

# Document Imaging Report

## Business Trends on Converting Paper Processes to Electronic Format

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January 6, 2006

### THIS JUST IN!

#### BATCH CAPTURE FOR COPIERS

To date, the biggest use of scanning on digital copiers has been what is known as ad hoc capture. Primarily, this involves scanning to a user's desktop or utilizing scan-to-e-mail as a fax replacement. Typically, no more than a handful of documents are processed in a single ad hoc transaction.

Rarely are digital copiers associated with batch scanning, which historically has been the lifeblood of the document capture software market. Batch scanning can involve the capture of hundreds and thousands of documents in a single run and is typically used to feed an ECM system and/or structured workflow process. Traditionally, dedicated document scanners have been used for batch capture. However, there is a movement afoot to change this.

**Notable Solutions, Inc.** [which is featured in a story on page 7] is leading a push for the utilization of copiers for batch capture. NSi has a backer in OEM partner **Kyocera Mita America**. Kyocera views the increasing adoption of distributed capture as playing perfectly into the use of digital copiers for batch applications.

"The concept of distributed capture from digital copiers is still quite new," said Akisa Matsudo, product manager for the *KyoCapture* line. "Many people don't realize the potential of an out-of-the-box MFP unit when you add middleware [like *KyoCapture*, which is built on NSi's *AutoStore* technology]. Every time we demonstrate the concept, users are blown away."

To promote distributed capture solutions, Kyocera has launched a professional services department to support its dealers with consulting in areas like batch capture and forms processing. "We require that all Kyocera Mita America salespeople are CDIA+ certified," said Matsudo.

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#### IKON Levels Playing Field For Partners

It has been a long and sometimes winding road for **IKON Office Solutions** as it transitions from a hardware dealer to a solutions provider. The latest turn involves the announcement of a new Premier Partner Program. This program, which has been more than a year-and-a-half in the making, features 10 document and image management application vendors, including several names familiar to *DIR* readers. These are **Captaris, EFI, EMC, Kofax, Notable Solutions Inc. (NSi), eCopy, IBM, and Westbrook Technologies**.

Most of these companies have also been associated with IKON in the past. The new program sets in place a more structured sales, marketing, and support system throughout IKON's regional and national offices. It is the culmination of an effort that began in May 2004. "That's when we began five months of intense vendor meetings to determine which products we wanted to resell," explained Dan Nero, IKON's VP of professional services. "We looked at a number of factors, including a vendor's tenure in the market, the openness of its architecture, and its product's interoperability with other products that we felt we needed. If vendors fit our requirements, we brought them in to negotiate price discounts and support for our channel."

Just over a year ago, IKON announced the first iteration of its partner program. It was built around solutions for document lifecycle management and differentiated between levels of partnerships—including naming a limited number of tier-one vendors. Tier-one partners were provided preferential sales and marketing support. They included EMC, Kofax, NSi, EFI, and Captaris. This naturally upset long-time IKON allies like eCopy and Westbrook, which at the time were doing significantly more business with IKON than some of the competitive vendors selected ahead of them [see *DIR* 11/5/04].

"When you combined our tier-one and tier-two

offerings, we had a set of products that was pretty hard to poke holes in," said Nero. "When a CIO would tell us one product wouldn't work or that it would crash his system, we would always have an alternative. However, after testing the program out in the field for a year, we decided it might be to our benefit to level the playing field and upgrade everyone to tier-one status.

"We had some cases in which it seemed the tier-one vendors were resting on their laurels because they felt they had our channel in the bag. Our new structure fosters a more competitive environment among our partners. This should help IKON, and its sales channel, get the best pricing and services we can."

### **A Partners' Perspective**

Tim James, VP of North American Sales for eCopy, was very pleased with the upgrade in his company's status. "Our business with IKON has grown 40-50% annually over the last four years," James told *DIR*. "Last year, through IKON we sold *ShareScan* applications for more than 4,000 digital copiers. This was despite not getting as much marketing support as we would have liked."

