October 16, 2009

BRAINWARE LANDS OEM DEAL WITH ORACLE

Oracle continues to flesh out its ECM offering and has recently added intelligent document recognition (IDR) through an OEM agreement with **Brainware**. Brainware is an Ashburn, VA-based IDR developer that has been enjoying increasing success in the high-end invoice capture space. Oracle will embed Brainware's *Distiller* into its *Imaging and Process Management* (*I/PM*) software.

From what we understand, *I/PM* is the current generation of the Optika imaging and workflow software acquired by Oracle when it bought Stellent in 2006 [*see DIR 11/17/06*]. In 2008, Oracle acquired distributed capture ISV Captovation, which has strong roots as a front-end for Optika installations [*see DIR 3/21/08*]. While a solid platform for document capture, Captovation's software did not have a strong focus on automated data capture, which is where *Distiller* comes in.

"I think the plan is to leverage the Captovation software on the front-end, and then insert our piece as an IDR component," said Charles Kaplan, Brainware's VP of marketing and product management. "Oracle recognized that not having its own IDR piece left a big hole in its *I/PM* strategy. It had tried to partner with [other leading IDR vendors] but customers were not getting what they wanted. We've actually been working on this deal for the better part of a year."

Oracle and Brainware have had a technology partnership in the past, and Brainware exhibited in Oracle's partner pavilion at this year's AIIM show. "We've had a certified integration into Oracle's software for years," said Kaplan. "For the OEM agreement, we

Distributed Capture Like You've Never Seen It Before

Nuance's acquisition of eCopy creates powerful force in MFP capture space.

We've written quite a bit about the consolidation of the capture and ECM spaces in the past couple issues. However, it's been awhile since we've seen two pure capture players get together. Captaris buying **Ocè** Document Technologies more than a year and a half ago [see *DIR 1/18/08*] was probably the last big news we had on this front. Of course, that was before last week, when **Nuance** announced it was acquiring long-time rival **eCopy** for $54 million in stock.

The news came as a shocker, not necessarily because the two companies were competitors, as there are plenty of synergies that make the deal make sense. The shocker to us was the price, as we understood eCopy to be a profitable $70 million business. In the past, we've always heard through the grapevine that although eCopy was interested in M&A, any prospective buyer was going to pay a steep price.

Robert Weideman, general manager and senior VP of Nuance Document Imaging

Granted, a lot has changed in recent years in the MFP capture landscape that eCopy helped pioneer. According to **Harvey Spencer Associates**, the market for ad hoc document capture software [under which MFP capture falls], grew by 5.1% in 2008, after seeing 16% growth in 2007 and annual growth rates of greater than 25% in 2004 and 2005. Indications are that eCopy's growth has also slowed after a 37% jump in 2006 pushed its annual revenue to more than $62 million.

Spencer cited several reasons for the slowing growth of the ad hoc segment. These include global economic conditions that led to a slowdown in MFP sales and **Ricoh's** acquisition of **IKON**, a large **Canon** dealer. Spencer speculated that the IKON acquisition led to a hardware war between the two MFP vendors that may

have distracted from software sales. The IKON acquisition was an especially tough blow for eCopy, because IKON has traditionally been one of eCopy's leading resellers. Although eCopy supports both Canon and Ricoh devices, the large majority of its sales have traditionally come with Canon hardware.

On top of that, Ricoh's acquisition of IKON came a little more than a year after **Xerox** acquired Global Imaging Systems—a roll-up of independent dealers, many of whom represented Canon. In an interview earlier this year, eCopy Founder and CEO Ed Schmid admitted that Canon's losing approximately 50% of its North American channel in the course of a couple years was presenting challenges for eCopy [*see DIR 2/6/09*].

Market landscape is changing

Another challenge for eCopy has been the combination of increasing competition and price erosion for MFP capture software. When eCopy first came into prominence in the late 1990s, it was charging approximately $7,000 to scan-enable a single device. At that time, its scan-to-e-mail and scan-to-desktop interface was so unique that there was really little viable competition. The cost-justification was most often related to reducing fax costs.

