February 18, 2011

ATALASOFT STRENGTHENS TWAIN PLAY

Document imaging tools developer **Atalasoft** has beefed up its TWAIN technology with the recent acquisition of **Dosadi**. Dosadi is the developer of the EZTwain SDK for adding document scanning to Web and Windows applications. As part of the deal, Dosadi founder and "chief technical sherpa" Spike McCarty has joined Atalasoft as a senior software architect in the DotImage group.

DotImage is a .NET toolkit, which Easthampton, MA-based Atalasoft has been selling since it was founded in the early 2000s. Recently, in *DIR* we've been giving more coverage to Atalasoft's Vizit SP SharePoint viewing application, but, at last check, DotImage remained the company's cash cow [*see DIR* 6/4/10].

McCarty will help fill a hole at Atalasoft that was created when one of its employees died unexpectedly last year. "The reason we acquired Dosadi was two-fold," Bill Bither, founder and president of Atalasoft, told *DIR*. "First, we wanted to bring the EZTwain library to the Atalasoft product suite. Second, we wanted to hire Spike.

"We have been a big proponent of TWAIN as a standard for scanning and have had a TWAIN scanning library for .NET developers since 2003. One of our lead developers, Glenn Chittenden, had been involved with TWAIN at Atalasoft since its founding. He built an application called InspectorTwain, which has helped the TWAIN community (users and manufacturers) build high quality TWAIN drivers, so that we can more easily support our customers.
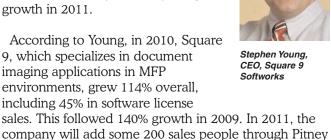
"There are three people worldwide that I

Pitney Bowes Canada to Resell Square 9's SmartSearch

ISV successfully targets MFP dealers

With another strong year in the books, **Square 9 Softworks** has its sights set squarely on the future. The New Haven, CT-based ISV recently signed an OEM distribution agreement with **Pitney Bowes Canada**. CEO Stephen Young anticipates this agreement, coupled with Square 9's increasing synergy with MPS (managed print services) deals, could propel the company to its third consecutive year of triple-digit growth in 2011.

According to Young, in 2010, Square 9, which specializes in document imaging applications in MFP environments, grew 114% overall, including 45% in software license sales. This followed 140% growth in 2009. In 2011, the company will add some 200 sales people through Pitney Bowes Canada, which will support Square9's SmartSearch software through a dedicated Document Imaging Solutions team.

Stephen Young, CEO, Square 9 Softworks

"Pitney Bowes Canada is a best-of-breed vendor of office equipment," Young told *DIR*. "I believe they are **Sharp's** top reseller in Canada. They also carry other vendors' hardware. They will be selling a version of SmartSearch similar to what we sell, but packaged differently."

SmartSearch is a document repository that includes image and meta data management capabilities. There are also optional modules for functionality like bar code reading and full-text and zonal OCR. Last year, Square 9 introduced workflow and a Corporate Edition of the product [*see DIR* 4/10/10]. "SmartSearch is a modular product that can be configured to meet the needs of our customers," said Young. "Pitney Bowes will make the same options available."

Young said that Pitney Bowes Canada has a solutions

team of about a dozen people who support the office equipment sales team. "In October, we had a rollout to that solutions team, and they are taking it to the sales team," he said. "They are just getting the marketing programs off the ground and have both English and French educational materials prepared."

Pitney Bowes Canada differs from Pitney Bowes U.S. in that it still operates an office systems sales business. In the U.S., Pitney Bowes spun off this element of its operations in 2001 as Imagistics, which is now part of **Canon**. (Imagistics was acquired by Océ in 2005, and, in 2009, Canon bought Océ.) "From what I understand, SmartSearch is the only document imaging repository being sold by Pitney Bowes Canada, so we think there is tremendous potential," said Young. "They wanted a product that could scale from the SMB to the enterprise."

