

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

4003 Wood Street ● Erie, PA 16509 ● PH (814) 866-2247 ● <http://www.documentimagingreport.com>

January 7, 2011

MFP Capture, SharePoint 2010 among Hot Trends for 2011

DIR's annual predictions and a review of last year's prognostications

2010 proved to be a rebound year for both the economy in general and the document imaging industry. While economists are still debating whether or not we have fully recovered from the global recession of late 2008 and 2009, signs are that the imaging industry—especially the software market, has bounced back nicely.

If we look at **Kofax** (the largest publicly traded company with a primary focus on document imaging) as a bellwether, things are certainly looking up. For its fiscal 2010 (ended on June 30), the Irvine, CA-based entity announced a 27.4% growth in its software business (14.4% if you exclude growth from acquisitions and account for fluctuations in currency). This was a strong rebound from 2009, for which Kofax reported an 8% decline in software revenue (accounting for currency fluctuations).

The investment community has certainly taken notice of Kofax's renewed success, with the company's stock value increasing some 65% in calendar 2010. In fact, Kofax's price per share recently rose to more than three British pounds for the first time in our memory. Much smaller imaging players like **Top Image Systems** and **Mitek** have also seen their shares make significant gains in recent months. Mitek, which specializes in transactional capture from smart phones, had its stock price rise more than 500% for the year.

On the hardware side, even while document scanning continues to become more mainstream, the market has certainly not returned to its boomtime of the mid-2000s. A lot of this has to do with the improvement of MFPs for scanning, as well as improvements in dedicated scanners themselves. Especially as more organizations build out distributed capture infrastructures, scanning from MFPs has become a more viable document capture option. In addition, better, faster, and cheaper dedicated scanners mean users can now spend one-tenth of what they formerly did and get similar results.

A look back at 2010

With that backdrop set, it is now time for our annual *Document Imaging Report* predictions for the upcoming year. As always, we'll start off by analyzing our previous year's prognostications, which, for 2010, were unusually accurate. We actually hit on four out of five, or 80%, by our accounts. For perspective, for 2009 (when we almost all suffered down years), our self-calculated accuracy rate was just 43% [see *DIR* 1/8/10]. This followed a 70% score for 2008 [see *DIR* 1/9/09].

Here's a look at our 2010 predictions and explanations of why we thought they were right or wrong:

1. Convergence of the e-discovery and ECM software markets – We consider this to be a swing and a miss. We're not exactly

sure why there is not more progress in this area. There certainly seems to be increasing interest in records management in the ECM space, but it hasn't quite translated into a direct connection between ECM and e-discovery applications.

There are just so many synergies in areas like early case assessment, covering your behind, search, and archiving, that we can't believe the two industries haven't completely melded together. But, that doesn't seem to be the case. E-discovery companies are still primarily e-discovery companies and ECM vendors sometimes integrate with their software, but there remains a church-and-state-like separation.

It may just be a case of old habits dying hard at legal departments and law firms, which are accustomed to managing their own document domains. Whatever the reason, mainstream convergence of ECM and e-discovery isn't even close to being realized yet. However, it's something we will continue promoting because of the tremendous potential benefits.

2. More aggressive movement of ECM vendors into capture – If our first prediction was a strikeout, this one could be considered a home run, based on **IBM's** acquisition of **Datacap** in August [see *DIR* 8/20/10]. We also saw some new partnerships between capture ISVs like **Brainware** and **ReadSoft** and ECM players like **Perceptive**, **Oracle**, **Hyland**, **KnowledgeLake**, and **Ariba**.

3. Emergence of enterprise capture strategies – Kofax seemed to make a killing in 2010 by positioning its software as an enterprise platform. According to its year-end report, for its fiscal year 2010, Kofax closed 17 sales over a half-million dollars and nine greater than a million—representing 70% and 80% increases, respectively. Almost all included multiple components of Kofax's suite of software products and several were advertised as "enterprise deals."

Enterprise capture is basically the ability to address multiple imaging applications with a single platform. This contrasts with the way capture has traditionally been deployed—on a departmental basis. Enterprise capture addresses distributed, as well as centralized requirements, and both data and document capture.

