

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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November 21, 2014

## THIS JUST IN!

### TIS TOPS \$10M IN Q3

**Top Image Systems** recently reported third quarter revenue of \$10.7M—which represents 35% YOY growth. This year's Q3 included two-and-a-half months worth of revenue from **eGistics**, the hosted remittance processing and document management software company that TIS acquired in July [see *DIR* 7/18/14]. eGistics' annual revenue was reported as \$10.5M, and TIS reported a net YOY revenue gain of \$2.8M for Q3. TIS also reported an adjusted EBITDA loss of \$1.5M which "was impacted by one-time increase in costs related to changes made to the company's accrual policy."

Going forward, the document capture and ECM ISV is projecting a positive Q4 EBITDA margin in the mid-teens, a rate that it expects to carry over into 2015.

<http://bit.ly/TISQ314>

**Kofax** recently received three more patents related to its mobile capture technology. The Irvine, CA-based ISV touts that it "now has 54 issued patents and 60 pending applications, with 47% of the total relating to mobile imaging technologies."

Kofax has also been notified by the International Search Authority "of the novel and significantly inventive status" of the recently patented technology.

<http://bit.ly/Kofax3MobilePatents>

**Square 9 Softworks** recently opened a new West Coast regional office in Irvine, CA. The rapidly growing Connecticut-based ECM ISV, which focuses on selling through the MFP dealer channel, now has three offices nationwide. ECM industry veteran David Anchondo, who joined Square 9 last December, is the ISV's Western Regional Director.

<http://bit.ly/Square9Irvine>

## Xerox Latest MFP Vendor to Team Up with Hyland

### Relationship Offers ECM ISV Entrée into Fortune 500 & Global Markets

ECM is among the hottest technologies for digital copier vendors these days. **Xerox** became the latest MFP vendor to increase its stake in the ECM market—recently signing a reseller agreement with Cleveland-based ISV **Hyland Software**. Initially, Xerox will target Hyland's OnBase suite at its cadre of large, Fortune 500 managed print services (MPS) customers.



Ed McQuiston, VP,  
Global Sales,  
Hyland Software

"We have thousands of MPS customers worldwide," said Dale Johnson, Xerox's senior director, Global Workflow Automation, for large enterprise organizations. "It's our view that as we move into the next generation of MPS, it's really about automating and simplifying customers' document environments. To do this, we have to focus on business process management, which OnBase provides.

"Historically, Hyland has had success selling to mid-sized and even some larger companies. Through this partnership, Xerox can bring Hyland into the C-level suite at some very large Fortune 500, Global 250-type organizations. Our long-standing relationships in the MPS space give us that type of access. Hyland has tried to gain access to these types of accounts in the past, but has not been able to. Also because of Xerox's global presence, we can expand Hyland's penetration into other countries."

Ed McQuiston, Hyland's VP of Global Sales, agreed that the Xerox relationship has the potential to extend Hyland's market reach. "We have already started to develop leads with Xerox and have focused on their top tier of enterprise customers," he said. "These are some huge corporations that Hyland has traditionally had to work to get the attention of. We just don't have the incumbency that Xerox does.

“That incumbency creates a distinct advantage for Xerox and a trust. Even though Hyland has been around for a long time and more recently has been listed as a leader in the **Gartner** Magic Quadrant, Xerox has some trusted relationships that go back much further. These customers believe Xerox will bring the best products to the table and that is very meaningful for us.

“Xerox also broadens our international reach. Outside of U.S., we are starting with them in Europe, and we recently expanded our scope to include regions like Latin America, the Middle East, and Southeast Asia. Expanding our international reach is a core focus for Hyland over the next few years [as evidenced by its recent attempts to acquire **ReadSoft**, see *DIR* 6/27/14], and Xerox contributes to our ability to do that. Xerox has people on the ground worldwide that are attractive to us.”

