

Document Imaging Report

Business Trends on Converting Paper Documents to Electronic Format

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January 4, 2002

THIS JUST IN!

CARDIFF EXEC DEPARTS FOR SCANSOFT

The marketing management carousel continues to turn in the forms processing industry. Less than two months ago we devoted this space to the resignation of long-time **Microsystems** VP of Marketing Marty Greif. In the past year, Joe Busque at **Top Image Systems** and Craig Schwartz at **Captiva** have also departed. The latest news is that **Cardiff** VP of Marketing Robert Weideman has accepted a similar position at **ScanSoft**.

Weideman had been instrumental in Cardiff's launch of its electronic forms software—*LiquidOffice* [see *DIR* 8/3/01]. "I do well helping organizations at a crossroads work toward opportunities for higher growth," Weideman told *DIR*. "In the same way that I helped Cardiff add e-forms to its paper-based technology, I'm looking forward to helping ScanSoft evolve from a company focused on paper-to-electronic conversion, to one that can convert any analog format to digital data."

ScanSoft is a developer of OCR software that recently acquired the Speech and Languages Technologies assets of voice recognition technology developer **Lernout & Hauspie** [see *DIR* 12/7/01]. Weideman will assume some of the duties of Wayne Crandall who has been promoted to senior VP of sales and business development. Crandall was instrumental in forming a partnership between ScanSoft and **Microsoft**, and Weideman indicated Crandall's new job would enable him to increase his focus on similar high-end relationships.

For more information: **ScanSoft**, Peabody, MA, PH (978) 977-2000. [DIR](#)

AIIM Forecasting 10% to 15% Attendance Drop

However, with more than 200 vendors committed, the industry's annual gala is still an intriguing affair.

Despite the recent downturns in both the economy and travel, **AIIM** VP of Global Sales and Industry Relations Brian Randall is predicting no more than a 10% to 15% downturn in attendance for this year's AIIM exhibition. The event is scheduled for March 6-8 at the **Moscone Convention Center** in San Francisco. When making his prediction Randall weighed AIIM's historical West Coast success vs. the current economic conditions and travel concerns brought about by the events of Sept. 11.

"In pure attendees for 2002, I'm confident that we can hit between 18,000 and 22,000," Randall told *DIR*. "When you add in press and exhibitors, that should rise to between 24,000 and 26,000. With shows like last fall's **COMDEX** down 30%, we'd be fools to think we weren't going to see some kind of drop-off from last year."

The official attendance, including exhibitors and press, for AIIM 2001 held at the **Jacob Javits Center** in New York City, was just under 30,000 [see *DIR* 5/18/01].

One of the reasons Randall feels that AIIM's attendance drop will not be as great as COMDEX' is that AIIM traditionally draws 70% of its attendance from the region where it is held. This means that most AIIM attendees do not travel more than 300 miles.

"Attendance for our conference sessions may be down more," Randall added. (AIIM's educational conference will run March 5-8, also at Moscone.) "Seventy percent of our conference attendees typically come from outside the region. However, 90% of AIIM's overall attendance is for the exhibition." Last year's official conference attendance was 2,316.

As far as the number of exhibitors goes, AIIM appears to be in good shape. When we spoke with Randall just before Christmas he said there were already 200 vendors committed to exhibiting with 11 weeks remaining in the

sales cycle for floor space. He was hoping for approximately 250 exhibitors compared to last year's total of 298. Randall expects the amount of exhibit space to be similar to last year's total of 198,000 square feet.

"Last year, a lot of traditional Web content management vendors were dipping their toes in the water," said Randall. "This year, vendors like **Vignette** and **Interwoven** have made full commitments to AIIM and have larger booths. And we've added some new Web-centric exhibitors like **MERANT** and **Cytura**."