A three-concurrent-user license for SmartSearch lists for less than $2,000. This pricing was specifically conceived to enable digital copier dealers to conveniently bundle the software in their MFP leases [*see DIR 3/20/09*]. The SmartSearch Corporate Edition, which comes bundled with workflow and features like PDF creation and zonal OCR, starts at $9,950, with user licenses purchased separately.

Integrating with MPS

Young explained that some successful SmartSearch resellers have been able to convince customers to re-invest MPS savings into document management technology. "We have worked extensively with our resellers to position SmartSearch as part of an overall MPS strategy," he said. "By investing a portion of the savings resulting from an MPS strategy into ECM, an organization can reduce its median printing cost much further than through traditional MPS alone."

Square9 is also pursuing a strategy of integrating its software with MFP touch panels. Last October, Square9 announced SmartSearch was being made available to run in **Kyocera's** HyPAS (Hybrid Platform for Advanced Solutions) environment. This basically enables users to capture documents into SmartSearch repositories and workflows utilizing the touchscreens on HyPAS-enabled MFPs. "Kyocera is only focusing on a handful of partners with HyPAS, and we've really benefited from their help introducing our software to their dealer channel," said Young.

Square 9 also has integrations planned with **Xerox** EIP (extensible interface platform) and Sharp's OSA (Open Systems Architecture), which provide functionality similar to Kyocera's HyPAS. "We have plans to expand our device integration throughout 2011," said Young. "We are also working with the new **Kodak** Scan Station. We've created a universal interface that we can apply across multiple platforms. It essentially exposes, through the panel, the ability to call up scripts to perform functions like zonal-based OCR, text-based PDF creation, and image enhancement. It looks and interacts the same no matter whose hardware platform you're using."

Young said Square 9's resellers are really pushing the company toward this tighter integration with MFPs. "The MFP vendors we choose to work with are driven by the resellers," he said. "Pitney Bowes works closely with Sharp, and we are working with two of Xerox Global Imaging's larger locations. Office equipment dealers view this type of integration as enabling their MFPs to serve as an interface into our workflow."

Young said Square 9 surpassed 200 resellers toward the end of 2010. "As we have developed our pedigree, we've become more successful in attracting interest from larger organizations," he said. "This includes **R.J. Young,** which has several offices throughout the south, **Pacific Office Automation**, which has several branches out west, and **E.O. Johnson** in the midwest. We're also starting to work with traditional imaging resellers who might be looking to utilize our Web services library to integrate SmartSearch with other applications, such as **Kofax** Capture.

"Really, I think our whole industry is benefiting from the exposure that **Microsoft** SharePoint has given to content management. We position our software as an alternative. Sure, in many cases, SharePoint is free, but it's still a platform. To make it a full, rich document imaging solution, you have to add capture on the front end and some sort of viewing and mark-up piece on the back-end.

"Yes, there are companies that have done a tremendous job building on top of SharePoint and making it work as a full-fledged ECM solution, but that can get expensive. We're kind of holding back a bit with our SharePoint strategy for now."

Square 9 will be showing SmartSearch at the upcoming ITEX show, being co-located with AIIM this year at the Walter E. Washington Convention Center in Washington, DC. ITEX will run Tuesday and Wednesday, March 22-23.

For more information:
http://www.documentimagingreport.com/index.php?id=2049;
http://www.square-9.com/; http://www.itexshow.com

Acquisition Strengthens Xerox DocuShare Pro Services

Duplex scanning, improved touchscreens with embedded operating systems, acquisitions of dealers and BPO operations…we've certainly seen quite a few changes from MFP vendors in the past couple years—changes directly related to improving their ability to address document imaging applications.

Xerox has taken yet another step in this direction, recently acquiring **WaterWare Internet Services**, a San Jose-based systems integrator and ISV. WaterWare's primary focus has been developing solutions leveraging Xerox's DocuShare Web-based document management software.

WaterWare, which was founded in 1999, had been a Xerox partner for eight years. "Our original focus was developing custom software applications primarily for Web-based systems," said Mark Waters, who founded the company. "We started working with Xerox eight years ago and found DocuShare to be such a robust platform, and so easy to build applications on top of, that it became a very large portion of our business over time."

