

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

4003 Wood Street ● Erie, PA 16509 ● PH (814) 866-2247 ● FX (800) 507-8981 ● <http://www.documentimagingreport.com>

February 16, 2007

THIS JUST IN!

DIR EDITOR ON THE ROAD

DIR editor Ralph Gammon apologizes for being so hard to get ahold of over the past month. Unfortunately, or fortunately, depending on how you look at it, he's had a tremendous slew of events he's been invited to cover. Currently, Gammon is off to Belgium to catch up with **I.R.I.S.** as they celebrate their 20th anniversary. He plans to be back in the office next week if you wish to reach him. Hope you've enjoyed our coverage of these events, and we promise to get back to our more standard order of business shortly.

Dratler named CEO of Anacomp

Did you see the announcement that former **Captiva** EVP Howard Dratler has been named CEO of San Diego-based outsourcing specialist Anacomp? A couple months ago, Anacomp bought large Captiva service bureau customer **Imaging Acceptance Corporation (IAC)** of Warrenton, Virginia. We remember Anacomp as a roll-up of mainly COM (computer output to microfiche) businesses that got crushed with the tidal wave of imaging adoption. The company has attempted to reinvent itself at least a couple times, and now is focused on two areas: transitioning from a COM to digital services outsourcing provider under the docHarbor flag and offering third-party product services. Anacomp's 2006 revenue was more than \$130 million, with the bulk coming from docHarbor. With the addition of IAC, the ratio of outsourcing services to third-party service is a little less than two-to-one.

Previous to joining Captiva in late 2003, Dratler worked primarily in the storage industry. This leads to questions about the future of Anacomp, which is traded on the Pink Sheets and has been rumored to be looking for a buyer for some time.

For more information: <http://www.anacomp.com>

Imaging ISVs Embrace OSA

More than 30 embedded solutions on display at Sharp's recent MFP dealers meeting.

LAS VEGAS – **Sharp** may not be the biggest MFP vendor on the market, but when it comes to integrated document scanning technology, they definitely can make a claim to be the best. Last week, *DIR* joined representatives from more than 200 of Sharp's top dealerships at Sharp Document Solutions Company of America's (SDSCA) National Dealer Meeting held at the Venetian. At the event, Sharp showcased its Open Systems Architecture (OSA) embedded application platform and held a partner exhibition featuring some 30 solutions running on OSA.

"We made a vow last year to become a tier one vendor," said Ed McLaughlin, president of the Mahwah, NJ-based SDSCA. "We may not have reached that level yet; but although we're not the biggest, we think we are the best, most innovative company in the industry."

Sharp considers OSA to be evidence of its claim to be "the best." OSA is a set of .NET-based tools that can be used to integrate server-side applications with Sharp devices. OSA can be leveraged to customize the touch-screen displays on MFPs. "There's not another vendor in this space as advanced as we are with our .NET platform, and by the end of the year, nobody will be even close," said McLaughlin. "We are bringing innovation to the market. Everything we have done in the past five years has set a new standard in the industry."

"OSA harkens back to the days when we introduced advanced security into our devices and everyone was asking, 'Why?' Now, all our competitors are playing catch up. I like to compare our market position to **Apple's**. Even though Apple doesn't have a dominant share in the PC space, they are a leader, and everybody watches what they do."

In terms of size, Sharp is part of a second-tier of MFP vendors, behind market leaders **Canon, Ricoh, Xerox**, and in certain segments, **Konica Minolta**. However,

when it comes to integrating independent software applications with their devices, Sharp is emerging as the leader that McLaughlin envisions. According to Sharp executives, there are more than 70 developers in the OSA partner program that have created, or are creating, integration to more than 50 "popular products."

"Since we launched OSA at **AIIM On Demand** last May, there's been tremendous response," said David Lewis director of applications and systems integration for SDSCA. "We've really picked up momentum over the past four months; that is when the majority of our developers signed on. The number of applications being shown at this event is evidence of how easy OSA is to work with. OSA is the new benchmark for MFP personalization."



"I like to compare our market position to Apple's. Even though Apple doesn't have a dominant share in the PC space, they are a leader, and everybody watches what they do."

—Ed McLaughlin, SDSCA

In contrast, it took Ricoh two years before it reached a couple dozen members in its embedded application development program. Canon's MEAP (multi-functional embedded application platform) program, which was launched in 2003, has not been fully embraced by the ISV community. "MEAP was our first choice for an embedded application platform," said one developer at the Sharp event. "But, we found Canon's licensing program very difficult to work with."