In addition, more traditional document management vendors like **Hummingbird**, **Open Text**, **Documentum**, and **FileNET**, who have been lukewarm on the show in the past, will also be exhibiting. The wealth of exhibitors is a good sign for AIIM, which because of dwindling cash reserves, was hoping to reach a break-even operating level or better in 2002. Despite recent cuts in expenses, to meet its goals the organization was counting on the show to generate similar revenue to last year [see *DIR* 7/20/01].

"We are right on target with our budget forecasts for 2002," Randall told *DIR*. "We feel very fortunate to have the exhibitor commitments that we do. Currently, we are looking at a decrease in exhibitor revenue of less than 5%."

Randall credits AIIM's ECM (enterprise content management) message as the attraction for exhibitors. "AIIM finally got its message right in 2001," said Randall. "In the mid-90s, when AIIM was setting attendance records, our tagline was document imaging—which was easy to understand. However, in the late 1990s, as imaging merged with other technologies, AIIM's message became an acronym soup. With ECM, exhibitors once again see that we represent a tangible technology and line of products."

Now that the exhibitors have committed, Randall faces the

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AIIM 2002 WILL HAVE A COZIER FEEL

Expect a cozier **AIIM** show in 2002 than in past years. AIIM originally reserved both the North and South Halls of San Francisco's **Moscone Center** for its upcoming conference and exhibition. "That was done seven or eight years ago, when trade shows overall were growing significantly," said AIIM's Brian Randall.

In recent years, however, trade show attendance, including AIIM's, has dropped off. So, instead of spreading the show over two halls, AIIM has decided to occupy only the South Hall. "We will be using every square inch of the South Hall," Randall said. "This will make the exhibition seem more crowded than it did at the **Javits Center** the past couple of years—which is not necessarily a bad thing.

"At the same time, I would caution everyone to register as early as possible. We simply don't have the luxury of large spaces for the registration booths, so it is going to get tight at times."

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DIR is the leading executive report on managing documents for e-business. Areas we cover include:

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challenge of coming through with the promised attendees. AIIM was recently criticized in a popular micrographics newsletter for not doing enough to promote the upcoming show. Randall responded by saying that AIIM's major marketing mailer was sent out in the middle of December to arrive on potential attendees' desks in the first or second week of January.

"With the aftermath of the events of Sept. 11, including the recent mail scare that affected our own post office in Washington, D.C., and the traditional mail barrage that comes with the holiday season, it would have been a waste to send out our mailers any sooner," said Randall.

For more information: **AIIM**, Silver Spring, MD, PH (301) 755-2669, e-mail: brandall@aiim.org. **DIR**

Open Text Attacks Accelio

Open Text is at it again. Three years after making a hostile takeover bid for document management vendor **PC Docs**, Open Text has made an unsolicited offer to acquire all the outstanding shares of **Accelio Corporation**.

Open Text offered Accelio shareholders \$2.75 Canadian (all dollar figures in this article are Canadian) for each of their shares, which on the evening of the offer closed at \$2.15 per share. This amounted to a \$68.5 million offer for Accelio, which for its fiscal 2001 reported slightly more than \$100 million in revenue. Accelio president and CEO Kevin Francis called the offer "insulting."

Despite piling up considerable losses since the middle of 1999, Accelio still reported \$38 million in cash on its balance sheet as of July 31, 2001. So, Open Text's offer really amounted to slightly more than \$30 million. "Make no mistake, this is an unfriendly and unsolicited takeover bid," insisted Francis during a recent conference call. "Since I joined the company [in May 2000], we have given no indication of our desire to merge with anyone. I also feel this bid was deliberately made during the holiday season, in order to give our shareholders less time to consider it. I strongly urge our shareholders not to make any decision until they hear the recommendation of the board of directors, which will come at the end of the allotted 45 days."

Accelio is the former JetForm. Like Open Text and PC Docs, it is also based in Canada. Accelio is a developer of electronic forms, workflow, and output management software.

