

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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December 2, 2011

## THIS JUST IN!

### SCANNX BOOK SCANNER TO CARRY XEROX BRAND

**SCANNX**, the cloud-services focused document scanning ISV that was launched last year by former **Visioneer** executives Murray Dennis and John Dexter [see *DIR* 5/7/10], recently made its first product announcement. Scannx has signed a four-year trademark licensing agreement and will be marketing a series of book scanning systems under the **Xerox** name. The products will feature a flatbed book scanner, a PC with a touchscreen, and Scannx software for capture, processing, and delivery of images.

The book scanners are scheduled to hit the streets in the first quarter of next year. "We have executed a brand licensing agreement with Xerox for a very specific product," explained Dennis, who is the chairman of Scannx. When Dennis was with Visioneer, he negotiated a similar arrangement for document scanners [see *DIR* 9/5/03], which is still in place. "The agreement enables Scannx to make and sell Xerox-branded book scanners."

The book scanners will be marketed primarily to libraries through a reseller channel. "We will be targeting anyplace that has a large collection of books," said Dennis. "Public and private libraries are both targets, as well as law libraries—anyone with bound collections. The book scanners will be available through Xerox direct salespeople, as well as Xerox resellers, and Xerox divisions like ACS and Global Imaging.

"Scannx will be doing the primary marketing, with Xerox supporting some of our efforts. The book scanners will be listed on the Xerox Web site, for example. We will also be developing our own channel and offering a Scannx-

**CONTINUED ON PAGE 8**

## Nuance Imaging Pushes Toward \$200 Million in Annual Revenue

Fresh off being named the market share leader in the document capture space by **Harvey Spencer Associates**, **Nuance** turned in some strong year-end numbers for its Imaging Division. For the three months ending Sept. 30, Nuance reported \$52.1 million in revenue—a 47.2% increase over the previous year's comparable quarter. Of course, this included gains made through the acquisition of **Equitrac**, a deal which closed in June, but on an organic basis (removing the Equitrac revenue), Nuance Imaging still achieved 11% growth.



**Robert Weideman**, senior VP and general manager, Nuance Imaging Division.

"Product licensing from our imaging business," was cited as one of the major factors in Nuance's increased corporate revenue for the fourth quarter, which was up 23% from the previous year—to \$399.5 million. "Our Imaging Division's quarterly revenue now represents two to three times the annual revenue of many of our competitors," commented Robert Weideman, Nuance senior VP and general manager of the Imaging Division.

For the year, Nuance reported \$177.4 million in Imaging revenue, which represented 15% organic growth from the previous year. "One of our competitors in the MFP capture space reported 35% annual growth, but our growth is coming off a much higher base," Weideman commented. "Over the course of the year, we landed more \$1 million-plus deals for our eCopy ShareScan MFP software than ever before. This included a combined scanning and print management [Equitrac] deal, for which the customer paid \$16 million, including \$4 million-\$5 million for the scanning piece."

Weideman cited some improvements in the latest version of ShareScan as driving increased sales. "When we launched version 5, it included a full stack of OCR-driven technology like forms processing, scan-to-

highlight, and scan-to-redact," he said. "We also include eCopy PDF Pro Office, which gives users a professional PDF conversion product on their desktops with connections to back-end systems. Nobody else in the MFP capture market offers this type of technology."

Nuance also continues to expand its partnerships with MFP vendors. "We now have embedded ShareScan applications for the five major MFP brands—**Canon, Ricoh, Xerox, HP, and Konica Minolta**," Weideman said. "In addition, we continue to deliver scanning through our ScanStation kiosk configuration, which now accounts for about 25% of implementations [down from around 50% a few years back thanks to more embedded apps]."

Recently, Nuance introduced a cloud-based version of ShareScan, which Canon Singapore began marketing last month. The interface runs on the MFP touchscreen, and it offers scanning to cloud destinations like **GoogleDocs, Salesforce.com, Evernote**, and Nuance's PaperPort Anywhere. Before scanned documents are released to these destinations, they can be passed through Nuance's OmniPage cloud where OCR is applied.

