

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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October 7, 2011

## THIS JUST IN!

### NUANCE HIGHLIGHTS EQUITRAC INTEGRATION

BURLINGTON, MA—**Nuance** held its annual analyst event this week at its offices. It marked the first time we had a chance to meet with the document imaging and speech recognition ISV since it completed its acquisition of Equitrac [see *DIR* 6/24/11]. Former Equitrac CEO Mike Rich, who is now a Nuance VP and general manager of MFP solutions, and Nuance Document Imaging division General Manager Robert Weideman were very enthusiastic when discussing potential synergies between Nuance's eCopy and Equitrac's print management business.

"If you look at managed print services [MPS] deals, every one of them includes some level of print management," Weideman told a group of analysts. "While scanning is very important to the people who use it, it's typically limited to documents in areas like human resources, financials, or legal. Rarely is scanning pervasive on every MFP in an organization. Now that we've added print management, we are being engaged in truly enterprise deals."

Nuance is in the process of merging the Nuance and Equitrac sales teams. "Equitrac has been adding 5,000 customers a year worldwide, and we've built up a base of more than 30,000 customers," said Rich. "So, we've been doing pretty well, but since we've been acquired by Nuance, we're being brought into deals that are on a whole new level."

### OCR on the Cloud

Nuance also discussed some interesting new server- and cloud-based technology. For the first time ever, Nuance has introduced a server-based version of its OmniPage OCR and document conversion technology. In addition to

**CONTINUED ON PAGE 8**

## AIIM Study Validates Potential for Capture-To-Process Market

*DIR* has always been an advocate of the idea that the biggest ROI associated with document imaging comes from automating data capture and workflow processes. In recent years, document capture market leader **Kofax** has embraced this theory—as it has expanded the scope of its KTM modules for automating data capture and moved into the automated workflow business with its acquisition of purchase-to-pay software specialist **170 Systems** [see *DIR* 9/18/09]. As Kofax continues to invest in these areas, it recently sought to confirm its belief that the integration of capture and workflow is an underserved space with plenty of room for growth.



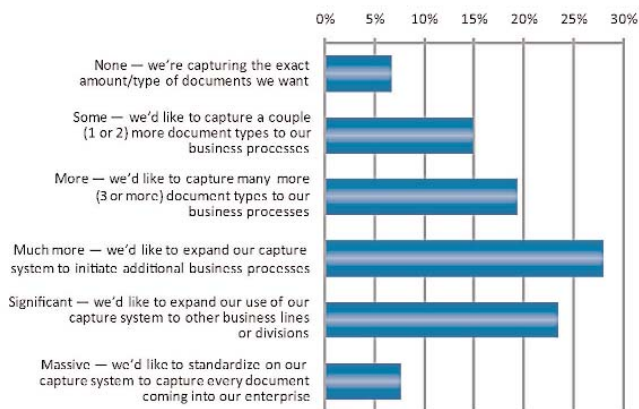
**Martyn Christian,**  
CMO, Kofax

To accomplish this, Kofax sponsored a research survey, which was conducted by **AIIM**, the leading trade organization for the enterprise content management (ECM) industry. "It's our assertion that there is an untapped market for combining advanced capture and BPM [business process management—an advanced form of workflow that is not necessarily as document-centric as traditional workflow]," said Martyn Christian, the chief marketing officer at Kofax. "We don't think it's something that has really been focused on before."

"We wanted to validate our belief and engage in a bit of dialogue with the community to see what they are thinking about this. Because of their background in ECM, we thought AIIM would be a good organization to carry out the survey, plus it helped get AIIM thinking a little more about capture. Basically, we think the results back-up our assertion that there is a strong value proposition for combining advanced capture and BPM."