IKON is a highly distributed organization, with more than 450 locations throughout North America, divided into something like 50 regional marketplaces. eCopy's success can

**Continued on page 7...**

### **eCOPY, IKON STRENGTHEN TIES**

eCopy's decision last year to work with multiple hardware vendors has helped lift its status with **IKON**. While long-time eCopy partner **Canon** is still IKON's leading hardware vendor, IKON also offers competitive digital copiers from **Ricoh** and to a lesser extent **HP**. "It's no secret that, for several years, we told eCopy it would suit our business better if they would open up their application to work with other vendors' hardware," said Dan Nero of IKON. "We feel our requests influenced eCopy's change in strategy,"

By our estimates, IKON accounted for approximately 10% of eCopy's overall revenue in 2005, so there is no question their voice was heard. However, according to Tim James of eCopy, it was really ISVs who drove the company's strategy change. "That said, we have developed a number of connectors for IKON's ISV partners that IKON can now leverage across all its hardware," James told *DIR*.

Another positive development is the fact that IKON can now buy *ShareScan* directly from eCopy when installing it with Ricoh and HP machines. Because of contractual obligations, IKON still must buy *ShareScan* through Canon when installing it on ImageRunners.

Nero added that IKON will continue to aggressively sell its own-branded *DocSend* application, a competitor to *ShareScan* (especially when *DocSend* is coupled with **NSi's** *AutoStore* middleware). IKON OEMs *DocSend* from **EFI** and also has an OEM agreement with NSi to create vertical applications. "Those OEM agreements enable us to create products exclusive to IKON, which differentiate us from our competition," noted Nero.

## **Document Imaging Report**

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

Areas we cover include:

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

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## Special Pull-Out Section:

# **Document Imaging Report**

## **Annual Article Index For 2005**

You might say that in 2005, the document imaging industry came in like a lamb and went out roaring like a lion. The early part of the year was marked by a continuation of trends we observed at the end of 2004. Even the big stories, such as **eCopy's** decision to work with multiple hardware vendors and **Captiva's** acquisition of French IDR specialist **SWT**, were not that shocking in light of the direction the market had been moving. In contrast, even though it had been rumored for some time, October's announcement that storage giant **EMC** was acquiring Captiva shook the industry at its foundations. In addition to establishing a pretty fair premium for capture technology, the \$275 million cash deal raised all sorts of questions about the future of capture and its relationship to ECM. As the year wound up, the **Dicom Group**, parent of Captiva-rival **Kofax**, had announced a new CEO to help carry its business to the next level and presumably deal effectively with changes in store for the market in 2006. Stay tuned.

