October 8, 2004

PARASCRIPT SUBSIDIARY HAS CAPTURE APP FOR NOTE TAKING

Parascript recently announced that its Pen & Internet subsidiary would be spun off and merge with note management application developer **EverNote Corporation**. Pen & Internet is an online handwriting recognition software developer. Its technology is applied through tablet computers and electronic pens. Parascript focuses on off-line recognition commonly applied to images.

Pen & Internet's technology will be incorporated into *EverNote 1.0*, which will be released for beta this month. A general availability launch is planned for the first quarter of 2005. "*EverNote 1.0* will feature a new piece of technology developed by Pen & Internet called advanced notes recognition (ANR)," explained Leonid Kitainik, GM of Pen & Internet and Executive VP of EverNote. "ANR will enable *EverNote* to convert a full-page of notes, including doodles, charts, underlines, and bolds, into a well-formatted electronic document."

Pen & Internet's *riteForm* application will also be incorporated into *EverNote*. Released last fall, *riteForm* is designed for capturing data from forms completed on mobile and tablet PCs or with electronic pens [*see DIR 11/21/03*]. *riteForm* will also continue as a standalone product. According to Kitainik, it has already been installed in more than 70 evaluation projects. "I can't comment on the names, but I can say that three Fortune 500 companies are going through pilots," he told *DIR*.

Pen & Internet also has OEM agreements for its technology with the likes of **HP** and **Hitachi**.

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

Visioneer Sharpens Its Channel Focus

Visioneer recently made a pair of announcements that reflect its continuing efforts to move upstream in the document scanning market. The desktop, workgroup, and mobile scanning specialist recently announced a VRS-enabled version of its popular Strobe mobile scanner. It has also launched a new reseller program targeted directly at document imaging VARs.

The Strobe XP 200 is a 2" x 2.5" x 11" sheetfed-only scanner that has a rated simplex speed of 10 ppm. According to Murray Dennis, president and CEO of Visioneer, it has more than a 90% share of the mobile scanning niche. The new Strobe XP 200 with VRS comes bundled with **Kofax's** popular grayscale thresholding application as well as an ISIS driver.

Murray Dennis, president and CEO, Visioneer.

"Adding an ISIS driver was the first step we needed to take to enable our mobile scanners to better address the production document imaging space," Dennis told *DIR*. "This enables them to be directly integrated with the more than 300 document imaging applications built with the **Pixel Translations** toolkit. In addition, VRS has come to represent the industry standard for document image enhancement. We are now offering, on a $400 scanner, the same type of image quality, and ultimately OCR accuracy, produced by more expensive models."

The Strobe XP 200 with VRS carries a list price of $399—$100 more than the legacy Strobe XP 200. However, a standalone VRS application for the Strobe lists for $295. The new model also includes the ISIS-driven *QuickScan* document capture application from Pixel.

Historically, the Strobe has been tightly coupled with

ScanSoft's *PaperPort* document management application, which has limited its use mainly to desktop environments. However, last year, Visioneer released an SDK for the Strobe, designed to enable tighter integration with other document management applications. "We've landed some pretty large installations relying on the TWAIN and WIA drivers traditionally packaged with the Strobe," said Dennis. "The **U.S. Post Office**, for instance, last year, purchased in excess of 10,000 Strobes as part of an upgrade. However, we wanted to make available the option to leverage ISIS drivers as well."

ISIS is the most popular driver used in the production document imaging environments commonly serviced by document imaging VARs. In addition to upgrading its Strobe model, in the last year, Visioneer has also upgraded its workgroup scanner offerings to better address the production space. This has been done through licensing the **Xerox** brand name and, at **AIIM 2004**, introducing the company's first duplex model, which also includes an ISIS driver [*see DIR 3/26/04*].

"Seventy-five to eighty percent of the document imaging market is duplex," said Dennis. "The only VARs generally buying our simplex models are the large corporate resellers like **Dell** and **CDW**. With our duplex models and our new Strobe offering, we are going after the Kofax reseller channel."

To compete for this channel's business, Visioneer has introduced a channel program competitive with those of other scanner vendors. Visioneer's new Document Source Alliance program offers the following benefits for VARs:
- volume incentive rebates
- market development funds

OCR CAPABILITIES DIFFERENTIATE PAPERPORT

Visioneer has a long history in desktop document imaging. It was the original developer of **ScanSoft's** *PaperPort* desktop document management application, which was sold to ScanSoft in 1998. In fact, Visioneer still bundles *PaperPort* with most of its scanners.