As eCopy's success was recognized, a host of competitors emerged. In 2003, **EFI**, for example, launched an application that looked and functioned a lot like eCopy's *ShareScan* software running on a Scan Station. The Scan Station is an eCopy innovation—a PC and a touchscreen monitor used for the document capture interface instead of the MFP touchscreen. The Scan Station provides users with a larger surface area that is easier to navigate than the smallish touchscreens on many MFPs. It also enables image previewing. Even with today's improved and larger MFP touchscreens, the last we heard, about half of eCopy's new installations include Scan Stations.

Competitors like **NSi** and **Omtool** came up with server-based models for MFP capture. Instead of charging per device, they charge several thousand dollars for server software and a few hundred for each connected MFP. Instead of using an external monitor and PC, their clients are typically installed on the MFP's hard drive, and the interface is displayed on the device touchscreen. This helps keep down deployment costs, especially in large installations.

Ricoh's *GlobalScan* is another example of a server-based MFP capture model, which brings us to another area of increasing competition for eCopy—MFP vendors' own software. This is typically an entry-level capture package (*GlobalScan* being an exception), often bundled at no extra cost with hardware devices. It may not be the most full-featured scanning application, but it does typically offer scan-to-e-mail.

Staying ahead of the game

eCopy first adjusted its pricing in 2002. It introduced a

"tiered model," with lower prices for lower-volume MFP models [*see DIR 12/19/03*]. eCopy also introduced an embedded version of its technology, which eliminated Scan Station hardware costs (approximately $1,000 per device) when installed on MEAP (multifunctional embedded application platform)-enabled Canon devices.

Also in 2002, eCopy introduced *Connectors*, software modules for integrating *ShareScan* with other applications. eCopy has developed a handful of *Connectors* itself, but it also makes an SDK available for third-party development. ECM is one popular area of integration, as a *Connector* can be used to capture images and meta data in a format that can be directly imported into an ECM application. Earlier this year, eCopy announced that there are now more than 100 commercially available *ShareScan Connectors* [*see DIR 5/1/09*].

In 2005, eCopy expanded its potential market by making its technology available to run on hardware devices other than those of its long-time partner and equity investor Canon [*see DIR 2/18/05*]. eCopy has also continued to make its pricing more flexible, improve its desktop software, introduced an ISIS driver for connecting with dedicated document scanners, and begun to develop a channel of value-added reseller partners [*see DIR 2/22/08*].

All these moves have helped eCopy maintain its leadership position in the MFP capture market—albeit a position that is bringing it less revenue per device and likely costing eCopy more to maintain due to expenses related to its new initiatives. Nuance is probably the number two player in the MFP capture software space, and according to HSA is actually number one in overall ad hoc capture software sales—which also includes OCR and desktop document management sales that aren't related to MFP installs.

Nuance's current position

In the MFP market, Nuance has OEM relationships with **Xerox**, **Konica Minolta**, **EFI**, and **Ricoh**. Traditionally, the main component of its OEM agreements has been a version of Nuance's *PaperPort* desktop document image and management software. *PaperPort* long predates MFP capture, but Nuance's position has been that if users can get images from MFPs onto their desktops and into *PaperPort*, they can then work with them as needed from there. Nuance's software has traditionally been priced at hundreds of dollars per desktop.

In 2007, Nuance took its MFP integration a step further and introduced its *Personalized Scanning Platform* (*PSP*). PSP enables users to view a list of their desktop folders through an MFP touchscreen and choose specific folders as document destinations [*see DIR 4/20/07*].

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eCopy also has a desktop document management application that has traditionally been bundled with *ShareScan*. eCopy recently upgraded and changed the name of this product to *PaperWorks*, hoping to possibly market it on its own as an alternative to *PaperPort*. Part of the upgrade is a new SDK for connecting *PaperWorks* with third-party applications, which enables users to submit files to a workflow after working with them on their desktops [*see DIR 8/7/09*].