The only other MFP-related application development program that features as many ISVs as Sharp's is **eCopy's ShareScan Connector** program, which has north of 100 partners signed on. However, comparing *ShareScan* to OSA is the old apples to oranges thing. eCopy has the distinct advantage of being able to run across several vendors' hardware products, while OSA is restricted to Sharp devices. However, eCopy's cross-platform capability comes at a starting price for end users of at least a couple thousand dollars per device. We saw OSA applications for as low as \$500.

eCopy, in fact, was a charter member of Sharp's OSA development program, but has yet to come up with what it feels is a suitable application interface. "We are working with Sharp to extend eCopy's capabilities to the OSA platform," Wayne Foster, a senior product manager for *ShareScan*, told *DIR*. At the event, eCopy was displaying *ShareScan* in its traditional touch screen configuration.

Document Imaging Report

Business Trends On Converting Paper Processes To Electronic Format

DIR is the leading executive report on managing documents for e-business.

Areas we cover include:

1. Document Capture
2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
6. Document Output
7. Storage

DIR brings you the inside story behind the deals and decisions that affect your business.

Vol. 17, No. 4

Editor: Ralph Gammon

4003 Wood Street

Erie, PA 16509

PH (814) 866-2247

FX (800) 507-8981

ralphg@documentimagingreport.com



Managing Editor:

Rick Morgan

PH (814) 866-1146

rickm@scandcr.com

Publisher and Circulation Manager

Larry Roberts

RMG Enterprises, Inc.

5905 Beacon Hill Lane

Erie, PA 16509

PH (412) 480-5116

FX (412) 291-1352

larry@rmgenterprises.com

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

RMG Enterprises, Inc.

5905 Beacon Hill Lane

Erie, PA 16509

PH (412) 480-5116

<http://www.documentimagingreport.com>

Copyright © 2007 by RMG Enterprises, Inc. Federal copyright law prohibits unauthorized reproduction by any means including photocopying or facsimile distribution of this copyrighted newsletter. Such copyright infringement is subject to fines of up to \$25,000. Because subscriptions are our main source of income, newsletter publishers take copyright violations seriously. Some publishers have prosecuted and won enormous settlements for infringement. To encourage you to adhere to this law, we make multiple-copy subscriptions available at a substantially reduced price.

Subscriptions: \$597 (electronic) or \$670 (paper) per year.

And therein lies the major weakness with the initial version of OSA, (which technically is the second version, but the first OSA was very limited in its distribution, and did not feature real-time interaction between the server apps and the devices)—all the application interfaces basically look the same. “The .NET architecture gives you a lot of high-level building blocks, which simplifies application integration,” said Ali Tehranchi, president and CEO of **Notable Solutions, Inc. (NSi)**, a capture software vendor exhibiting at the event. “However, because you’re not working with lower-level code, it’s hard to do much customization.” [Tehranchi knows embedded environments. He noted that NSi has developed embedded applications for no less than six MFP vendors: Sharp, **HP**, Ricoh, Xerox, **Kyocera Mita**, and Canon in Europe.]

In its defense, Sharp previewed improved graphical features that will be introduced in future versions of OSA, which should create more customization options. Lewis also vigorously promoted the advantages of .NET over the Java-based embedded application platforms of Ricoh and Canon. “A lot of ISVs have been tainted by their experiences with Java,” he told an audience of dealers. “Most of our OSA partners have Windows-based applications and already have a .NET framework. So, integrating with OSA doesn’t involve any “porting over” the client to run with the MFP.

“Also, anyone who can develop a Web page can develop a screen for an OSA application. Because there are so many more .NET developers, it is typically less expensive to develop an application on a .NET platform than on Java. It’s a simple law of supply and demand when it comes to labor costs.”

OSA marketing program

Sharp is not running its OSA business as a profit center. The cost for developers to license the OSA SDK is \$1,000 per year to cover support. ISVs pay no royalties on their OSA applications. “We have not said ‘no’ to any developer that has wanted to join the OSA program,” said Lewis. “We are not here to judge. We figure the market will filter out the good and bad applications.”