Kofax's large wins indicate that end users are starting to embrace enterprise capture strategies. In addition, IBM said that demand for enterprise capture played into its decision to buy Datacap, while **EMC Captiva** has been adamant about positioning InputAccel as an enterprise capture platform. Finally, the emergence of SharePoint 2010 as a potential enterprise document and image management platform would seem to create demand for an enterprise capture infrastructure to feed it.

4. Greater adoption of mobile capture – No, we have not seen huge use of mobile phones for document capture. But, we have seen tremendous success by Mitek in the area of check capture. The San Diego-based ISV has signed distribution agreements for its check capture and recognition technology with the likes of **Wausau, Fiserv, NetDeposit, NCR, and J&B. Chase Bank and Paypal** are prominent end users of Mitek's technology. These deals helped Mitek increase its revenue by 43% for its fiscal 2011 (ended Sept. 30), including more than 100% in the fourth quarter—so momentum is definitely headed in the right direction.

If the mobile capture market follows the same path as the traditional capture space, adoption of more general document capture should follow the adoption of capture for payments. In addition, at AIIM 2010, **ABBYY USA** discussed the headway it is making with its mobile OCR SDK [see *DIR* 5/7/10]. Because of implementation logistics, there is typically a lag time between SDK sales and end-user adoption, but we take ABBYY's report as a sure sign that more end user adoption of mobile OCR technologies is on the way.

5. Capture of medical records emerges as a huge opportunity – This certainly proved true among service bureaus, many of which have cited increasing backfile conversion opportunities, as hospitals and medical practices look to take advantage of federal stimulus reimbursements, as well as avoid future penalties for not having EMR implementations that meet **CMS'** meaningful use requirements. That said, the opportunity for document imaging software vendors was not quite what we thought it would be. This may be because EMR is still in its first wave of mass adoption, and users don't yet fully understand that

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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

DIR brings you the inside story behind the deals and decisions that affect your business.

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Editor: Ralph Gammon
4003 Wood Street
Erie, PA 16509
PH (814) 866-2247
FX (412) 291-1352
ralphg@documentimagingreport.com



Managing Editor:

Rick Morgan
PH (814) 866-1146
rickm@scandcr.com

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RMG Enterprises, Inc.
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Pull-Out Section:

Document Imaging Report

Annual Article Index For 2010

The next four pages contain an index of the articles that *DIR* published in 2010. If there are any articles in this list that you are interested in seeing, please contact Editor Ralph Gammon. He can be reached at ralphg@documentimagingreport.com or (814) 866-2247.

Note on “Featured” companies: To avoid redundancy, if a company’s name is mentioned in the headline (“Name of Article”), it is not always included in the “Companies Featured” column. This is done to save space, and because we wanted to list as many relevant entities as possible.

Key to index abbreviations (listed in order of appearance): ECM - enterprise content management; M&A - mergers and acquisitions; TCM - transactional content management, IDR - intelligent document recognition; BBH - Böwe Bell + Howell; MFPs - multi-functional peripherals; RM - records management; HSA - Harvey Spencer Associates; MPS - managed print services; EMEA - Europe, Middle East and Africa; FCPA - Fujitsu Computer Products of America; BPM - business process management; SaaS - software as a service; NARA - National Archives and Records Administration; IP - image processing; PSNA - Panasonic Systems Network company of America (PSNA); IAPP - International Association of Accounts Payable Professionals; OBS - Océ Business Services; BPO - business process outsourcing; TIS - Top Image Systems; MTC - Moyse Technology Consulting; TABS - Toshiba America Business Solutions; EMR - electronic medical records; WMMC - White Memorial Medical Center; JITC - Joint Interoperability Test Command; SDKs - software development toolkits; P2P - Purchase-to-Pay; NSI - Notable Solutions, Inc.; HSA - Harvey Spencer Associates; CA - Computer Associates; PBMS - Pitney Bowes Management Services; CMS - Centers of Medicare and Medicaid Services; Moyse Technology Consulting; USPS - United States Postal Service; IIS - Image Integration Systems; PBGS - Pitney Bowes Government Services