"Overall, we think there is little overlap on the product side," said Robert Weideman, general manager and senior VP of Nuance Document Imaging. "Nuance's implementations with MFPs are generally focused on the desktop. eCopy is more focused on business process needs."

eCopy's Schmid pointed out that the acquisition gives Nuance reseller relationships with the top four MFP vendors in the market. "If you add together our market shares, this acquisition gives us a pretty high percentage of the total," Schmid said.

Focused on capture for BPA

From our interviews, we gathered that Nuance plans to embrace eCopy's business process-focused strategy. "The traditional barriers that have prevented document scanning from becoming mainstream are that it has been hard, expensive, and there hasn't been enough benefits to make it pervasive," Weideman told *DIR*. "The concept of distributed capture promised to change this.

"However, distributed applications from traditional capture ISVs have really been about spreading out centralized scanning to multiple sites. You still have a batch scanning interface to deal with and need a CDIA-certified team to run the operation. This has value if you've already invested in a centralized

"Capture from MFPs changes the definition of what distributed capture can be. It creates an even larger opportunity than that envisioned by traditional capture vendors."

—Ed Schmid, eCopy

scanning system, but it doesn't have value to every office worker.

"As manufacturers add more intelligence and larger touchscreens to networked MFPs, applications like *ShareScan* and *PSP* make the notion of distributed capture more real. *ShareScan* and *PSP* move distributed capture to the front office. By leveraging *Connectors*, you can maintain traditional capture processes and integration with back-end systems, but you can get to them without having a centralized capture application.

"Let's look at scanning an invoice, for example. In a traditional capture model, you'd have to collect the paper invoices and send them to a scanning team. With MFP capture, anybody can walk over to the digital copier, scan the document and extract the data, confirm its validity, and shoot it off to a back-end system. Not everyone needs to buy a multi-million ReadSoft system to capture their invoices."

"The more users can do on their MFPs through an eCopy system, the less they need to invest in a centralized scanning system," added Schmid. "Capture from MFPs changes the definition of what distributed capture can be. It creates an even larger opportunity than that envisioned by traditional capture vendors. This biggest advantage is that MFPs are available all over the office. It's easy for any office worker to use an MFP as an on-ramp for a workflow process."

Weideman noted that eCopy has done a tremendous job addressing the biggest needs of the MFP capture market. "For distributed capture to work in the front office, it has to be as easy as making a copy," he said. "People don't want to get 'trained-up' on how to use their copiers. They have to be able to press a button and get an obvious benefit. eCopy has developed a very easy to use interface.

"I also like the direction eCopy is headed with its

SOME RAMIFICATIONS OF THE DEAL

The timing of **Nuance's** acquisition of **eCopy** could certainly lead to speculation that another deal may already be in the works. After all, the deal was done when economic conditions are still adversely affecting market valuations. There is also some speculation that eCopy's VC partners wanted/needed to cash in.

Canon USA was actually the biggest investor in eCopy, owning some 35%, which it received for a $15.8 million investment in 2002 [*see DIR 12/20/02*]. Canon gets approximately $19 million in Nuance stock. We know that the MFP market has been down, but we can't believe this amount would be significant to a $45 billion company like Canon— unless of course it plans on ending its relationship with eCopy. But, this doesn't seem likely either. That relationship became a bit rocky following eCopy's decision to work with other MFP vendors, but things have since been smoothed over, and we see the relationship as beneficial to both parties.

The imminent end of eCopy's relationship with I.R.I.S. could seemingly be a reason for Canon wanting to drop its connection to eCopy. I.R.I.S, in which Canon Europe recently took a 17% stake [*see DIR 7/17/09*], develops OCR software currently licensed by eCopy. As Nuance has its own OCR, indications are that eCopy's applications will be transitioned to Nuance's OCR. But that was actually an effect of the acquisition, rather than a cause of it.