However, when Visioneer announced it was bundling VRS with the latest version of its Strobe mobile document scanner, we wondered if the company had also considered *Capio*—**Kofax's** desktop document image management application and a *PaperPort* competitor [*despite what ScanSoft and Kofax reps want to tell us*]. "We are looking at *Capio*," acknowledged Murray Dennis, president and CEO of Visioneer. "*Capio* has a lot of features including VRS. However, one of the main things it is missing today is also one of our main focuses—the ability to create searchable PDFs from document images. *Capio* does not have an OCR feature for creating searchable PDFs. I think it will get there, but ScanSoft is there today with *PaperPort*."

[*Visit our Web site, http://www.documentimagingreport.com, to download a trial version of Capio.*]

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- discounted demo units
- evaluation units
- and a certification program

"Because we are a latecomer to channel sales, we tried to create a program that would be more advantageous to VARs than programs offered by our competitors," said Dennis. "One thing we've done is offer more aggressive volume rebates and market development funds. Also, our program includes both the Visioneer and Xerox product lines and the volume initiatives are based on sales of both lines."

Mike Cohn, Visioneer's VP of business development, added that Visioneer is also offering VARs the opportunity to provide their own service on scanners. "Many of our competitors will allow VARs to sell service contracts, but prefer to provide service through their own organizations," Cohn told *DIR*. "We are encouraging VARs to get certified to provide their own service. Service can be a real cash cow for a reseller. If they don't want to provide service, we have an organization that can come in and do it. The important thing is that we are leaving the choice up to them."

For more information: **Visioneer**, PH (925) 251-6461; http://www.visioneer.com *DIR*

Latest Reorg Combines Document Input And Output

Kodak's latest reorganization has its document imaging group joining forces with its recently beefed up printing division. As of Jan. 1, 2005, both groups will be part of the company's Graphics Communications Group (GCG). GCG will report as a distinct division of $13 billion Eastman Kodak. James Langley, a long-time **HP** executive who joined Kodak last year, will continue to head GCG—which currently consists of Kodak's printing operations. Dolores Traxler, GM, Document Products and Services, will report to Langley.

Since 2002, the document imaging group has been part of the Kodak's $1.5 billion Commercial Imaging unit, headed by Carl Marchetto. That unit also includes Kodak's Commercial and Government Systems group (C&GS). C&GS became significantly smaller earlier this year with the $725 million sale of Kodak's Remote Sensing Systems (RSS) operation.

When that sale was announced, Marchetto indicated Kodak would use the proceeds to help the company further penetrate the commercial printing market. And indeed, within a couple months, Kodak announced plans for a $150 million buyout of **Heidelberg's** 50% interest in the companies' NexPress high-end digital printing joint venture. As part of the reorganization, Marchetto will become COO of Kodak's consumer-focused Digital & Film Imaging Systems (D&FIS) group.

Meanwhile, NexPress, along with Kodak companies Encad, a large format printing specialist, and Versamark, a variable printing specialist, will join the document imaging group in GCG. Encad was acquired for $25 million in 2001, while Versamark was purchased for $250 million in January of this year.

James Langley, president, Graphic Communications Group and senior VP, Eastman Kodak.

"With this reorganization, the document imaging group will become an integral part of one of the three strategic pillars of Eastman Kodak," commented Erwin Schwarzl, GM of Kodak Document Imaging. "The other two are D&FIS and Health Imaging." And, with former document imaging group president Candy Obourn now the COO of Health Imaging, and Marchetto to head up D&FIS, all three of those pillars will be run by individuals with strong ties to document imaging.

Kodak's document imaging business consists of digital scanner sales, service and support for imaging-related and storage products, microfilm initiatives, and a conversion services business. According to Traxler, Document Imaging should realize both short- and long-term gains from the reorg. "In the short term, we expect the services arm of our imaging business to benefit by expansion into the printing market. Our printing groups had been operating three separate service organizations focusing on their own products. We will combine those organizations with our document imaging service organization. This will create a worldwide network of 1,500 service employees. We also plan to expand our service to include other vendors' printing systems. We've already done this for document imaging and storage products.

"In the long-term, we are looking at addressing the complete workflow picture—from capture with our scanners through to output with printing. We already have some customers that use both our scanning and printing products. We think we can

generate some interesting opportunities in this area as we look at it more closely."

