December 21, 2007

FILLING IN AN ECM GAP

One of the driving forces behind the explosive growth of the imaging market over the past five years has been the desire to integrate paper documents into electronic workflows. There is no question that people have become spoiled by the efficiency of electronic transactions and, as a result, expect better performance when executing paper-based transactions. Imaging plays a vital role in improving the speed and security with which paper-based transactions can be executed.

To date, however, there is at least one paper-dominated niche that has remained untouched by imaging, and thus remains unable to reap the benefits of electronic document management. That is the area of certified mail, which often facilitates the delivery of important documents like contracts, health care records, bids, and project correspondence.

"Sure, you can prove that a piece of mail was delivered on a specific date and signed for by a specific person, but how can you prove that the document has not been altered since it was signed for?" asked Marc Miller, VP of sales and marketing for West Palm Beach, FL-based ISV **Globalpex**. "An ECM system provides capabilities for managing the chain of command related to documents within the enterprise. But, once those documents get printed and go out the door, the ECM system loses control over them.

"It's our estimate that in the United States alone, there are more than 500 million letters shipped per year through **DHL**, **FedEx**, and other couriers, including certified mail through the **USPS**. And, there is a gap in the security related to these letters once they leave the safety of an ECM system."

The Digital Mailroom Revisited

MIAMI—"To digital mailroom or not to digital mailroom?"—that is the quandary we found ourselves presented with after **TAWPI's** 6th annual Document Capture Forum held this month at the Doral Resort. The digital mailroom, of course, is the ultimate document imaging application. It involves capturing every piece of paper that comes into an organization, sorting the digital images, and then delivering them to the appropriate individual, department, and/or workflow.

Captiva was the first vendor to make widespread use of the term, when it introduced its *Digital Mailroom* application in 2004. Adoption, however, especially in North America, has been spotty at best. And, while European postal services such as the Danish and German post, offer digital mailroom services to their customers, we have never spoken with a U.S.-based user of a true digital mailroom. (We do understand that some government agencies were utilizing third-party digital mailroom services in the wake of the anthrax scares a few years back. We're not sure if this is ongoing, as these types of organizations typically don't like to discuss their operations.)

That doesn't mean the digital mailroom doesn't continue to be a hot topic of conversation, especially when you get together a crowd of high-volume capture users and technology and services providers. Several presenters at the TAWPI event touched on the topic, and there was even one session entitled, "Mailroom Automation for Customer Service." It was presented by document imaging reseller **KeyMark** and its customer **Resurgent Capital**. Unfortunately, like much of the digital mailroom talk we've heard over the past five years, the content of presentation didn't match the build-up. Resurgent is only scanning a single document type that is being sorted out before it is captured.

Invoice processing all over again

"I'll compare the digital mailroom to invoice processing in the 1997-98 timeframe," said John Craig director of sales for **ReadSoft**, North America, during a panel discussion on unstructured document processing. "Back then, people were talking about invoice processing, but you weren't really seeing it implemented in a lot of

places."

This made us think that perhaps we've given up on the digital mailroom too soon. Could it be that we're just going through the same "trough of disillusionment" we went through in the early 2000s with invoice processing? At that time, we recall struggling to find end users for case studies—despite vendors' claims that the technology was viable. Today, of course, there are thousands of automated invoice processing installations worldwide, including hundreds in North America [*see DIR 8/7/07*].

So, what was it that pushed automated invoice processing from the innovator/early adopter stage into mainstream adoption? At the time this transition occurred, we primarily credited tighter integration with back-end financial and ERP systems. This integration typically includes coupling workflow processes for approval and exception handling with an invoice capture application.

Perhaps a similar type of integration could finally drive adoption of the digital mailroom. Apparently, **Top Image Systems** is having some success in Europe implementing what it refers to as the "digital mailroom" in customer service

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SECURITY CONCERNS A BARRIER TO MAILROOM ADOPTION

As the CEO of **Parascript**, the software developer whose technology is leveraged by **Lockheed Martin** in the **U.S. Postal Service's** mail sorting applications, Jeff Gilb knows a bit about the mailroom. "I've been at Parascript for seven years, but before I even came here, I was working on a project for **Siemens** that involved sorting incoming mail and the concept of the digital mailroom," Gilb told *DIR*. "It seems incoming mail is one of the last bastions of paper, where there is not a lot of automation. The majority of companies still have people throwing mail into cubbyholes."