Issue Date	Pg.	Name of Article	Main Topics	Featured
Jan 7, 05	1	2005 Buzzwords: Mailroom, Desktop, Compliance, & Books	IDR, RM	Google, Captiva
Jan 7, 05	1	Pegasus Completes Acquisition	M&A, Tools	Pegasus, TMS
Jan 7, 05	3	<i>DIR</i> Annual Article Index For 2004		
Jan 7, 05	6	Google Imaging Project Biggest Ever	Book Scanning	Google
Jan 21, 05	1	Kodak Brings Its Technology Further Downstream	Scanners, IP	Kodak
Jan 21, 05	1	Kofax, Adobe Ink Partnership	Capture	Kofax, Adobe
Jan 21, 05	2	New Products Should Spur Segment Growth	Scanners	InfoTrends/CapV
Jan 21, 05	3	Pegasus Renews TMS' Product Focus	IP, Toolkits	Pegasus, TMS
Jan 21, 05	4	Dralasoft Expands Verity's OEM Portfolio	M&A, BPM	Verity, Dralasoft
Jan 21, 05	5	SO Series Positioned For The Long Run	Scanners, Patents	Scan-Optics
Jan 21, 05	6	EFI Enters Capture Space	Capture, Copiers	EFI, IKON
Jan 21, 05	7	Dual-Camera Configuration A Differentiator For Sharp	Copiers, Capture	Sharp
Jan 21, 05	1	TiS Introduces Its Mailroom Solution	Capture, IDR	TiS, Xtramind
Feb 4, 05	1	Kofax, Adobe Partnership A Natural	IP, PDF, E-Forms	Kofax, Adobe
Feb 4, 05	1	Captiva Launches ActiveX App	Capture	Captiva
Feb 4, 05	3	IRS Ramping Up Bar Code Project	E-Forms	IRS, Adobe
Feb 4, 05	4	Helping Physicians Navigate The EMR Landscape	Verticals	EMRConsultant
Feb 4, 05	5	Captiva Nails Second <i>Digital Mailroom</i> Sale	Capture, IDR	Captiva, SWT
Feb 4, 05	6	Mid-Market Offers Opportunities For Growth	Channel	Westbrook
Feb 4, 05	8	IBM Boasts Strong ECM Sales	ECM, Channel	IBM
Feb 18, 05	1	eCopy Opens Up The Throttle	Capture, Copiers	eCopy, Canon
Feb 18, 05	1	Visioneer To Sell Xerox UDO	Storage, Channel	Visioneer
Feb 18, 05	3	NSi Inks Third OEM Partner	Copiers, Channel	NSi, Xerox
Feb 18, 05	4	Visioneer Upgrades Sales Team	Scanners, Channel	Visioneer, FCPA
Feb 18, 05	5	Organizer Expects Big Things In Philly	Events, ECM	Advanstar, AIIM
Feb 18, 05	7	Check Industry Ready For Distributed Capture	Check 21	Wausau
Mar 4, 05	1	Kodak Sets Its Course Downstream	Scanners, Capture	Kodak, Kofax
Mar 4, 05	1	Randall Leaves Advanstar	Events	Advanstar, AIIM
Mar 4, 05	3	Direct Network Connections For Workgroup Scanners	Scanners	silex
Mar 4, 05	4	Fujitsu Goes Lower	Scanners	FCPA
Mar 4, 05	5	FormScape Successfully Blends Input & Output	Capture	FormScape
Mar 4, 05	6	eMortgage Alliance Seeks Members	E-Forms	Hyland
Mar 4, 05	7	Michigan Library To Receive Archive-Quality Images	Book Scanning	U. of Michigan