At the dealer meeting, Sharp launched an OSA marketing program. “There are two phases to the marketing program,” said Vince Jannelli, associate director, applications and partners for SDSCA. “The first involves testing and validating claims made by the application developers. Once we do that, we’ll work with them to create marketing materials for their OSA applications. This includes building a Web presence, working on press releases, sending out e-mails, and even some event planning. The fee for the marketing program is \$2,500 per year.”

SHARP INTRODUCES ULTRASONIC DOUBLE-FEED

Yes, OSA was a big deal at the recent **Sharp** National Dealer’s meeting in Las Vegas. But OSA is software, and at any digital copier event, you can be sure you’ll get a full dose of hardware as well. The hardware star of Sharp’s event was its new high-end Hercules MFP line. Hercules is actually the nick/code name for the MX-M series that features three models ranging in speeds from 85-110 ppm. Because these new machines include Sharp’s single-pass, dual-sided scanning (SPDSS) capabilities, they can capture images at up to 220 ipm.

They also feature ultrasonic double-feed detection, a feature we had not encountered on an MFP unit previously. The Hercules actually has this capability in two places: the scanning unit and the paper-pickup for the printer. Does this mean we see the Hercules as a threat to mid-

volume production document scanners? No, mainly because it’s still not optimized for mixed batches of documents, and also, if you invest in one of these devices, you want to make sure you’re getting your money’s worth out of the printer. Tying it up with dedicated scanning means you are leaving a 100 ppm printer sitting idle.

However, as features like SPDSS and potentially ultrasonic double-feed move downstream, we do see digital copiers increasingly becoming a threat to the workgroup scanner space. We discussed some of our concerns about this trend in our last issue. At the Sharp event, we ran into Brian Bissett, editor and publisher of *The MFP Report*, who had this to say when asked about some of **InfoTrends’** recent reductions in its projections for workgroup scanner sales, “I think scanner vendors have

been counting on growth in the same areas as MFP vendors have been. It’s my view that they’ve both been counting the same potential customers, which has inflated overall projections.”

No one from Sharp would say for sure whether ultrasonic double-feed would be moving into Sharp’s lower and mid-volume machines. However, the company has hired former **Panasonic** scanning executive Gary Bailer as its associate director, product management, printers and A4 MFPs. “Traditionally, Sharp has focused on ledger-sized, 11x17 capable devices,” Bailer told *DIR*. “Part of my job is to help Sharp create smaller devices that could potentially compete more directly with dedicated scanners.”

For more information:

<http://www.sharppusa.com/products/business/copiers/>

Imaging ISVs out in force

Among the 32 OSA partners exhibiting at the event, at least half presented some sort of document scanning solution. This should not be too surprising considering that, for years, Sharp has been about the only MFP vendor that offers single pass, dual-sided scanning capabilities (“SPDSS” in Sharp’s parlance). Exhibitors offering document imaging solutions included **Kofax, Hyland, Liberty IMS, DocuLex, Altec, docStar, Green Button Technologies, FabSoft, ScanPoint, InfoDynamics, IPRO, and Prism Software.**

According to Jim Fleming, Hyland’s partner marketing manager, this was the first digital copier vendor’s event at which his company has exhibited. “This show targets a different market segment for us,” Fleming told *DIR*. “As the resellers and the technology in this space are coming further down the path toward document management solutions, we need to better educate them on what we offer and can add to their solutions. I expect that at next year’s event, you will see more of our direct competitors.

“One interesting thing about MFPs is that, unlike scanners, which users will run until they die, digital copier customers will often upgrade every two years. And, when they upgrade, it’s to the latest model with the latest features, including things like scanning and OSA. These upgrades create opportunities for software sales.”

To date, much of Hyland’s success in the digital copier space has been driven through integration with NSI’s *AutoStore*. In the long term, Tehranchi does not view OSA as a threat to this business. “*AutoStore* has the advantage of being able to run across multiple vendors’ hardware platforms,” Tehranchi told *DIR*. “What if a user has 400 Sharp machines and 300 Xerox? Are they going to connect to Hyland using OSA for the Sharp devices and another way for the Xerox? No, they want a standardized interface.

“ECM vendors like to work with TWAIN and ISIS because they provide a standardized interface for connecting to any scanner. This reduces the amount of development they have to do to support multiple vendors’ hardware. We provide that same type of interface for digital copiers. In the long run, I don’t think big ECM vendors want to worry about supporting multiple hardware platforms.”

Steve Leher, VP of business development for Liberty IMS indicated that while the OSA environment may be effective for ad hoc scanning, he does not see it holding up to significant volumes.

