February 1, 2013

KOFAX LEVERAGES BPM TO UPGRADE DIGITAL MAILROOM

Kofax is taking its digital mailroom software to the next level. The Irvine, CA-based capture ISV recently introduced elements of BPM (business process management) into its mailroom solution and is promoting the new system as "Kofax Mailroom Automation." *DIR* recently caught up with Dermot McCauley, VP, solutions product marketing at Kofax, who explained to us what differentiates Mailroom Automation from the current generation of digital mailroom software.

"I'd say there are a couple of differentiating factors," he told *DIR*. "One is the case management technology that we have introduced. The truth is that with most current digital mailroom systems, there are documents being captured that are not in good order when they are passed on to business processes. This can cause problems.

"It might be that data is extracted, but some information is wrong. Or, there might be a missing document—something that was requested, like a passport for a mortgage application from a non-citizen. With our new system, users can set up business rules to catch these inconsistencies.

"A rule could be to set up notify a bank that yes, there is a mortgage application in the queue, but it's missing a passport, for instance. And rules could be built into the case management part of Mailroom Automation to manage that. It could set it up so that the application won't proceed downstream until a copy of the passport is secured, and a process could be kicked off to contact the applicant. This is the type of technology that needs to be

Cranel to Distribute CVision's PdfCompressor

A few months back, **CVision** told *DIR* it was looking to introduce its PdfCompressor software more deeply into the document imaging reseller channel. Well, this month, CVision took a big step in that direction by signing a distribution agreement with Cranel. Based in Columbus, OH, Cranel is one of the leading value-added distributors in the document imaging market, working with more than 1,000 VARs throughout North America.

"PdfCompressor is very complementary to the products a lot of our resellers are representing today," said Scott Slack, VP, marketing, Cranel. "It's something that resellers can bring into areas where they are already strong and well respected, and they can use it to take their implementations to the next level. It's not necessarily a highly complex technology, but it's something that makes sense in a lot of places."

PdfCompressor is software for creating batches of full-text searchable, highly compressed PDF files. In CVision testing, PdfCompressor has been used to produce color PDF files that are, on average, 46 times smaller than the original JPEG files. Starting with black-and-white TIFFs, compressed PDF file sizes can be, on average, more than 20 times smaller. CVision utilizes a combination of MRC (mixed raster content) and JBIG compression to achieve these impressive results. It also uses its image processing and machine learning technology to produce OCR results that can be 15% more accurate than those from leading off-the-shelf engines.

To date, PdfCompressor has primarily been sold on-line to end users. But some changes in the dynamics of the market—including the use of more cloud storage and an increasing number of users viewing files with mobile devices—has CVision looking to expand its channel.

"Compression is a nice fit in many areas of the capture and ECM space," said Slack. "It could be a situation where an organization is serving up files to a mobile app or they need to pump documents into the cloud. Or, it might just be a fundamental network bottleneck issue or

a desire to have color documents when users are concerned about the overhead associated with color.

"We see PdfCompressor as a nice fit for current opportunities our resellers are working on, as well as something they can go back to existing customers with, add in some service, and get further ingrained into their accounts. It's really a building block that can help resellers deliver more value in many areas."

Cranel has an exclusive distribution agreement with CVision for the ECM reseller space. Cranel began training its sales force on PdfCompressor last month. CVision is putting together a VAR program, which Cranel will support. Cranel will offer free on-line training on PdfCompressor to any VARs that sign up to carry the product. "We are working hand-in-hand with CVision to develop the channel," said Slack.

Scott Harvey, CVision's director of channel sales, said his company is excited about the opportunity to work with Cranel. "It's a mutual win," he said. "Cranel gets a solution that addresses a resurgent market for compression—one that has become compelling because of cloud and mobile requirements. CVision will gain access to some of the best ECM VARs in the world who are looking for new solutions that will create opportunity for both the VAR and the end-user. At CVision, we are confident our software solutions will resonate strongly with Cranel's partner community."

Chad Stigall, product marketing manager for Cranel, agrees. "PdfCompressor is a product that our core base of resellers should get," said Stigall told *DIR*. "More and more of the items that we are supporting have been leading to discussions about compression. Organizations are looking at cloud solutions, where they pay by the GB. They are also dealing with bandwidth and data transfer rates and are looking to their IT partners to help them. In addition, due to accessibility requirements, we are seeing more demand for searchable PDFs."