<b>Issue Date</b>	<b>Pg.</b>	<b>Name of Article</b>	<b>Main Topics</b>	<b>Featured</b>
Mar 18, 05	1	ScanSoft OCR Available For Google Desktop App	OCR/ICR, Search	ScanSoft
Mar 18, 05	1	Verity To Incorporate 2D Bar Codes On Forms	E-Forms	Verity, Dataintro
Mar 18, 05	3	BancTec Plans To Reverse Fortunes	Scanners, IDR	BancTec
Mar 18, 05	4	Canon Addresses Changes With IFS, eCopy	Scanners, Copiers	Canon, eCopy
Mar 18, 05	5	LizardTech Lands OEM Deal With Avison	IP, Color	LizardTech
Mar 18, 05	6	Saving Old Microfilm A Priority For Service Bureau	Micrographics	ISC, Kodak
Mar 18, 05	7	Image-Enabling The SMB Space	Document Imaging	Solutions @ MBA; CabinetNG
Mar 18, 05	8	.NET Drives Toolkit Sales	Document Imaging	Atalasoft
Apr 8, 05	1	Kofax Expands Reseller Conference	Capture, Channel	Kofax, EMC
Apr 8, 05	1	ASG Enters Document Management Space	Output, M&A	ASG, Cypress
Apr 8, 05	3	Next Big Thing Has Finally Arrived	Capture, IDR	ReadSoft, TiS
Apr 8, 05	4	IBM, Captiva Targeting Verticals	Capture, Channel	Captiva, IBM
Apr 8, 05	5	FAST Moving To Ink OEM Deals	Search	FAST, Stellent
Apr 8, 05	6	New Models Show Canon Hasn't Lost Focus	Scanners	Canon USA
Apr 8, 05	7	HP Locks Down Scan-To-E-Mail	Copiers, Security	HP, Authentica
Apr 22, 05	1	eCopy, Part Deux Begins	Copiers, Capture	eCopy, Ricoh, Toshiba, Sharp, IKON, Danka, EMC, Canon, HP, NSi, Cranel
Apr 22, 05	1	Verity Introduces Search Into BPM	E-Forms, BPM	Verity, Dralasoft
Apr 22, 05	5	ImageTag Hopes To Challenge eCopy	Capture, Copiers	ImageTag, Iron Mountain
Apr 22, 05	6	E-Forms, Bar Codes And A Paper Trail	Capture, Verticals	Comfidex, R2K
Apr 22, 05	8	Capture Space Surpasses \$900 Million	Capture, Analysis	HSA
May 6, 05	1	Imaging Offers Efficient Path To EMR	Verticals	SRS Software
May 6, 05	1	Show Attendance On Target	Events	Questex Media
May 6, 05	3	VRS Improves Color Capabilities	IP, Color	Kofax
May 6, 05	4	E-Mail Management: A Killer App For Imaging Vendors	RM, Capture	ZyLab, Kofax
May 6, 05	6	Fujitsu, Kofax Improve Desktop Offerings	Capture, Scanners	Kofax, FCPA
May 6, 05	7	Verity Introduces New Web Capture App	Capture	Verity, IDX
May 20, 05	1	Captiva Takes Hold Of IDR Technology	IDR, M&A	Captiva, SWT
May 20, 05	1	Some New Stuff To Look For At AIIM	Events	Plustek, MatrixView
May 20, 05	3	Redaction-Gate Makes Headlines	Verticals, PDF	AINS, Privasoft, Appligent
May 20, 05	4	Ascent Continues To Ascend Enterprise Ladder	Capture	Kofax
May 20, 05	5	Kodak Completes Transition To iSeries	Scanners, IP	Kodak, FCPA
May 20, 05	7	Captaris Showcasing Integrated Suite	BPM, M&A	Captaris
May 20, 05	7	Semi-Structured Forms For The Masses	Capture, OCR/ICR	ABBYY USA
May 20, 05	8	Distributed Capture Drives DjVu	IP, Color	LizardTech
Jun 3, 05	1	Finally, A Maturing Market For Capture	Capture, IDR, M&A, Financials	Kofax, Captiva, ReadSoft, RRI
Jun 3, 05	1	Show Survives Move To Philly	Events	Questex Media
Jun 3, 05	1	Kofax Debuts Auto-Separation	Capture, IDR	Kofax
Jun 3, 05	3	Bish Discusses Integration Of SWT	Capture, M&A	Captiva, SWT
Jun 3, 05	4	RRI Now Part Of SunGard	Capture, M&A	RRI, SunGard
Jun 3, 05	4	Peladon Shows Innovative Capture Technology	Capture, IDR	Peladon, Mitek
Jun 3, 05	5	Invoice Processing Moving Downstream	Capture, IDR	AnyDoc, I.R.I.S.
Jun 3, 05	6	Scantron Debuts New Capture App	Capture	Scantron, ABBYY
Jun 3, 05	6	What A Difference A Year Makes	Copiers, Capture	eCopy, Canon USA, IKON, NSi
Jun 3, 05	7	Imaging A Cash Cow For ScanSoft	M&A	ScanSoft, Nuance