“One of the main benefits of OSA is that it enables you to do indexing at the device touch screen,” said Leher. “This is a great interface for somebody that doesn’t work at a PC, but if you are capturing any real volume, you simply don’t want to tie up your MFP device that long.”

The ATM analogy

Leher’s comments brought up an interesting point about the transformation of the screens on digital copiers through operating systems like OSA. Lewis may have put it best when he asked, “What’s easier to use, an ATM machine or an Internet banking account?” He was making a comparison between working from an MFP screen and working from a desktop application.

At the Sharp dealer meeting, there were three very interesting guests. These were representatives from the **Yahoo!, Microsoft, and Google**. Microsoft demonstrated an invoice capture app, developed in conjunction with Sharp, that leverages Vista workflow, XPS, and *SharePoint*. Granted, this is pretty basic stuff in the traditional document imaging software world, but McLaughlin pointed out that Sharp is the only MFP vendor that Microsoft has worked with for this type of application.

Google and Yahoo! both demonstrated how an OSA interface could be used to search for documents through their Internet applications and then print the files after they’ve been located. Yahoo! went a step further and demoed the ability to print Yahoo! e-mails directly from the device, as well as to scan and attach documents to outgoing e-mails. With both these companies, McLaughlin once again made sure he pointed out that no other digital copier vendors had even approached them.

Yes, especially the Google application may have had more flash than substance, but the presence at the dealers’ meeting of such mainstream IT giants, proved to us that Sharp is reaching out to new powerful partners as part of its drive to innovate. McLaughlin concluded his portion of the keynote address by stressing that this innovation will transform not only Sharp, but its entire dealer channel.

“If you call it a copier, people will continue to sell it as a copier,” he told the crowd. “We are now an MFP vendor. But, what does MFP stand for? Multi-function peripheral? I don’t know. If you really want to make money, you should sell it like a multi-function portal.”

<http://www.sharppusa.com/products/business/copiers/>

FROM THE SHOW FLOOR....

DocuLex evolves from legal beginnings

DIR caught up with David Bailey, president of **DocuLex**, who indicated his company has gone through some changes over the past few years. "DocuLex is now operating effectively as two separate companies, with my half focused on horizontal document management solutions and the other half focused on our capture business for legal services," Bailey told DIR.

Bailey founded Tampa-area-based DocuLex a number of years ago as a service bureau specializing in legal services capture. DocuLex eventually developed its own capture software and sold off its service business. About four years ago, DocuLex launched a capture product targeting digital copier dealers. "We embedded our capture application in devices from both **Ricoh** and **Sharp**, initially using *GlobalScan* for Ricoh and the first version of OSA for Sharp, and have been working with their dealer channels," said Bailey. "Those efforts have built a channel of about 200 resellers, 180 of which are copier dealers."

DocuLex has also developed the *Archive Studio* document management application that it now sells in addition to its *Goby Capture* line. The latest version of *Archive Studio* features a browser-based interface that looks and feels like a Windows application thanks to some Ajax development. DocuLex is in the process of adding BPM and records management to *Archive Studio*.

<http://dms.doculex.com/>

DocStar going through MBO

DIR also caught up with Ira Whitman, CTO of **DocStar**, a Schenectady, NY-based document management software vendor that recently announced a plan to separate itself from **Authentidate Holding Corp.** Whitman co-founded BitWise, the forerunner to DocStar, in 1985 and was responsible for the original design of the DocStar software in 1995. In Authentidate's last fiscal year, ending in June, DocStar reported sales of \$6.5 million. Former **Captiva** sales executive Blaine Owens is DocStar's national sales director.

DocStar President Thomas Franceski and Director of Marketing Gregg Laird are leading a management buyout of DocStar and **Systems Integration**, a storage and networking specialist, also owned by Authentidate, for a proposed \$8.5 million. The deal was announced in January and is moving toward completion. Authentidate specializes in document security and has a strong presence in the German market due to requirements that all imaged

healthcare document images be time-stamped. Authentidate also has a deal to provide secure e-mail delivery services through the **USPS**.

At the Sharp event, Whitman was showing a single-seat, lower-end version of the DocStar software, integrated with OSA and aimed directly at the Sharp dealer channel. Like many document management products at the show, DocStar's starter set is expandable and upgradable to the full version.