McQuiston noted that Xerox’s hardware component should also help even the playing field for Hyland when competing against other major ECM vendors. “Most other large ECM players, including Perceptive with **Lexmark**, **IBM**, and **EMC**, are selling a broader proposition than standalone software,” he said. “That means it’s possible for these vendors to offer software as part of a contract bundle with their hardware, which often appears more attractive to customers.

“Xerox will be able to do the same thing with its MPS agreements. The Hyland component can be marketed as a value-add in a broader offering vs. a standalone ECM tool. From a Xerox perspective, ECM helps create more stickiness to their MPS contracts. It takes MPS beyond the commodity level. Xerox also has additional offerings in areas like e-discovery that can complement OnBase and enable us to compete better with larger vendors like IBM and ECM that have broader portfolios.”

McQuiston added that Xerox’s being in the MFP hardware business brings with it some distinct advantages. “Xerox’s hardware footprint creates a unique position from an on-ramp perspective,” he said. “More and more customers are looking for distributed points of capture throughout their organizations. Xerox’s MFP footprint becomes very meaningful when you consider that.

“We plan to leverage Xerox’s hardware by working together on panel-level integration that offers more than just click, scan, and ingest functionality. We envision leveraging some of our technology like integration with ERP systems, as well as Xerox technology in areas like security, to create some specific niche applications. One example might be HR self-service kiosks, where employees onboard themselves through a touchscreen.”

Xerox’s Johnson added that the MFP vendor has some Hyland-specific integration plans. “Our Extensible Interface Platform (EIP) enables our partners to configure the user interface on our MFPs,” he said. “The advantage when working with a close partner like Hyland is that it’s our

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technology so we can further customize it if we want to.

“We are also working on a mobile component but I can’t share much. It’s very exciting and we’ll tell you more when it’s announced this spring. I can say that it’s an application that will be able to be applied in a multitude of areas, with an emphasis on workflow automation.”

### **A Focus on Workflow Solutions**

Xerox launched its Workflow Automation Group last year to focus on selling complex solutions such as ECM. “Mike Feldman (a former HP executive who joined Xerox in 2013 and is currently President of Large Enterprise Operations for Xerox Technology) set up Workflow Automation about a year ago,” said Wasim Khan, senior director, Workflow Automation. “For awhile, we’ve had offerings like DocuShare and FreeFlow [print server technology]. But, we felt we needed a dedicated organization with more focus.

“Our goal is to provide solutions that help our customers reduce their paper and automate their processes. Having a dedicated group is helping us develop a shared methodology, shared tools, and a consistent method for delivering value to our clients on a global basis.

“Delivering workflow automation solutions has meant adding new offerings to add value for our MPS clients. We are adding components like ECM, data analytics, intelligent capture, and enterprise file share and sync.”

In fact, on the same day the Hyland partnership was announced, Xerox announced a partnership with **Datawatch**, an ISV that offers software for data analysis and discovery. Xerox also debuted an internally developed file sync and share platform—Xerox Digital Alternatives. “Instead of printing documents for reading, sharing, or signing, through Digital Alternatives users create PDFs that can be accessed through their PCs or tablets,” said Karl Hofmeister, Global Offering Manager, MPS Offering Development, Large Enterprise Operations, Xerox. “Digital Alternatives supports electronic signatures, annotations, and simplified workflows. It enables users to sync their files across multiple devices and executive ad hoc digital workflows.

“There are three trillion pages printed annually. Workflow automation is a better way to move forward. The idea is to print less within structured business processes. However, at some point within those processes, prints are often made to complete day-to-day tasks like signing and reviewing documents. Digital Alternatives can minimize that printing.”

Xerox’s Workflow Automation Group has a dedicated sales force. “Some of our more complex solutions require the right level of skill set,” said Khan. “We expect Workflow Automation solutions architects to be involved with our Hyland sales.”

“Solutions definitely require a more mature sales model than our traditional MPS sales,” added

Johnson. “We also have a dedicated Workflow Automation implementation team. We are not experts on Hyland and Datawatch yet. There is going to be a learning curve, but as knowledge transfers, we will take on more and more responsibility.”