"eCopy Scan-to-Cloud takes about two minutes to install on a device," said Weideman. "Similar to the on-premise version of ShareScan, pricing is based on a flat fee per device—but with a 2,000 page limit at the entry level. We expect to announce more partnerships around our cloud technology fairly soon."

### **Goals for 2012 growth**

For the upcoming year, Weideman expects Nuance Document Imaging to surpass \$200 million in revenue, which would represent close to 200% growth over 2009's revenue figure of \$74 million. "We are going to continue to focus on taking market share away from our competition and increasing the attach rate of scanning applications for MFPs," he said. "We are also going to continue to move forward with the integration of our scanning and print management technologies."

"With our eCopy and Equitrac technology, we believe we have the best two applications in their respective markets. We have already made some integration improvements in areas like single sign-on. We've also introduced OmniPage scanning into Equitrac Professional."

"We have a vertical market strategy, focusing on the legal, healthcare, education and government markets. In the legal space, we have more than 3,000 law firms that are customers, including 80 of the AmLaw 100. Both eCopy and Equitrac are leaders in their respective segments of the legal vertical, and we are now combining several elements of our portfolio into a legal suite to help us extend our leadership."

"In healthcare, we already have more than 1,000 document imaging and print management customers. In addition, outside of Imaging, Nuance has a \$500 million Healthcare

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Vol. 21, No. 22



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*DIR* is published 24x per year, on the 1st & 3rd Fridays of the month, by:

**RMG Enterprises, Inc.**  
4003 Wood Street  
Erie, PA 16509  
PH (814) 218-6017  
<http://www.documentimagingreport.com>

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Division. For the first time, we will begin leveraging our customer contacts and salespeople in that division to sell imaging software. We will also be putting together an eCopy healthcare solution pack.

“We are continuing to improve our EMR integration. We already offer an HL-7 Extender to add indexing fields to images. We are currently applying some of our natural language recognition technology to develop an application that can extract data from images that can be put into an XML format and be integrated right into an EMR data set.

“Another area we are focusing on for growth is cloud and mobile solutions. In the mobile area, we recently released PaperPort Notes for the iPad, an app for taking notes and working with PDF files. We will also be introducing eCopy Mobile, a PDF and remote scanning app for the iPad. *[Editor’s note: Batch scanning market leader Kofax recently signed an OEM deal with, and made an equity investment in, a mobile app specialist. For some details, please visit our blog: <http://documentimagingreport.blogspot.com> .]*

Weideman concluded that Nuance’s rapid growth is proving to be a competitive advantage. “We think one reason we are winning so many large deals is that our customers see us continue to invest in MFP scanning and print management solutions, and they know we are in the market for the long haul,” he said. “We’re not a start-up or a smaller organization. We can service them on a global basis and have the resources to invest in innovations and developing leading-edge technology.”

For more information:

[http://www.documentimagingreport.com/fileadmin/DIR\\_Press\\_Releases/2011/Nuance\\_Q-4\\_2011.pdf](http://www.documentimagingreport.com/fileadmin/DIR_Press_Releases/2011/Nuance_Q-4_2011.pdf);  
<http://itunes.apple.com/us/app/paperport-notes/id476134017?mt=8>;  
<http://www.nuance.com/for-business/by-solution/document-imaging-and-scanning/index.htm>

## Canon Solutions Subsidiary Previews Its First Offerings

When **Canon Information and Imaging Solutions (CIIS)** was launched earlier this year, the executives talked about moving forward on a couple strategic fronts. One involved advanced document solutions and the other, expansion into adjacent IT services [see *DIR* 5/20/11]. A pair of recent announcements by CIIS reflect movement forward in both areas.