Slack said that PdfCompressor could also be a nice opportunity for office equipment dealers—a channel that Cranel has been cultivating. "We see it as a fit for dealers that might be implementing scan-to-file solutions and want to introduce technology that will make those solutions more network responsible."

Stigall concluded that the demand for technology like PdfCompressor will continue to increase as end user expectations evolve. "Historically, there has been a difference between the technology people utilize at home vs. what they use at work," he said. "So, at one time, viewing a 200 dpi TIFF file at work did not seem odd. Now, with mobile technology making information so accessible, the lines between work and consumer technology are blurring.

"PdfCompressor is the type of product that can be used to give people the same experience with documents at work, as they get at home. It has the ability to create color PDF

images that are the same size as black-and-white TIFFs; it also improves the quality of scans and OCR results. This creates a better user experience all around."

For more information:
http://www.cranelimaging.com/Products/Capture/Cvision.aspx

ABBYY Ramps up Channel Program

ABBYY USA has announced multiple enhancements to its value-added reseller (VAR) program. The revamped Certified Partner Program is designed to reward top sellers of the recognition ISV's FlexiCapture and Recognition Server software. It also upgrades reseller support on both the technical and marketing side, as well as through new certifications and training courses.

"We are taking the channel very seriously," said Bill Kouzi, VP of channel sales, data capture and OCR, for ABBYY USA. "Any ECM or data capture vendor always starts with the channel. This is something I learned through my experience with both Laserfiche and Visioneer.

"The new VAR program we have launched at ABBYY is in concert with the long-term strategic plans of the organization to position ourselves as serious channel players. We are starting with our data capture products, and the channel strategy will include any subsequent product lines we come out with in the future."

One of the major new features is the creation of three different levels for resellers—based on their sales numbers. "As we considered our product line and its enterprise capabilities, we realized we wanted to attract a new breed of resellers that can take full advantage of its potential," said Kouzi. "We recognized that we were being hindered in this pursuit by our lack of different classifications of VARs with different reward levels.

"What we've done is create bronze, silver, and gold levels—designed to attract those partners striving for the gold level—$100,000 in sales per year and above. We want to make sure we are properly rewarding high achievers."

Added Jackie Risley, ABBYY USA's director of product marketing, data and document capture products. "The purpose in enhancing the program was to make sure we are demonstrating our commitment to the VARs who have made the biggest commitments to us. That includes revenue, but it also includes participation in marketing activities, sales collaboration, training, etc. VARs who meet certain goals across all of those areas will receive higher margins and additional opportunities to participate in sales and marketing activities that will further accelerate their ABBYY initiatives."

ABBYY is also now offering more certification classes and ongoing training. "When selling enterprise-level data capture, you need to be certified," said Kouzi. "We will also be offering ongoing monthly training that will provide both technical and sales support."

ABBYY has also added sales engineering staff. "They will be available to travel with partners and assist them with systems design," said Kouzi. "We've also increased our number of regional sales managers to five and have one in every major region in the U.S."

Risley added that ABBYY has been reviewing and making an effort to better understand specific vertical markets. "We have been hyper-focused on verticals like healthcare, legal/e-discovery, and logistics and transportation," she said. "We've spent the last nine months really understanding where our channel has been having success, where our product line can take them, and what sort of synergies we can offer."

Kouzi added that ABBYY would like to enable its resellers to take almost a "cut and paste" approach to some applications. "You can look at a large bank, for example, and see their pain points and why they have selected automated data capture," he said. "You can then look for other large banks and figure they have very similar pain points that our software can address. We'd like to be able to go in with our resellers and propose some almost pre-configured solutions to remedy those pain points."

"We are looking at what areas our VARs are selling into and trying to figure out how we can make our products better to address those areas," said Risley. "Often, VARs are the best subject matter experts an ISV has. We even offer co-branded solutions with partners in certain verticals and will continue to do that, as well as help them with lead generation."

ABBYY takes its work with VARs so seriously that last year it acquired capture reseller Digital Documents (D-Docs), in part to help it learn more about successful channel partners [*see DIR 9/14/2012*]. "The acquisition of D-Docs has certainly been helpful," said Kouzi. "But, it was only completed a few months ago, and we are still working through the transition and getting up to speed."