Kodak is apparently tossing around the term "intelligent scanning" to describe potential scan-to-print opportunities. "We are not talking about doing high-quality photographic scanning for offset printing," cautioned Schwarzl. "But anyone doing printing needs to get data from somewhere. In the case of a variable printing operation servicing a direct-mail campaign, this could be a CRM system that is being fed by a scanning application capturing information from forms."

This concept of a combined input/output operation is suddenly gaining some traction in the market, especially with last month's proposed acquisition of **Topcall** by **Dicom** [*see DIR 9/17/04*], and this spring's acquisition of **Kleindienst** by **Beta Systems**. Of course, the likes of **Xerox**, **Océ**, **Adobe**, and **ISIS Papyrus** started down this path a few years back. We must admit, we could never figure out how Kodak's document imaging business fit with the other businesses in Kodak's Commercial Imaging unit. The new grouping in GCG seems to make a lot more sense.

And with Kodak's conversion from analog sales to digital sales progressing at a faster rate than originally anticipated according to recent reports, it seems like things are finally falling into place for at least one of Rochester's imaging giants. Yes, the old film titan might make it through to the digital age after all.

For more information: http://www.kodak.com/go/docimaging ▣

What's In An Acronym?

Is BPA really all that different from BPM?

In the last issue of *DIR*, we attempted to explain the subtle differences between BPA (business process automation) and BPM (business process management). It turns out that, according to **IDC** at least, there is really no difference at all. It seems we should have been trying to explain the difference between straight through processing (STP) and workflow—which represent the opposite poles of the BPM/BPA market.

Our efforts at differentiating between BPM and BPA came about in the wake of **Dicom's** announced acquisition of **Topcall**. Dicom was touting the acquisition as its entrance into the fast growing, $1 billion BPA market. However, Dicom subsidiary **Kofax** wanted to make it clear that this acquisition would not bring it into competition with its many

partners who already offer BPM software. Because Dicom is waiting out a "quiet period" between the announcement of the acquisition and its closing, Kofax officials were reluctant to go into much detail about the company's future plans for Topcall. The best we got out of them was a somewhat vague explanation that BPM and BPA were not the same markets.

Anthony Macciola, VP of marketing, Kofax.

According to Dennis Byron of IDC, with whom Kofax has consulted regarding the BPA market, there is no such difference. "We consider the terms workflow, BPM, and BPA to cover the same market," said Byron. "The main reason we chose 'BPA' to define the space is that we were already using 'BPM' to define another market—business performance management." [*IDC rival* **Gartner** *uses BPM in the workflow/BPA sense and actually uses BPA to define the "business process analysis" market.*]

Byron, however, did explain to us that the BPA market can be looked at as having two sides. "If you take a linear view of the BPA space, you could put STP on the left and workflow on the right, with a balanced offering in the middle" said Byron. "At the extreme left are applications which require no human intervention. An example might involve submitting a securities form and automatically receiving annual reports for the companies you've invested in. At the extreme right are applications where almost everything is an exception and needs to be seen by someone."

It's important to note that most of Kofax's traditional document imaging partners are on the right side of this line, while Topcall's technology seems to lie on the left. So, while technically, the Topcall acquisition does bring Dicom under the same BPA market umbrella as many Kofax partners, realistically, it does not appear Kofax will be competing with them.

According to a statement we received from Anthony Macciola, VP of marketing for Kofax, the company wants to manage the input and output of information, while letting its ECM and BPM partners handle everything in between. "Our vision is to provide information capture and communication solutions that support BPA in much the same way that our information capture solutions have historically supported ECM," said Macciola. "We enjoy strong partnerships with ECM vendors

because our products complement their solutions, and the same idea extends to the BPA market. We expect to work side-by-side with Topcall in the future to address both the capture of information into business systems and the delivery of information from those systems. Our solutions will not manage the information or run the business workflow. They will complement partners in both the ECM and BPA markets."

A Fast Growing Market

In case you're wondering why Dicom is so interested in BPA, IDC has predicted a 30% CAGR for the space over the next three years. In 2003, IDC valued the BPA space at $750 million worldwide, a figure it expects to exceed $1 billion this year. **IBM** has emerged as the early leader with an estimated $107 million in BPA sales in 2003. Byron noted that most of IBM's BPA sales were related to its *WebSphere* product line, which lies more towards the STP side of the line than the workflow side. IBM sells traditional document workflow software as well.

Other early BPA market leaders include **Fujitsu Limited** (mainly on the strength of Asia-Pacific sales, **Microsoft** (on the strength of its *BizTalk* application), **FileNET**, **TIBCO** (through its recent acquisition of **Staffware**, see *DIR* 7/2/04), **BEA**, and **Adobe**—in that order. [*Topcall did not even make the top 50.*] Byron noted that this list represents a mix of companies with offerings on both the left and right side of his BPA line. "As the market matures, the leaders that emerge will probably have a very strong balance," he noted.