*Wasim A. Khan,  
Senior Director,  
Workflow  
Automation, Large  
Enterprise  
Operations, Xerox*

“Xerox has a sales force that knows very well how to move hardware equipment,” said Hyland’s McQuiston. “It is neither our, nor Xerox’s, expectation that the broader sales force will suddenly become experts in ECM.

They instead will look for opportunities where ECM can be a fit. We have armed them with questions to ask and indicators to look for that show a potential for OnBase.

“Once these opportunities are uncovered, Xerox has a next tier that will be their ECM team. They will come in and really drive OnBase sales with support from Hyland. We will communicate with Xerox’s account managers and sales engineers and provide back-up when needed.

“Xerox’s intent is to certify personnel to implement OnBase and take the first line of support calls. We plan to support Xerox similar to the way we do our VARs—because on a very large scale, they are pretty much functioning as one of our resellers. The main difference is that they are focusing on the high-end enterprise space.”

According to McQuiston, Hyland’s history of support for its reseller channel played a role in Xerox

### **XEROX POTENTIAL “OUT” FOR INVESTORS**

**Hyland’s** relationship with **Xerox** seems like a positive development for the Cleveland-based ECM ISV. **HP**, **Konica Minolta**, and now Xerox, give Hyland three major partners in one of the most rapidly growing channels for ECM sales—MFP vendors and dealers. It also potentially creates a bidding war for Hyland among some fairly large entities when its equity investor, **Thoma, Cressey, Bravo**, which has held the majority of the company since 2007, decides to sell out.

choosing to partner with the ISV. “For all of the MFP vendors we partner with, Xerox, Konica Minolta, and HP, if you start looking at Gartner’s Magic Quadrant for ECM, we are a pretty attractive dance partner,” he said. “As I mentioned, most other ECM leaders are selling hardware, if not MFPs. Also, we’ve been selling through partners since our inception in 1991. We have a better framework for managing partnerships than our competitors do.”

Xerox has already had a number of salespeople travel to Hyland’s offices for training. “They have been getting certified in anticipation of the partnership,” he said. “Xerox is really putting some commitment behind its words.

“I have been involved with this partnership since it was conceived, and I grilled Xerox executives about their commitment level. For Hyland, the support necessary to enable a relationship of this size to thrive is not insignificant. These types of partnerships are expensive bets to make.

“Xerox executives told me they wanted the

company to become experts on our product and be able to sell and implement it without Hyland having to lead the charge. They see Workflow Automation as a practice in and of itself within Xerox—and OnBase is a key part of their strategy. It’s not going to happen overnight; we know we have work to do on our side to help Xerox get wins and build some momentum. But, so far, Xerox has lived up to everything they have promised.”

### **Next-Generation MPS**

As we mentioned, Xerox is the third major MFP vendor that is now partnering with Hyland. “Our message is that we are vendor agnostic,” said McQuiston. “All MFP vendors are staring into the abyss a little bit from a revenue generation standpoint. I think the numbers bear out that print continues to decline, toner sales continue to decline—really the commoditization of the MFP market has all the vendors chewing each other up. Some leaders like Xerox and HP got into MPS and it allowed them to extend their hardware margins for a little while.

“At first MPS represented a unique offering that was not as price sensitive or commoditized as hardware. But, that is starting to change. The vendors realize they have to add value if they want to refresh their MPS agreements every three years. They also have to account for declining print and toner volumes. They have to fill that offset and OnBase can provide the digital component they lack.”

HP sells OnBase through its Imaging Printing Group (IPG), which also resells software from **Kofax**, **ReadSoft**, Perceptive, **Omtool**, and **Nuance** (eCopy). (HP Worksite [the former Interwoven/iManage product acquired with Autonomy] and the former Cardiff and Tower Software products are sold through HP Autonomy—which is slated to be split from IPG in the near future.) Konica Minolta packages OnBase in vertical solutions sold as part of its EnvisionIT suite [see *DIR* 12/6/13]. Konica Minolta Business Systems USA has also been rolling up a nationwide footprint of Hyland resellers [see *DIR* 4/25/14].