<http://www.docstar.com>

NSi shows AutoStore Express

Notable Solutions, Inc. (NSi) was also showing a starter's version of its *AutoStore* capture platform. *AutoStore Express* has a limited feature set, including scan-to-SharePoint and OCR, but not the full spectrum of back-end ECM connectors the regular *AutoStore* has. There is no fee for a server license with *AutoStore Express*, only a \$600 per device charge. However, *Express* is upgradable to regular *AutoStore* by adding the server license for a list of \$3,700.

<http://www.nsius.com>

Green Button introduces scan-to-SharePoint

DIR also was introduced to Todd Larsen, the founder of Seattle-area-based **Green Button Technologies**. To date, Green Button has specialized in a kiosk device, the DocRouter 90, that features a scanner and a touch screen in a mobile casing. The Doc Router has enjoyed some success in the mortgage document capture market. Green Button works closely with leading mortgage buyers like **Countrywide** and **Wells Fargo**, and has a feature that enables its users to export their images in the formats these buyers require. The DocRouter has been shipping since 2003.

At the Sharp dealers' meeting, Green Button introduced a scan-to-SharePoint application, *StreamLine*, for the OSA environment. The base version of *StreamLine* lists for \$599 to digital copier dealers. A Professional version that can automate indexing through database look-ups is also available, with an Enterprise version with increased scalability and security features on the way.

<http://www.greenbuttontech.com>

ScanPoint debuts Virtual TWAIN

Finally, we saw an intriguing Virtual TWAIN driver developed by Barrington, NH-based **ScanPoint**. Virtual TWAIN acts basically like **Ricoh's** network TWAIN driver we discussed in our April 7, 2006 issue—it enables anyone on the same network as an MFP to capture images to their desktop through a

TWAIN connection. In other words, it expands the traditional one-to-one, TWAIN hardware device-to-PC relationship to a one-to-many relationship.

Through OSA, Virtual TWAIN users can log in through an MFP touch screen, press scan, and then go back to their PC and import the scanned images to any software application that accepts images through a TWAIN driver. ScanPoint has plans to trademark the term "Virtual TWAIN" and is also exploring patents around its technology.

<http://www.ScanPoint-USA.com>

IBM FileNet Announces Latest Version Of P8

FileNet's first new major product release under the **IBM** flag was announced this week as the company unveiled *P8 4.0*. As the product has been in development for two years, and IBM's acquisition of FileNet closed only four months ago, *P8* is still pretty much a FileNet product, but Dave Caldera, a former FileNet executive and now the VP of platform product marketing for IBM's ECM Division, gave us a good rundown of where the combined company is headed and how *P8* fits into that strategy.

"IBM had about 1,200 people in its content management group, and FileNet had around 1,800," Caldera told *DIR*. "Those two organizations have been combined in an ECM division in the Information Management Software Group. The center of gravity for that division remains at the FileNet corporate office, with Lee Roberts serving as general manager, Martyn Christian as VP of marketing, and Dr. Dan Whelan as CTO." *[If you're interested, the other two pieces of the Information Management group are the data, or DB2, division, and a division that's focused on information integration, which includes the old Venetica technology for federating ECM content. The entire group falls under the IBM Software flag.]*

According to Caldera, *P8* will be the company's core content management technology. "IBM has strict policies for supporting products already in the market," he added. "IBM will support its current technology for a minimum of five years, and future versions of *IBM Content Manager* are already planned. However, over time, and through natural cycles of modernization and convergence of technology, some products will be phased out."

Caldera noted that through IBM's *WebSphere Information Integrator* line, the company can already

connect repositories of IBM and FileNet heritage in a single system. "FileNet has about 4,300 total installations, and over 2,000 of those are running our *P8* technology," said Caldera. "IBM has about 13,000 installations of its content management technology. We see a lot of opportunity in upgrading those IBM customers to take advantage of the advanced BPM functionality in *P8*. However, a lot of those customers are running content management in mainframe environments, which is an operating environment that FileNet doesn't support.

"We also plan to take advantage of IBM's content management technology that fills gaps in FileNet's functionality. This includes IBM's market-leading report management and its *CommonStore* e-mail archiving capabilities."

Improved scalability, ease-of-use

The latest version of *P8* has been designed to be even more scalable than before. This has been accomplished by porting the core technology from a COM to a J2EE environment. "In our market, there has definitely been a trend toward businesses standardizing on a content management environment, similar to the way they would have standardized on a database environment many years ago," said Caldera. "This is causing ECM implementations to become larger and larger. That said, our customers aren't ripping out their departmental ECM solutions, which is why the *Information Integrator* federated ECM technology is so important."