The survey was taken this summer by 459 individual AIIM members. The respondents came from a fairly even mix of large (over 5,000 employees), mid-size (500-5,000) and small (10-500) organizations. A review of the findings shows that while satisfaction with existing

Figure 17: How would you quantify your aspirations for your capture system?  
(N=222 capturing to process)



## MARKET GROWTH POTENTIAL

*In a recent AIIM survey, more than 75% of respondents who have implemented capture-to-business process applications indicated they'd like to add three or more document types to their applications. (From AIIM report: Capturing Data to Multiple Businesses Processes: What's Holding You Back.)*

capture implementations is strong, there is clearly a desire on the part of users to expand capture into other applications.

"One of the interesting findings is that 62% of users with scan-to-process implementations reported either expected, or better-than-expected ROI [and another 25% said they expected to achieve ROI, but it was taking a bit longer]," said Christian. "Imagine seeing that sort of satisfaction rate for ERP or ECM implementations. In addition, 60% said they were keen to expand their capture implementations. Once again, do you think that's true of ERP or ECM?"

"In addition, 28% of respondents consider capture to be a 'crucial component' when describing the importance of capture to a business process and another 36% consider it to be a 'key enabler.'"

Of the 459 survey respondents, 241 said that they were capturing to a process and 96 responded that they were scanning to archive only. Of those scanning to a business process, only 18% said they felt they had capture-enabled more than half the processes they could. The number one thing holding back expansion among current capture-to-BPM users seems to be a lack of priority/IT resources. Among those just doing scan-to-archive, it's lack of interest by the line-of-business owners.

"The good news is that the survey shows that the current level of capture projects are obviously not requiring a great deal of IT involvement, which means that vendors have done a good job developing mature products without a lot of complexity," said Christian. "The bad news is that because IT hasn't had to invest a lot of time with capture-to-process projects, their knowledge base is relatively weak about what the technology can do. On top of that, although everyone wants to save money, in today's environment, budgets aren't exactly sloshing over with money for investing in new technology projects."

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

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3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
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7. Storage

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"In organizations doing only scan-to-archive, there doesn't seem to be as much awareness of the value of capture-to-process. Primarily, line-of-business people don't seem to have a real good understanding of how the technology can benefit their piece of the business."

Other interesting findings, from DIR's perspective, were that 37% of the time business process owners make decisions about scan-to-process projects with IT making the call less than 20% of the time. Also, it appears that only 7% of all respondents feel they don't need to be capturing more documents, and close to 60% said they'd like to utilize much more imaging or have "significant" or "massive" expansion hopes for their capture systems.

"That's a bit contrary to what we're seeing in the market," noted Christian. "People generally don't implement full-blown capture systems across their enterprises. It's still deployed primarily as a niche application."

This, despite the fact that more than 70% of those surveyed said securing IT resources and solving technical issues would be less of an issue with a single enterprise capture platform. More than 60% thought enterprise capture could improve ROI, reduce political conflicts, and improve awareness of capture among line-of-business owners.

Christian concluded that the market for capturing to processes shows strong potential as users become more educated about what they can accomplish. "Capture has a good reputation and a proven ROI," he said. "A lot of this is being achieved through scan-to-archiving solutions. We believe users can save additional money by moving more capture to the front of their processes, and we are looking forward to leveraging our position as the market leader in capture-driven-process automation."

For a copy of the AIIM report, "Capturing Data to Multiple Businesses Processes: What's Holding You Back," visit: <http://go.kofax.com/LP=822>."

## Xerox Reselling ABBYY in Conjunction with DocuShare

In conjunction with the latest point release of its popular DocuShare Web-based document management application, **Xerox** has announced a reseller agreement with **ABBYY**. ABBYY's FlexiCapture and Recognition Server products are now being resold by Xerox direct sales, DocuShare direct sales, and Xerox reseller partners in North America. ABBYY is an ISV that specializes in

OCR/ICR and advanced document recognition (ADR) technologies.