Issue Date	Pg.	Name of Article	Type of Article	Companies Featured
Jan 8, 10	1	<i>DIR's</i> Annual Predictions for 2010	ECM, TCM, IDR	Multiple
Jan 8, 10	1	BBH Acquisition Leads To Kodak Reorg	Scanners, Channel	Kodak, BBH
Jan 8, 10	3	<i>Document Imaging Report</i> Annual Article Index for 2009		
Jan 22, 10	1	Laserfiche Growing Into Major Player	ECM, Events	Laserfiche
Jan 22, 10	1	Ricoh Americas Reselling Alchemy To Healthcare Space	MFPs, ECM, RM, Channel	Ricoh, Open Text
Jan 22, 10	3	<i>Quick Fields</i> receives good reviews	Capture, ECM	Laserfiche, HSA
Jan 22, 10	4	Peladon introduces single-user invoices app	Capture, IDR	Laserfiche
Jan 22, 10	5	New Service Offers “Second-Shift” Data Entry	Capture, Services	Orbograph
Jan 22, 10	6	Increasing Productivity With Remote Keying	ECM, Healthcare	CHMB
Jan 22, 10	6	Wasner hosting <i>SharePoint 2010</i> seminars	Events, ECM	Kollabria
Jan 22, 10	7	Open Text Upgrades Capture	IDR, M&A	Open Text, SAP
Jan 22, 10	8	eCopy specialist adds MPS	Capture, MFPs	Intellihub, eCopy
Feb 5, 10	1	Examining Some New SaaS Plays	SaaS, ECM	DocuWare, KnowledgeTree
Feb 5, 10	1	Rudolph Accepts Position with PFU EMEA	Scanners, Channel	FCPA
Feb 5, 10	5	Insurance DM Consultants Partner With HP	ECM, Verticals	DocuConsulting
Feb 5, 10	6	Increased Partnerships to Drive Growth for Cabinet NG	ECM, Channel	Psigen, KOM
Feb 5, 10	7	Kofax Upgrades MarkView, Capture, and Express Lines	Capture, BPM, M&A, IDR, Channel	170 Systems, Basware, SAP