McQuiston sees Hyland’s various MFP vendor relationships as complementary. “Konica Minolta has a very strong SMB presence, while the Xerox relationship is targeting larger corporate customers,” he told *DIR*. “In addition, their worldwide geographic focuses are a bit different. Konica, for example, is especially strong in Southeast Asia—in countries like Singapore, Hong Kong, and Australia. We see plenty of white space for both vendors to compete, and I don’t expect a lot of conflict.”

And while Konica has had a strong focus on

### **HYLAND PLANNING TO MERGE CAPTURE PRODUCTS**

**Hyland** acquired AnyDoc Software about a year and a half ago to beef up its advanced document capture capabilities [see *DIR* 3/8/13]. And while Hyland told us earlier this year that sales of AnyDoc were strong—especially in the manufacturing market where AnyDoc’s invoice capabilities were proving a boon [see *DIR* 5/9/14], we haven’t heard any news about a new version of AnyDoc—and the software was relatively long-in-the-tooth to begin with, with the last new full version we are aware of (V5) being released in 2009.

Meanwhile, Hyland introduced improved Intelligent Capture capabilities last year with OnBase 13—which included improved invoice processing, a long-time specialty of AnyDoc. “We certainly have a roadmap to bring together the best of AnyDoc and OnBase Capture,” said Ed McQuiston, VP, Global Sales, Hyland. “Ultimately, it’s our goal to have a best-in-class product that can compete effectively, if not better than, products from market leaders like **Kofax**, **ReadSoft**, and **Brainware**. That includes capabilities in areas like intelligent classification and invoice processing.

“We think achieving that lies in an amalgamation of what we were doing with OnBase prior to acquiring AnyDoc, as well as what AnyDoc brings to the table. The roadmap calls for us to bring those into one set of algorithms, but I don’t know that we are ready to talk about the timeframe.”

For more information:

<http://www.onbase.com/en/product/onbase/capture;>

specific vertical solutions utilizing OnBase, Xerox is still determining its vertical strategy. “Hyland offers multiple offerings into different verticals,” said Johnson. “We are still determining specifically what we will be covering. Our focus initially is to work with our MPS customers where we have established relationships and go to market from there.”

McQuiston sees Xerox targeting slightly different verticals in different geographies. “Worldwide, Xerox is strong in a lot of vertical markets that align with our vertical strengths,” he said. “In Europe, I expect them to focus mainly on financial services and insurance, with healthcare added to the mix in the U.S. Higher education and government are also important markets.”

Because Xerox is selling OnBase in conjunction with its MPS offering (which is typically sold through a subscription model), we asked if Xerox would be leveraging Hyland’s OnBase OnLine cloud offering. “We are looking at cloud and on-premise models,” said Johnson. “It really depends on our customers’ requests and requirements.”

“I think it will be a hybrid relationship,” added McQuiston. “There are some things we might work on that will be niche offerings that we look to bring to market in a pre-packaged cloud type approach. But, as we get into complex, broader ECM rollouts, customers typically want that on-premise. We are prepared to offer OnBase through Xerox in either fashion.”

Khan concluded that OnBase helps broaden Xerox’s solutions portfolio. “Some solutions are content-led and some our process-led,” he said. “If a customer requires strong document management capabilities, then our own DocuShare product may be the right fit. But, if the solution requires a heavy emphasis on a BPM engine, maybe OnBase is the right choice. Our goal is to really provide value-added solutions.”