Waters estimated that WaterWare has approximately 100 DocuShare customers, who have utilized a combination of WaterWare's customization services and their software. "After a while, we realized that some of our custom applications, especially for our customers in the government and healthcare markets, were fairly similar. So we started packaging them as software that we could sell repeatedly," said Waters. "These packages are focused around business process flows and a lot of them have a capture aspect.

Last year, *DIR* did a story on a DocuShare implementation that WaterWare did at **White Memorial Medical Center** (WMMC) in Los Angeles. WMMC utilizes WaterWare's Aquifier EHR Edition [*see DIR 4/2/10*]. WaterWare's Web site lists three other software applications, including a pharmacy order management system, policy management software, and a "Scan Manager" for "streamlining indexing and filing of scanned documents."

"We are in the process of really looking at WaterWare's repeatable solutions and productizing them in more detail," said David Smith, VP, Xerox, and general manager of the DocuShare business unit. "The plan is to create more applications, focusing on vertical specialization. We expect to have an announcement around this in the upcoming months."

With the acquisition, Waters becomes Xerox's DocuShare solutions manager. "Going forward, I will be giving up some of my sales duties and focusing primarily on the engineering side," said Waters. "I will be working closely with the DocuShare sales team and providing professional services where they need it."

"We will be bringing over about 20 people from WaterWare, but already have plans to grow that,"

said Smith. "DocuShare has approximately 5,000 implementations and between one and two million users. It's been sold in more than 80 countries worldwide, and WaterWare will now have the opportunity to leverage our worldwide sales force."

Not that Xerox hasn't recommended WaterWare for some international projects in the past. "Historically, we've been focused in the U.S. and have a lot of customers in California, because that's where we're based," said Waters. "However, last year, through a deal Xerox landed with the **U.S. State Department**, I found myself wearing a flak jacket and installing DocuShare in Iraq."
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Smith said the WaterWare acquisition comes at a time when DocuShare sales are outpacing ECM market growth. "Reports we've seen have the ECM software category growing at around 11-12% annually, and we have accelerated to a rate above that," he said. "In today's business climate, people are looking more than ever to control costs, improve productivity, and keep their workforces connected. That is all in the sweet spot of what we do.

"Going forward, we expect customers to focus even more on improving efficiencies through automating business processes that tie into other systems like ERP. The acquisition of WaterWare will enable us to more aggressively go after those and other systems integration opportunities. It really gives us a high level of professional services and software around DocuShare.

"In addition, we are in discussions with **ACS** [the large BPO operation that Xerox acquired last year] about any synergies that can be realized there."

Marrying paper and electronic docs

We concluded by asking Smith if the acquisition will help further differentiate DocuShare from **Microsoft's** SharePoint, probably the hottest Web-based document management system currently on the market. "SharePoint is a big factor in the market," he acknowledged. "But when it comes to integration of paper into business processes, Xerox has some advantages.

"This is important because so many business processes start and finish with paper. Even as more and more processes become electronic, you can't ignore the realities of paper. It's critical that you handle that paper smoothly and with a level of comfort for the end user."

For more information:
http://www.documentimagingreport.com/index.php?id=2052; http://www.waterware.com/;http://docushare.xerox.com/

docSTAR Leads With the Cloud

There is a lot of talk about the cloud representing the future of software delivery. However, very few ECM vendors have been willing to make a serious investment in setting up a cloud infrastructure. **docSTAR** is an exception. In 2008, the Schenectady, NY-based ISV launched docSTAR Eclipse, a cloud offering based on an entirely new set of code. It recently hired a new director of software development charged with combining its traditional software product and its cloud offering into a single platform.

"To address the cloud, most of our competition in the ECM market has essentially retrofit their legacy solutions with a Web client and then enabled access to it in a data center," said Gregg Laird, a principal at docSTAR and VP in charge of product strategy. "Ultimately, that type of solution does not scale. docSTAR Eclipse was built as a browser-based solution from the ground up. It is specifically designed to work with the Web and an Internet pipeline. Now, we're taking that code and configuring it so it can run in the closet as well. To us, that approach makes the most sense."

