might not otherwise. Finally, we plan on working with some larger resellers and systems integrators."

Dubes said that HDS has a flexible pricing model. "We're offering a pilot program for approximately $5,000," he said. "It's designed to create a comfort level for end users—during which time they can decide if they want to outsource with us. For the pilot, we will establish their VPN, train our operators, and provide three months worth of man hours. This means they could potentially use three of our keyers full time for 30 days. We compare it to working with a temp agency for a month. The pilot should give us enough time to establish a track record and help a user make a decision."

For more information:
http://www.hybriddatasolutions.com/

Increasing Productivity With Remote Keying

While **Hybrid Data Systems'** Tim Dubes touted the advantages of working with data entry staff in a controlled office environment, San Diego-based medical billing specialist **CHMB** has found that employing a remote workforce has increased productivity. Ron Anderson, CHMB's director of business development spoke at last week's annual **Laserfiche** end user and reseller conference. He explained how a document imaging installation has benefited his company's business, including helping it get 20% more production out of its coding specialists.

CHMB provides billing services for some 1,000 doctors, and now 75% of its 400 employees works remotely. The remote staff primarily key enters coding information for scanned documents. These include payments (EOBs, checks, deposit slips, etc.), correspondence, change forms, and discrepancies.

"In addition to eliminating the usual distractions that occur in an office environment, we've found that enabling employees to work from home attracts a higher class of employee," said Anderson. "We find our employees appreciate the benefits and convenience of being able to work remotely and will work harder to ensure they keep those benefits. Being able to maintain a remote workforce is a benefit of our Laserfiche system we didn't even think about when we first installed it."

WASNER HOSTING SHAREPOINT 2010 SEMINARS

At the Laserfiche Institute, we caught up with Rai Wasner, who is currently running a firm called **Kollabria**. Wasner is a long-time ECM consultant and analyst who has been in charge of organizations like Techinfocenter and the Rheinner Group. Wasner's current focus is on education surrounding the upcoming release of **Microsoft** *SharePoint 2010*. As detailed in our coverage of the Microsoft SharePoint Conference 2009, this edition introduces many additional ECM features.

Wasner has scheduled a series of seminars this spring that focus on "Driving Your Business with *SharePoint* Applications." They are daylong events and, currently, eight stops are scheduled. The series starts early next month in Irvine, CA. Wasner has signed up several ECM industry sponsors.

For more information:
http://www.kollabria.com/pages/Participate-in-our-Events.html

Meeting EMR meaningful use standards

CHMB has recently begun offering medical records software, but interestingly, Laserfiche is not part of the equation. Instead, CHMB is reselling EMR software from **AllScripts**, which acquired its own document imaging technology several years back [*see DIR 9/3/05*]. "The problem with a dedicated document imaging solution is that it doesn't meet a lot of the meaningful use requirements the federal government has in put in place," said Anderson. "I've compiled a checklist of those requirements, which the government is demanding from providers that want to receive reimbursements for their EMR implementations.

"'Meaningful use' includes functionality like the ability to run reports on demographics and do e-prescribing. While an imaging system may create an electronic record, it doesn't have a lot of the functionality the government is mandating be in place by 2011. The government is asking for even more functionality to meet 2013 and 2015 deadlines."

For more information:
http://www.chmbsolutions.com/index.htm

Open Text Upgrades Capture

Former DOKuStar suite available worldwide

Open Text has announced a new version of its *Capture Center* software product. Version 4.0 of the automated data capture application is designed for easier deployment and has been integrated more tightly with the Open Text *Enterprise Scan Client*. Both these improvements are designed to make *Capture Center* a more integral part of the Open Text *ECM Suite*.

Capture Center is the former *DOKuStar Capture Suite*, which was originally developed by the German entity formerly known as Ocè Document Technologies (ODT). ODT was acquired in 2008 by Captaris, which was acquired later that year by Open Text. The former ODT's German development team works on the OCR/ICR utilized in *Capture Center*, as well as the document classification and data extraction technology in the application.

"Capture technology is critical to all our customers for their transactional applications," said Lubor Ptacek, VP, product marketing, for Open Text. "The market is maturing and data capture technology has reached the point where the reliability is very good. Users get a very solid ROI from this type of solution.

"Yes, a lot of other ECM players have capture. But,

not too many have their own recognition and OCR technology. Most of them OEM their OCR."

In fact, through ODT's legacy, Open Text is actually the supplier of OCR toolkits to many capture ISVs. According to Johannes Schacht, product manager for document capture technologies at Open Text, the toolkit business will be maintained. At the same time, Open Text has begun selling *Capture Center* worldwide. Historically, the *DOKuStar Capture Suite* was installed primarily in Germany.

"One of the changes we've made to *Capture Center* is to more tightly integrate the various recognition components," Schacht told *DIR*. "Previously, components like forms recognition, adaptive recognition, document classification, and OCR, were more loosely connected. This gave the product more flexibility. Now it is more straightforward to install, which fits well with our extended sales force.

"Previously, our sales force was fairly small and very specialized. With *Capture Center 4.0*, we've introduced an easier product to set up. There is less programming and more of the set up can be done through the customization client."