Kouzi added that ABBYY USA has always generated the great majority of its sales through the channel. "We are happy with the current percentage of revenue coming through the channel," said Kouzi. "It's our goal to increase our overall revenue through increasing our channel revenue."

He said ABBYY is looking for partners who are already selling data capture technology. "We already have some big partners with vast experience in data capture and are looking for more," he said. "We are also finding a new breed of partner. These are VARs that have traditionally sold ECM, but are now gravitating toward data capture. We recently signed a partner on the east coast, for example, that has traditionally focused on MFPs and printers, which they complemented on the back end with ECM. Now, their customers are asking them for automated capture on the front end."

Risley added that Recognition Server, software for creating batches of full-text searchable PDF files, could also attract a new type of reseller. "A reseller does not have to have full certification to sell Recognition Server," she said. "We've been seeing interest from resellers with a vertical need that calls for full-text searchable PDFs or PDF/A for archiving."

ABBYY also has partners that offer Recognition Server as a cloud service, and has plans to increase the cloud-readiness of FlexiCapture. "Our new Web client is one step in that direction," said Risley. "We also have a sandbox environment in the cloud where partners can set up demos."

ABBYY maintains a direct sales force to sell its recognition engine/SDK, which is licensed by multiple ISVs and other organizations around the world.

For more information: http://bit.ly/ABBYYVARPR

New Kodak Scanners Show Improvement and Innovation

Kodak Document Imaging continues to innovate and improve its document scanners. The Rochester, NY-based manufacturer recently introduced a new compact departmental series that brings downstream many of the features it originally debuted on higher volume models. It also came out with an innovatively designed workgroup model that features a book-edge enabled flatbed, which is built into the unit in such a way that it basically has the same footprint, 17-in. by 15-in., as the new departmental models.

"The need for, and the value of, document capture is pretty consistent across industries and vertical markets," said Roger Markham, Kodak DI's manager of future product marketing for distributed capture. "You have a lot of common use cases and workflows that provide efficiencies for many businesses. As solutions continue to evolve, the paper capture component needs to stay in step and provide the productivity that customers require.

A unique design enables the new Kodak i2900 to include a flatbed book-edge scanner in a compact footprint of 15 x 17 inches.

"ECM systems offer a multitude of value related to paper capture. To fully unlock this value, we need to continue to advance our scanning technology for both centralized and desktop applications. Our focus needs to run from the high-volume, centralized back-office, to the departmental level at a branch office, to a knowledge worker doing desktop capture. We need to address all these situations efficiently and help users capture quality images from which data can be reliably extracted."

One way Kodak does this is with its Perfect Page technology, which is deployed on almost all its scanners, and to which it continues to make improvements. "With the latest version of Perfect Page, we have really focused on enabling high-quality data extraction," said Markham. "We believe the fact that we develop the hardware, as well as the image processing software, enables us to finely tune our systems to produce the best image output in the market."

Upgrade in Departmental Segment

Kodak's new i3000 series is designed as an upgrade to the i1400 series, which Kodak originally positioned as a low-cost LVP series, but eventually moved into the departmental segment. The i3200 is rated 50 ppm/100 ipm with a recommended daily duty cycle of 15,000 pages and a list price of $4,495. The new i3400 is rated at 80/160 with a duty cycle of 20,000 pages per day and a list price of $5,495. Markham pointed out that Kodak's rated speeds stand up at 300 dpi, in black-and-white, color-and grayscale.

The 3400 is slightly (5 ppm) faster than the top i1400 model and lists for $500 less. The 3200 also lists for $500 less than the comparable i1420 model but is rated 17% slower. Both new models, however, feature a more compact design, the updated Perfect

Page technology, a graphic user panel, and Kodak's Intelligent Document Protection technology.

First introduced on the i2000 series [*see DIR 4/1/11*], the graphic user panel can be used to display messages related to jobs or status. "Instead of just seeing an error code number, for example, the graphical panel can clearly spell out to a user what is going on," said Markham. "When selecting jobs, users can match the documents they are holding in their hand to the job described on the panel."

According to a Kodak press release, "Software integrators and providers can also use the intuitive feature to simplify how their application works with the scanners by displaying job shortcuts assigned to preconfigured settings such as color, file type, and file destination."