For more information: http://www.idc.com ▨

ReadSoft Rebounding

Strong first half has Swedish document capture vendor poised for breakthrough.

At the end of 2000, the future couldn't have looked brighter for **ReadSoft**. The Swedish forms processing vendor had just completed a year of 72% growth, pushing its annual revenue to 291.6 million Swedish Krona, or almost 40 million U.S. Dollars (based on current exchange rates). However, as the fortunes of the technology market soured in the second half of 2001, ReadSoft hit a wall. For the next three years, from 2001-2003, the company was unable to push its annual revenue past 300 million Krona. During that period, sales outside of the company's home base of Scandinavia were especially weak, with "U.S. and rest of the world," revenue decreasing by 30%, from 72.5 million Krona in 2001, to 50.1 million in 2003.

This year, however, things seem to be turning back around for ReadSoft. Through the first half of 2004, the company's overall revenue is up 11% from 2003, to 159.2 million Krona, or $21.7 million. ReadSoft is finally poised to break through the 300 million Krona mark it first approached four years ago. The company is being helped by an 18% growth in its "U.S. and rest of the world," sales during the second quarter. "We've weathered the storm," said Bob Fresneda, managing director of ReadSoft's U.S. operations. "Like a lot of companies in the industry, we had a couple tough years. However, we are growing again, and we are a much more mature company."

Part of the maturity has to do with ReadSoft's profitability. After two and half years of losses, ReadSoft has its spending under control and regained profitability in the second half of last year. That trend has continued through the first half of 2004. At **AIIM 2004**, the company also introduced its new *Documents* platform, designed to integrate data and image capture from a wide variety of document types [*see DIR 4/9/04*]. And ReadSoft recently announced that its *EDI for Invoices* application, which was introduced in 2001 [*see DIR 10/5/01*], is gaining serious traction in Europe. ReadSoft recently revealed that more than 900 businesses are using that product worldwide.

EDI for Invoices enables businesses to electronically exchange and process invoices created in ERP systems without using traditional EDI applications. *EDI for Invoices* applies ReadSoft's recognition technology to e-mailed electronic documents. "North America is a little behind Europe in adopting this application, but we have installed it to complement a couple of our larger paper invoice processing installations," Fresneda told *DIR*. "These customers might be dealing with invoices from 500 suppliers and use *EDI for Invoices* for a couple hundred of them. It's not something we lead with, but it can be a unique separator."

INSURANCE ADOPTING MAILROOM TECHNOLOGY

ReadSoft is having some early North American success with its *Documents* platform in insurance market. "We have introduced what we are calling a 'document organizer' for insurance companies," U.S. Managing Director Bob Fresneda told *DIR*. "This enables insurance companies to automatically classify the variety of documents they receive relating to underwriting policies. These include application forms, legal documents, and records related to policies. Once a document's type is determined, we can apply more advanced character recognition to automatically capture the data."

Fresneda said that the company's *INVOICES* application, which now accounts for the majority of ReadSoft's software licensing revenue worldwide, is the hottest seller in North America. "The invoice processing market is more mature than a couple years ago," Fresneda told *DIR*. "All the vendors competing in that space seem to be winning deals. However, the overall penetration of forms processing technology in accounts payable (AP) departments is very low. So, there is still a lot of opportunity and interest."

ReadSoft believes the key to winning AP deals is tight integration with ERP applications. "We have some integration pieces with **Oracle** and **SAP** that will be differentiators for us going forward," said Fresneda. "Also, we are just gaining momentum as a result of SAP's selling our product directly to its customers. In April, SAP put together a catalogue that includes a listing for a pilot implementation of *INVOICES*. That catalogue was distributed this summer."

North American SAP users who have already implemented *INVOICES* include **Allstate**, **Coats & Clark**, and **Wisconsin Energy**. In addition to the high-end of the AP market, ReadSoft has begun focusing on mid-sized applications. As part of this strategy, ReadSoft recently signed a reseller agreement with Lewisburg, PA-based **Computer Support Services, Inc.** (**CSSI**), which specializes in image enabling **Microsoft** Great Plains financial applications. CSSI also resells **EMC's** *ApplicationXtender* document imaging application—a mid-market solution originally developed by OTG.