IBM FileNet has also taken steps to make *P8* easier to deploy. This includes introducing integration with Microsoft *Visio* diagrams for process design. IBM FileNet is also leveraging the Ajax development environment to increase the speed with which process applications can be developed and deployed. "We've introduced higher-level, out-of-the-box frameworks for graphically building applications," said Caldera.

Along the line of ease-of-integration and application development, FileNet has introduced .NET APIs in *P8 4.0*. "Version 3.0 was our big SOA release," said Caldera. "The .NET APIs enable a higher level of integration when connecting to *P8* through Web services."

To compete better with **EMC Documentum**, IBM FileNet has also introduced improved capabilities for managing complex compound documents. In regards to EMC, we asked Caldera if FileNet was still doing much work with **EMC Captiva**. "We have our own capture technology, which is a core part of our legacy imaging product line, as well as *P8*," he said. "We have worked with **Kofax** to add more advanced

document and recognition capabilities. The Captiva relationship exists only marginally anymore.”

Acquisition progressing well

In conclusion, it seems as if the IBM/FileNet merger is going fairly smoothly, and we continue to be impressed with the way IBM handles its M&A. Like we've seen with FileNet, it is not unusual for executives from acquired companies to end up in power positions within IBM, which helps retain them and is one of the keys to a successful transition of ownership, especially in the software business.

P8 itself seems to be a good fit for IBM's Content Management Division, which should now be able to reassert itself as the leader in this market so suddenly full of IT heavyweights. P8 gives IBM the chops to compete toe-to-toe with EMC and should keep it well ahead of **Oracle** and **Microsoft**.

For more information: <http://www.filenet.com>

AIIM On Demand 2007 Rapidly Taking Shape

With the IT giants like **Microsoft**, **Oracle**, and **IBM** all recently upping their stakes in the enterprise content management (ECM) game, AIIM's core market would appear to be pretty hot. It will be interesting to see if this trend, combined with a new location, can get attendance at the **AIIM On Demand** Conference and Expo headed back in the right direction. That's not to say last year's overall attendance figure of close to 25,000 was anything to sneeze at, (especially in today's trade show world, where attendance has been tempered by Internet communication), but the fact is that AIIM 2006's registered attendance of close to 12,000 was about a quarter of what it was at the show's high point in the mid-1990s.

One positive development, in our opinion, has been the way the combination of the AIIM (input) show with the On Demand (output) show has progressed. From a logistical standpoint, the combination makes even more sense than when it was first announced in 2003, especially as MFP vendors continue to move more aggressively (although still a bit glacially at times) into the ECM space, and traditional AIIM vendors like **Kodak** and **IBM** have recently increased their investment in the printing market. The combination of the two shows has helped create some critical mass for the event, so it still has the feel of something big. Once you lose this "big event" feel, we've observed you also often lose a lot of a show's luster.

In fact, one of the reasons the event has moved to

February 16, 2007

Boston this year is that it was simply too large for the Pennsylvania Convention Center in Philadelphia, which had to spread it out over two floors. This year's AIIM On Demand will run April 17-19 at the Boston Convention and Exposition Center, with some pre-conference stuff on Monday, April 16. Yes, Monday is also the day Bostonians celebrate Patriot's Day, which includes the running of the Boston Marathon. In other words, make your hotel reservations early, just like you should have the previous two years, when the show's Monday coincided with Penn's graduation.



Christina Condos, group director for technology events, Questex Media Group

A recent visit to the Travel section of AIIM's home page (<http://www.aiimexpo.com/aiimexpo2007/v42/index.cvn?ID=10055>) revealed that several lodging options remained, but Christina Condos, group director for technology events for **Questex Media Group** (which owns the show) warned potential exhibitors and attendees to make their reservations sooner rather than later. "There will be a lot of people in Boston that week, and if you go to Expedia or Travelocity, you may have trouble finding hotel rooms," said Condos. "We have plenty of reasonably priced rooms blocked and available through our Web site. However, you should book now, because if you wait until even a month out, it's going to get tight."

Condos added that shuttle service will be available from the hotels listed on the Web site, some of which are a couple miles from the Convention Center.