Issue Date	Pg.	Name of Article	Type of Article	Companies Featured
Feb 19, 10	1	A Look at Imaging's Expanded Role in 2010 U.S. Census	Capture, Scanners, OCR/ICR, OMR, IP	Lockheed Martin, IBML, NARA
Feb 19, 10	1	Nuance Offers Free PDF Reader, Cloud Service	IP, PDF, OCR/ICR	Nuance, Adobe
Feb 19, 10	1	Scanner Vendors Return to AIIM Show	Scanners, Events	FCPA, Kodak, AnyDoc, Kofax
Feb 19, 10	4	Panasonic Upgrades Workgroup Line	Scanners	PSNA
Feb 19, 10	5	FCPA Takes Aim At Front Office Production Scanning	Scanners, IP	FCPA, Kofax
Feb 19, 10	6	Kodak Upgrades Scan Station, Truper, and LVP Lines	Scanners, Admin	Kodak, Kofax
Feb 19, 10	7	Imaging A Key Component For Meaningful Use	Healthcare, ECM	Hyland, Meditech
Mar 5, 10	1	eCopy Integral Part of Nuance's Plans	Capture, M&A, MFPs	Nuance, Canon, eCopy, LDI
Mar 5, 10	1	TAWPI, IAPP, Gearing Up for Big Event	Events, Capture	TAWPI, IAPP
Mar 5, 10	5	Ocè Brings Mailrooms Into The 21st Century	Capture, BPM, IDR	OBS
Mar 5, 10	6	Kodak Introduces LVP Line	Scanners, IP	Kodak
Mar 5, 10	8	New Banker For Kofax	Capture, Financials	Canaccord Adams
Mar 19, 10	1	ACS Introduces Smart Phone Capture For Truckers	Capture, Mobile	Xerox, UPS
Mar 19, 10	1	Ariba Aligns With ReadSoft For Capture & Workflow	Capture, Channel	Ariba, KnowledgeLake
Mar 19, 10	4	J&B Introduces SaaS Option for RDC with Mobile Phones	Capture, Check 21, Mobile, BPO	Mitek, 3i InfoTech
Mar 19, 10	5	KM Offers First MFPs With ABBYY Embedded SDK	MFPs, OCR	Konica Minolta
Mar 19, 10	6	LuraTech Introduces App. Monitoring Cockpit	Capture, IP	LuraTech
Mar 19, 10	7	Gaming Scanner Manufacturer Exploring DM Market	Scanners, Channel	Chatsworth Data
Apr 2, 10	1	Charactell Offers Invoice Capture for QuickBooks Users	Capture, OCR/ICR, A/P, Channel	Audi, Jones Apparel, TIS
Apr 2, 10	1	Malaysian Company Upgrades TRIM Viewer	ECM, Viewing	VersaPAC, HP
Apr 2, 10	3	OBS Debuts Service Bureau Facility	Capture, BPO, A/P	Kofax, Digitech
Apr 2, 10	4	MFP-Focused Imaging ISV Growing, Moving Upstream	ECM, Channel	Square 9, InfiNet
Apr 2, 10	6	Toshiba Targets SMBs with Web-Based DM System	MFPs, ECM	DocuWare
Apr 2, 10	6	EMR Implementation Paying Off For L.A. Hospital	ECM, Healthcare	WMMC, Xerox
Apr 2, 10	7	CVision earns EMC Accreditation	Capture, IP, PDF	CVision, EMC
Apr 23, 10	1	Tangent Introduces Check Tools For Document Capture Vendors	Check 21, SDKs, Capture, OCR/ICR	Tangent Imaging Systems, EMC
Apr 23, 10	1	KnowledgeLake Set to Make Big Splash at AIIM	ECM, Events	Microsoft
Apr 23, 10	4	Cintas Growing Document Imaging Footprint	BPO, M&A	Cintas
Apr 23, 10	5	IBML Introduces Scanner Reporting Module	Scanners, Capture	IBML
Apr 23, 10	6	Kodak Partner Connects Scan Station with ERP Apps	Capture, Scanners	BCS Systems
Apr 23, 10	7	Microsoft Alliance Pays Off For Global 360	BPM, Channel	Global 360
May 7, 10	1	Looking for the Missing Link	Mobile, Capture, Scanners	ABBYY, Apple, Visioneer, HP
May 7, 10	1	Laserfiche Excited About <i>SharePoint</i> RM Opportunities	ECM, RM, Verticals	Laserfiche, Microsoft, JITC
May 7, 10	3	EMC touts flexibility of SOA capture	Capture, SOA	EMC Captiva
May 7, 10	4	Snowbound reports strong first quarter	SDKs, Viewers	Snowbound
May 7, 10	6	Open Text Offers "Compliance" for <i>SharePoint</i>	ECM, RM	Open Text, SAP
May 7, 10	6	Nuance Pumps Up <i>ShareScan</i> OCR	OCR/ICR, SDKs	Nuance, EMC
May 7, 10	7	OPEX Upgrades Drop Scanner	Scanners, Capture	OPEX
May 21, 10	1	Why Fusion 2010 Worked	Events, A/P	TAWPI, IAPP
May 21, 10	1	Imaging 411 Distributing New Hitachi Scanner	Scanners, Service	MCM Consulting
May 21, 10	3	Behind the Scenes at Fusion 2010	Events, A/P, P2P, Remittance, SaaS	Allstate, OPEX, J&B Software