"In the mid-market, we are typically targeting end users processing 500-1,000 invoices per week," said Fresneda. "At this volume, it's important to offer a complete system to automate both data entry and workflow processes for approval of invoices. This combination creates an impressive ROI proposition. An integrated mid-volume invoices system lists for $60,000 to $70,000. We actually have a couple partnerships now with resellers that specialize in image-enabling smaller ERP/financial applications."

Fresneda added that, because document volumes are not as great in invoices applications as in traditional forms applications, it is important to focus on the number of items being automatically captured, not the number of documents. "The cereal manufacturer **Kellogg's**, for example,

receives invoices that are 18 pages long," said Fresneda. "The latest release of *INVOICES*, version 5.3, has dramatically increased the amount of data we can automatically capture from invoices the first time we see them. To do this, we leverage a 'document information extraction method,' which is currently going through the patent process.

"Of course, everyone in the market realizes these are the types of efficiency improvements that need to be made to keep growing. As these efficiencies are implemented in conjunction with *Great Plains*-type applications, we see invoice processing going mainstream."

For more information: **ReadSoft U.S.,** Metairie, LA, PH (504) 841-0100, http://www.readsoft.net **DIR**

Xerox Upgrades Capture App

As the market for scanning on digital copiers continues to mature, software applications continue to get more sophisticated. **Xerox** is the latest digital copier vendor to introduce an upgraded scanning application. Last month, Xerox announced *SMARTsend*, a Web-based capture application built on **Microsoft's** .NET platform.

"*SMARTsend* combines our legacy *FlowPort* and *CentreWare Scan Services* technology," explained Joy Lipari, manager of product marketing, Xerox Channels Group. "We have taken some of the functionality of *FlowPort*, such as the ability to send document images to multiple destinations at one time, and put it on a Web server, which is how *CentreWare Scan Services* have traditionally been deployed. We've moved the whole thing onto an open architecture platform leveraging .NET."

Because it is Web-based, *SMARTsend* can be accessed from any Internet-enabled computer. From their computers, users can design workflows for specific documents or document types. Those workflows can then be published to a specific digital copier or to all the *SMARTsend* devices that are connected to a specified Web server.

"Lower maintenance is one of the key advantages that *SMARTsend* has over *FlowPort*," Lipari told *DIR*. "There is no more client software to worry about. And *SMARTsend* has an auto-discovery feature to find any scan-enabled PCs on a network. It can also leverage existing network user names and profiles."

SMARTsend users can activate workflows in one of two ways. The first is through a list that can be found on the digital copier control panel. The second is through cover sheets leveraging the

DataGlyph technology Xerox introduced with the first version of *FlowPort* back in 1999 [*see DIR 10/8/99*]. Document workflows can include e-mail addresses, printers, on-line repositories, and document management systems. Keywords can be encoded in DataGlyphs to serve as indexing information. OCR can be applied on the server to create full-text searchable PDF documents.

FlowPort historically connected to document management applications through WebDAV protocols. Lipari expects the new .NET platform to open up *SMARTsend* to a greater number of integrations. "Our initial release will include integration with *SharePoint*, **Lotus**, and the Xerox *DocuShare* repositories," she told *DIR*.

SMARTsend is designed to support both new and legacy Xerox digital copiers, as well as color and bi-tonal models. Xerox is offering a migration path for users of its legacy scanning applications. *SMARTsend* will be available in December. "The pricing hasn't been finalized, but it will be competitive," said Lipari. "One installation will support multiple MFPs, with our base number being five."

Lipari concluded by saying that, as IT departments have become more involved in purchasing decisions for copiers, scanning is taking on increased importance. "Sixty-five to seventy percent of our installs now involve MFPs as opposed to copy-only machines," Lipari told *DIR*. "As MFPs replace copiers, it means IT is more involved, and IT is worried about things like enterprise infrastructures for scanning. Scanning software is increasingly becoming a differentiator."

For more information: http://www.xerox.com **DIR**

Forms Capabilities Added To ABBYY Toolkit

ABBYY has introduced forms processing capabilities into its SDK with the recent release of *FineReader Engine 7.1*. The new version makes both fixed and flexible forms processing modules available to ABBYY's SDK customers. Historically, ABBYY has offered its fixed forms processing technology only in its *FormReader* application. Earlier this year, it introduced the *FlexiCapture Studio* module for *FormReader* [*see DIR 3/5/04*].

"Our strategy has always been to showcase our technology through our applications before making them available in our SDK," explained Joe Budelli, VP of business development for ABBYY USA. "Before we release recognition technology in our SDK, we always package it in our *FineReader* retail

application. We were following the same strategy when we introduced *FlexiCapture Studio* into *FormReader*."