<b>Issue Date</b>	<b>Pg.</b>	<b>Name of Article</b>	<b>Main Topics</b>	<b>Featured</b>
Jun 17, 05	1	ECM Market Spinning Its Wheels	ECM, Financials	Open Text, FileNet
Jun 17, 05	1	Kodak To Resell ImageTracs In EMEA	Scanners	IBML, Kodak
Jun 17, 05	4	New CEO Pushes Down SOA Path	Document Imaging	Westbrook
Jun 17, 05	6	Böwe Bell & Howell Introduces New Cameras	Scanners	BBH Scanners
Jun 17, 05	6	Kodak Eyes Vertical Push	Channel	Kodak
Jun 17, 05	7	Panasonic Touts Steel Scanners	Scanners	Panasonic
Jun 17, 05	7	Surprise: Kofax Unveils VRS Plus	Capture, IP	Kofax
Jul 1, 05	1	High-Volume Vendors Finding Their Way In Changing Market	Scanners, Capture	Scan-Optics, BancTec, KLD
Jul 1, 05	1	Verity Not Competing With "Free"	Search, M&A	Verity, 80-20
Jul 1, 05	1	Scan-Optics Puts Focus On Services	Scanners, BPO	Scan-Optics
Jul 1, 05	3	BancTec Continues Renaissance	Scanners, IDR	BancTec
Jul 1, 05	4	KLD Makes Play For Bank Branches	Check 21, IDR	Kliendeinst, KLD
Jul 1, 05	5	Network Scanning: From Kludgey To Cool	Network Scanning	HP, silex
Jul 1, 05	7	Visioneer Charges Forward	Scanners, Channel	Visioneer, FCPA
Jul 1, 05	8	Canon Introduces New Scanners	Scanners	Canon USA
Jul 1, 05	8	FCPA Service Gaining Traction	Scanners, Service	FCPA
Jul 22, 05	1	Captiva Strives Toward Enterprise-Wide App	Capture, Verticals	Captiva, ESI
Jul 22, 05	1	HSA To Host Capture Conference	Events, Capture	HSA
Jul 22, 05	3	What's Next For PDF-A?	RM, IP	Adobe, CVision
Jul 22, 05	6	Imaging: A Safer Archiving Alternative For E-Docs	Capture	Captovation, ING
Jul 22, 05	6	Former Symbus Offices Closed	Capture, M&A	Captiva, SWT
Jul 22, 05	7	Services Playing Bigger Role At IKON	Copiers, Channel	IKON
Aug 5, 05	1	ISV Takes Over Where ERP Leaves Off	ERP	IIS, JD Edwards
Aug 5, 05	1	Kofax Execs To Lead Dicom Global Efforts	Capture, M&A	Dicom Group
Aug 5, 05	3	TiS Tightens SAP Integration	Capture, ERP	TiS
Aug 5, 05	4	Imaging Driving ECM Sales	ECM, Verticals	FileNet
Aug 5, 05	5	Pegasus Upgrades ScanFix	Toolkits, IP	Pegasus, TMS
Aug 5, 05	6	Vickers Leads Pixel Resurgence	Toolkits, Scanners	Captiva, Pixel
Aug 5, 05	7	Capture Completes SunGard Suite	Capture, M&A	SunGard, RRI
Aug 19, 05	1	Pre-Printed ICR Test Decks Now Available	Capture, OCR/ICR	ADI, ExactData
Aug 19, 05	1	Forgent Hires Enforcer	IP, Patents	Forgent, Inavisis
Aug 19, 05	3	Check Scanning A Natural For Kodak	Scanners, Capture, Check 21	Kodak, DCC, Wausau
Aug 19, 05	5	Parascript Recognizes Avenues For Diversification	OCR/ICR, Check 21	Parascript
Aug 19, 05	7	Silas Pursuing OEM Strategy	Capture, ECM	Silas, Captiva
Sep 9, 05	1	Has TWAIN's Day Finally Arrived?	Scanners, M&A	JFL, Visioneer
Sep 9, 05	1	Plasmon Introduces File Shredding For WORM Disc	Storage, RM	Plasmon
Sep 9, 05	4	eCopy Ups European Efforts; Strengthens Ties With Ricoh	Copiers, Capture	eCopy, Ricoh
Sep 9, 05	6	Metro Looks like Viable PDF Alternative	PDF	Microsoft
Sep 9, 05	7	Intrepid Partnership Shores Up FCPA Service	Service	FCPA, Intrepid
Sep 9, 05	7	OmniPage 15 Boasts Strong PDF Capabilities	OCR/ICR, PDF	ScanSoft
Sep 9, 05	8	ERP Integration Paying Off For Capture Vendors	Capture, ERP	TiS, ReadSoft
Sep 23, 05	1	Capturing Capture Market Share	Events, Capture	HSA
Sep 23, 05	1	FCPA Improves Departmental Offering	Scanners, Events	FCPA, Visioneer
Sep 23, 05	2	Adobe Shopping PDF Tools To OEMs	Capture, IP	Adobe, Canon
Sep 23, 05	3	A Look At Check Capture QA	Check 21	FSTC
Sep 23, 05	5	10g Represents Oracle's Latest ECM Effort	ECM, Capture	Oracle, Kofax
Sep 23, 05	6	FileNet Partners With BI Giant Cognos	ECM, BI	Cognos, FileNet
Sep 23, 05	6	Scan-Optics Staying The Course	Scanners, BPO	Scan-Optics
Sep 23, 05	8	TABS Tabs New President	Copiers, Capture	Toshiba, eCopy