It's Gilb's view that a true digital mailroom will involve a combination of hardware and software. "The mail needs to be extracted, sorted, and digitized in some fashion," he said. "It's really going to take a combination of technologies to create the ROI to justify the capital investment required for a digital mailroom."

Gilb cautions that even with a strong ROI case, there are some issues around privacy and security that need to be answered. "As a CEO, there are some pieces of mail I don't want a mail clerk to see," he said. "For instance, what if a public company mails me an offer to acquire Parascript? Allowing someone else to open that letter and scan it could have major insider trading implications.

"I don't think those issues are unsolvable, but I don't think they will even begin to be addressed until after we figure out the business case and the ROI for the digital mailroom."

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

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environments. These installations are reportedly tightly connected with CRM systems [*see DIR 11/16/07*]. Of course, a CRM system does not encompass everything a true digital mailroom application would, but, if you add CRM integration to the ERP integrations being set up for invoice processing, you start making progress.

Working backward from workflow

"Before you can even consider a digital mailroom, you first should have all your back-end workflows in place," said Kevin Ryan, director of sales for KeyMark. Ryan acknowledged the limited scope of the current Resurgent installation but said there are several additional document types being considered for imaging at Resurgent. "Before we even think about imaging those documents, we have to optimize the processes associated with them. Once this is accomplished on a departmental basis, we can think about moving out to the mailroom, capturing everything there, and digitally delivering it to the appropriate workflows."

Ryan's view makes a lot of sense, especially when you consider the adage that expediting bad processes only enables you to make mistakes faster. Imaging and workflow have always gone together for a reason. So, it's logical that before users automate the capture of all their documents, they probably want to automate the workflows associated with them. After all, one reason automated capture of invoice data made so much sense as a crossing point for IDR (intelligent document recognition) is that so many people were already using image-based workflows in their accounts payable departments.

According to Neil Snowdon, VP of portfolio management and software development for **BancTec**, the evolution of capture and workflow to a set of technologies that addresses the enterprise is perfectly aligned with the overall direction of today's IT market. "The goal of most customers over the next three to five years is to transition their entire information management system to the enterprise-level," Snowdon said in his TAWPI presentation.

Shared services shortcut

Of course, waiting for workflow to reach every document process within an organization before

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SOME LEFTOVER TAWPI CONFERENCE NOTES...

We like **TAWPI's** implementation of a "paperless conference," meaning all the presentations are available for download from the TAWPI Web site [http://www.tawpi.org/Capture2007Materials.html]. Materials were not printed and distributed to the attendees. Aside from saving a few trees, this also gave us less hard copy to lug back home. Aren't we all in the digital information management market? What do we want with paper documents?

■ There was talk of TAWPI combining its Payments Automation (held this year in Nov.) and its Document Capture conferences. Admittedly, we're not sure how the logistics of these types of events work, but, this combination seems to make sense. The payment and document capture markets are clearly merging, and there were even a couple payment processing specialists, **J&B Software** and **Infoscore**, exhibiting at the Document Capture event. Also, we sat next to a woman who was there specifically to solve a problem related to capturing a million payments per year.

■ Dolores Kruchten, general manager of **Kodak Document Imaging**, delivered the opening keynote. She discussed the evolution of document imaging and its place in the technology adoption curve. Her main point was that there is plenty of good document imaging and recognition technology available, but that vendors and systems integrators haven't quite figured out how to make it accessible to end users. She expects increasing ease-of-use to be a major driver in the market over the next few years.

Dolores Kruchten, GM, Kodak Document Imaging

■ Kruchten was followed on the dais by Andrew Pery, VP of marketing for capture software specialist **Kofax**. He shared his opinion on the value of knowledge and how IDR and distributed capture—two of Kofax's main areas of focus going forward—can accelerate sharing and utilization of knowledge. "To be most effective, imaging needs to be subsumed into the ECM infrastructure and integrated with technologies like records management, BPM, digital asset management and collaboration," Pery said.

Andrew Pery, VP of marketing, Dicom Kofax

It's Pery's experience that most users still look at scanning as an archiving process and the majority capture their documents at the end of their lifecycles. "However, a recent **AIIM** survey indicated that 71% of users acknowledged that document capture should come at the beginning of a business process," Pery said. This would indicate that there is plenty of opportunity for IDR and distributed capture within Kofax's existing customer base.

