December 19, 2014

DATES SET FOR HSA CAPTURE 2015

Mark your calendars for Sept. 1-2, which are the dates for **Harvey Spencer Associates** 2015 Capture Conference. For the first time, the conference is being held the week before Labor Day. Also, it will take place on a Tuesday evening and Wednesday to accommodate potential conflicts with the Labor Day weekend.

The theme of Capture 2015 is Capture 2.0, which stresses multi-channel, real-time data understanding capabilities. According to the conference promotional materials, "Based on the unlimited computing capacity of the cloud, we will see lighter, less expensive and easier to implement applications for new market segments."

The annual event is held at the Glen Cove Mansion on Long Island and features a day's worth of cutting edge presentations, along with plenty of networking opportunities. It is typically attended by 100 of the document capture and related industries' top executives.

http://www.hsassocs.com/capture/

InfoTrends Sizes Doc Services Market

At *DIR*, we get asked quite often what the size of the market is for document capture outsourcing, and I have to say it's hard to give even a ballpark answer. This is partly because the market is so fragmented. In addition, there are very few, if any, publicly traded companies left that focus solely on document outsourcing, so specific revenue data is hard to come by.

InfoTrends, however, recently took a stab at it—coming up with this number as part of its new study: *Enterprise Document Capture: Process Gaps and Revenue Opportunities.*

What Went Down in 2014

A review of our five biggest news stories/trends in the past year. We've listed them in reverse order, like a countdown.

5. **Convergence of call center and capture markets:** It's the natural evolution of multi-channel capture to eventually include voice. Conversely, as call centers evolve into contact centers, they are starting to embrace document-centric communication. Then there is everything in between: e-mails, Web sites, text messages, social media, etc., that is somewhat unconquered, and this is where the convergence is starting to occur.

At this year's **Harvey Spencer Associates** Capture Conference, customer experience management (CEM) consultant Michael McBrien showed a slide depicting an ideal contact center where social, Web, in-person, phone, and mobile communications were all integrated. When asked if anyone is actually doing this, his answer was no.

That said, from the capture market perspective, we are starting to see these elements come together through initiatives like **Kofax's** First Mile SPA (smart process application) strategy [*see DIR 3/28/14*], Kodak Alaris' partnership with German IDR/AI specialist **ITyX**, and even document outsourcing specialist **BancTec's** recent merger with Dataforce Group [*see DIR 8/22/14*]. From the contact center side, it was good to see a respected industry veteran like McBrien show up at the HSA Conference.

4. **Kofax misses consecutive quarters:** The year started so auspiciously for the Irvine, CA-based capture and SPA vendor. At the annual Transform conference held in March, Kofax was riding four straight quarters of software license and overall growth. In addition, an IPO on the Nasdaq (which was completed in Dec. 2013) was paying off, with Kofax's market cap soaring to around the $750M mark

Then came Kofax's fiscal Q4 2014 and Q1 2015. For the quarter ended June 30, Kofax reported a non-IFRS YOY decline in software license revenue of 7.5% and a

YOY decline in EBITDA of 38.9%. For the quarter ended Sept. 30, Kofax reported a YOY non-GAAP decline in software license revenue of 3.5% and an adjusted EBITDA decline of 47.8%. For Q1, Kofax's margin was just 6.3%—when in March CEO Reynolds Bish had set a goal of reaching 20% margins within three years.

In both quarters, Bish blamed the shortfalls on large seven- and high-six-figure "core capture" deals that had slipped into future quarters. After the more recent miss, Bish went so far as to say that Kofax will be putting more focus on its "mobile and new or acquired products," hoping they will pull through traditional capture sales—and get capture back to "single-digit growth." "We are now accelerating the reallocation of resources and expenditures into this fast growing part of our business," said Bish [*see DIR 10/10/14*].