Educational opportunities abound

Taking advantage of the expanded space at the convention center, Condos said several exhibitors are running their own mini-conferences within the larger event. "We have access to a lot more meeting spaces, and vendors like **Microsoft** and **IBM** are taking advantage of this by hosting special events like 'town hall meetings,'" said Condos. "Also, the **Globalization and Localization Association [GALA]** will host a pavilion focused on multi-lingual content management. Finally, AIIM and **DocuLabs** have come together to sponsor a series of vendor face-off sessions being held as part of the ECM Exchange Theatre. This will be an interactive session designed so that attendees can ask vendors of competing product lines specific questions and let them go at it." [A schedule of face-off topics can be found on the AIIM show Web site at

<http://www.aiimexpo.com/aiimexpo2007/v42/index.cvn?ID=10089>.]

In addition to these Expo-related educational

events, the AIIM conference has been expanded to include 13 tracks. While exposition attendance has been on the decline, conference attendance has been on the rise with more than 2,500 people paying for educational sessions last year, almost twice the reported total in 2003. "We continue to offer tracks in traditional AIIM areas like records management and workflow/BPM, but we've expanded to cover new areas like digital rights management, search and text mining, and Web services," said Condos.

Hoping to match last year's numbers

Overall Condos expects a similar number of exhibitors to last year's event, which featured 408, including 250 on the AIIM side [although, because of On Demand's 'big iron' printers, the "output" side typically occupies more square footage]. "Remember, we've had some consolidation in the ECM space of vendors like IBM and **FileNet** and Oracle and **Stellent**, which turns two exhibitors into one," said Condos. "But there are always new vendors coming in. Believe it or not, there are still a lot of people signing up this late in the game [we spoke in late January]. We just finalized our deal with Microsoft, for example. My advice would be to keep an eye on the exhibitor list."

Keynote speakers include Arkadi Kuhlmann, chairman, president, and CEO of Internet banking giant **ING Direct USA**; Jeff Teper, corporate VP, Office Business Platform, for Microsoft; John Schwarz, CEO of **Business Objects**; Stephen J. Dubner, best-selling author of *Freakonomics*; and AIIM President John Mancini, who will give his annual state of the industry address.

As far as attendance goes, Condos is hoping for numbers approaching last year's event and said that anything higher will be considered a bonus. "Being the home for so many financial services and high-tech businesses, the Boston-area will give us a great local base to draw from," she said. "We are doing a lot more virtual marketing this year, putting resources into working with bloggers and getting people talking about the show in chat rooms, in addition to our traditional direct mailing, e-mail, and print publications ads."

One final neat thing to look for will be a demonstration of some of the work AIIM is doing with the **Horace Mann School for the Deaf**, which has historically worked closely with the New England Chapter of AIIM.

<http://www.aiimondemand.com/>

CLARIFICATION:

From **Visioneer**: "In your 2-7-07 *Document Imaging Report* article entitled "OneTouch VRS Highlights Visioneer Conference", we would like to clarify that we do not have an exclusive agreement with **Kofax** on the use of VRS technology. We value the use of VRS technology with our product line and solutions. It is clearly a competitive advantage for Visioneer and our OneTouch technology. "

Right, we erroneously reported that Visioneer is the only vendor allowed to embed VRS in a scanning application, when in fact, we not only reported on, but witnessed a demo of **HP's** inclusion of VRS in its *Smart Document Scan Software (SDSS)* this spring [see *DIR* 3/17/06]. How quickly we forget, and our apologies for the error.

5905 Beacon Hill Lane • Erie, PA 16509 • Phone (412) 480-5116 • Fax (412) 291-1352 • <http://www.documentimagingreport.com>

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

1 year (24 issues)
 electronic copy @\$597
 paper copy @\$670

SCAN: The DATA CAPTURE Report

Premier Management & Marketing Newsletter of Automatic Data Capture

electronic copy @\$597
 paper copy @\$670



Name _____ Title _____
 Company _____
 Street _____
 City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____
 E-Mail _____

Please enter / renew the following subscription.
 (Add \$33 on all orders outside of Canada and the United States.)

Payment Enclosed (Remit to: RMG Enterprises, Inc., 5905 Beacon Hill Lane, Erie, PA 16509)

Charge My Credit Card (Charge will appear as RMG Enterprises.)

____ AmEx ____ Visa ____ MC ____ Discover _____
 card number expire date

Bill My Organization (Purchase order # optional.) _____