According to Laird, one of the key features of Eclipse is the speed at which it can display documents. "We have a lightning fast viewer," he told *DIR*. "It's fairly easy to send down a few KB to display an electronic form in a browser. However, when you start dealing with 10-page imaged documents, you can reach megabytes in a hurry.

"We utilize AJAX technology coupled with proprietary intellectual property to enable our viewer to look ahead. Basically, when the user requests a document from the cloud, the first page is promptly displayed while any additional pages are downloading in the background."

Laird said Eclipse features zero-footprint technology "until the user has to connect with the earth." "You can utilize Eclipse in a kiosk mode anywhere in the world, except when you need to connect with something like a printer, scanner, or e-mail system," he said. "Then, you have to download a plug-in."

Laird added that while indexing and OCR capabilities are available through the cloud, for any sort of volume, docSTAR recommends users deploy a local capture client. "It's generally a good idea to do data capture and OCR as close to the hardware as possible," he said. "We have our own capture client, or customers can utilize tools from vendors

like **Kodak**, **EMC**, **Artsyl**, or **ABBYY** and export to Eclipse."

Attaching MFPs to the cloud

According to Laird, a new marketing program has made Eclipse very appealing to digital copier dealers. "docSTAR has been in business since the mid-1990s, and we've made three previous attempts to get copier dealers to add document management software to their offerings," he said. "It has not been a complete failure, but, I certainly wouldn't say we've succeeded.

"Basically, we have learned that copier dealers are trying to build the most productive organizations they can for selling copiers. Anything that gets in the way of that, they reject. Their highest priority is selling copiers. If they can sell document management and get some quick hits and low hanging fruit along the way, they'll take it.

"But, to sell document management effectively, you need dedicated resources. Somebody has to know the language—terms like TWAIN and OCR, and understand workflows. That means investing in a salesperson and at least one technical individual. And each time you make a sale—it's complicated to set up. An on-premise installation makes it even harder, because you have to set up a server."

docSTAR has begun marketing Eclipse in a way designed to remove the complication from selling and using document management with an MFP. "eCopy was probably the first to recognize that when copier manufacturers introduced scanning on their devices, there was no way to communicate about it at the device. So, they put together their ScanStation and bolted it on to the device.

"Of course, the MFP manufacturers saw that and have now introduced eCopy-like functionality into their touch panels. These touch panel interfaces are programmable through platforms like **Sharp's** OSA, **Kyocera's** HyPAS, or **Xerox's** EIP."

Laird is of the school that believes document indexing is more efficiently accomplished at a desktop, rather than at a device. "Some ISVs expect users to enter indexing information into the touchscreen as they're scanning," he said. "While this is a great idea, I'll compare it to an experience I had at the Redbox a couple weeks ago.

"I'm standing in line to rent a movie, behind two apparently technologically incompetent people who couldn't figure out how to return the movie they had. I felt like a salesperson waiting to make a copy of a contract or a quote for a customer, being held up by someone futzing around with a scanning interface. These scanning interfaces often make for great demos, but when it comes to real world use, they end up duplicating my experience at the Redbox.

"Not only can these interfaces be difficult for a customer to utilize, the copier dealer needs someone that knows how to set them up correctly each time they sell document management software."

> **"I tell them they have a 10-20% chance of converting someone who wants to go on-premise to a cloud-based solution…. If someone is sold on the cloud, there is no chance to convert them to on-premise."**
>
> **—Gregg Laird, docSTAR**

With Eclipse, a dealer only needs to configure the scan-to-network folder capabilities that come with the MFP. "Basically, they label network folders with the names of the people using the device," he said. "Our 'listener' component can be used to transfer files from those network folders into the corresponding users' folders in Eclipse. The listener makes sure that all the files are transferred even if the network connection is lost midstream. The user then goes back to their desktop, logs into Eclipse and can work with the files from there."

docSTAR is encouraging dealers to bundle one seat of Eclipse, along with the listener technology, into every copier sale. "One concurrent seat of Eclipse lists for $49 per month," said Laird. "So, for less than $50, a dealer can tell a customer scan-to-the-cloud functionality comes bundled with their MFP. Can their competitors offer that? Probably not, so it's a great differentiator.