Issue Date	Pg.	Name of Article	Type of Article	Companies Featured
May 21, 10	4	Reseller Keymark Establishes National Footprint	Channel, ECM	Keymark, OPEX
May 21, 10	6	CVision Demos Powerful OCR & Invoices Products	Capture, A/P, IDR	CVision, Nuance
May 21, 10	7	Datacap Shows Innovative MFP Integration	Capture, MFPs	Lexmark
May 21, 10	8	Fusion Conference Session Notes	Events, EMR, BPM	Accenture, IBML
Jun 4, 10	1	New President To Lead AtalaSoft's SharePoint Push	Viewing, SDKs	Atalasoft
Jun 4, 10	1	Lexmark Picks Up Perceptive	M&A, MFPs, ECM	Perceptive Sftwre
Jun 4, 10	3	A Final Look at AIIM 2010	Events, e-discovery, BPO, MFPs, SOA	Iron Mountain, NSi, GoScan
Jun 4, 10	8	More On Integration of Mobile Scanners and Smartphones	Mobile, Scanners, MFPs	I.R.I.S., Plustek, eCopy
Jun 18, 10	1	Kofax Right Where Bish Wanted It	Capture, Financials	Kofax, Canon
Jun 18, 10	1	HSA Event Filling Up Quickly	Events, Capture	HSA
Jun 18, 10	4	Enterprise Capture A Hot Trend	Capture	Kofax, Brainware
Jun 18, 10	5	Smaller TIS Focused on Increasing Profits	Capture, Finacials	TIS, J&B
Jun 18, 10	6	Brainware Continues Impressive Growth	Capture, IDR	Oracle
Jun 18, 10	7	Integrator Introduces New Claims Capture Software	Capture, Verticals	CaptureSage
Jul 2, 10	1	AnyDoc Finds BPM Dance Partner	Capture, BPM	AnyDoc, Appian
Jul 2, 10	1	Laserfiche, Microsoft Complete DoD Testing	RM, ECM	CA, Autonomy
Jul 2, 10	3	Capture and BPM Markets Converging	Capture, BPM	AnyDoc, Appian
Jul 2, 10	4	SAP to Resell EMC-Based Solutions	Capture, ERP	EMC, SAP
Jul 2, 10	5	Lexmark Promises Laissez Faire Approach to Software	M&A, MFPs, ECM, Capture	Lexmark, Perceptive
Jul 2, 10	7	Omtool Strategically Aligned with PBMS	Capture, MFPs	PBMS, Omtool
Jul 2, 10	7	QAI Reselling Infinivault	Channel, Storage	QAI.; ProStor
Jul 16, 10	1	The Latest and Greatest in Archiving Technology	Storage, Channel	ProStor, QAI
Jul 16, 10	1	A Diversified EMR Offering	BPO, RM, BPM	Diversified
Jul 16, 10	4	CMS Not Giving Imaging Its Due	Healthcare, RM	Iron Mountain
Jul 16, 10	6	Safer Offers Innovative Batch Compression Technology	Capture, IP	Safer, Inc.
Jul 16, 10	8	NewSoft Growing With Desktop Imaging Market	Capture, OCR/ICR	NewSoft, UMAX
Aug 6, 10	1	Peladon, eGistics Win Major Claims Processing Deal	Capture, SaaS	Peladon
Aug 6, 10	1	Imaging 411 Introduces Service Alternative For VARs	Scanners, Service	Imaging 411
Aug 6, 10	3	Is Scanner Market on the Rebound?	Scanners, MFPs	MTC
Aug 6, 10	6	ReadSoft Positioning Itself for Economic Recovery	Capture, Financials	ReadSoft, Hyland
Aug 6, 10	5	iVina Upgrades Scanning App	Scanners, Capture	iVina, ABBYY
Aug 6, 10	7	Improved Scanning, Accuracy, Featured in PDF Converter 7	Capture, PDF, IP, MFPs	Nuance, Adobe, eCopy, Microsoft
Aug 20, 10	1	IBM Takes Control of Capture	M&A, Capture	Datacap, IBM
Aug 20, 10	1	Hyland Makes VP-Level Changes	ECM, Personnel	Hyland, Microsoft
Aug 20, 10	5	Despite Economy, Capture Market Continues to Grow	Channel, OCR/ICR	HSA, Kofax
Aug 20, 10	6	Canon Upgrades Network Scanners	Scanners, MFPs	Canon, Nuance
Sep 3, 10	1	Capture and BPM Remain Strong SharePoint Plays	Capture, ECM, BPM, Viewing	Global 360, ShareSquared
Sep 3, 10	1	NSi Completes Strong Year	Caputre, MFPs	NSi
Sep 3, 10	5	Has The Time Come for E-Mail Capture?	Capture, IDR	AnyDoc, IBM
Sep 3, 10	5	Pery to pursue legal degree	Personnel, Capture	Kofax, Open Text
Sep 3, 10	6	PBMS Stays the Course Under New Leadership	BPO, Capture	Pitney Bowes
Sep 3, 10	7	USPS Considering Hybrid Strategy	Capture, Financials	USPS
Sep 3, 10	8	IAPP-TAWPI Moves Event, Narrows Focus	Events	eGistics