At the recent Dreamforce Conference, CIIS

announced a cloud-based solution for printing from **Salesforce.com**. Then, at **Oracle** Open World, CIIS announced an Enterprise Application Integration (EAI) platform designed to connect not only back-office applications like ERP, CRM, and CRM systems, but also document management processes like printing and scanning. Both CIIS solutions are due to be available in the first half of next year.

“One reason we launched CIIS in May was that, now, moreso than at any other time in its history, Canon has a very active portfolio of technology under development,” said Greg Ryan, senior director, marketing and sales, at CIIS. “We realize that to commercialize this portfolio, we need the right infrastructure, skill set, and culture. CIIS was launched as a separate entity from Canon USA to maximize our commercialization efforts.

“Both of the new solutions that we’ve announced reflect our heritage in document solutions. But, they also represent new opportunities altogether.”

Dennis Amorosano, who for the past five years has managed professional services for Canon USA, is now also working very closely with CIIS. “We recognize that our services opportunities have to go above and beyond document solutions,” Amorosano told *DIR*. “Yes, we will continue to implement scanning and document presentation solutions. But, we also have to look more at optimizing business processes. That means looking deeper into integration with BI, ERP, and CRM systems.”

### **Overcoming Salesforce print challenges**

Both of CIIS’ new solutions are the fruits of alliances with major technology players. The Salesforce.com application was built on a platform provided by **Fujitsu**. CIIS’ new middleware platform is built on Oracle’s Fusion Middleware technology.

“We originally announced a global alliance with Fujitsu in early 2010 [“to collaborate in offering cloud computing-based managed services for printing and other IT equipment”],” said Ryan. “That alliance is very strategic in nature. We also now have a global stratetic alliance with Oracle that covers a lot of activities.”

The Fujitsu alliance is being leveraged to create a cloud-based application called “Forms and Print Services for Salesforce.” “The solution will basically enable users to design and print forms within Salesforce [the popular cloud-based CRM application],” said Ryan. “It’s generally well-known that printing within Salesforce is not the best user experience. Basically, the screens are not intended to be printed. If you hit file/print, you typically end



up with poorly formatted Web pages. This is a well-known shortcoming of Salesforce that is addressed by our solution.”

“We are basically providing two services: forms design and composition and output management. Related to design and composition, we provide a rich interface for creating forms like reports, customer facing proposals, and others that are good candidates for printing. Output can be electronic, to feed an e-mail process, for example, or it can be done through printed pages. We can also offer options like enabling mobile salespeople to save their forms on our cloud and print them when they have access to a device.”

Pricing for Forms and Print Services for Salesforce has not been determined. “In addition to a usage fee, there will be some sort of professional services involved to set up forms specific to a user’s account,” said Ryan.

Ryan added that CIIS has plans to apply its forms and print services technology to additional data-driven applications in the future. “With more than 100,000 customers and three million users, Salesforce represents a huge opportunity,” he acknowledged. “However, this is also our first step into a potentially larger market, which includes a host of applications in areas like ERP, business analytics, and other data-driven areas.”

### ***Expanding middleware to the peripherals***

CIIS’ middleware solution also leverages Canon’s imaging experience. In fact, imaging is probably the main differentiator against competitive EAI offerings. “The idea behind EAI is that organizations typically have multiple enterprise applications that need to talk to each other and workflows that need to cut across them,” said Amorosano. “Users can go in and modify and customize each application to achieve that or they can deploy middleware to tie everything together.

“We have licensed Oracle’s Fusion Middleware, as well as Oracle’s business process engine—which customers can use to create automated workflows. On top of that, we are adding our imaging technology in areas like capture and conversion, OCR, authentication, and image security.

“The reality is that most players in the EAI market are looking at tying together systems in areas like ERP, CRM, and ECM. Very few are looking at other feeders into their business processes. We offer to connect customers’ paper-based processes that are ultimately feeding many of their business processes.”