"And, the first time a user can't get into Eclipse because somebody else is using it, they'll ask for another seat. Basically, we encourage dealers to bundle one seat, put some really simple indexing models in place, and walk away. Because Eclipse was designed as a cloud application, ease-of-use is a priority, and there is plenty of on-line help available.

"I call this tactic 'colonization of the enterprise.' It enables users to set up and grow their own document management applications and makes things very simple for the dealers. We landed on this strategy about six months ago and in the seven years I've been here, I've never seen anything that lights up dealers like this. We are targeting dealers that sell more than 20 MFPs per month, because they tend

to be large enough to have at least one document management specialist on staff. You really need someone to set up the touch panels and provide some level of support."

Working towards a hybrid app

docSTAR is not abandoning its traditional software model entirely in favor of the cloud. It currently has more than 100 document imaging VARs primarily representing its *3eleven* client/server product, a modular application targeted primarily at the SMB. "These VARs need to have big hits," he said. "Their businesses are structured around $5,000-plus deals. They can't survive on the monthly revenue generated by a cloud sales model.

"Our goal is to have one product that can be deployed either on the cloud or in the closet. For us, this simplifies development. For customers, it creates the option to mix and match, depending on needs in specific areas of their businesses."

Who's using the cloud?

Laird said docSTAR's current Eclipse customers vary in size. "There are obvious support benefits for the SMB," he said. "But, the second largest state employee credit union in the country is also an Eclipse customer.

"Basically, when I train sales reps and dealers, I tell them they have a 10-20% chance of converting someone who wants to go with an on-premise solution to a cloud-based solution. They can ask potential customers questions like, are they confident that they'll get good backups with an on-premise solution? Can they handle hardware updates and software patches? And, are they prepared for the IT costs?

"Sometimes those questions will change a customer's mind. But, if someone is sold on a cloud solution, there is no chance to convert them to on-premise."

Laird concluded that he has seen predictions that new software will eventually be delivered through the cloud six times as often as it is installed on-premise. The latest figure we've seen is that, in 2009, Gartner estimated 4% of ECM software was delivered through a software-as-a-service (SaaS) model (which is kind of the equivalent of the cloud—depending on who you're talking to). "The hold up in adoption of cloud-based ECM has really been solving the problem of the last mile," said Laird, "This could be capture or viewing."

For more information:
http://www.documentimagingreport.com/index.php?id=2044;
http://www.docstar.com/document-management-software/eclipse

Reseller Maintains Growth Through Recession

President discusses how moving upstream has buoyed ImageSoft

At the recent **Kofax** Transform Conference in San Diego, CEO Reynolds Bish cited his company's transition to more direct sales as one factor that has enabled it to continue to grow its software business impressively despite a still somewhat struggling economy. Bish conjectured that VARs, which typically target the mid-market, have been hurt worse by the global economic slump than a direct sales force that targets higher-end deals. We pretty much agree with this theory. However, we've also found that VARs that deal with larger customers have weathered the economic storm better than their more SMB-focused brethren.

One of these higher-end VARs is **ImageSoft** of Southfield, MI (just outside of Detroit). ImageSoft recently announced it is celebrating its 15th year in business. During that time it has achieved a 15% CAGR. "In 2010, we grew our revenue approximately 15%, which was a little down from our peak growth year of 2007, when we grew 23%," said Scott Bade, president of ImageSoft. "However, it was up from 11% in 2009. We've definitely been holding our own."

ImageSoft was founded in 1996, and in 2000 it became a reseller of **Hyland's** OnBase imaging, document management, and workflow software. "That's when we really got serious about being a reseller and a systems integrator," said Bade. "It took us another five years before we made an investment in the next-level of management that is really driving our growth today."