"We took advantage of the release of DocuShare 6.6 to create a tight integration with the ABBYY software," said Brian Lincoln, senior product line manager for DocuShare. "Basically, we made some changes that allow us to start a workflow in ABBYY's FlexiCapture and connect it with the process automation features in DocuShare. This enables us to automate end-to-end processes with a seamless handoff. This is valuable in areas like invoice processing."

Lincoln added that DocuShare 6.6 introduces a new lifecycle management feature. "We've had records management functionality for some time; what we've introduced is some more lightweight retention management," he said. "Basically, we're positioning this release, in connection with the ABBYY software, as providing a simple, easy-to-use package for management and automation of documents and images, from cradle to grave. We can control documents from the point they enter our system as scanned images until the time they meet their business and legal requirements and can be removed from the system."

Originally developed to manage internal communication between Xerox's research centers, DocuShare has been on the market since 1997. In 2007, Xerox introduced internally developed capture technology for more efficiently capturing images into DocuShare, primarily from MFPs [see *DIR* 7/7/07]. DocuShare can also be integrated with batch capture apps like **Kofax** Capture.

FlexiCapture is an automated data capture product that can be utilized on structured, as well as semi-structured, forms. "At Xerox, we have a number of capture tools in the quiver," said Lincoln. "FlexiCapture enables us to automate business processes around documents like fixed forms, invoices, and other mixed document types, which our current software products can't address."

ABBYY's Recognition Server is an OCR and PDF product designed for handling high-volumes of document conversions. "Recognition Server gives us new OCR options that better scale to meet our customer needs," said Lincoln. "In addition to full-text OCR, it has functionality for point-and-click indexing. That type of flexibility can be valuable when converting backfiles in which there are a lot of different document types."

Steve Kincade, VP, Channels, North America, for ABBYY USA, indicated that Xerox performed extensive testing on ABBYY's software. "When Xerox



started receiving feedback from its customers that they wanted a capture component to augment DocuShare, we were called in for a very technical and grueling selection processing,” he said. “Xerox found that ABBYY was a good fit from a technical standpoint, and that our software was priced at a level that would not detract from users buying DocuShare.”

Lincoln indicated that Xerox will set its own pricing for the ABBYY software. “It will be very competitive and based on the ABBYY price list,” he said. “Xerox is also in the process of training a team to deliver professional services around ABBYY FlexiCapture. We have an open contract with ABBYY to provide services on our behalf while we are ramping up and if demand exceeds what we can do.”

Kincade indicated that ABBYY is excited to be working with Xerox, which becomes its largest North American reseller. “Xerox has a world famous global brand and a rare dedication to customer satisfaction,” he said. “We are providing specialized training to Xerox so they can sell, install, service, and support our software—and meet Xerox quality standards, independent of ABBYY.”

For more information:

<http://www.documentimagingreport.com/index.php?id=2198>

## CAPSYS Launches Azure Capture Option

Web-based document capture specialist is **CAPSYS Technologies** now offering its document capture software through the **Microsoft's** Windows Azure Platform. The new delivery method complements the Colorado Springs-based ISV's own-hosted SaaS offering. CAPSYS also offers an on-premise version of its software.

“We are seeing some Azure initiatives being launched, especially in larger, Global 2000-type organizations that want to stay ahead of the curve,” said Paul Szemplinski, president of CAPSYS. “We were recently working with one organization, through one of our partners, and at the appropriate time we disclosed we had our Azure efforts underway. The potential customer indicated it had an internal IT project going down that same path and was very excited to hear about our direction.

“We have three ways we can deliver software to our customers. These are on-premise in a traditional software model, through a network appliance [see *DIR* 12/23/10], or in the cloud—which we've now expanded vertically through the introduction of our

Azure offering. Cloud customers can take their pick between Azure and our own data center, which we have no plans to turn off. Both platforms offer basically the same features and functionality.”