For more information:
http://www.tawpi.org/PaymentsAutomation2007.htm;
http://www.tawpi.org/documents/Pery_Slides.pdf;
http://www.tawpi.org/documents/DKruchten_Slides.pdf

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implementing a digital mailroom may push back its adoption interminably. Traditionally, businesses have started by imaging their primary paper pain points and worked their way downstream from there—often losing steam as the volume and value of the documents being addressed invariably declines.

There may be a shortcut, however, to a digital mailroom-type implementation that eliminates the need to deal with these less vital types of documents. That shortcut runs through shared services centers.

Shared services are an emerging trend, especially among larger companies, in which departments such as accounts payable, accounts receivable, and human resources are consolidated at a single site. "Shared services centers create a common technological infrastructure that can be applied to different business units," observed Sean Baird, senior director, product management for **EMC Captiva**, during his TAWPI presentation.

According to at least one organization of accountants, more than 30% of U.S. *Fortune 500* companies have implemented or transferred to a shared services framework. They are reporting cost savings in their general accounting functions of up to 45%. And coincidentally, or maybe not so coincidentally, many of the processes being moved to shared services centers are also processes to which document imaging technologies can be applied.

"Deploying imaging in a shared services environment, instead of on a departmental basis, makes even more sense when you consider that items such as invoices and payments are gradually transitioning from paper to electronic transactions," said BancTec's Snowdon. "As their paper volume decreases, capture users' fixed costs for hardware and software, and to some extent personnel, remains the same, or at least do not decrease as rapidly as volume. So, the cost to capture each item is actually increasing. By consolidating several capture processes in a single operation, such as a shared services center, users are spreading out and diluting their rising costs."

A catch-all for ECM
Of course, with the continued adoption of distributed capture, shared services does not necessarily have to mean centralized capture. "Distributed capture has a huge impact, when you talk about accelerating business processes," said EMC's Baird. "It enables offices and workers in regional offices to submit documents much more efficiently to workflow processes being run centrally."

Yes, it turns out that the digital mailroom can actually be a virtual mailroom….

The bottom line is that the concept of the digital mailroom appears far from dead. Maybe it's so attractive to people in our industry because it encompasses so many elements of the ECM puzzle. A complete digital mailroom system requires scanners, capture software, OCR/ICR, intelligent classification, workflow/BPM, storage, and who knows what else, depending on the individual application.

Yes, a true digital mailroom may be a pie-in-the-sky concept, but as long as we keep working towards it, we are at least encouraging and developing ECM implementations. Even if we never make it all the way there, 70-80% of a complete digital mailroom is still pretty good and is going to end up creating a bevy of opportunities for all of us.

For more information:
http://www.tawpi.org/Capture2007.html;
http://www.readsoft.com/
http://www.keymarkinc.com/;
http://www.captivasoftware.com/;
http://www.banctec.com.

ISV Brings Mailroom Experience To Market

MailSurity comes at digital mailroom with output and distribution perspective.

Over the years, most everyone we've talked to about the digital mailroom has come at it from the document capture space. Perhaps as a result, we've envisioned the digital mailroom as a superset of document capture—automatically sorting incoming mail documents and feeding them to more specific workflows. It has seemed natural that, for the application to be most effective, many of these workflows should involve automated data capture and/or OCR/ICR technology. After all, automating data capture has historically been one of the big cost justifications for document capture.

MailSurity comes at the digital mailroom from a different angle. The New York City-based software developer is managed by a team with a background in the output side of document management. Their experience is in digital document distribution, and they view distribution, not data capture, as the most important element of a digital mailroom.

"Our digital mailroom technology is all about

handling the mail more efficiently," said Jeffery Haas, who recently joined MailSurity as director of strategic channels and new business development. "The traditional mailroom is slow, costly, and problematic. Let's say, you're an executive who is traveling. Historically, your company may have put together a packet of mail and forwarded it to you once a week. In today's world, a week can be a lifetime. With our digital mailroom, you can access your mail on a server the day it is received at the office.

> **"As companies continue to move into the digital era, it doesn't make sense for them to have separate workflows for electronic and paper documents. A digital mailroom enables them to begin reconciling disparate workflows."**
>
> **— Jeffrey Haas, MailSurity**

"Let's say your business receives a customer complaint, and, in addition to a customer service rep needing to see it, a certain executive needs to review every complaint related to a specific topic. With our technology, wherever that executive is, she will receive an e-mail notification. As long as she can access the server, she can view her mail. Nobody else can offer that kind of service."