Intelligent Document Protection basically causes a scanner to stop if it detects damage is being done to a page. "It's an extension of our ultrasonic multi-feed detection," said Markham.

The i3000 features a 250-page programmable

DI AUCTION SET FOR MONTH'S END

Of course you can't talk about **Kodak Document Imaging** without discussing its pending sale. You remember, last summer as part of its plan to reorganize while under Chapter 11 Bankruptcy protection, Kodak Corporate announced it was putting DI up for sale [*see DIR 8/31/12*]. From what we understand, the auction for DI is now scheduled to take place at the end of February.

This is according to Laura G. Quatela, president of Personalized Imaging, and president of Eastman Kodak Company, as quoted in *Amateur Photographer* magazine while discussing the dates for the sale of Kodak's Personalized Imaging Group, which will take place in late March. Kodak said it will begin accepting bids for Personalized Imaging at the end of February.

If it is employing the same timeframe for DI, we'll presume Kodak has already been accepting bids for DI. In a bankruptcy sale proceeding, a stalking horse bidder is typically established with a floor price. That price is then shopped to other bidders who can top it. We haven't heard word yet on who the stalking horse for DI is.

We can say that there is likely no turning back on the plan to sell DI, as the U.S. Bankruptcy Court recently approved a financing agreement, which includes a loan of up to $844 million dollars, designed to help Kodak Corporate get out of bankruptcy. One condition of the approval is that Kodak follows through with its sale of DI. So, expect to hear more on this soon.

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feeder, an optional rear exit for straight path scanning of thick or long documents, dual LED illumination, and ISIS, TWAIN, and SANE drivers.

"With the i3000, we have brought the productivity that was once relegated to more costly back-office products to a compact and user friendly device," said Markham.

Innovative Flatbed Design

The i2900 has many of the features of the i3000, as well as the i2000 series, but the book-edge flatbed scanner is something truly different. The flatbed is basically hidden beneath the output tray, which sits on top of the box-shaped scanner, with the ADF on the bottom. To access the flatbed, a user pulls up the output tray, places their materials on the flatbed, and then lowers the tray.

The hinge adjusts so the i2900 will not crush the spine of a book. The "book-edge" technology is designed to produce flat, complete images of book pages from edge to edge.

Utilizing the ADF, the i2900 is rated at 60 ppm/120 ipm in a portrait mode—it is not designed with landscape capabilities. It lists for $3,495, which is about $1,600 more than the comparable i2800 series, which does not feature a flatbed. The i2900 does advertise a duty cycle of 10,000 pages per day, compared to 6,000 for the i2800.

There is also an optional post-scan, rear-side imprinter available for the i2900.

For more information:

http://graphics.kodak.com/docimaging/us/en/about_us/news/index.htm

Panasonic Enters Personal Desktop Scanner Segment

Panasonic has moved further downstream with its document scanner offerings. The Japanese manufacturer, whose U.S. offices are in Secaucus, NJ, recently announced a pair of sub-$1,000 models that it is marketing to the SOHO and workgroup markets. Both feature a very compact 11.9" x 7" x 5.4" (W x D x H) footprint, when the ADF and output tray are closed, as well as strong software bundles.

Both scanners also feature plenty of technology for preventing misfeeds. This includes Panasonic's Active Double Feed Prevention Roller system, "which prevents double-feeding by rotating in the reverse direction to help separate documents that

are being fed, and then feeds the leading document in first." The scanners also include ultrasonic doublefeed detection. There are also independent left and right feed tires designed to prevent jams.

Their straight paper path means the devices can be used to scan stiffer items like identification cards.

The scanners also feature three buttons that can be programmed with specific scanning parameters and destinations. Each model includes a different software package, which helps dictate the specifics of how the buttons can be configured. There is also a touch-free sheet-fed mode on both models, which enables a user to scan to a pre-configured destination without having to open the ADF.

One of the attractive features of the new Panasonic KV-S1015C and KVS1026C is that when folded up they feature a very small footprint of 11.9" x 7" x 5.4.

Both scanners also come with a three-year warranty that includes advance exchange.

A SOHO model
The new KV-S1015C is being aimed at the SOHO space. "It's really targeted at microbusinesses where there is no IT department," said Joseph Odore, product manager, Imaging Systems, for Panasonic Communications Company of North America. "We are positioning it against the Fujitsu ScanSnap."