For more information: <http://bit.ly/Xerox-Paperless>;  
<http://www.onbase.com/en/about/media-room/press-releases/xerox-partnership>

## nextScan Expedites Fiche Digitization Process

I had the opportunity to do a white paper for **nextScan** last year, which ended up being quite revealing. nextScan develops high-speed micrographics scanners and software, which almost seems self-defeating. I mean the faster you scan all the microfilm out there—the faster it goes away, and

so does your market, as the amount of new microfilm being produced for non-archival purposes (meaning stuff you might want to digitize) is rapidly disappearing. Ironically, it’s kind of nextScan’s goal to make this happen.

Basically, nextScan’s view is that there is plenty of microfilm and microfiche currently owned by organizations that would like to digitize it—they just haven’t been able to afford it. nextScan is bent on enabling them to realize their digitization goals by making the process faster and cheaper. Last year’s introduction of the Virtual Film image repository was a step in this direction [see *DIR* 10/18/13], as is its most recently announced product—FicheStar.

Designed to work with nextScan’s FlexScan hardware, FicheStar can rapidly speed up the creation of digital images from COM (computer output microfiche). “Historically, the challenge of digitizing COM has been that it’s so labor intensive,” said Kurt Breish, CEO of nextScan, which is based in Boise, Idaho. “Once you get your output from the scanner, you have to align your grid, and if the fiche is a duplicate, you might have all kinds of skew and alignment issues to deal with. FicheStar is designed to take all that away.

“A full-page of fiche typically has 209 images on it. It takes about 10 seconds for FicheStar to find and exactly mark where the images are. It also does stuff like handle the title bar properly. Traditionally, it has taken three to four minutes per page to get everything proper when scanning a page of fiche. Often it didn’t matter how fast our scanners went, users were being slowed down in the image processing stage.”

Because of the market conditions, Breish believes there is a ton of potential for microfiche conversions. “Another factor holding back conversions is that a lot of fiche images have pretty low retrieval rates,” he said. “Fiche contains a lot of stuff like data on credit card payments, records of transactions related to pension funds, and data related to tax returns.

“It’s stuff that by law has to be saved for a long time, but nobody ever looks at it. And I think a lot of the people that have fiche would like to get rid of it by digitizing the images. It’s more labor intensive to store fiche than digital files because you have to keep it in a controlled environment. Also, it takes up space and a lot of the people who understand how the fiche is indexed are retiring, which can create retrieval problems. Nobody that I’m aware of is producing new COM files. In addition, if the fiche is a diazo copy—that’s not really a 100-year media, so it can start to deteriorate.”

nextScan debuted FicheStar at the **ARMA Conference and Expo** held last month in San Diego. "Over the years, we've been to a lot of shows with a lot of new products, but I've never seen a response like we got for FicheStar," said Breish. "We had people contacting us ahead of time and bringing their fiche to the event so they could see how it works."

FicheStar can be used to output individual PDF images or it can be integrated with Virtual Film—which, instead of creating individual indexing information for each image (like an ECM system would), is designed to save resources by allowing for indexing and retrieval similar to the way it's done with microfilm and fiche. "Organizations have been putting off their COM conversions as long as they can because the value of having digital images of old COM is so low," said Breish. "But we think we are bringing the price point low enough where they can now justify it."

Doreen Compton, director of product marketing for nextScan, confirmed that the vendor is trying to change the dynamics of the market. "By reducing the cost of conversions and providing better technology, we are trying to force the action," she said.

nextScan's business is also changing to meet these new dynamics. "Software has definitely become more important to us," said Compton. "Having software specialists on staff enables us to work with our customers to meet their custom needs. In addition, we are doing very well in the rental business, as our scanners are so fast, and the image processing has improved so much, that projects that used to take years can be completed in a few months or even weeks. People don't want to buy scanners for that short of a use."