Issue Date	Pg.	Name of Article	Main Topics	Featured
Oct 7, 05	1	Advanced Compression Making Its Mark	IP, Color, Verticals, PDF	LuraTech, LizardTech, CVision. JRA
Oct 7, 05	1	CDIA+ Exam Updated	Pro. Development	CompTIA
Oct 7, 05	5	New Functionality Sparks Debate	Scanners, Patents	Kodak, ScanSoft, Visioneer, Fujitsu
Oct 7, 05	6	eCopy Entering Uncharted Waters	Copiers, Capture, Financials. Channel	eCopy, Canon, Toshiba. Sharp
Oct 7, 05	7	Microsoft Strengthens ECM Position	ECM, BPM	Captaris
Oct 7, 05	8	Some Views From ARMA	Events	ARMA, AIIM
Oct 21, 05	1	Lockheed Confirms Census To Be Captured In Color	Verticals, Capture	Lockheed Martin
Oct 21, 05	1	Why Is Microsoft Supporting PDF?	PDF, IP	Microsoft
Oct 21, 05	3	Speculation Rampant In Wake Of Dicom Shortfall	Capture, Financials	Dicom, Kofax
Oct 21, 05	4	Datacap Stays Ahead Of The Game	Capture, IDR	Datacap
Oct 21, 05	5	Vendors Launch Professional Services Association	Pro. Development	TPSA, IKON
Oct 21, 05	7	NSi Announces New Products And Partners	Copiers, Capture	NSi, Ricoh
Nov 4, 05	1	Acquisition Rocks Capture World	M&A, Capture, ECM, COLD	Captiva, EMC, Documentum, Acartus, IBM
Nov 4, 05	4	Taking A Fresh Look At SMB Imaging	ECM, Collaboration	KnowledgeLake, Visioneer, Daybreak
Nov 4, 05	7	E-Mail Discovery Killer App For Iron Mountain Digital	E-Mail, RM	Iron Mountain
Nov 4, 05	8	eCopy Offers Unique MRC App	Copiers, IP	eCopy
Nov 18, 05	1	Imaging Vendor Facilitates Free Trade	IDR, Verticals	Applied Docs, Datacap
Nov 18, 05	1	Market Leader Improves Workgroup Line	Scanners	Fujitsu, FCPA
Nov 18, 05	3	Ease Of Installation Key To Million-Dollar Deal	Forms, Verticals	ReadSoft
Nov 18, 05	4	LuraTech MRC Software Licensed By Internet Archive	IP, Book Scanning	LuraTech, OCA
Nov 18, 05	5	FileNet Upgrades <i>Capture</i>	Capture, ECM	FileNet
Nov 18, 05	6	Open Text, EMC On Good Terms	ECM, Capture	Captiva
Nov 18, 05	7	Ricoh Forges Ahead With <i>GlobalScan</i>	Copiers, Capture	Ricoh, eCopy
Nov 18, 05	8	AIIM Broadens Its Focus for DMSP Survey	Pro. Development	AIIM
Dec 2, 05	1	Westbrook Beating The SOA Drum	ECM, Web Services	Westbrook
Dec 2, 05	1	Naming Names	Partnerships, M&A	Kofax, FileNet
Dec 2, 05	3	Patented Technology Covers Distributed Data Entry	Capture, Check 21	Orbograph
Dec 2, 05	5	Top Mortgage Lenders Rely On SourceCorp	Services, Verticals	SourceCorp
Dec 2, 05	6	Comfidex Gearing Up For 2006	Capture, Verticals	Comfidex
Dec 2, 05	6	Paper-Handling, Warranty, Upgraded On 5x20s	Scanners	FCPA
Dec 2, 05	7	Medicare PDP Represents Challenge, Opportunities	BPM, Verticals	Softheon, CMS
Dec 2, 05	8	Archive Founder Discusses Book Scanning	Book Scanning, IP	Internet Archive
Dec 16, 05	1	ASP, aka SaaS, Making a Comeback	Services, Channel	Grapevine, Digitech
Dec 16, 05	1	New CEO Knows Growth	Capture, M&A	Dicom Group
Dec 16, 05	4	Scientigo Touts Advanced IDR Technology	OCR/ICR, IDR, Patents, XML	Scientigo, CDG, Boeing
Dec 16, 05	6	Scantron Introduces Imaging Hardware	Scanners, OMR, Channel	Scantron
Dec 16, 05	7	BBH Scanners Positions Itself For Growth	Scanners	BBH Scanners