Windows Azure, which was launched last year, is positioned as a platform as a service (PaaS) for hosting SaaS applications. Earlier this year, we profiled ECM vendor **M-Files'** Azure offering [see *DIR* 6/24/11]. **Brainware**, which focuses on advanced data capture from documents, has also launched an offering on Azure [see *DIR* 7/22/11]. Brainware's software is more complementary than competitive to CAPSYS', which is primarily focused on document capture and offers field-based data capture.

Szemplinski listed three main reasons behind CAPSYS' decision to make its software available through Azure:

- improved international deployment capabilities
- the desire to push forward with the alternative pricing model that has helped differentiate CAPSYS the past
- increasing momentum in the Microsoft marketplace

“Three years ago, when we jumped into the cloud, we did it with our own data center and went through the pains of building out our own infrastructure,” said Szemplinski. “To achieve our goal of reaching the global market, however, we would have had to duplicate, all over the world, the data center that we built in Chicago. Azure and Microsoft's network of data centers certainly expedites our plans for global expansion.

“In addition to improving performance, having access to local data centers worldwide is necessary to meet certain legal requirements. If you want to service a financial services customer in Canada, for example, you can't do that with a U.S. data center, you need a Canadian presence. “

An Azure deployment of CAPSYS utilizes the same interface no matter where it's being deployed. “Basically, the person installing the system goes to a drop down menu and selects the location where the user wants it deployed,” Szemplinski said. “You can spin up a system in about 20-30 minutes. Imagine getting a traditional document capture system up and running in under a half hour.”

### **Embracing the Azure platform**

CAPSYS began its transition to Azure by initially offering support for Microsoft's SQL Azure database. “SQL support was easier to tackle as a first step,” said Szemplinski. “Basically, for customers that want to take advantage of a Microsoft-hosted database,

we reconfigured our software to recognize SQL Azure. We can connect SQL Azure with both our hosted and on-premise versions. We announced support of that in February.

"The next step was to drink all the Kool-Aid and take our server-based application and re-engineer it to work with Windows Azure. Basically, we had to take our Web front end and enable it to run in Azure, as well as do some back-end development to accomplish things like enabling our customers to connect their CAPSYS Azure implementations to their own proprietary infrastructures. This is important to enable features like single-sign on and Active Directory integration.

"We also had to do some work with our file system. We can now feed any repository from Azure, whether it's cloud-based or on-premise."

Szemplinski said CAPSYS Online is currently up and running on Azure. "If one of our partners' customers asks if they can use CAPSYS in an Azure environment, the answer is yes," he said.

Szemplinski indicated that the pricing for CAPSYS' own-hosted SaaS application and the Azure version is similar. "There's a modest uplift for Azure support," he said. "Plus, there is some **ala carte** pricing for features offered in Azure that we don't offer on our own. This includes Active Directory authentication, for example."

### **SaaS changing the game**

Szemplinski added that CAPSYS' current business is coming half from on-premise software sales and half from SaaS sales. "Although, if you look at our pipeline, it's definitely more active around the cloud," he said. "I think the market is trending toward the cloud. It's also our differentiator.

"Our partners can walk into a competitive situation and lay features and functionality on the table, just like anyone else can, and it's typically the same conversation no matter who the vendors are. But, our partners can also change the game by putting the cloud option on the table.

"They can change the conversation from annual maintenance charges to monthly spend. Also, it's often a deal changer when they start talking about internal IT chargebacks. In other words, what is an IT department charging a line-of-business owner to support an on-premise capture solution? That's an area where our customers can often achieve substantial savings."

Szemplinski added that it's still a challenge getting resellers to buy into the SaaS model. "We've been

offering SaaS for three years, and it hasn't been easy getting resellers, who are used to pulling down big paydays based on big deals, to make the transition to a SaaS pricing model. They're not particularly eager to make the move to monthly annuity streams. We encourage them to think of it like an insurance practice. It may start small, but, over time you have the opportunity to build up a significant steady stream of revenue."

Szemplinski estimated that CAPSYS has approximately 40 reseller partners. "They are primarily based in North America, and like everyone else, our revenue stream follows that 80/20 model.