But then a funny thing started happening. In the past month and a half, since Kofax announced its fiscal Q1 results on Oct. 30, the ISV has issued no less than five press releases touting software deals in the high-six to seven-figure range, mostly focused on automating document capture processes. When you couple this with Kofax's continuing to increase its number of $100,000 (mostly capture) deals (even during its Q1, the number of six figure deals increased by 33%), maybe the capture market isn't in as bad of shape as Kofax had thought.

3. Increase in onboard imaging processing (IP) technology in document scanners: We'll admit this isn't a very sexy story in and of itself, but to us it is the sign of something bigger. In 2014, three leading scanner vendors announced enhanced on-board image processing features: **Fujitsu** introduced PaperStream IP, which has replaced Kofax VRS as its bundled IP technology [*see DIR 1/31/14*]; **Visioneer** embedded IP on a chip with its new On Board Acuity [*see DIR 7/18/14;* and **Kodak Alaris** introduced a new embedded version of its PerfectPage technology [*see DIR 6/13/14*].

So, what's the big deal? This trend may help scanners run at closer to rated speeds today, but down the road is when the big benefits could come. More onboard IP creates the potential for removing the PC (where IP has historically been run) from the scanning equation. Not surprisingly, Fujitsu, Visioneer, and Kodak Alaris are all members of the TWAIN Working Group, which is actively working on a new TWAIN Direct standard, designed to connect scanners to applications without going through traditional drivers. **EMC Captiva** (which develops ISIS drivers) has undertaken a similar initiative with its Cloud SDK.

One end game of these initiatives is that they will enable scanners to be run by a multitude of alternative computing devices such as network devices, phones, tablets, netbooks, and who knows what else. They should also simplify development of capture applications. This trend of more onboard IP is helping move document scanning into the 21st century and beyond.

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2. **Rise of Cloud computing in ECM:** I don't think we've hit the tipping point yet, but in 2014 there were multiple small movements this way that are starting to add up: You had reseller **IDT** telling us that 40% of its new business is coming from cloud sales [*see DIR 11/7/14*]. You had **Captricity**, a 100% cloud-based crowdsourcing capture ISV, securing a $10 million round of Series B funding [*see DIR 8/1/14*]. You had **Ephesoft**, which has a purely Web-based cloud friendly capture platform, getting a minority investment from Fujitsu [*see DIR 8/1/14*]. You had capture ISV **TIS** buying cloud document management provider eGistics [*see DIR 7/18/14*]. And you had **Box** announcing workflow technology at BoxWorks and Dropbox revamping its Dropbox for Business; in the meantime, you had SharePoint experience some growing pains as **Microsoft** tried to reposition it as part of its Office 365 cloud offering.

As I said, there wasn't a tidal wave of ECM cloud adoption, but rather a large number of smaller waves in that direction that combined can be equally powerful, especially if they continue to gain momentum in the upcoming year.

1. **Lexmark acquires ReadSoft**: Far and away the biggest story of 2014 was **Lexmark's** acquisition of ReadSoft. The drama played out publicly over a period of four months, from May to August, with the Lexington, KY-based MFP vendor finally paying the equivalent of US $255 million for the market leading capture ISV, which is based in Helsingborg, Sweden. Counter bidding by **Hyland Software** drove up the price from Lexmark's initial offer of $182 million.

By all appearances, the acquisition began innocuously enough when Lexmark announced its initial bid on May 6. Although the price seemed relatively low by capture market standards based on its multiple of 1.5x ReadSoft's 2013 revenue, it did represent a record premium of 117% over market cap for a company trading on the Stockholm Exchange. Lexmark's offer was unanimously recommended by ReadSoft's board and included a provision that the board would only consider a competing offer if it was at least 7% higher than the Lexmark offer.

About a week before the acceptance period for the offer was scheduled to conclude, in mid-June, Hyland, probably Lexmark's Perceptive Software's most direct competitor in the ECM market, made a bid of approximately $198M, which was 8.7% higher than the Lexmark bid. Lexmark quickly countered with a $200M bid, because, well, they did not have to adhere to the same 7% premium.