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Sep 24, 10	1	The Emergence of Enterprise Capture	Capture, Events	HSA, Taulia
Sep 24, 10	1	Canon Previews eCopy ShareScan 5.0	Capture, MFPs	Nuance, Canon
Sep 24, 10	5	Hyland Ramps Up Higher Education Business	M&A, Education	Hyland, Hershey
Sep 24, 10	6	IBML Heightens Focus on Asia-Pac Market	Scanners, Channel	IBML, Kodak
Oct 8, 10	1	Can Capture as a Service Succeed?	Capture, SaaS	Coppanion
Oct 8, 10	1	CAPSYS Teams With Kodak for A/R Solution	Capture, Check 21	Square 9
Oct 8, 10	4	Has SaaS Reached Its Tipping Point?	SaaS, ECM	Digitech
Oct 8, 10	5	Kodak Pushes Forward With Capture Pro Software	Distributed, MFPs	Kodak
Oct 8, 10	6	U.S.-Based Recognition ISVs Focus on Speed	Capture, OCR/ICR	Cvision, NovoDynamics
Oct 8, 10	7	OfficeDrop Offers Freemium Scanning App	ECM, Capture	OfficeDrop
Oct 8, 10	7	Some Trends in Smart Phone Capture	Mobile, Events	Mitek, ABBYY
Oct 8, 10	8	BancTec Lands Big Deal with IRS	Capture, Scanners	Northrop-Grum
Oct 22, 10	1	Where MPS Meets Document Imaging	MFPs, Services	Xerox, Nuance
Oct 22, 10	1	Acrobat X Features Scanning Upgrades	Capture, OCR/ICR	Adobe, I.R.I.S.
Oct 22, 10	3	Ephesoft Launches Open Source Capture	Capture, IDR	Alfresco, Kofax
Oct 22, 10	5	Perceptive Launches OEM Version of Brainware Capture	Capture, Channel, IDR, A/P, Events	OB10, Oracle, Rabobank
Oct 22, 10	6	SI Merges Doc and Check Imaging in New Capture App	Capture, Check 21, ICR, Channel	Red Eagle Consulting, A2iA
Oct 22, 10	7	PDF/A Competence Center Upgrades N.A. Efforts	IP, Standards	Appligent, Adobe
Nov 5, 10	1	V1's U.S. Business Gaining Momentum	Imaging, ERP	Version One
Nov 5, 10	1	Kofax Reports Strong Q1	Capture, Financials	Kofax, TiS
Nov 5, 10	3	Has Document Imaging Reached the Mainstream?	Systems of Engagement, MFPs	AIIM
Nov 5, 10	4	TABS Leads with Professional Services	MPS, MFPs	TABS, Fujitsu
Nov 5, 10	6	Sharp Continues to Push the Boundaries of MFP Scanning	MFPs, Capture, Healthcare	Sharp
Nov 5, 10	7	Anatomy of an MPS Implementation	MPS, MFPs, BPO	Ingersoll Rand
Nov 19, 10	1	VRS Elite Targets Enterprise/Distributed Capture	IP, Scanners	Kofax
Nov 19, 10	1	Imaging ISVs Make Gains	ECM, Document Imaging	Gartner, Hyland, Laserfiche
Nov 19, 10	3	Study Touts EMC's Enterprise Capture Capabilities	Capture, IDR	EMC, Wipro
Nov 19, 10	5	IIS Heightens Focus on JD Edwards Environments	ERP, ECM, Capture	IIS, Oracle
Nov 19, 10	6	3i Infotech Merges Regulus and J&B into BPO Group	Capture, M&A	3i Infotech, J&B
Nov 19, 10	7	Ricoh Signs Broad-Reaching Healthcare DM Contract	MFPs, Capture	Ricoh Americas
Dec 3, 10	1	ShareScan Improvements a Nod Toward Enterprise Capture	Capture, MFPs, OCR/ICR, M&A	Nuance, eCopy, Xerox, Canon
Dec 3, 10	1	Ricoh Announces Scan App for Microsoft Server	MFPs, Capture	Ricoh Americas
Dec 3, 10	4	Healthcare-Focused Service Bureau Enjoying Upturn	BPO, Healthcare	EDCO Group
Dec 3, 10	5	IBML Updates ImageTrac Scanners	Scanners, Capture	IBML
Dec 3, 10	6	Educating the Feds on Document Management	ECM, Security	WikiLeaks, TABS
Dec 3, 10	7	Doculex Introduces IDR Into MFP Capture	Capture, MFPs	Doculex, Ricoh
Dec 23, 10	1	Imaging for SharePoint a Growing, Evolving Market	ECM, Channel	DocPoint
Dec 23, 10	1	Gartner Sizes MFP Capture Space	MFPs, Capture	Gartner, NSi
Dec 23, 10	3	ECM: Evolving Content Management	ECM	Editorial
Dec 23, 10	4	Hosted ECM Gaining Some Momentum	ECM, SaaS, A/P	SpringCM
Dec 23, 10	6	Pitney Bowes Opens D.C. Litigation Support Center	Scanners, Capture	PBGS, Kodak
Dec 23, 10	7	Network Appliance Designed to Simplify Capture Installs	Capture, Channel	CAPSYS