Incidentally, I.R.I.S. may feel twice burned by eCopy, as it rushed to eCopy's defense last year when Nuance filed an OCR patent infringement suit against its partner. eCopy, I.R.I.S., and OCR developer **ABBYY** are all scheduled to appear in court this month to have their cases against Nuance heard. Perhaps the timing of the acquisition had something to do with this hearing, as pending litigation may have got in the way of another prospective deal for eCopy. Getting the Nuance lawsuit off its books will not only save eCopy legal costs, but it may clear the coast for a buyer of Nuance's entire Document Imaging Division.

We're not sure what I.R.I.S. will do now that eCopy is presumably out of the OCR patent lawsuit. Shortly after eCopy was sued by Nuance, I.R.I.S.

files its own lawsuit disputing the validity of Nuance's OCR patents. Knowing I.R.I.S. Founder and CEO Pierre De Muelenaere's distaste for the U.S. patent system as related to software, we expect him to continue his fight against Nuance.

As for other major shareholders (aside from Canon), Schmid was the second biggest investor in eCopy with a 19% stake. The largest VC, **Ascent Venture Partners**, owned just 17%, which makes it unlikely it could have forced a sale. "eCopy was always preparing for a buyer, but I'm not sure that they ever hired anyone to pursue a sale for them," said Paul Carmen of the executive recruitment and M&A specialist **Document Boss**. "Everybody is kind of scratching their heads over the acquisition by Nuance. One thing I can guess is that eCopy was in a fairly low-margin business and expansion was getting expensive. The good news is that, despite the economy, eCopy managed to sell for at least close to one-time revenue."

For more information:
http://tinyurl.com/NuSEC;
http://www.documentboss.com/

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platform—making it imminently configurable. Yes, *ShareScan* offers a strong feature set out of the box, but the platform is extensible. If systems integrators or VARs with professional services organizations want to build more complex or vertically focused solutions, there is an SDK and a well-defined API to work with. Part of the value of eCopy is the number of *Connectors* that have been developed for *ShareScan*."

Weideman also complimented eCopy's support for MFP dealers. "For the MFP channel to be successful selling capture, they need resources—people to teach them how to show benefits to the customers," he said. "eCopy has a premier team for doing that. They have feet on the street engaged with Canon and Ricoh dealers throughout the world, as well as significant online resources. eCopy has done a better job supporting dealers than Nuance has traditionally."

Integration plans in development
Weideman noted that in the future, Nuance will more tightly integrate the *PSP* and *ShareScan* product lines. "eCopy has a valuable brand and that will become our flagship brand for MFP solutions within Nuance Document Imaging," said Weideman. "At some point, we'd like to integrate our *PSP* platform with the *ShareScan* server. Also, we believe Nuance's desktop technology is stronger than eCopy's. Over time, we'll probably take the best of *PaperPort* and *PaperWorks* and put them together."

Weideman also discussed the positioning of the X-Solutions server-based MFP capture software that Nuance acquired earlier this year [*see DIR* 7/17/09]. "Unlike eCopy, X-Solutions has a private-label OEM business that we plan to continue," he said. "X-Solutions also has more of an SMB-targeted product, while *ShareScan* is more scalable. We do plan to offer an upgrade from X-Solutions to *ShareScan*. Finally, X-Solutions has more of a European flavor to its *Connector* set."

Weideman said that in the immediate term, nothing will change at either Nuance or eCopy. The two companies are based about 30 miles apart in the New England area. Nuance is headquartered in Burlington, MA, with eCopy located just northwest of there in Nashua, NH. "The Web sites will not change right away, the people engaged in eCopy sales will continue, those in training will go ahead, etc." said Weideman. "The Nuance and eCopy management will spend the next couple months meeting and discussing how to integrate the organizations going forward.

"We want people to feel safe and know that we are committed to both product lines. Customer support will not suffer. Where we find there is overlap, we will rationalize our resources. Our goal is that a year from now, people will feel that the levels of support they have come to expect from eCopy are the same or better, and that the products will be even more advanced."

Weideman concluded, "This is a significant addition to the revenue of Nuance Document Imaging, and we are focused on making sure that our business continues to run efficiently and profitably."