Reading the ReadSoft and Hyland statements surrounding the bids led *DIR* to believe that Lexmark has made some promises regarding future employment of ReadSoft personnel that Hyland was unwilling to match [*see DIR 6/27/14*]. We also got the impression that Hyland was feeling a bit jilted by ReadSoft's preference of Lexmark as a suitor. Apparently Hyland had been in talks with ReadSoft prior to the original Lexmark bid that had reportedly ended abruptly.

This all led to Hyland's buying up of approximately 11% of ReadSoft's outstanding shares, which it felt voided a 90% share requirement provision in Lexmark's bid, and then making another bid of approximately $210M. Lexmark countered with a bid of $224M, which included an option to waive the 90% provision [*see DIR 7/18/14*]. Hyland took one more shot, which Lexmark answered with its $255M bid that included purchasing outright all the shares of ReadSoft's two co-founders. This gave Lexmark a voting majority and effectively closed the deal [*see DIR 8/22/14*].

The bidding war was great for the capture industry, as it effectively increased the acquisition multiple of one of the market leaders to 2.2x revenue, a much healthier figure than the one associated with the original bid. The reasons for the acquisition on Lexmark's side are clear. These include helping it reach its goal of $500 million in revenue for Perceptive Software in 2016 and increasing its European ECM presence. At the same time it helps Lexmark avoid the higher tax rates associated with repatriated profits by investing them in a European acquisition.

Hyland would also have benefited greatly from ReadSoft's European presence, including its well regarded SAP integration in accounts payable applications. But, in the end it could not compete with Lexmark's deeper pockets and whatever employment agreements were reached between Lexmark and ReadSoft. Curiously, at the same time it was acquiring ReadSoft, which has recently operated at around a break-even level, Lexmark was touting a goal of reaching 25% operating margins for Perceptive, which, for Q3 (minus some partial quarter numbers from ReadSoft), reported just 3.8% margins [*see DIR 11/7/14*]. Lexmark clearly has its work cut out.

Somewhat ironically, a couple months after it bowed out of the ReadSoft bidding, Hyland signed a partnership with **Xerox**. Part of the goal of that relationship is to help the ECM ISV expand its international reach [*see DIR 11/21/14*]. This should help even the playing field with Perceptive somewhat, although we still wouldn't be surprised to see Hyland acquire a European ISV to supplement its efforts.

Those are some of the high points of our news coverage in 2014, a year which also included another successful **AIIM** Conference [*see DIR 4/11/14*], a strong rebound in Kodak branded scanner sales (now being sold by **Kodak Alaris**) [*see DIR 10/24/14*], and Harvey's Spencer Associates celebrating its 10th annual Capture Conference [*see DIR 9/12/14*].

Industry Pioneer Passes

Finally, we would be remiss if we didn't mention that 2014 was also the year that we lost one of the industry's true pioneers, Nien-Ling Wacker. Wacker founded **Laserfiche** in 1987, a company that has been one of the leaders in the document imaging and management space since I started working in the market in 1998. Despite the company's consistent growth, Wacker did her best to maintain her personal touch in the business. Whenever I would see her at events, should always made time to hold a real conversation and never failed to ask how I and our publication were doing, even as I interviewed her about Laserfiche.

Wacker received many accolades throughout her career, including the AIIM Pioneer of the Year Award in 2002, National Luminary of the Year by the Mothers in Business Network in 2005, and City National Bank's Entrepreneur of the Year in 2009. In 2006 she was inducted into the National Association of Women Business Owners Hall of Fame in Los Angeles. She is also remembered for her "Red Shoes" story, the moral of which is along the lines of "make hay while the sun shines," which Wacker certainly did during her tenure with Laserfiche.

Nien-Ling's husband Chris has taken over as Laserfiche CEO. Karl Chan has been promoted from CTO to president.

Next issue will include the 2015 edition of our annual predictions as well as a review of our 2014 guesses.

Have a great holiday season.