**Key to index abbreviations:** IDR - intelligent document recognition; RM - records management; M&A - mergers and acquisitions; IP - image processing; BPM - business process management; ECM - enterprise content management; BPO - business process outsourcing; BI- business intelligence

## ***IKON, FROM PAGE 1***

be attributed to its working directly with IKON's regional personnel. eCopy has 15 individuals dedicated to supporting IKON.

"We feel like we've earned our Premier Partner status," James said. "Even when we were a tier-two partner, we had access to the IKON channel. We kept our nose to the grindstone and worked that channel one sale at a time. We will continue to do that, but now have additional sales and marketing support from IKON to supplement our efforts."

### ***Bottoms Up***

Westbrook, which has more than 1,000 installations with IKON, also has a dedicated IKON sales team and has had success working directly with IKON's regional salespeople. This is indicative of the work-in-progress that IKON is. Like most rollups that have not been fully integrated, IKON is still primarily driven from the bottom-up. Although its national accounts business continues to grow and land some impressive deals, the majority of IKON's sales are still driven by its regional offices. Many of these offices were independent businesses before being acquired, and, for better or worse, still operate that way.

The original partner program, and its tiered designations, didn't work out because it came from the top-down. Asking a regional office selling an eCopy and Westbrook-based solution to move to an EFI/NSi and EMC/Documentum-based offering is akin to changing horses in mid-stream—especially when you consider most of the regional salespeople are still cutting their teeth on document imaging. (Westbrook just came on board with IKON in 2002, and eCopy didn't really start gaining traction in the market until around 2000.)

Nero promises 2006 will be a "year of simplicity" as far as partner development goes. "We don't want to change too much because it creates too many repercussions in our sales channel," he told *DIR*. "For the next year, we'll focus on sales, marketing, and training. We will also continue our evolution from a VAR to an integrator and adding to our portfolio of embedded and OEM technology—mainly working with our existing partners."

[http://www.ikon.com/services/professional\\_services/default.asp](http://www.ikon.com/services/professional_services/default.asp)

## **NSi Looking To Fill Void In Capture Market**

Sometime after the first of the year, you can expect to hear a sucking sound in the document capture

space, as industry leader **Captiva** is subsumed into storage/content management giant **EMC**. There are many who feel the completion of this acquisition will leave a large hole in the billion-dollar capture market, and vendors are already lining up to fill it in.

**Notable Solutions, Inc.** (NSi) of Rockville, MD, is one of those vendors. To date, NSi has focused primarily on adding scanning capabilities to digital copiers. However, the recent announcement of its *Open Scan* PC-based scanning module, as well as a decision to make all its ECM system connectors available at no extra charge, signals the company is ready to move more aggressively into production capture.