"We are hoping that the Azure implementation opens up some new channels for us among Microsoft-focused resellers and IT consulting organizations that have Azure practices. We've done some work with the Microsoft Azure strategy team, which has directed us to the Azure market place where you can promote your solution and make Azure partners and users aware of it."

For more information: <http://www.capsystech.com/>;  
<http://www.documentimagingreport.com/index.php?id=2201>

## **NSi Rides Distributed Capture Wave to Impressive Growth**

**Notable Solutions, Inc. (NSi)** recently concluded a strong fiscal year (ended June 30), for which it reported a 35% growth in revenue. NSi, which specializes in document capture software for MFPs, has capitalized on increasing adoption of distributed capture. The Rockville, MD-based ISV also continues to expand its channels and land an increasing number of both large and smaller deals.

For its fiscal 2011, NSi added approximately 3,000 named customers. "Those vary from one or two MFPs, which I call 'salmon deals,' to 'whales' with hundreds of MFPs utilizing our software," explained Mike Morper, VP of marketing at NSi. "We have a very healthy stream of smaller deals, which may be increasing slightly in average value over time, but certainly continue to increase in volume. On the high-end, we landed two quarter-million dollar deals in our fourth quarter and at least one \$500,000 deal in the first quarter of 2012."

NSi, which once had an exclusive partnership with **HP**, continues to expand its reseller channels and last year added **Konica Minolta** as a partner. "We are delighted with KM's performance both in the European and U.S. markets," said Morper. "The

relationship has further diversified the channels our revenue is coming from. Year-over-year, all our channels are increasing in gross revenue, but some are decreasing as a percentage of our overall business—which is healthy.”

Geographically, NSi continues to focus on the Americas and Europe, where its base of operations is in Germany. “AsiaPac is not really a strategic market for us yet, but we have been involved in an increasing number of multi-national implementations,” noted Morper. “We are seeing large companies that may be based in the U.S. or Europe that want to standardize on one hardware platform worldwide and attach our software.”

The increasing popularity of distributed capture overall has been a boost to NSi’s business. “E-courier is the term used by one of our large customers,” said Morper. “Basically, they want to take advantage of MFPs they already have installed to more efficiently transfer documents to central offices. This can cover multiple document types.

“For example, there’s a large construction company that sets up portable offices at all its sites and drops in Xerox **MFPs** with our software. They use the MFPs to capture every document that shows up at those sites into their Louts Notes system. They utilize MFPs, as opposed to dedicated scanners, because MFPs can also handle on-site printing and copying needs.”

Morper sees NSi’s focus on empowering knowledge workers in the capture process as a competitive advantage. “We enable the workers who are closest to the documents, and understand them best, to participate in-line in the capture process—as opposed to trying to capture everything at the end of a process, after documents have moved downstream,” he said. “We don’t accomplish this by asking users to key-enter indexing information at the device. Instead, we typically tie into a line of business system and provide users with drop down menus and pick lists. We make a concerted effort to be as flexible as possible connecting data sources to the front panels of devices.

“We also offer smart ticket technology, which can be deployed in the form of an intelligent printed cover sheet or as an electronic cover sheet. Basically, we are pre-indexing, and the document is playing catch up to the data.”

Specific indexing data and menus can be made available to users or groups of users based on their log-in IDs. “We can leverage whatever log-in protocols an organization is using, like LDAP or Active Directory,” said Morper. “Users’ privileges, or

lack thereof, are based on their personal IDs.

“We also go out of our way to make sure we conform to any IT security policies. This includes integration with the common-access-card (CAC) systems being deployed by many government agencies. We continue to earn significant business in high security environments, like the U.S. federal government. Overall, government, which includes international, as well as U.S. state and local entities, is our number one vertical market. Since episodes like we had with WikiLeaks, there is definitely increased vigilance around security related to devices like MFPs.”