For more information: <http://bit.ly/nextScanFicheStar>

## Strong Valuations, Active Buyers Make 2014 a Banner Year for M&A

*2014 has been a banner year for M&A. With the announcements earlier this week of mega-mergers involving Halliburton and Baker Hughes and Actavis and Allergan, Thomson Reuters is reporting that global M&A has passed the \$3 trillion mark for the year and is up more than 50% from 2013 levels.*

*The momentum has spilled over into the ECM industry, where, by DIR's count, there have been more*

*notable acquisitions in 2014 than in 2012 and 2013 combined. What are the reasons behind this and will the pace keep up in the future? These are just a couple of the questions we recently discussed with Paul Carman of **Xamcor**, one of our industry's most accomplished M&A experts.*

*We first met Paul when he helped orchestrate the sale of the trade association he was running, IMC, to AIIM. This happened in the late 1990s. He followed that up with a successful stint as Senior VP, North America, for Document Boss, an M&A and executive hiring firm focused on the ECM market. In 2012 Carman joined with long-time industry analyst Harvey Spencer and Ike Fattal, who has deep background in finance, deal structuring, and M&A, to form Xamcor.*

*Serving the Information Management Sector, which includes ECM, Xamcor offers a variety of services including advising on M&A both from the buyer's and seller's side. The following is an excerpt from an interview DIR did this Carman this week, the full text of which (along with a chart on the past 10 years of major ECM M&A) can be found at <http://xamcor.com/>.*

### **DIR: Why has 2014 so busy and active for M&A?**

Xamcor (Paul Carman): In general, the positive economic environment in 2014 has been a huge contributor. We are seeing record stock market highs, higher employment, and a slight lessening of global tensions and areas of concern. Also, with incredibly low interest rates, debt is cheap and a very viable tool for funding acquisitions.

From an M&A perspective, in recent years we have been recovering from the bad economy of several years ago. Because of this, there is now pent up demand for acquisition and consolidation. With the positive economy and high stock prices, companies are cash rich and have money to spend. If they want to achieve dramatic growth that will positively affect their valuation or share price, acquisition is the primary tool for accomplishing their goals.

### **DIR: What are the major reasons you are currently seeing for acquisitions?**

Xamcor: There are many reasons and sometimes those reasons can be unique to a particular company or transaction. However, in general, the key reasons to acquire may include:

■ **Driving Revenue Growth** – Revenue can be achieved through organic growth or through M&A. While organic growth takes time, M&A can bring about dramatic growth that brings companies

rapidly to higher levels of valuation.

■ **Market Share Growth** – Increasing market share has been a principal reason for acquisitions. It can be offensive, when an acquisition is made of a similar type company to enhance share; or defensive, to remove a competitor from the market.

■ **Regional Growth** – Many global companies have tried to expand to new geographies by building sales teams and capability in the new areas. This has proven to be a slow method, and one that has not always proven successful. Over the last decade, acquisition has been a far more effective way to enter new countries and geographies.

■ **Adding new technologies or technical capabilities** – To satisfy user needs, acquisition can help add solutions or capabilities. In addition, it can provide almost immediate time to market, versus a multi-year development project.

■ **Diversification** – Companies can lower risk by diversifying through acquisition. It can be used to diversify vertical markets, geographies, and solution offerings.

Some analysts have cited consolidation as a reason for seeking acquisitions. However, we believe consolidation is the result of the acquisition process, not a reason to make acquisitions. As markets mature, consolidation is a part of the general business cycle.

**DIR: How are the valuations in the information management sector? Is it a buyers' or sellers' market?**

Xamcor: In 2014, we really have had the “perfect storm” for the Information Management sector. Valuations have been at, or near, their historical high averages, and with a positive cash situation, buyers are willing to bid high to assure success. In some ways, we actually have equilibrium between a buyers' and sellers' market. In many deals the Xamcor partners have done over the last several years, buyers have achieved their goals and acquisition objectives, yet sellers have realized excellent valuations and have made very profitable exits. The sellers that have achieved their goals best are those who were prepared, organized, and who had a solid exit strategy.