advanced capture can be utilized to create more effective systems. In fact, we recently published a blog post on a study that indicates physicians are indeed doing too much data entry: (<http://documentimagingreport.blogspot.com/2011/01/does-emr-work.html>).

We'll compare the maturity of EMR to the maturity of e-commerce and ERP systems in the late 1990s. At that time, everybody thought implementing ERP and e-commerce would eliminate paper transactions, so document imaging technology was largely ignored. After all, who needed imaging if paper was going away? Well, about five years down the road, when businesses found they were still kicking around reams of paper—in addition to their electronic data, document imaging adoption began to spike upwards.

Part of the current problem with EMR systems seems to be that **CMS** (the U.S. Centers of Medicare and Medicaid Services) does not spell out document imaging as representing “meaningful use,” so it's not being given its due as an effective medical records management tool [see *DIR* 7/16/10]. But, we think as users realize the shortcomings of their current EMR implementations, we will see adoption of more advanced capture technologies for day-forward documents in the healthcare industry. In the meantime, the full court press for initial EMR adoption is certainly on, and federal reimbursements were scheduled to start this month.

A look ahead to 2011

Okay, so that's what went on in 2010. Now, what can you expect to see in 2011?

1. Full acceleration of hardware vendors into the capture software space: Up until now, we'll say most MFP and scanner vendors have dipped their toes in the water in regards to capture software. They all offer some sort of capture software, but it's usually proprietary to their hardware devices, and closed document imaging systems went the way of FileNet jukeboxes sometime in the mid-1990s. **Kodak** has shown signs of breaking this mold, but it remains to be seen if its sales channels can successfully sell Capture Pro into applications featuring other vendors' hardware.

As mentioned in our introduction, it's no secret that hardware sales are stagnant compared to the software growth we're seeing in our industry. This is somewhat ironic, as five years ago, we were wondering why software growth wasn't mirroring the 50% unit sales growth we were seeing for document scanners. Apparently, the market has now been seeded with hardware and is ripe for follow-on software.

Hardware companies have banked a lot of money over the years from device sales. But with the market evolving rapidly to where hardware is now a commodity and the real value lies in software and services sales (as evidenced by the emergence of MPS [managed print services] as a force), hardware companies are being forced to adapt. We've already seen acquisitions like **ACS** by **Xerox** and **EDS** by **HP**, and, on a smaller scale (and very close to home) **Perceptive Software** by **Lexmark**. We expect more of this, including a full-scale acquisition of a capture software company by a hardware vendor in 2011.