### **Revenue Breakdown**

NSi follows generally accepted accounting principals (GAAP) when reporting revenue. “Our financials have been audited by a third-party for the last three years,” he said. “To comply with GAAP, our maintenance revenue is reported on a monthly basis. A three-year contract is broken down into 36 installments.”

Morper noted that maintenance still accounts for a relatively small percentage of NSi’s revenue. “The percentage is about what you’d expect from a young company that is still establishing its install base,” he said. “Most of our revenue is still coming from software licenses.”

Professional services accounts for less than 15% of NSi’s revenue. “Most times, our channel is perfectly capable of handling their own implementations,” Morper said. “But, when they’re not, that’s when we step in with professional services.”

Over the past few years, NSi has transitioned its pricing from a client/server to a per-device model. While previously, users would pay a few thousand dollars for an NSi server implementation and few hundred dollars for each connected device, Morper estimated the current pricing model is approximately \$1,200 per device—street price for a single unit implementation, with discounts for increased volume.

NSi’s 2011 fiscal year growth was in-line with what the company has accomplished over the past few years—as NSi reported a three-year CAGR of 37%. “With **Harvey Spencer Associates** reporting that the capture market grew 15% last year, I think we are performing better than the market,” said Morper. “And, based on our first quarter 2012 results, we expect to outpace the market again this year.”

For more information:

<http://www.documentimagingreport.com/index.php?id=2197>;  
<http://www.nsiastore.com/>; <http://www.equitrac.com/>



# Open Source Capture Business Picking Up

Open source document capture is gaining traction. **Ephesoft**, the Irvine, CA-based start-up, which released its open source capture software to the public in 2010 [see *DIR* 10/22/10], is reporting 50% growth per quarter and now has 40 partners worldwide. Ephesoft also recently introduced Linux support for its IDR (intelligent document recognition) software.

"I think we are seeing a lot of interest due to the current economic times, which are making people more sensitive to price," said Don Field, the ex-**Kofax** executive who was named CEO of Ephesoft earlier this year [see *DIR* 5/6/11]. "We have a very low priced offering. In addition, we've had some nice wins due to our Web-based architecture."

As an open source vendor, Ephesoft makes its software available for no charge, with a competitively priced annual maintenance fee for the Enterprise Edition. Ephesoft also offers a Community Edition targeted at the SOHO (small office/home office) space, for which it does not offer support. Ephesoft's reseller channel is focused on installing and supporting the Enterprise Edition.

"We've had about 2,500 downloads of our Community Edition," Field told *DIR*. "Our Enterprise sales numbers are confidential, but I can say that, so far, 75% of our sales have been in North America and 25% in Europe. We're just ramping up our European sales efforts and recently hired a new VP of sales in the U.K. to complement our German VP."

Ephesoft has seen the most traction in the mortgage market. "We have about a half-dozen mortgage customers," said Field. "They deal with a lot of paper, because of requirements for wet signatures. Also, because of increasing regulations, the average size of a mortgage file has doubled."

## A 6-month ROI

Ephesoft has done a case study on one of its mortgage customers, **Mountain West Financial** in Redlands, CA. Mountain West installed Ephesoft, with **Kodak** Capture Pro on the front end, to help with the classification of more than four million pages per year into some 225 document types. Kodak Capture Pro reads bar-coded documents and those without bar codes are directed to Ephesoft for identification and processing.

The system was installed in March and Mountain West is reporting 95% accuracy classifying and separating documents. It is also processing

additional volume with only 33% of its previous staff. Finally, mortgage files that previously took 45 minutes to prepare and process now are completed in "a few minutes." Mountain West expects an ROI in less than six months.

The solution was installed by Steve MacWilliams, senior VP at southern, CA-based VAR **DocuSource**. The Mountain West staff is setting up any new document types itself—which is important due to constantly changing regulations in the mortgage industry.

"Setting up the classification is really a small amount of work," said Field. "Basically, it requires just a few samples of each document type. Setting up data extraction is a bit more extensive. It involves a few more professional services."