FlexiCapture Studio enables users to set up a combination of templates and rules for capturing information from forms on which the location of information can vary. Common variable forms include invoices and resumés. The technology has also been successfully applied in Russia on deposit slips. ABBYY gave *DIR* a demonstration involving recipe cards.

FlexiCapture can be used to complement ABBYY's *Document Analysis for Invoices* technology, which was introduced late last year with the release of *FineReader Engine 7.0*. ABBYY's invoices module is designed to identify text as part of a pre-processing step [*see DIR 10/24/03*]. *FineReader Engine 7.1* also includes a *Fixed Form* module for traditional forms processing as well as a data verification module.

"We've had demand for forms processing technology from customers who want to reduce their development time or the number of vendors they are working with," said Budelli. "They may have licensed our recognition technology and then developed their own forms applications to leverage it. Our forms module can reduce development time by 10-12 months.

"Also, we have customers using our technology to convert images to full-text searchable PDF documents. Compliance concerns are driving a lot of businesses to install enterprise-wide capture systems. After implementing document capture, businesses are finding they have certain types of forms that can be more efficiently processed using forms processing technology. We have a lot of service bureau customers that get demands for all sorts of imaging jobs. Our new SDK will help them better accommodate a broader spectrum of demands."

As a good deal of ABBYY's focus in recent years has been on partnering with vendors like **Kofax**, **ReadSoft**, and **Verity** (formerly Cardiff) that offer their own forms processing technology, we asked Budelli if the recognition vendor could possibly be biting the hands that feed it. "We are making our forms technology available to all our customers and partners," said Budelli. "For example, Kofax will be releasing a *FlexiCapture for Ascent Capture* module to help it better deal with semi-structured forms. **NSi** [which develops document capture applications for digital copiers and other networked devices], will be releasing a *FlexiCapture* module as well.

"As far as a company like ReadSoft goes, which already has a semi-structured application, they focus

more on enterprise-level applications. ReadSoft's product might not be a fit for a customer with a smaller forms requirement."

FineReader Engine 7.1 builds on the modular licensing model that was introduced with version 7.0. ABBYY has also introduced network and concurrent user licensing models.

For more information: **ABBYY USA**, Fremont, CA, PH (510) 226-6717, jbudelli@abbyyusa.com, http://www.abbyyusa.com. DIR

Verity Releases Extraction Application

With its acquisition of **Cardiff** earlier this year, search software vendor **Verity** entered the data capture market. Verity's latest release, *Extractor 1.0* takes it further down that path. While Cardiff's technology is applied mainly to extract data from structured forms, *Extractor* is designed to find data on unstructured documents.

"Currently, when users register documents in their ECM systems, they need to enter meta data, which includes information such as the subject and date of a document," said David How, senior product manager for Verity. "On structured documents, this information can be automatically captured by setting up templates. However, 80% of business documents are unstructured. *Extractor* is designed to assist with the capture of meta data from those documents."

Out-of-the-box, *Extractor* is programmed to recognize more than 10 different types of information. These includes names of commercial organizations, people, places, addresses, phone numbers, dates, times, prices, and measurements. Customers also have the option of defining their own data types based on individual needs. *Extractor* uses a combination of grammar patterns and dictionary references to identify information.

According to How, *Extractor* is a great fit for applications in which the volume of information is too great to be indexed manually. "Every day, a business can receive a combination of faxes, e-mails, and news feeds that have no structure but should be indexed in a content management application," he said. "*Extractor* provides a means to automate their indexing. It is also a great way to bring a new repository of documents, which may have been picked up through an acquisition, into an existing taxonomy system—especially if that taxonomy is based on our *K2* search and

classification technology. The two applications are designed to be tightly integrated."

How added that *Extractor* has the intelligence to determine subtleties such as whether a term like "Ford" is being used as a personal or corporate name. "Through our *K2* technology, we are helping customers find needles in haystacks," said How. "We realize that a lot of those haystacks are getting bigger. *Extracto*r is designed to make them more manageable."

How added that Verity is just starting to look at ways in which *Extractor* could be leveraged with the *TeleForm* data capture application acquired with Cardiff. "Right now, *Extractor* is a first-generation product, which was developed because of demand from our *K2* customers," said How. "That said, as *Extractor* matures, I can definitely see that it could be of use in a *TeleForm* environment."

For more information: http://www.verity.com DIR

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