MailSurity was founded in the wake of the mailroom anthrax scares of the early 2000s. "Safety from bio-hazards is definitely one of the benefits," said Haas. "There are other security benefits as well, such as ensuring that no one walks off with pieces of mail and/or that mail doesn't get misplaced. Once a paper document is scanned, it becomes easier to track, which helps companies stay in compliance with regulations such as Sarbanes-Oxley, Graham-Leach-Bliley, and HIPAA."

According to Haas, one of the key differentiators that MailSurity has over capture vendors' digital mailroom solutions is cost. "Our focus helps keep our costs down," he said. "It's hard to give you a concrete price, because it depends on volume and individual requirements. I can say that through our SaaS/hosted model, we can offer the digital mailroom for pennies per document.

"In the worst case scenario, using our services might run the same as a business' current mailroom costs. However, a user gains all the benefits I just mentioned, plus, it means they have integrated their paper mail with their network; this enables them to

start improving their workflows. As companies continue to move into the digital era, it doesn't make sense for them to have separate workflows for electronic and paper documents. A digital mailroom enables them to begin reconciling disparate workflows."

Looking for capture partners

In this vein, Haas views capture and workflow vendors as potential partners for MailSurity. "We feel our distribution expertise gives capture companies a piece that they don't have, and their indexing capabilities give us a piece we don't have," he said.

MailSurity is currently marketing its software and services through three channels: service bureaus, facilities management/mailroom specialists, and ISVs. "We also recently signed **IBM** as our primary integration partner, so if our partners or customers need any technical support, we can call them in," said Haas.

Haas, who has been in the mailroom business for more than 20 years with vendors such as **Pitney Bowes**, **Bell + Howell**, and **OPEX**, as well as running his own mailroom consulting service— **Optimail**, concluded that he is always amazed at the mistakes he sees people making in their mailrooms. "The industry is definitely trending toward the digital mailroom," he said. "As a result, I have been trending that way myself. The digital mailroom offers a means for correcting mistakes by acting as a consistent on-ramp and an avenue for consolidating workflows."

For more information: http://www.mailsurity.com/; e-mail: jhaas@gate.net

Hyland Has Strong Year; Considering Acquisitions

  Hyland Software expects to close 2007 with close to $100 million in revenue, according to COO Bill Priemer who spoke at the recent **TAWPI** Document Capture Forum. This would represent close to 20% growth for the Cleveland, OH-based ISV of imaging and workflow software. This summer, a 58% stake in Hyland was sold to the private equity firm **Thoma, Cressey, Bravo** [*see DIR* 7/20/07]. For the most part, from what we understand, it's been business as usual following the ownership change.

  However, as was stated when the sale was announced, Hyland's increased financial resources have enabled it to look more aggressively at acquisitions. "In particular, we are looking at software vendors that maybe have not enjoyed as

much success as we have, and as a result, haven't been able to invest as much in R&D," said Priemer. "We see a good opportunity for upgrades to *OnBase* within these vendors' customer bases. We see this as a win-win, because the customers would be getting a better product, and we'd be getting their business."

Global 360, which has rolled up document imaging software vendors such as Kofile, Eastman Software, ViewStar, Keyfile, and Identitech over the years, has followed a somewhat similar strategy. Global 360, through the Eastman Software acquisitions, may have a few more enterprise customers than Hyland, but Hyland's customer base of approximately 6,000 is about three times the size of eiStream's stated customer base.

Bill Priemer, COO, Hyland Software

In addition to acquisitions, Priemer said Hyland will continue to move more heavily into vertical market solutions. "This means offering more templated applications in areas like prescription management for pharmacies or physicians credentialing for hospitals," he explained.

Priemer concluded by saying that **Microsoft** *SharePoint* is emerging as a very intriguing platform for collaboration and document management. This would seem to put Hyland in a good spot, as *OnBase's* strengths are in the complementary areas of document imaging and workflow. The anticipated emergence of *SharePoint* could also be a major reason why EMC has made a marked transition toward promoting "transactional content management" over the past couple years [*see DIR 5/18/07*]. It also leads us to wonder if **Open Text** and **Interwoven** are worried about being marginalized and looking seriously at document imaging acquisitions.