INFOTRENDS, FROM PAGE 1

According to a press release, InfoTrends "expects the production scanning outsourcing market to grow to a $2.4 billion market in 2018 at a compound annual growth rate of 1.7% over [a] five-year forecast period." InfoTrends further predicts that "the paper capture volume market has stabilized for the near-term. While paper capture will eventually decline, the outsourcing opportunity will grow."

For more information:

http://www.infotrends.com/public/Content/Multiclients/EnterpriseDocCapture

IBM Beefs Up Datacap's Enterprise Capabilities

When **IBM** bought Datacap in 2010, there were a lot of questions by industry insiders about how well the document capture technology, from what was primarily a mid-market vendor, would hold up to the rigors of IBM's enterprise-level customer base. Four years and some serious development later, IBM has done its best to make those questions moot. The recent release of Datacap 9.0 includes several new features designed to make it a tight fit for the broad spectrum of IBM capture and ECM users.

"The Datacap you are seeing today is not the same Datacap you saw two years ago, and certainly not the Datacap that existed before that," said Feri Clayton, Director of IBM Document Imaging and Capture Solutions. "When we acquired Datacap, it was a relatively small company primarily selling departmental solutions. It was great for deployments in areas like HR, mortgage processing, or A/P.

"But to address some of the larger deployments that IBM often does, where we can be processing up to a million documents per day, we had to make improvements. From 2010 to 2012, we focused on features like high availability and disaster recovery— systems level technology that you really want to have as part of an enterprise architecture.

"We also had to bring the software into compliance with a lot of standards that IBM adheres to in areas like security and networking. In addition, we had to increase our language support. Datacap sold primarily in North America. IBM has brought it into markets like Latin America and Asia. We not only support the UI in local languages, we have added OCR support for Asian characters."

Over the past two years, Datacap has focused on developing additional features that were introduced in Datacap 9.0, which made its public debut at IBM's recent Insight 2014 Big Data Conference. Although, according to Clayton, IBM has been getting input on Datacap 9.0 from IBM customers for more than a year. "We had 22 customers from multiple industries looking at the software—in design and prototype form, as part of a feedback program," she said. "Because we utilize agile development, we were able to incorporate what they said."

The application was released for general availability at the end of last month.

What's new in Datacap 9.0?

Clayton cited five major areas of improvements:
1.) ease of application set up

2) a new Web UI
3.) tighter ECM integration
4) speed at which Datacap can be run
5) mobile capture

"We really focused a lot on improving the consumability of application development," Clayton said. "We wanted to enable business analysts to build applications in a matter of hours.

"At he heart of Datacap is a very robust rules engine. But, to configure the application, you historically had to be an expert. It required a lot of work with objects like regular expressions that can be unwieldy. As IBM started to expand Datacap's market, with hundreds of new partners and customers, we wanted to come up with a better way for them to set up their applications for new documents."

To achieve this, IBM has leveraged Datacap's FastDoc technology, which offers a point-and-click interface for creating document capture templates [*see DIR 5/1/09*]. "Historically, FastDoc had a very limited set of capabilities," said Mark Martin, offering manager, Capture & Imaging Products, for IBM. "You could use FastDoc to set up some applications, but very quickly you exhausted its capabilities and ended up in the Datacap Studio development environment.

"Our goal was to make it so that 80% of applications built for Datacap could be assembled in FastDoc, with only the 20% that are more complex requiring Studio. To accomplish this, we basically had to do a complete rewrite of FastDoc. It now has much more robust administration and configuration. It includes some pre-built application templates and really exposes the underpinnings of Datacap in a very friendly way to business analysts. They see a series of boxes, and I hate to make this comparison, but it's like putting Lego pieces together.

"This eliminates the need to call in a specialist to do things like make simple field changes and/or create common or recurring applications."

Clayton added that FastDoc can be used to create two types of templates:
■ **forms-based:** "These are for use cases when the customer knows what a form looks like. It might be a survey, a request for service, or something else they created."
■ **learning template:** "This is for documents like invoices, which might look different from each vendor a business works with. With these types of documents, FastDoc can be used to help Datacap learn on the fly how to extract the correct information."