Field indicated that Ephesoft has also had success in the insurance market, with HR forms, and is working with a potential partner in the A/P space. "Our ramp-up has been faster than expected," said Field, who stressed that Ephesoft works exclusively through partners for implementations of its Enterprise Edition. "We basically have two kinds of partners. One is people who are into open source—most of them also have a partnership with **Alfresco** [an open source ECM ISV]. The others are document capture experts, many of whom have been in the imaging market for a long time, but are looking for something new."

On the open source front, Field said Ephesoft has developed a forum of approximately 100 active contributors who have helped add about a dozen features to the Ephesoft source code. "For the Enterprise Edition, to create some opportunities for our partners, we have created hooks through which functionality can be added," he said "Auto-redaction is an example of functionality that one of our partners is working on. We're creating an app store through which our partners can sell their modules."

Field noted that Ephesoft has also introduced a TWAIN scanning module in its Enterprise Edition.

Ephesoft continues to expand its channels and recently signed a partnership with MFP capture specialist **NSi**. Ephesoft partner **Zia Consulting** has deployed its capture software on the **Amazon** cloud, and **SAIC** is working on putting it on an appliance that it will sell to the federal government. Ephesoft is also sponsoring Alfresco events in North American and EMEA.

For more information: <http://www.ephesoft.com/>;  
[http://www.ephesoft.com/images/stories/ephesoft/Mountain\\_West\\_Final.pdf](http://www.ephesoft.com/images/stories/ephesoft/Mountain_West_Final.pdf)

## OMNIPAGE SERVER, FROM PAGE 1

being available as a standalone product, the OmniPage server has been spun up in a Windows Azure environment. The technology is also being made available to be hosted on Nuance partners' clouds.

"One nice feature of the OmniPage server is that the same set of APIs can be used to connect to all three versions of it," said Weideman. "We think a lot of our partners will begin by leveraging OmniPage on a traditional server before moving to the cloud. Basically, our partners just need to build their application once, and they can deploy it three different ways."

One of the first applications taking advantage of OmniPage on Azure will be the new eCopy Scan to Cloud. The initial version enables users to capture documents to four different destinations, including **GoogleDocs**, **Evernote**, and **SalesForce.com**. Before the documents reach their destinations, they can be passed through OmniPage on Azure.

The interface for eCopy Scan to Cloud is being marketed as an app that can be downloaded onto the devices of Nuance's hardware partners. Users click on their chosen destination, enter their log-in information, and activate the scanning process on the MFP. In the demo we saw, a page was scanned, converted to an Excel file through OmniPage Azure, and then retrieved from the GoogleDocs folder specified as its destination.

Pricing will be based on the volume of pages being captured on a device. Weideman indicated that

more cloud destinations will be available in the future. He added that Nuance's choice to utilize Windows Azure for its OmniPage cloud platform was not coincidental. "It's a natural extension of our partnership with Microsoft," he said.

### Vertical packages

At the event, Nuance also discussed some vertical strategies in which it is leveraging multiple pieces of its technology. One of those is an EMR (electronic medical records) solution that takes advantage of some of Nuance's natural language recognition skills. The demo we saw involved applying automatic recognition and extraction to a scanned image of typed notes from a medical appointment.

The Nuance technology was able to automatically extract information such as vital signs, diagnoses, and allergies and correctly categorize them. A GUI interface enables a doctor to verify and narrow down the data until a proper electronic record that meets meaningful use requirements can be created. Nuance is focused on outputting an XML CDA (clinical document architecture) format that can be integrated with leading EMR systems.

Nuance's imaging activity in the medical records market is being assisted by its Dragon Naturally Speaking software practice, which has a leading presence in the area of automating transcription of medical notes.

For more information:

<http://tinyurl.com/Nuance-Imaging>;

<http://www.equitrac.com/>

<http://www.nuance.com/for-business/by-product/omnipage/index.htm>

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