The 1015 is rated at 20ppm/40 ipm at 200 dpi in both color and black-and-white. Its software bundle includes **NewSoft's** Presto! Page Manager desktop document management application—to which the scanner features a direct connection (no drivers needed). Through Page Manager, users can scan directly to cloud-based services like **Evernote** and **Google** Drive. Presto! BizCard is also included.

The 1015 also includes TWAIN and ISIS drivers, which Odore cited as an advantage over the ScanSnap. It lists for $495.

"We will make the new scanners available through our standard VAR channels, and we are phasing in some more activity with direct market resellers like **CDW**," said Odore. "With these lower priced models, we will also work more with resellers like Amazon and the Web sites of the office super stores. The lower price points enable us expand our channels."

A lower-cost workgroup alternative
The new KV-S1026C is targeted more at the low-end of the traditional workgroup scanner space. "It's for people that might be considering our legacy workgroup products but are leaning toward a less costly model," said Odore. "It offers the same capabilities as most workgroup models, just with a smaller footprint and a slightly lower recommended daily duty cycle."

The 1026 is rated at 30 ppm/60 ipm at 200 dpi for black-and-white images and 20/40 at 200 dpi for color. It is bundled with Panasonic's Image Capture Plus software, which includes advanced image processing and OCR features. It also includes TWAIN and ISIS drivers and incorporates Panasonic's double-feed skip technology, which was first introduced in the manufacturer's upgraded workgroup models last year [*see DIR 8/31/12*].

List price for the 1026 is $595.

According to **Moyse Technology Consulting**, with 20% growth, the desktop workgroup space, where Panasonic is positioning the 1026, was the fastest growing scanner segment in North American in 2011.

For more information:
http://www.panasonic.com/business/psna/product-listing/201542.aspx

Nuance Aims to Lower ShareScan TCO

It's been more than two years since **Nuance** introduced a new version of its popular eCopy ShareScan software. In late 2010, the release of ShareScan 5.0 was designed to "close the gap" between the ad hoc capture being done primarily with MFPs and traditional production capture [*see DIR 12/3/10*]. However, while v5 was full of new features, Nuance got feedback that the software was becoming a bit difficult to manage.

"Even though we had a good quality product, we were hearing from our customers that installation and deployment was taking too long," said Ed White, product manager at Nuance. "v5 was being described as too fragile, and we got feedback that installs and upgrades were too costly. This opened the door for some competitive lower-priced

offerings, especially in what we call the "run-rate" or lower end of the market."

One key improvement in version 5.1 is the installation and set up. According to a press release, ShareScan 5.1 is "up to 17 times faster" [to deploy] and can be configured and deployed across multi-server environments in minutes. "The install process for eCopy ShareScan is now completely wizard-driven and should take a reseller technician 10 minutes or less—which is unheard of for this class of server software," wrote Jamie Bsales, Senior Editor, Solutions, Buyers Lab.

"We've also reduced the points of failure," added White. "We've done this by enabling automatic updates. Basically, once ShareScan 5.1 is installed, it should stay up and running.

"We've also improved the repeatability and upgrade capabilities. We've introduced a new import and export tool. Users can now export ShareScan configurations, even from earlier versions, and import them into 5.1. This is great if you want to deploy the same configuration in multiple environments or if you are just updating your MFPs and/or ShareScan implementation."

In addition to improving ShareScan's deployability, White said that Nuance focused on four areas it sees as driving growth in the MFP capture software space:

■ **workflow and automation:** "On a broad level, we plan to bring to market more specific vertical solutions that we can offer through our channel," said White. "We want to align ourselves closely with channel partners who are targeting those verticals and complement their efforts."

On a feature-specific level, Nuance has broadened ShareScan's single sign-on capabilities, with a goal of enabling single-sign on from any platform or application. Nuance has also improved ShareScan's touchscreen configuration, with the goal of continuing to reduce the number of touches a user needs to execute a process. Finally, Nuance has incorporated the latest version of its OmniPage OCR engine, which improves forms processing speeds and features new bar code capture capabilities.

Regarding specific vertical efforts, White commented, "We're looking at doing stuff like leveraging our forms recognition to extract data from a specific type of form unique to a vertical and then packaging that with a Connector to a line of business application in that vertical."