Is another move upcoming?
Following the acquisition, Nuance Document Imaging should be something close to a $150 million business. For its fiscal 2008 (ended September 30), Nuance reported approximately $80 million in imaging revenue, although this year, through three quarters, imaging revenue was down 20%. According to Nuance's SEC filings, this is "due to a decline in Windows-based software sales and a general decline in corporate spending due to current economic conditions."

Even at $150 million, imaging would still represent less than 15% of Nuance's overall 2009 revenue, which is estimated to be more than $1 billion. Though Nuance began life as ScanSoft—an imaging-focused ISV, over the past eight years, it has transformed itself through a series of acquisitions into a world-leader in speech recognition technology. The eCopy acquisition has raised questions about whether Nuance is trying to make its Document Imaging division more attractive for a possible acquisition, or large enough to do a spin-off.

A potential suitor would be getting a fairly attractive package—a market share leader with reseller and/or OEM relationships with leading MFP vendors Canon, Ricoh, Xerox, and Konica Minolta, as well as other players like EFI and IKON. It would also be getting a business whose leaders think it is primed for some rapid growth.

"We see a great opportunity," concluded Schmid. "There are a lot of businesses that do not need production capture but have paper-related business processes they want to automate. At the Canon event last month, all the conversations I had with major customers were about business process automation. We are soon going to be revealing more BPA features that will help us further penetrate what we see as an untapped market. We think combining Nuance's and our architecture will accelerate our ability to go after this market."

For more information: http://tinyurl.com/NueCopy; http://www.ecopy.com/; http://www.nuance.com/imaging/

Could Omtool Be Reverse Merger Partner?

One possible spin-off strategy for **Nuance** Document Imaging would be a reverse merger with **Omtool**. Omtool is a developer of MFP capture applications. It is located in Andover, MA, pretty much in the same geography as both Nuance and **eCopy**. Also, until this year, it traded on the Nasdaq, before "going dark" and voluntarily suspending its reporting to the SEC. Omtool is now traded on the Pink Sheets.

From what we understand, while doing a reverse merger with a Pink Sheets-traded company is not ideal due to SEC regulations, it is certainly an option for going public. And because Omtool only went dark in January, there is not a whole lot of un-regulated time to account for—auditing the period of "darkness" is often one of the big challenges associated with re-listing a Pink Sheets-traded entity.

A reverse merger with Omtool would also give Nuance more than just a public shell, as Omtool has a very viable $14 million MFP-capture related business. (The company was, however, consistently losing money before going dark. It has the challenge of transitioning away from its legacy as a vendor of fax server technology.)

A look at Omtool's business

Last month, before the eCopy-Nuance deal was announced, *DIR* caught up with Karen Cummings, EVP of sales and marketing for Omtool, to discuss a series of news releases that had recently come out of the company. Those included announcements on new reseller agreements with **Ricoh**, **Sharp**, and **IKON**, as well as the acquisition of a document management product line.

"Eighty percent of our new business is coming from our *AccuRoute* document capture, vs. our fax server, technology," Cummings told *DIR*. "And, while our capture technology works in any vertical, we chose to 'Cross the Chasm' by focusing on legal services. About half our new business still comes in that vertical. But, we have expanded our focus and are now targeting the healthcare and financial services segments as well."

Omtool first entered the healthcare market through its 2007 acquisition of BlueChip Technologies [*see DIR* 2/2/07]. "With BlueChip, we got technology for managing the workflow of documents associated with admissions, discharges, transfers, and billing," said Cummings. "We've since integrated that with **AccuRoute,** so it can digest hard copy documents like insurance cards, drivers' licenses, and faxes associated with those processes. We also acquired some domain expertise that will help us spread our capture technology into broader-based electronic medical records [EMR] applications.

"There are certainly a lot of patient records that have to be scanned to make the transition to EMR. A lot of this will be backfile conversions, but there is still new paper that comes into hospitals and doctors' offices, and we think distributed scanning at the MFP is an ideal way to capture it."