"We've utilized our knowledge to assemble a set of rules within FastDoc that enable users to quickly set up those types of templates," said Clayton. "FastDoc can also serve as a great environment for testing applications before putting them into production."

The new Web interface is designed to match IBM's Content Navigator UI. "Content Navigator is HTML5 based, it includes features like cascading style sheets—features that every Web-based developer knows how to work with," said Clayton. "It offers a very flexible way to configure functionality like Web-based scanning, verification, and batch monitoring.

"One nice thing is that for back office users doing capture all day, there is a Datacap Windows client that might be more efficient. But, for knowledge workers, whether those are branch employees at banks, agents selling insurance, or government employees in regional offices, that have occasional needs for scanning and verification, they can now do it from a very nice Web UI, and the administrator doesn't have to worry about deploying client software to hundreds of distributed desktops.

"The UI is similar to the Content Navigator UI we have rolled out across our entire ECM product line. So, now, for example, searching for documents through the viewer in an IBM Web-based capture application feels the same as searching for a document in an IBM repository. A lot of our customers are excited to have essentially the same UI for all their ECM products from IBM.

"And Content Navigator can run across multiple browser types."

IBM has also tightened the integration between Datacap and its ECM repositories. "For example, now if a user has a set of documents stored in an IBM ECM system with classes already set up, Datacap can automatically use information from those documents to define the classes for a capture application," said Martin. "In addition, we have introduced support for CMIS (content management interoperability service) in Datacap 9.0, which broadens our support of non-IBM ECM systems."

Clayton added that IBM has enabled Datacap 9.0 to run faster. "Users are able to run more documents with less CPUs," she said. "Essentially, IBM has optimized the servers so their performance and runtime has improved dramatically."

Datacap 9.0 supports IBM's DB2 database, as well as Oracle and SQL databases.

Finally, Clayton said IBM continues to improve Datacap's mobile capture capabilities. "We have a

pretty fast paced development schedule when it comes to mobile," she said. "We don't come up with a new mobile version every two years, like you would with a traditional application. Last year, I think we did between five and seven mobile capture releases. We expect to have a new mobile release at least on a quarterly basis."

Clayton previewed some of the mobile features IBM is working on but asked that we not share too much detail. "Currently, with Datacap Mobile, some image processing is done on the device and some on the server," she told *DIR*. "We already do quite a bit of image processing on the device like deskewing and showing the user a quality indicator. In early 2015, we will have more on the device."

She added that IBM has seen a tremendous amount of interest in mobile capture, across vertical markets. "There is sense of urgency among banks for example, that want to make mobile capture available to their customers to enable processes like submitting financial documents needed for mortgage applications," Clayton said. "The idea is to enable their customers to snap a picture of a tax form and immediately have data from that form captured and have the data and image join a workflow where they need to be."

This type of on-demand capture paradigm is in line with one of the other enhancements made in Datacap 9.0. "All the Datacap functionality can now be exposed as RESTful services," said Clayton. "This means it can be called from any application at any time. This includes our own applications in areas like BPM and case management, as well as line of business applications like ERP and accounting systems. This enables more distributed, transactional capture.

"For a long time people have talked about doing capture that way because it has always made sense combine distributed capture with line of business applications. The key is to be able to get all these documents coming from anywhere and then put them in the right business workflows. Datacap 9.0 enables this; it can be deployed as a single shared service that feeds multiple applications."

With the new features of Datacap 9.0, IBM has seemingly addressed any doubts about Datacap's ability to be deployed as an enterprise application.

For more information:
http://ibmecmblog.com/2014/10/21/announcement-datacap-9-0/

SVG Plays Big Role in Latest LEADTOOLS Release

SVG (Scalable Vector Graphics) is a hot topic in the document rendering and viewing space right now. **LEADTOOLS** became the latest vendor to add SVG support to its Document Engine SDK. Included in the comprehensive new release, LEADTOOLS Version 19, is not only the ability to render multiple document formats in SVG, there is also the ability to utilize SVG as an intermediate format in document conversions.