At Open World, CIIS demonstrated an application

involving an automotive lease renewal. “A rental car company typically has a number of clients up for renewal at the end of each month,” said Ryan. “The workflow might involve querying the database, seeing whose contract is up, determining which additional services a customer might want, and then sending out a renewal notice, which includes options for accessories.

“This type of workflow could cross several enterprise applications. They might include an Oracle contract management system, SharePoint or another ECM system where contracts are shared and collaborated on, a CRM system that keeps information on customers, and an ERP system to manage transactions associated with renewals.

“In addition, there is a paper element. On the output side, it involves printing contracts and proposals for new services for each individual customer. On the input side, it involves scanning contracts when they come back in, capturing the data, and feeding the appropriate application to kick off an accounting transaction.

Ryan concluded that the EAI market is growing at 12% per year and projected to hit \$8 billion in three years. “One catalyst for this growth is that customers looking to implement BI and BPM solutions are realizing that they have to make them work seamlessly across multiple enterprise applications,” he said. “Oracle’s Fusion Middleware is designed specifically to address that, so now we can offer that. In addition, we can account for paper and human workflow elements.”

For more information: [http://www.ciis.canon.com/http://www.documentimagingreport.com/index.php?id=2212;http://www.ciis.canon.com/app/ciis\\_images/pdf/CIIS\\_083111\\_PressRelease.pdf](http://www.ciis.canon.com/http://www.documentimagingreport.com/index.php?id=2212;http://www.ciis.canon.com/app/ciis_images/pdf/CIIS_083111_PressRelease.pdf)

## **Former Regulus Offers Multi-Channel Management**

E-billing is supposed to be a more efficient means for collecting payments than traditional paper billing. After all, billers have no paper to deal with. This means no printing costs, and on the payment side, minimized manual data entry costs.

As a result, you see cost estimates like \$.70 per transaction for processing a paper bill vs. \$.15 to \$.30 when dealing with an electronic payment. But, Josh Wendroff, director of marketing for **3i Infotech Billing and Payments**, cautioned that these figures can be misleading. “The cost per transaction is really only half the story,” Wendroff

told *DIR*. “A lot of people ignore the costs of support related to electronic transactions.”

One problem related to electronic billing and payments seems to be the variety of options that billers need to offer. In addition to paper, a biller might be supporting several Web-based, e-mail, mobile, third-party collection, and phone payment initiatives. “Basically, billers have trained users to expect multiple channels for payments,” Wendroff said. “In many cases, billers have to support multiple billing channels for a single customer.

“Indicative of this is that while e-billing is certainly becoming more popular, according to research, only 13%-16% of consumers have completely turned off their paper bills. Basically, while the number of people receiving e-bills is increasing, the number of people suppressing paper is decreasing at a slower rate—because more people are being serviced by both channels. A recent **NACHA** (the Electronics Payments Association) survey indicated that 52% of billers think it will be five or more years before electronic bills surpass paper bills.”

This adds up to a very fragmented (and expensive) billing landscape. According to Wendroff, 3i Infotech estimates that it costs between \$300,000 and \$500,000 for a biller to implement a new billing or payment channel, such as one for mobile payments. “In addition, we estimate it costs \$100,000 to \$300,000 a year in support costs to maintain each channel,” he said. “So, let’s say an organization has five outbound billing channels and five inbound payment channels—on the low-end that is \$1 million in annual support costs.”

These support costs are related to processes like creating and managing payment and marketing information, maintaining consistent messaging across multiple channels, management of in-house and vendor connections, and IT and customer support. “You don’t want to send someone an e-bill, for example, for an amount related to a paper bill they have already paid,” Wendroff said. “All these forms of support represent an ecosystem, and that ecosystem pretty much needs to be replicated for each channel of billing and payment. When you start to replicate it three, five, seven times—the cost quickly becomes outrageous.”