Schacht estimated that the *DOKuStar Capture Suite* has an install base of about 60 organizations worldwide, including the German publisher **Bertelsmann** and a large German public health insurance entity. North American BPO specialist **ACS** also utilizes the application. "This does not include organizations that use our software for invoice capture," said Schacht. "Before the acquisition, we had installed about 150 invoice solutions, and Open Text has made multiple sales in that area since."

The same technology used in *Capture Center* is used in the Open *Text's OCR option for Vendor Invoice Management* (*VIM*), which is primarily sold into **SAP** environments. SAP, in fact, has an OEM agreement to resell this application [*see DIR 12/31/08*].

Capture Center is more diversified and being targeted at documents like purchase orders, insurance claims, and many others, as well as digital mailroom applications. It can now be front-ended by Open Text's *Enterprise Scan Client*. "Today, the *Enterprise Scan Client* is primarily used for archiving applications," said Schacht. "Now, it will be able to be used in data capture applications as well."

As part of the back-end integration with Open Text's *ECM Suite*, *Capture Center 4.0* can be set up to automatically create indexing fields for images based on document attributes in the ECM system. Also, a new validation client has been created utilizing

Windows Presentation Foundation technology. "This same technology can eventually be used to enable Web-based validation," said Schacht.

Schacht said the new technology introduced in *Capture Center 4.0* will eventually be migrated into Open Text's *OCR option for VIM*. He added that Open Text is continuing development on the recognition technology that is marketed in the SDK and sits at the core of *Capture Center*. "New features will be upcoming," he said.

Ptacek concluded that *Capture Center* is complementary to the text-based classification used on electronic documents by Open Text's *Enterprise Library Services*. "Basically, no matter what type of content a user has, we can classify it," he said.

For more info: http://tinyurl.com/CaptureCenter

---

eCOPY SPECIALIST ADDS MPS

eCopy integration and development specialist **Intellihub** has entered the managed print services (MPS) business and is focused on developing applications accessed through the touchscreens of MFPs. "As lower-priced MFPs have been coming onto the market, the price of an eCopy implementation can sometimes be prohibitive for more cost conscious customers," said James Barnes, managing director of U.K.-based Intellihub. "To work around that, we've signed up for the embedded development programs of most major MFP manufacturers."

Barnes was formerly with Hub Software, which specialized in developing Connectors for eCopy *ShareScan* [*see DIR 6/5/09*]. Hub has been disbanded and its customers, channel, and product line have transitioned to Intellihub. Intellihub has launched an MPS integration business focused on **JetMobile's** *SecureJet*, a lower cost MPS alternative that has historically been available only for **HP** devices but was recently launched into the MFP and printing space at large.

For more information: http://www.intellihub.co.uk/

---

manager for *Alchemy*, told *DIR* that Ricoh and Open Text have already completed some installations in the healthcare market. "Really, they are all over the map, in terms of how *Alchemy* is being used," he said. "We've seen it installed to manage financial documents, as well as healthcare records."

Ricoh does not currently have a direct connection between its MFPs and *Alchemy*. "I'd like to see us standardize on *GlobalScan* [which is developed by Ricoh] as the scanning client," said Ouellette. "That would provide a consistent touch-panel interface to feed *Alchemy*."

Boynton told us that in addition to Ricoh, Open Text continues to market *Alchemy* primarily through a value-added reseller channel. "Version 8.3 came out at the end of 2008 and 9.0 is slated for release later this year," he said. "We continue to enhance the product, taking into account feedback from our channel. Now that Ricoh has signed on as a reseller, we will incorporate its feedback as well."

Ouellette acknowledged that while *Alchemy* has horizontal capabilities, it's important for Ricoh to focus on a single vertical to cultivate sales through its channel. "We offer several document management products," she said. "We've found that positioning applications to address specific verticals is less confusing. We will be marketing *Alchemy* specifically for healthcare and training our channel on how to use it to manage patient records and other types of healthcare-related documents."

For more information:
http://www.documentimagingreport.com/index.php?id=1770#ricoh

Subscription Order Form for RMG Enterprises, Inc.

4003 Wood Street ● Erie, PA 16509 ● Phone (814) 218-6017 ● e-mail: ralphg@documentimagingreport.com

Document Imaging Report
Business Trends on Converting Paper Processes to Electronic Format

1 year (24 issues)
❑ **electronic copy @$597**
❑ **paper copy @$670**

SCAN: The DATA CAPTURE Report
Premier Management & Marketing Newsletter of Automatic Data Capture

❑ **electronic copy @$597**
❑ **paper copy @$670**

OUR GUARANTEE TO YOU
If you are not completely satisfied, we will refund your subscription cost for all remaining unserved issues.

Name _____ Title_____

Company _____

Street _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

E-Mail_____

Please ❑ **enter** / ❑ **renew** the following subscription.
(Add $33 on all orders outside of Canada and the United States.)

❑ **Payment Enclosed** (Remit to: RMG Enterprises, Inc., 4003 Wood Street, Erie, PA 16509)

❑ **Charge My Credit Card** (Charge will appear as RMG Enterprises.)
___AmEx ___Visa ___MC ___Discover _____
　　　　　　　　　　　　　　　　　card number 　　　　　expire date

❑ **Bill My Organization** (Purchase order # optional.) _____