"SVG is a vector format and therefore zooming in and out is smooth, and the image does not become pixilated," said Rich Little, President of LEAD Technologies. "In our desktop viewer, we perform our own SVG rendering. In our Web viewer, we rely on the built-in support for rendering SVG that comes with all modern browsers (including mobile versions).

"We also have native support to convert any document format such as PDF, Office formats, AutoCAD, and many others to SVG. And, we can convert from SVG back to any of these formats."

Little touted the benefits of utilizing SVG in the intermediate when doing document conversions. "Before supporting SVG, if we wanted to convert a Word file to PDF, we had to incorporate OCR," he said. "This might produce errors due to the nature of the OCR recognition. Additionally, if a page contains a graph as an image, the OCR engine will try to recognize the text displayed in the graph. Another issue customers sometimes encounter is the need to use an OCR engine that supports multiple languages. With SVG, none of those problems apply. LEADTOOLS loads the page as SVG with 100% accuracy and saves it directly as the desired output format.

"The document converter in v19 is intelligent. For example, if the input document is PDF and the output is DOCX, then no OCR is used (as explained above). LEADTOOLS just performs a direct conversion using SVG. If the input document is TIFF however, then the converter will use OCR since TIFF is a raster format. All this is performed automatically. The document converter will identify the input file type, and then convert the file using the most efficient and accurate LEADTOOLS process."

Along a similar strain, the LEADTOOLS viewer can utilize SVG to enable free-text search and extraction. "If SVG is not supported by the format, then we fall back to OCR and perform the same functionality,"

said Little. "The bottom line is that you can perform text search in any document type including TIFF, JPEG, PNG, DOCX, or PDF."

According to the LEADTOOLS press release on v19, "One incredible aspect of the Document Viewer is that it requires fewer than twenty lines of code to create a robust, fully-featured document viewing and editing solution that would normally take years to develop. It includes rich document viewing features such as searchable text, annotations, memory-efficient paging, inertial scrolling, and vector display with infinite zoom."

New browser-based scanning

LEADTOOLS has also introduced a Web-based scanning module in v19. "We created a component that can be used to access any standard TWAIN scanner from a JavaScript application," said Little. "Currently this support is for any HTML5 capable browser for the Windows desktop OS only. We are currently looking into extending it to the other platforms.

"LEADTOOLS provides a demo with source code that can be extended and customized by our customers. This demo shows how to display the scanner's dialog, which allows the user to directly modify the scanner's settings prior to scanning, prompts for the number of pages to scan, and contains typical image processing features for cleaning up a scanned page, such as hole punch remove, deskew, and rotate.

"Once all the pages are scanned and touched up, the demo allows the user to upload the pages to the cloud specifying a final format for the pages; Image PDF, TIFF, or GIF. The file formats can also be extended to support searchable PDF, Word, or any of the file formats LEADTOOLS supports. Once the file has been created in the cloud, the demo then downloads the file so the user has access to their final document."

v19 also includes improved OCR and bar code recognition, in addition to introducing capture for unstructured and semi-structured form types. "We heard from customers who were using our forms recognition and processing functionality in previous LEADTOOLS versions, that they were constantly having to process receipts, invoices, passports, driver's licenses, IDs, and checks," said Little. "In v19, we have included use-specific demos designed to save customers the time needed to create the base form.

"Receipt and invoice processing are semi-structured, meaning the user has to provide some basic information about how data is laid out. Bank checks, passport, and ID cards are unstructured. In these cases, LEADTOOLS is able to find the MICR or MRZ zone for example, and from there we can extract all the other data automatically. LEAD will continue to respond to customer requests and will add support for more semi- and unstructured forms in the future. One popular request that we will add is license plates."

In the press release, Little concluded, "Over the past 25 years, LEAD has developed many innovative and useful products and technologies. v19 may well be our most significant technical achievement."