### ***Deep market experience***

This is where 3i Infotech Billing and Payments comes in. Founded in 1995 as Regulus, the organization currently has some 400 entities for which it provides billing and payment services. In 2008, Regulus was acquired by the technology group 3i Infotech. At the time, it was stated about Regulus, “The company processes one in every 50

check payments in the U.S. and produces an estimated one of every 25 consumer statements generated in the U.S.”

In 2010, Regulus was combined with payment processing software specialist **J&B Software**, which had also been acquired by 3i [see *DIR* 11/19/10]. Earlier this year, the combined entity was spun off from 3i and purchased by equity investor **Cerberus Capital Management** [see *DIR* 5/20/11], which brought in CEO Lynn Boggs, who has a rich history in the payment processing market. The company plans to re-brand itself after the first of the year.

“We have a very deep and broad background in the transaction processing world,” said Wendroff. “Our customers are mid- to large-sized billers, in markets like cell phone service, financial services, credit cards, etc. Basically, they are organizations with a relatively high volume of recurring billing. They have really helped us evolve the set of services we offer today.”

### ***The one-to-many model***

Like most of its customers, 3i Infotech Billing and Payments began life processing primarily paper transactions. But that has changed, as the company continues to invest in the infrastructure to handle an increasing variety of electronic payment types. Basically, 3i’s pitch is that instead of paying to support multiple billing channels, organizations need only pay to support one—3i’s.

“Basically, we can take all the billing information from a customer in a single file produced by an ERP application, and split that out into multiple channels,” said Wendroff. “We provide print, Web presentation, e-mail, and mobile options. And we can include all the billers’ marketing and messaging in our communications to their customers. For incoming payments, we consolidate payments from various channels into a single A/R file that we return to the biller.”

In addition to reduced support costs, organizations working with 3i Infotech receive benefits like faster ramp-up of new channels, reduced risk, and improved visibility for financial officers. “Because we deal with so many billers, it’s important for us to stay on top of new technology and add new billing and payment channels as they start coming into demand,” said Wendroff. “For example, we recently integrated our services with billing and payment services offered by **Online Resources** [Web-based] and **Zumbox** [secure e-mail].

“Our ability to offer multiple billing and payment options can be a big advantage to our customers, especially in tough economic times when it’s difficult

for them to secure capital for projects like building out new payment channels on their own. Every organization knows it's going to have to add mobile payments, for example, but how should they go about it? From a project management standpoint, we offer to limit the risk for individuals making these decisions. Nobody wants their name associated with a big capital expenditure on a project that fails.

"We also reduce risk by being compliant with just about every regulation you can think of. With so many customers in industries like telecommunications, utilities, financial services, and healthcare, we've basically had to address them all."

From a visibility standpoint, Wendroff added that it is much easier for an organization to monitor one incoming and outgoing feed than to keep track of feeds coming from and going to multiple channels. "It used to be that CFOs and CEOs left billing and payments departments alone to do what they did," he said. "But, now they are making more concerted efforts to track and manage cash flows. Reducing the number of feeds they having going in to and coming out of their ERP systems makes it much easier to get closer to a real-time dashboard for tracking payment information."

For customers that have already launched some of their own e-billing and payment initiatives, 3i Infotech offers a flexible licensing model. "We basically charge based on the number of transactions we are processing," he said. "The pricing also varies by the number and type of billing and payment channels our customers are utilizing."

Wendroff concluded that 3i Infotech Billing and Payments has multiple customers currently taking advantage of its multi-channel services. "We actually have more customers using multiple channels for either billing or payments than we have customers using both our billing and payment services together—because those two areas have historically been managed separately," he said.

### **Capture and electronic transactions**

Although it is focused on billing and payments, 3i Infotech's transition to capturing and managing more electronic transactions is indicative of changes we are currently seeing throughout the document imaging market. Related to this, there's been an interesting discussion taking place on Michael Ziegler's **Docville** LinkedIn group about whether the continuing adoption of more electronic document technology is adversely affecting the market for document capture software.