According to Cummings, Omtool made a strong push into the financial services market in 2008. "We started by focusing on SEC 17a-4 compliance," she said. "We found a lot of brokers and dealers were faxing correspondence back and forth to clients, and our technology offers a means for automatically archiving these documents. We are now looking at financial organizations with branches and remote sites that are trying to reduce courier costs related to transporting documents like mortgage and loan applications to central locations. Financial services was a strong push for us last year, but it dwindled a bit this year as the market slumped. We are just starting to see it come back."

Through it all, Omtool has maintained a strong legal services business and its recent acquisition of the *iImage* product suite from Norcross, GA-based **DocAuto** builds on this. The *iImage* suite is image-enabling technology for **Autonomy's** *iManage* product line—a popular document management system in the legal market. "DocAuto was going to end-of-life the product, and we basically took it over," said Cummings. "Ninety percent of the installs are in the legal market."

A strong stable of partners

Helping Omtool penetrate the legal market has been **Xerox**, with which Omtool has had an OEM agreement since 2004. Historically, Xerox has marketed *AccuRoute* mainly to the legal space. Omtool's recently signed reseller agreement with IKON will also focus on legal services. In a separate deal (Cummings explained that Omtool was in negotiations with IKON before it was bought by Ricoh), Ricoh, which has had an integration with *AccuRoute*, agreed to put the capture application on its price list. Finally, **Sharp Business Systems**, Sharp's direct sales arm for MFPs, recently signed on as a reseller of *AccuRoute* [*see DIR* 9/4/09].

"We are counting on our MFP partners to lead us into larger deals, especially in the financial services and healthcare markets," said Cummings. "We also continue to work with facilities management specialists like **Xerox Global Services** and **Pitney Bowes**. Our third channel is MFP dealers that offer

some sort of cost recovery and/or document management system. They usually generate our smaller deals."

To supplement its business in the legal market, Omtool recently announced a vertically focused invoice processing application. "We don't currently leverage any OCR technology," said Cummings. "We focus on imaging invoices to facilitate the approval process."

Cummings concluded by saying that, like the executives from Nuance and eCopy, she is seeing increased adoption of MFP scanning in multiple areas. "We are seeing capture become a pervasive technology," she said. "There has always been a market for imaging related to repeatable, consistent workflows in markets like legal services, health care, and financial services. We are now seeing people adopting it for more general purposes in industries like transportation, or for invoices across vertical markets. This has given us a lot of new applications to look at."

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

ABBYY Upgrades Capture Apps

Recognition technology specialist **ABBYY** has introduced new versions of its *FlexiCapture* data capture and *FineReader OCR* applications. *FlexiCapture 9.0* features improved scalability and distributed capture technology, as well as some new data capture features. *FineReader 10* offers improvements in speed, accuracy, and image processing—especially from cameras.

"For *FlexiCapture 9.0*, we've changed the tagline from 'dynamic data capture' to 'take the data, leave the paper' to reflect the ways in which we've simplified its use," said Julia Levites, a product marketing manager for ABBYY. "Also, while we previously had separate enterprise and desktop products, we've now combined them into one product that can be configured in different ways."

FlexiCapture 9 introduces several new features to make it more scalable. "We've taken a lot of technology that we already have in our *Recognition Server* [*see DIR 4/4/08*] and applied it to data capture," said Levites. "This includes features like load balancing, multiprocessor support, and the ability to schedule jobs and monitor multiple hot folders. We've also introduced a brand-new administration interface that can monitor an entire distributed process and provide remote visibility and

statistical reporting."

ABBYY offers a distributed pricing model based on a combination of pages and scanning/data entry/QA stations. On the capture front, ABBYY has introduced redaction—both automatic and manual. It has also introduced support for Chinese, Japanese, Korean and Vietnamese languages and improved the ability to set up logic, rules, and templates, for capturing data from semi-structured documents like invoices. Finally, a new Web service API facilitates integration with third-party applications.

http://www.abbyy.com/data_capture_software/

More intelligent OCR

In addition to offering conversion speeds (including compression) up to 50% faster than its predecessor, ABBYY *FineReader 10* is designed to better handle complex documents. "In version 9, we had some challenges when recognizing charts and graphics," said Wendy Wang, a senior marketing manager for ABBYY. "We are now doing a much better job analyzing page layout, especially on complex documents like magazine pages."