In addition, valuation methods have become far more equitable. Many deals are based upon a 12-month look back period, which in most cases can produce higher valuations. In the past years buyers would review three or four years of past performance. With a growing company, looking

back several years results in a lower overall valuation. In addition, buyers are using more sophisticated analyses, and are actually projecting the increased opportunities and value of the combined organizations, using these as the basis of acquisition valuations.

**DIR: Are the traditional information management technologies like capture and ECM losing value?**

Xamcor: In general, the answer is a definitive, “No!” Capture is a critical first step in any information process. While the nature of capture changes, the need does not. In addition, the number of independent capture companies has gone down over the last few years. We believe this makes the remaining companies even more valuable in the future.

ECM is another important technology segment. As it matures, ECM still has a valuable place as a cost-saving solution. Valuations of ECM companies have held strong and will hold strong into the future.

The value of a company depends far more on the performance and quality of the company than it does on the technology sector it is in. A growing, progressive company with a strong management team, a solid strategy, and a capable organization will always earn the premium valuations and offer the strongest fit for a quality strategic buyer.

**DIR: What does 2015 look like regarding M&A in the information technology segment?**

Xamcor: Xamcor is predicting that 2015 will be a very busy year for M&A, perhaps a record year. However, any forward projection is based on economic conditions and the earnings we see in the Information Management sector.

What will drive M&A is the continued industry trend toward consolidation that we have seen over the past years. In addition, customers are demanding more efficient solutions, and would prefer to work with a single or small number of key vendors.

However, there are some potential warning signs appearing. The economy in Europe, and especially in Germany, seems to be slowing. If this trend continues, it could slow some of the M&A activity.

**DIR: Thanks Paul. So, for any one interested in buying or selling an Information Management business, is there any initial commitment involved with reaching out to Xamcor?**

Xamcor: The goal of Xamcor is to help our clients grow and succeed. To do that, we want to learn all we can about our clients and potential clients well before there are any costs or invoices generated. To accomplish that, we always offer a free consultation to understand a prospect's goals and to provide them with feedback from our team regarding those goals. Over the years we have given many man-hours of advice and guidance at no charge! We encourage your readers to speak with us at any time.

For more information: <http://xamcor.com/>

## Snowbound Introduces SVG Conversion into SDK

The latest version of **Snowbound Software's** SDK, RasterMaster 14.0, introduces support for the creation of SVG documents from non-image file formats. SVG enables a vectorized viewing experience from standard HTML 5 browsers. "After researching commonly used third-party SVG libraries, Snowbound determined it would need to develop its own technology to meet our standards of excellence and our customer needs," said Jim Palo, Snowbound's VP of R&D, in a press release.

"Most of the available products for creating SVG are open source," Simon Wieczner, president and CEO of Snowbound, told *DIR*. "It took us several people working for several months to create our SVG capability. One challenge is that it requires separate code for each file type being converted."

RasterMaster supports conversion to SVG from file

types like PDF, AFP, MS Word, PCL, and CAD. "Traditionally, bitmap formats like JPEG or PNG have been used to view these file types within browsers," said Wieczner. "The problem is that when you blow them up too much and/or zoom in, bitmap files can become pixilated. Because SVG is a vector format, when you zoom in, it looks gorgeous.

"And as SVG viewing is supported natively in most newer browsers, it meets users' desires to minimize their support requirements. Using SVG fits perfectly with the whole evolution towards HTML 5."



*Simon Wieczner, president and CEO, Snowbound*

Wieczner expects conversions to SVG to typically occur on the fly when a user requests to view a document through their browser. "People don't want multiple formatted copies of their files floating around on the server," he said. "In general, it should be a sub-second conversion. A monster CAD file might take a few seconds."

RasterMaster 14.0 also has improved support for outputting PDF/A, which includes embedding of fonts. Snowbound has also updated its licensing system, enabling users to more smoothly transition from evaluation stages of RasterMaster to full activation.

The Java version of RasterMaster 14.0 will be available next month with a .NET version scheduled for release in 2015.

For more information: <http://bit.ly/RasterMaster14>

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