**Kofax** CEO Reynolds Bish posted an interesting, and perhaps telling, comment on this topic. "I don't

have authoritative data but estimate that about a third of Kofax's revenues come from processing content that's already in an electronic format," he posted. "Capture's value proposition remains regardless of the source and in some cases is even stronger when there's no paper."

For years, we've talked about the potential of capture technology in the world of electronic documents. It seems that potential is finally being realized—in an effort to apply some controls to the increasing number of channels being used to produce electronic documents and transactions. More and more, it appears, capture technology is proving to be a versatile on-ramp into enterprise applications.

For more information:

[http://www.3i-infotech.com/content/services/billing\\_and\\_payments.aspx](http://www.3i-infotech.com/content/services/billing_and_payments.aspx)

## **HP Moves Forward with TRIM RM Implementation**

When it comes to records management, **HP** is eating its own dog food if you will. This spring, the \$100-billion-plus technology hardware, software, and services giant went live with the first phase of a TRIM records management (RM) implementation. HP's plan is to roll out TRIM software, an application which it acquired along with **Tower Software** in 2008, across its entire organization to manage the tens of millions of records it creates each month.

"This will be the highest volume ever managed by a TRIM system," said Peggy Milovina-Meyer, global records manager, for HP. "We already have more than 50 million records being stored in it. By the end of our current fiscal year [Oct. 31, 2012], we expect to be ingesting tens of millions of records per month, as we onboard all the applications throughout our organization that are creating records."

According to Milovina-Meyer, HP began considering a new, corporate-wide records management systems about four years ago—prior to its acquisition of Tower. "Like many companies, we wanted to reduce the amount of time we were spending managing records—particularly electronic records," she said. "We were spending an inordinate amount of effort trying to identify and control records coming out of our structured systems for managing transactional data.

"Our operations are spread out over 170 countries. On a weekly basis, we easily are conducting millions of financial transactions—not to mention other types. These transactions involve our **SAP** ERP system, but also other systems in areas like HR.



Records management is not a core competency of systems for committing transactions. When you start trying to use them to create, format, and manage records in 170-plus countries, it can bog down their performance.”

HP brought in **KPMG** to act as a consultant. “We started looking at software for managing our records going forward,” said Milovina-Meyer. “We wanted a single application, which would enable our users to practically push a button and have all records ingested and retention schedules applied to them. We quickly realized there was going to be significant custom development no matter what product we selected. By then, HP had purchased Tower. We liked a lot of the functionality that was already in TRIM, and, from HP’s standpoint, it made sense to invest its development resources in TRIM.”

### ***The evolving RM market***

Not that TRIM was lightweight RM software to begin with. “We have some other very large customers including the **U.S. Department of Defense** and a large oil company,” said Noel Rath, worldwide product marketing manager for HP TRIM. “But, HP is a behemoth in its own right in terms of volume of information.”

Tower was founded in 1985 as a developer of software for managing information related to paper records. It expanded into electronic records in the late 1990s. “Probably 60% of our business today is in the government sector, which includes all levels,” said Rath. “In addition, we’ve been successful in regulated industries, like utilities, and with other large organizations where compliance is coming to the fore.

“In the last couple years, we’ve seen an increasing focus on legal discovery among all organizations. Businesses want to bring more of it in-house to reduce costs. They are finding the best way to prepare for e-discovery is to manage records from their creation and throughout their business processes.

“HP’s implementation is indicative of another trend we are seeing. While, historically, a lot of RM has been focused on documents produced by knowledge workers, in applications like Office, Outlook, and Lotus Notes, we are now seeing an increasing number of organizations focusing on records produced by their business applications.

“Our challenge is creating an enterprise view of every record related to transactions. An overall record includes more than just a contract, for example. It can include related invoices, correspondence, POs, etc.—really whatever is

included in the organization’s definition. Organizations need to manage the lifecycles of complete records, often across different jurisdictions with different rules.”