ABBYY has introduced more powerful MRC compression that can reduce the size of a PDF by up to 10 times. With *FineReader 10*, ABBYY has introduced the second version of its ADRT (adaptive document recognition technology), which leverages an understanding of document structure to intelligently recognize elements like headers, footers, page numbers, and footnotes. One new element is the ability to recognize a table of contents and link it to the appropriate pages of text.

Related to this, ABBYY has introduced the ability to export to HTML, specifically for scanned book pages that can then be automatically linked to from the table of contents. This feature is designed to capitalize on the increasing popularity of e-books.

FineReader 10 offers more image processing related to images captured from cameras. "We've added features focused on image quality specifically related to cameras," said Wang. "This includes eliminating noise related to light and movement and improved 3D correction. We recommend that users have a 5 megapixel camera with some sort of stabilization, but a basic 2 megapixel camera is the minimum requirement. That said, you will get different OCR results with the 5 mp camera."

Other improvements include a new interface with more automation and "quick task" options and the introduction of Korean and Yiddish language recognition. *FineReader 10* will be compatible with

the Windows 7 operating system.

For more information: http://finereader.abbyy.com/

BRAINWARE-ORACLE, FROM PAGE 1

have licensed Oracle a 'white label' version of our software, which removes all our branding and logos. Oracle will brand it as its own product and is doing its own integrations through its BPEL middleware platform."

Kaplan indicated that Oracle should formally announce its *Distiller*-based product in November. Oracle will receive upgrades to *Distiller* whenever Brainware makes general availability upgrades.

A/P a logical starting point

Kaplan indicated that Oracle would integrate *Distiller* with multiple products, including its *E-Business Suite* and its PeopleSoft and J.D. Edwards ERP applications. "I think Oracle's initial strategy will be to focus on accounts payable," he said. "However, *Distiller* has the capability to capture and process many document types.

"We announced the OEM agreement on Tuesday, which was the second day of the Oracle Open World show in San Francisco. While we had quite a bit of interest in A/P applications, we also had quite a few people attend our presentations on more generic capture of data from unstructured forms. Overall, we had about 2,000 people come through our booth in three days."

For more information: http://www.brainware.com/;
http://www.documentimagingreport.com/Oracle_Brainware.1739.0.html
http://www.oracle.com/technology/products/content-management/ipm/index.html;
http://www.oracle.com/products/middleware/content-management/document-capture.html

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FCPA REBRANDS NETWORK DEVICE

Fujitsu Computer Products of America (FCPA) has re-branded its network scanner to align it with its ScanSnap family. The ScanSnap Network fi-6010N iScanner has all the features of the fi-6010N introduced last November, including centralized administration, a full-size keyboard, an 8.4-inch touchscreen, and an SDK for third-party integration [*see DIR 11/14/08*]. It also introduces new features like an open-source LDAP authentication option, tighter integration with **Microsoft** *Exchange Server*, and the ability to capture documents into *SharePoint*.

"Network scanners are really on the edge between general office equipment and document scanners," said Scott Francis, senior director of product marketing for FCPA's Imaging Products Group. "Our network scanner has always shared a lot of features with the ScanSnap, and we think by changing our marketing, we can expand the customer base. We will continue to market it to resellers in the traditional document imaging community, but by branding it as a ScanSnap we hope to talk to more general office equipment users."

At AIIM this year, FCPA showcased applications from several ISVs partners who had developed application interfaces for the 6010N. "Those integrations will work the same on the new model, plus users of the original 6010N will be able to download the new capabilities," said Francis. "Our centralized administration makes it easy to install updates on 10s or 100s of devices at once."

Francis acknowledged that the market for network scanning is still in its early stages, but noted that FCPA has had already landed three triple-digit volume deals.

For more information: http://tinyurl.com/6010Scansnap

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