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

ST. NICK CHOOSES A2iA

Three years after *DIR* first reported **Santa Claus, Inc.** was considering an imaging system, we have received word that indeed an installation has been completed. A recent press release by recognition specialist **A2iA** [http://www.a2ia.com] announced that Santa's workshop has installed software to enable automatic recognition of children's wish lists from around the world. One of A2iA's specialties is natural handwriting recognition [*see DIR 8/19/06*], which makes it a good fit in this particular application that involves capturing data from potentially 2 billion documents in a window of about 30 days.

Happy Holidays!

Captaris Offers Distributed Capture For *SharePoint*

Fax server leader moves more deeply in document capture space

Speaking of *SharePoint*, Captaris recently announced a very inexpensive option for image-enabling **Microsoft** *Office SharePoint Server* (*MOSS*) 2007. For "a few thousand dollars," early next year, Captaris will begin offering a connection adapter that will enable its popular *RightFax* product to upload images into *SharePoint*. Captaris will also make a meta data capture option available.

"Probably 95% of *RightFax* users have a connection with Microsoft *Exchange*," said Paul Yantus, executive VP of marketing and product development for Captaris. "Similar to how *Exchange* provides a centralized repository for users to store all their e-mails, Microsoft is promoting *MOSS* as a centralized repository to store documents. We are offering a way to upload images into the *MOSS* repository, in the same way that we connect to *Exchange*."

RightFax has traditionally been marketed as a fax server application, and it is a market leader in that area. The *SharePoint* integration represents part of Captaris' strategy to leverage *RightFax* as a distributed capture platform. Yantus, a former document imaging service bureau executive and CEO of **Scan-Optics**, considers it his mission to drive implementation of this document capture strategy.

"I'm trying to get Captaris to think about more than the $300 million fax server market," said Yantus. "I'm trying to get them to think about leveraging our technology across the several billion dollar space that represents document capture, ECM, and BPM. This represents a change in philosophy, as well as a change in how we approach our products. You will see more evidence of this with some of the announcements we will be making this spring.

"The one constant is that we plan to continue to leverage our close relationship with Microsoft. We are one of their global ISV partners, and they work very closely with our management team. There are a lot more synergies to be realized between the two companies. Making it easier to get images into *SharePoint* is just a baby step on what will end up being a long [and hopefully prosperous] journey."

The market penetration of both *RightFax* and *MOSS* makes integration a natural. "Microsoft is reporting it has sold more than 90 million *MOSS* licenses," said

Yantus. "When someone says they have a document management problem, the popular response now is to try and use *MOSS*, because chances are, the business already has a license for it. *RightFax* has users at all of the Fortune 100 companies and a total install base of 23,000 customers. Chances are if you own *MOSS*, you also own *RightFax*, so why not leverage them together for document imaging?"

Captaris upgrades capture technology

One way to capture images with *RightFax* is through fax connections. Another is through the TWAIN driver that can be used to connect it to scanners and MFPs. "Currently, *RightFax* supports network TWAIN, but we are doing some enhancements to improve the driver's usability," said Yantus.

RightFax also currently has the ability to do full-text OCR on images for indexing before releasing them into *SharePoint*. "We are upgrading our OCR capabilities to incorporate technology from **Ocè ODT**," said Yantus. "In addition, we are going to offer a version of ODT's *Single Click Entry* product for capturing meta data." [*For more on Single Click Entry:* http://www.odt-oce.com/product/sce/en/index.php?ul=en.]

According to Yantus, the distributed capture model that Captaris envisions involves meta data being entered at centralized locations after documents are faxed or scanned into *RightFax* from distributed sites. "In our market, we see data entry as a separate, second step that comes after capture," he said.

Once documents are captured and indexed, they will then be available for collaboration through *SharePoint*. "We think the natural progression is that once documents are imaged and available in *MOSS*, users will also want to manage workflows around them,' said Yantus. "This will create opportunities for follow-on sales of our *Captaris Workflow* software. It's a .NET-based product that connects to Microsoft's Windows Workflow Foundation (WWF) elements."

IT Community Likes SharePoint

We asked Yantus if Captaris is de-emphasizing its own *Alchemy* document repository in light of its increasing focus on leveraging the *MOSS* repository. "We view *Alchemy* and *SharePoint* as focused on similar business problems, but having two different buying influences," Yantus answered. "*Alchemy* is aimed at users who need a simple solution that can be implemented without significant involvement from IT.