Rath said that in addition to compliance, organizations are looking increasingly to utilize RM to reduce operational costs. “Reducing costs is popping up more often as the main priority of an RM implementation,” he said. “This can be achieved through steps like reducing duplicate information, as well as just letting organizations know what they are storing. Often, they are keeping records they could be deleting which bloats their storage costs.”

Ease-of-use is also an important user requirement. “The last thing you want to do as an organization is put an extra burden on the users responsible for your day-to-day operations,” said Rath. “It’s very important to make RM transparent to these users and get it done without any effort on their part. Integration with applications like SharePoint and Office is one way to accomplish this.”

### ***A phased-in approach***

The initial step in HP’s TRIM implementation involved converting a homegrown database originally designed to manage paper records. “It contained information on more than 50 million records,” said Milovina-Meyer. “Now that that is complete, throughout the year, we will be phasing in records currently being created by our transactional applications. They will be preserved as PDFs or static HTML files.

“We will have one TRIM repository for records and one for related meta data. In some cases, where it doesn’t make sense to remove records from the systems where they are created, our plan is to create pointers from the TRIM system. This is one of the areas where we are still doing development.

“The plan is to eventually make TRIM the sole authority on all records. This will remove having to go into multiple systems to manage our records.”

According to Rath, in addition to ramping up TRIM to handle the massive volumes of records that HP produces, the developers have also had to address the various worldwide jurisdictions that HP deals with. “Multiple jurisdictions can create complexity when it comes to managing retention periods,” said Rath. “In addition, there are certain jurisdictions that require records be stored on local servers, which has to be considered.”

Rath concluded that all the development being done for HP will eventually be rolled into the TRIM product so it can be marketed to other large multi-

national organizations. "We've been able to add many components that were not there previously," he said. "This development has been a big step forward for our product."

As to how HP's recent acquisition of **Autonomy** (which, on its own, has rolled up multiple RM and document management software products over the years, will affect TRIM, when we spoke to him in October Rath said it was too early to tell. "The acquisition only closed a week ago," Rath told us at the time. "The go forward strategy is still being worked out." [Editor's note: A few weeks after we spoke, it was reported in at least one place that TRIM is now being managed by Autonomy. HP would not comment. ]

For more information: <http://tinyurl.com/TRIMHP>; <http://h41112.www4.hp.com/promo/imhub/trim/erm/index.html>

### SCANNX-XEROX, FROM PAGE 1

branded version of the device."

The Scannx software will have the ability to output scanned pages to network drives, USB drives, printers, e-mail, GoogleDocs, mobile computers, and Scannx cloud services. "Initially, our cloud service will only be used for device monitoring and reporting and accessing a fax service," said Dennis. "But, the plan is to add more services throughout the year—related to this product, especially those that are relevant to libraries."

Dexter, who is the president and COO, explained that the Scannx software will utilize patent-pending technology to export images to smart phones and

tables. "I can't currently disclose how that works," he said.

The book scanners have also been architected to support multiple forms of payments. "This includes credit cards and on-line billing systems managed by schools," said Dexter. "They also can support coin and bill boxes, as well as value cards."

There will be several flavors of the book scanner available with ascending features and prices. This includes A3- and A4-sized flatbed options. The scanners feature a "book-edge" design: "a slanted front edge engineered to accommodate books in a way that prevents the dark, shadowy area near the spine from appearing. Curved text often seen near the center is also eliminated, since this special design allows pages to spread flat on the scanner."

"We see the library market as currently underserved by this type of advanced technology," said Dennis. "A lot of these places have 25- to 30-year-old copiers that we can replace with digital devices that offer cloud-based services. We think our services can help promote research and collaboration projects."

Dexter concluded that the book scanner is just the tip of the iceberg as far as Scannx's cloud services are concerned. "Our cloud services are not restricted to book scanners," he said. "In the future we plan to expand into the document delivery space as well."

For more information: <http://tinyurl.com/ScannxXerox>; <http://scannxcloud.com/>

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