"We view Captiva's days as an independent front-end for third-party ECM products as over," said Ali Tehrani, president and CEO of NSi. "This leaves **Kofax** as the only major player in that area. We've heard some rumors surrounding Kofax, but even if nothing happens, it's very risky for all ECM vendors to be dependent on a single capture partner."

Many feel that **IBM** was burned when its arch-rival in the storage market, EMC, picked up one of its primary capture partners. However, IBM also has a strong relationship with Kofax and develops its own forms processing software as well. According to Tehrani, IBM has also begun working more closely with NSi. "We have a long history with **Lotus** and *Domino.doc* and, in **IKON**, we share a major channel partner," he told *DIR*. "In the early part of 2006, we will announce a version of *AutoStore* that can be embedded with IBM's *Content Manager*."

NSi has already released a version of *AutoStore* embedded in **Interwoven's** ECM application. It leverages NSi's *Refero*<sup>2</sup> technology, which was announced last fall [see *DIR* 10/21/05]. *Refero*<sup>2</sup> is a method for efficiently indexing documents for submission to an ECM system. "It reverses the traditional 'scan-to' paradigm and enables users to create requests for electronic content from within their Interwoven desktops," said Tehrani. "These requests generate electronic tickets, which automatically include indexing information based on the context of the desktop."

Tehrani gave us an example related to legal services, which is Interwoven's top vertical. "If an electronic ticket is created while the desktop is open to a particular case or matter file, it will automatically include the case number and attributes associated with that matter or case," said Tehrani. "A document being scanned can then be matched with its index through a bar coded cover sheet created by *Refero*<sup>2</sup> and printed on the same MFP used for scanning, or because the application



is embedded, the electronic ticket can be represented as a button on the digital copier touchscreen. Remote users can even send electronic tickets with faxes or e-mails that need to be captured."

Tehranchi has always been focused on selling *AutoStore* to the IT department rather than to the purchasing and operations managers traditionally responsible for buying copiers. He has come to realize that partnering with ECM vendors may be the most efficient way to accomplish this. "When I presented at the Interwoven conference, the sales people and the channel partners seemed to get what I was saying after about a half hour," he told *DIR*. "With some digital copier dealers, you could invest 100 man hours and not be able to achieve that level of understanding."

Tehranchi is also excited about large opportunities presented by potential partnerships with the likes of **FileNET** and IBM. "Large ECM vendors have installations with businesses that utilize 10,000 hardware devices," he said. "Making our connection modules available for free makes *AutoStore* an attractive capture option, especially when compared to **eCopy** [the market leader in scanning applications for digital copiers], which charges \$1,500 per device, per ECM connector. It also simplifies our pricing structure."

NSi is also working closely with **Microsoft** and has embedded its technology in *SharePoint* through a partnership with **BearingPoint**. "We just completed a year that saw our business grow more than 300%, mainly through our work with digital copier vendors and dealers," said Tehranchi. "Our next step up the

food chain is to work more closely with ECM vendors. *AutoStore* offers them an avenue for capturing content from anywhere without having to invest in their own capture application."

<http://www.nsius.com>

## BATCH CAPTURE, FROM PAGE 1

"Dealers that offer *KyoCapture* also have at least one CDIA+ certified individual on staff."

### A New Copier Capture Option

*DIR* was also recently introduced to *Tiff Ninja*, which is being marketed as a less expensive alternative to *AutoStore*. *Tiff Ninja* was developed by **Westbrook Technologies** reseller **InfiNet Business Systems**. "Tiff Ninja enables MFPs and digital copiers to function like production scanners," explained Tony Bishop of InfiNet. "It has features like bar code recognition, blank page deletion, auto-rotation, and automatic document separation that don't come on most MFP scanning applications. *Tiff Ninja* enables you to throw 150 pages in the feeder of your digital copier and scan them in one batch."

*Tiff Ninja* can be installed in a standalone mode or on a server fed by multiple devices. It is hardware vendor independent and can release captured documents into a network folder used to feed an ECM application. The workstation version lists for \$750, while a server version is priced at \$2,900. To date, InfiNet has been selling *Tiff Ninja* directly but is looking to increase its distribution channels.

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