For more information: https://www.leadtools.com/corporate/new-in-v19.htm; bit.ly/LEADv19PR

InfoSource Live with Americas Scanner Data

In this era of big data, scanner market analyst Susan Moyse thinks traditional analyst reporting methods have become antiquated. Moyse spent several years producing traditional reports during her tenure with **InfoTrends** and then on her own with Moyse Technology Consulting. Recently, however, she joined **InfoSource**, a Swiss-based firm that offers a more modern reporting interface for its customers.

InfoSource, which already covers the printing and scanning markets in EMEA, recently hired Moyse to spearhead its new Americas business. Not coincidentally it is starting in this region with the production document scanning market—with the numbers from 2012 through the first three quarters of 2014 currently available to subscribers. The Americas covers 10 different countries including the United States, Canada, and Latin America. "One reason this initiative is so exciting is because there was not much data previously available on the Latin American market," noted Mark Nicholson, InfoSource's U.K. branch manager.

There is also the way users can retrieve data—which is posted on a quarterly basis. Depending on the breadth of their subscription, users are presented with a series of dropdown menus containing a number of variables. These include countries, brands, time periods, scanner categories, and units/revenue. One variable that is included in the EMEA services but not yet in the Americas is scanner model. "For whatever reason, North American vendors are just not comfortable with our sharing that level of detail," said Moyse.

These variables can be combined and utilized to

create various charts and tables. Users can also save queries and download data to create pivot tables they can update regularly. "You can slice and dice the information any way you want it," Moyse said. "The flexibility is amazing. It's really a different perspective than you get with traditional analyst reports.

"For example, most analyst firms publish their data annually, possibly biannually. We plan to have quarterly data available six to seven weeks following the close of a quarter. Think of how valuable it can be to have the most current, up-to-date quarterly data for a manager trying to evaluate the market and figure out where to focus spending on R&D and marketing.

"In addition, traditionally, analysts give data to customers in their [the analysts'] format. With our service, users can analyze and view data specifically how they want to."

That's not to say the InfoSource service will disorient those comfortable with more traditional reporting. The system is set up to automatically produce a quarterly summary. On top of that, Moyse will be writing an annual summary for the Americas, complete with market forecasts. She expects the first one, incorporating full-year of data from 2014 to come out this spring.

"The service also includes access to our analysts," said Moyse.

Nicholson added that InfoSource is constantly tweaking its data delivery based on feedback. "Our goal is to make the data as useful as possible," he
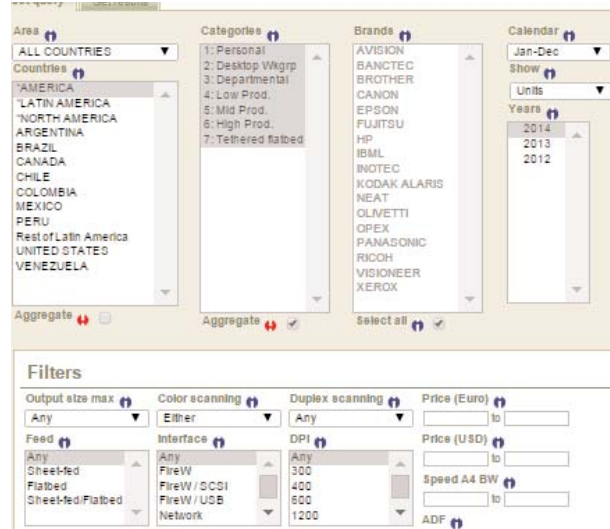
said. "We don't approach this as an academic exercise."

Pricing is also flexible and is based on the amount of data a user needs access to. "Smaller vendors are often only interested in a smaller subset of our data pertaining to the segments and geographies where they compete," said Moyse.

A subscription by an organization gives everyone in that organization access to the data. "All the countries in EMEA, and now the Americas, can be accessed through the same interface," said Nicholson. "And we're not finished. Once we have the Americas ramped up, we plan to expand our coverage to Asia-Pac. Our goal is to provide a global view of the scanner market."

For more info: sm@infosource.ch; www.infosource.ch

Subscription Order Form for RMG Enterprises, Inc.

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