■ **enterprise readiness:** "We expect document

capture to become a necessary part of managed print services (MPS), and we view ShareScan 5.1 as MPS ready," said White. "We've introduced more flexibility and scalability and have delivered more scalable pricing in our new licensing models."

On the technical side, Nuance has improved the way that ShareScan works with SQL databases. "We now have the ability to support environments with virtual load balancing and other enterprise-type characteristics," said White. "We've also simplified our troubleshooting with a new diagnostics tool that can be used to check on the status of devices on a network."

On the pricing front, Nuance has introduced volume-based discounts. "We still offer three levels of pricing—for our Elements, Office, and Suite configurations," said White. "But, we've also introduced discounts for multiple seats (MFP licenses) sold in the same deal, starting with volumes of three."

■ **integrating mobile devices into MFP workflows:** ShareScan 5.1 is being promoted as a platform for mobile integration with specific apps coming later. "We will introduce connectivity to applications on the MFP that we can sync back to mobile platforms," said White. "You will hear more about this in the upcoming year."

■ **run-rate enablement**: Nuance describes this as the "simple delivery of a complex product." "There are an army of organizations in their infancy in terms of the digital conversion process, and we are focused on delivering repeatable solutions to them through our channel," said White. Specifically, this involves a lot of the installation and set up improvements we discussed earlier.

Nuance also upgraded its ScanStation hardware, which is utilized on devices where ShareScan is not embedded in the touchscreen. Nuance also has increased the size of its bundles of PDF Pro Office, which are included with ShareScan. In addition to Nuance bundling more seats, PDF Pro Office itself was recently improved in areas like advanced editing, cloud application integration, the ability to create PDF/A files, and a new Dragon Notes integration for creating text notes on documents through the spoken word.

White said Nuance plans to leverage 5.1 as a foundation. "In the next year, you will see us expand on our Connectors and Extenders for ShareScan," he said. "This includes plans to update our workflows for efficiency and extensibility. We plan to introduce features like database lookups into our capture and workflow process. Also, in the past,

while updates to Connectors have been managed on an individual basis, we'd like to possibly introduce modules that will implement multiple updates.

"The bottom line is that with ShareScan 5.1, we are really talking about better and faster, with a lower total cost of ownership for users."

For more information: http://bit.ly/ShareScan51PR

KOFAX, FROM PAGE 1

baked into the next-generation of the digital mailroom."

McCauley said that Kofax's monitoring capabilities represent the second differentiating factor in Mailroom Automation. "Visibility in the mailroom has always been a challenge," he said. "Traditionally, mailroom solutions have had good visibility during the scanning and capture process. We've now expanded that to pre-capture, so as soon as a piece of mail shows up, we can track it.

"It's up to customers to decide when they want to initiate the tracking process, and what means they want to use, but one of the options we make available is sophisticated bar code technology that can be utilized on envelopes. We can also track at the stack and bin level."

McCauley stressed that Mailroom Automation is a multi-channel solution that can receive input from a variety of sources, including paper mail, e-mail, e-

forms, or images captured with mobile devices. "Users have a dashboard they can use to track volumes by a number of metrics, including the type of document and the specific customers who are sending documents. This dashboard enables users to spot trends, as well as catch stacking and bottleneck issues."

McCauley stressed that Mailroom Automation is focused on "transactional," not "informational," mail. "We're focusing on business critical documents like renewal forms, claims, and legal documents," he said.

Pricing for the software is based on page volumes.

For more information: http://www.documentimagingreport.com/index.php?id=2381

SNOWBOUND REPORTS STRONG 2012

Document imaging SDK and viewer specialist **Snowbound Software** recently announced it had a record year in 2012. The Waltham, MA-based ISV reported 34% growth over 2011, which resulted in its highest revenue total ever. Snowbound reported 100% for its VirtualViewer line and 72% in its RasterMaster document conversion SDK product line. Snowbound also saw an increase its professional services revenue.

Also, in the SDK space, **LEAD Technologies** has announced a new version of LEADTOOLS, highlighted by "new LEADTOOLS Anywhere native libraries for WinRT, iOS, OS X, Android and Linux, along with major updates to LEADTOOLS Document, Medical and Multimedia technology for Win32/64, .NET and HTML5."

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