Accelio has retained the services of a financial advisor to assist it in the consideration of the bid. However, judging from Francis' words and tone, there is little chance it will be endorsed by the company. "Open Text is repeating the pattern of its much-publicized attack on PC Docs," said Francis. "And if you remember, they were defeated that time."

After staving off two unsolicited offers from Open Text, PC Docs was finally acquired by another Canadian software firm, **Hummingbird**, in the spring of 1999 [see *DIR* 6/4/99].

For more information: **Accelio**, Ottawa, ON, PH (613) 233-2256, FX (613) 594-8886. **DIR**

B2B E-Commerce Down, But Not Out

Two years ago B2B and e-commerce were two of the hottest terms on the market. Investors were falling over themselves for a stake in companies that featured these terms in their business plans. The future for software developers like **Authentica** seemed golden.

Authentica develops software that applies security restrictions to electronic documents—including documents that are needed for B2B, e-commerce transactions. Authentica can control things like who can view a document, who can print it, how many times it can be printed, on which printer, etc. "Intel was our first customer," recalls Authentica President and CEO Lance Urbas. "In 1999 Intel bought \$386,000 worth of software and services from us. They couldn't wait for us to release our product. That led us to think that everyone else was going to be as savvy as they were."

The Intel application involved the secure exchange of documents between the CPU vendor and its partners, many of whom build their PCs based on Intel's CPU specs.

Authentica has also had some success in the government market where defense and security agencies must guard their electronic document exchanges with the utmost security. However, two years after the Intel installation, we get the impression that Authentica has yet to duplicate the magnitude of its initial sale. "There's been a lot of talk about B2B e-commerce," Urbas told *DIR*. "However, aside from people just buying stuff over the Internet—which isn't an application we fit into—there hasn't been much implementation."



Lance Urbas,
president and CEO,
Authentica.

According to Urbas, Authentica's greatest potential for growth lies in its ability to exploit partnerships. This includes partnerships in the document management space. "Document and content management vendors are great at delivering content to a Web site or repository," said Urbas. "We provide security for documents once they have been delivered."

"In the paper-based world there was natural protection against unauthorized document use. It takes some effort to copy and distribute paper documents. But in the electronic world, one push of a button can distribute a document to a million people. It just boggles my mind that more security measures are not taken. It will probably take some sort of major publicized catastrophe for people to realize how badly they need to secure their electronic documents."

Authentica has established relationships with **FileNET** and **Documentum**, and recently announced one with **Tower Technology**. The Tower partnership involves the integration of Authentica's software with Tower's *WebCapture* application. *WebCapture* creates and stores images of Web pages as a record of e-commerce transactions. "A Web page is still an electronic file," said Urbas. "And, without proper security, it can be altered."

According to Bill Berens, VP of *WebCapture* alliances at Tower, *WebCapture* has early adopters in the Australian government, as well as North American utilities market. "In Australia, many citizens submit all their tax information over the Internet," said Berens, "WebCapture creates a

permanent record of any forms relating to their taxes. Similarly, our utilities applications give customers records of any service or billing changes they may have made online."

Berens said that the Authentica partnership is just one of many that Tower is negotiating to create a complete e-commerce records management package. He said Tower is also in discussions with most of the major electronic signature software vendors. "I am very excited to have so many diverse conversations taking place right now," said Berens. "In addition to ISVs, we are talking with VARs, integrators, and records management professionals."

Like Authentica, Tower is also looking to partner with other content management vendors. "Content management solutions are great at managing the data that they control," said Berens. "However, data affecting a Web transaction often comes from outside sources, like a third-party link or banner ad, or even a legacy feed. To have a true e-commerce record, you need to capture all of this."

"Also, part of the key to making electronic transactions work is that both parties need access to documentation. You think businesses are comfortable letting people inside their firewalls to access documents stored in their content management systems?"

For more information: **Authentica**, Waltham, MA, PH (781) 487-2600, www.authentica.com; **Tower Technology**, Boston, MA, PH (617) 236-5500, www.towertech.com. DIR

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