"*SharePoint*, on the other hand, is more attractive to organizations looking to deploy a common infrastructure for document management across their entire enterprise. This type of initiative is typically IT driven.

"One thing we've noticed from participating in some *SharePoint* conferences sponsored by **AIIM** is that the *MOSS* message is resonating well within the IT community. There are more CIOs and IT managers influencing the *SharePoint* world than the *Alchemy* world. We are taking the approach that there is not a single flavor of document management that suits all users."

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

Brainware Upgrades Workflow Capabilities

With the invoice capture market evolving towards purchase-to-pay applications, **Brainware** has upgraded its workflow software. The Ashburn, VA-based ISV's recently announced *A/P-WebDesk* offers improved reporting and monitoring capabilities, as well as an interface designed to create the feel of an **SAP** *R/3* application. The product has been certified for integration by SAP.

"About 75% of our customers are SAP users," noted Carl Mergele, the CEO of Brainware, whose company is known for its high-volume invoice capture installations. "Many of them are leveraging the SAP workflow in their procure-to-pay processes. We can pass data off to the SAP system and do calls to the database and then kick off SAP workflows for exceptions or approvals.

Carl Mergele, CEO, Brainware

"However, from time to time, we hear from customers who feel the SAP workflow is too cumbersome. For them, we've always had our own workflow offering. However, we've run into competitors that downplay what we can do with our workflow. They end up trying to position us as a point solution for capture vs. their complete procure-to-pay offering. What we've done now is at least even the playing field, and in my opinion tilt it significantly in our favor."

Mergele gave us an example of the monitoring capabilities available in *A/P-Web Desk*. "We had a customer with a concern that its small 'i' characters were being identified as ones," he said. "We explained that our software wouldn't be making that type of mistake unless someone trained it to perform that way. We were able to drill down and find not only the person who made the mistake, but also the exact time and form on which it was made.

"And we've packaged all this functionality in a dashboard that is very simple to administer and use. Another one of our customers, the **National Health Service** in the U.K. was losing track of its invoices after they were scanned and before they were released into workflow or automatically posted. With our new module, they have improved their visibility significantly. Ultimately, what we've done is increased our customers' options when using our software."

Forecasting strong growth

Overall, Mergele said Brainware's business continues to grow dramatically. "We've approved our budget for the coming year, and it projects us at least doubling our revenue and sales force," he said. "We recently signed a deal with **E.ON**, one of the largest power companies in Europe. We've also signed invoice processing deals with **Abbott Labs** and **Alcon** and will be announcing some exciting news about an invoices app at the **Mayo Clinic**.

"We completed an installation with **Pactiv Corp.**, involving rebates. In the 12 months prior to bringing us in, they paid out $1.4 million in refunds they shouldn't have. We continue to go after larger deals like this and as a result find ourselves interacting more and more at the CFO-level. At that level, we are finding interest in integrated procure-to-pay and order-to-cash solutions.

"Finally, to help get our message out, we have contracted **MarketBridge**, a firm that counts several of the leading software vendors in the world as its customers. We are looking forward to a strong 2008."

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

GLOBALPEX, FROM PAGE 1

Miller presented us with the example of a contract created and signed by Company A and sent to Company B for their signature. "What if company B changes some of the terms before they return their signed copy but doesn't tell company A?" he asked. "If that document shows up in court a few years later, without our services, Company A is going to have a tough time proving which copy was the original."

Globalpex's software enables businesses to submit documents for printing through the company's Web-based software. The documents are printed, barcoded and imaged at one of Globalpex's print centers. "This provides us an electronic copy of the document that was printed and sent, which we will store for our customers," said Miller. "We can also set up customized integrations to our customers' ECM systems to blow back the data and images to them.

"We charge on a per document basis and are negotiating delivery fees with the courier services. It's our goal to set up a pricing structure so that it will cost users almost the same amount to send a registered letter on their own as it will to utilize our complete service."

Globalpex is also offering parallel services around e-mail and IM correspondence. The company, which was founded in 2005, formally launched last month.

For more information: http://www.globalpex.com; mmiller@globalpex.com

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4003 Wood Street ● Erie, PA 16509 ● Phone (814) 218-6017 ● e-mail: ralphg@documentimagingreport.com

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