2. A ramping up of cloud-based document capture offerings: We discussed the emergence of the cloud as a viable delivery method for software applications in our last issue [see *DIR* 12/23/10]. To date, while we've seen a decent amount of document storage and retrieval, and even some workflow, being delivered through SaaS (software as a service), we've have not seen much capture deployed this way. Some of this has to do with the fact that scanner drivers typically reside on PCs, so the logistics of deploying capture as a service can get complicated.

However, as network scanning, from devices like MFPs, becomes more commonplace, reliance on drivers should decrease. An image captured on a network device to a watched network folder, can be uploaded automatically to a cloud-based service where complex capture can be done. And pricing can be based on the volume of documents being processed, which fits with both the emerging MPS model and the click-charge pricing models used historically by many capture vendors.

The cloud is potentially a low-cost-of-entry avenue for exposing lower-volume users to advanced data capture. We're not saying it's going to happen overnight, as cloud-based capture infrastructures still need to be built, but by the second half of this year, we expect to see some traction.

3. SharePoint emerges as a competitive transaction content management platform: Okay, we've been saying this for years, but this time, it's really true. Sure, **KnowledgeLake** has helped SharePoint establish itself somewhat for document imaging applications, but from all indications, the changes in SharePoint 2010 make it a very viable document imaging platform—with or without an assist from KnowledgeLake. We detailed some of these changes in late 2009, after seeing a preview of the new version. They include improved meta data, indexing, searching, scalability, and records management features [see *DIR* 11/6/09].

As adoption of SharePoint 2010 accelerates, we expect more users to take advantage of these features for document imaging applications. No, SharePoint 2010 is not a standalone document imaging platform, but with the addition of some capture, workflow, and viewing tools, it can do a lot more than SharePoint 2007—and, as has always been the case, most Microsoft enterprise customers already own it.

4. An IDR vendor will be acquired: We made this prediction at **Harvey Spencer Associates** annual capture conference this past September. Basically, we're of the opinion that there are too many smaller companies out there with good and innovative IDR technology. The market is just not big enough yet to support all these entrants and somebody (at least one company) will be forced to sell out.

Of course, on the upside, there is plenty of potential for IDR, especially in the emerging enterprise capture space, so the seller should be able to get a pretty decent multiple. And, it won't necessarily have to be a small deal, as IDR is key to turning capture into a mainstream technology, so some mainstream vendors (with deep pocketbooks) may be interested.

5. HP will buy a capture ISV: I guess if this prediction comes to fruition, it will mean that number one, and likely number four, will also prove true. In 2008, HP bought Tower Software, a document imaging and records management ISV and EDS, a BPO giant. It also has a fairly full line of distributed/lower-volume production scanners, as well as scan-enabled MFPs. This missing link to bring

this all together is a robust capture platform.

Like most hardware vendors, HP (for the reasons we've already outlined), realizes that future success lies in software and services sales. In addition to being motivated to acquire a capture platform to work in conjunction with its scanners and MFPs, HP plays heavily in the storage market, where EMC and IBM are probably its main competitors. EMC acquired Captiva five years ago, which seems to be working out. And, IBM bought Datacap last year. In other words, it's HP's move—and because of its capture hardware business, it will be doubly motivated to act.

Looking forward to a big year

That's all we've got. We'd like to have a few more predictions in areas like mobile document capture, advanced classification, and social media (or as **AIIM** calls it, "Systems of Engagement") – but, as the document imaging market matures, it won't move as fast as it used to. (Not that it has ever moved as fast as we've wanted it to.) Also, despite the rebound we saw in 2010, we think everyone agrees the economy is still not as healthy as it was a few years back, and users are being very cautious in their buying—looking more for proven technologies, rather than the cutting edge stuff some of these newer areas of development represent. While we certainly expect more future growth in these areas, we don't necessarily expect to see them take off this year.

We hope our insights prove helpful as you chart your course for success in 2011. The staff at *DIR* looks forward to continuing to work with you to develop and grow your businesses in our blossoming market. Please keep in touch.

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