Bade said that applying some basic business management principals has enabled ImageSoft to continue growing while other VARs have backslid. "There's not a big barrier to entry for getting into this market," he said. "The problem is that most resellers tend to rise to a certain level and then fall back. Hyland has maybe 200 or so partners [Hyland lists 439], but only 10 really perform at a consistently high level year after year. [ImageSoft was recently one of nine Hyland partners awarded Platinum status, a level which it has achieved every year since 2005.]

"In my opinion, our success is attributable to improving our personnel as we've grown. As you grow, expectations grow, because you are engaging bigger customers who have dramatically different expectations than smaller ones. To address this, you

need to hire people who have had experience with larger customers. These types of people are expensive, but if you don't hire them, you'll stagnate."

ImageSoft currently employs 55 people. It has two major office locations, in Southfield and Cary, NC, as well as several satellite sales people. Its primary markets are the insurance industry, court systems, and healthcare. It has approximately 140 customers throughout North America.

"We were fortunate early on to land some fairly large insurance customers," said Bade. "We also have some large healthcare companies as clients, including **Duke University** and **Henry Ford Hospital**. Especially in the insurance and healthcare markets, there is a long list of opportunities for process automation at a single organization. We now generate a significant amount of revenue through expansion into other areas of existing accounts."

Scott Bade, president, ImageSoft

Bade acknowledged that ImageSoft has been fortunate that its software partner's product has matured as its business has. "OnBase started out as basically a small market product and has been steadily growing into the middle and upper markets," he said. "We have been growing with it. We've also benefited from some of Hyland's competitors being less than great about supporting their customer bases."

In addition to OnBase, ImageSoft is a Kofax reseller and has a SharePoint integration business. "With Kofax, we have been focusing on KTM, particularly the invoice processing module," Bade said. "Kofax's software in this area has improved significantly, as has the market demand. OCR automation is a lot safer to sell now than it was in the past. We are also starting to address payment processing, for which we are using **A2iA's** software."

ImageSoft's SharePoint business is just getting off the ground, and Bade estimated it accounted for less than 5% of the organization's revenue in 2010. "**Microsoft** has certainly raised awareness of the ECM market, which has raised the tide," he said. "Microsoft is pushing to get ECM on every desktop and embedding it in Office more and more. I think this is helping to get people talking about ECM like they never have before.

"But, to me the markets for SharePoint and OnBase are still separate. SharePoint really represents a different way to automate a process than OnBase does. There seems to be a core group of users that have enterprise licenses and are looking to leverage SharePoint this way. But, there's typically more development involved.

"There's really very little conflict with OnBase—much less than I thought there would be. Usually, the decision has been made by the user [about which route they want to go] before we walk in. I think our SharePoint business is going to grow, but I think our OnBase business is going to continue to grow as well."

Bade concluded by saying that to maintain its growth, ImageSoft is ramping up its marketing efforts. "Healthcare, insurance, and criminal justice are three pretty recession-proof markets," he said. "They are showing no signs of slowing down. It's really up to us to execute better and take more market share.

"The value and benefits of our solutions are certainly there. It's amazing when you go back to a customer six months after an implementation and hear the ROI they are achieving. It's up to us to get that message out there.

"One thing we've been doing is increasing our presence at events. You can't rely on vendors for leads anymore. That's certainly one way the market has changed. I understand why they've done it, but every ISV now has a direct sales force for larger

OPEN TEXT COMPLETES BPM ACQUISITION

Open Text has completed its acquisition of **Metastorm** in a deal that was announced a couple weeks ago. Open Text, a Waterloo, ON-based developer of ECM software, paid $182 million in cash for Baltimore-area-based Metastorm, which develops BPM software. According to a published report, Open Text cited Metastorm's annual revenue at $70-75 million, although a 2009 report indicated that the privately held company was on pace for $90 million in sales that year. An S-1 filing made with the SEC in 2008 indicated that Metastorm's 2007 revenue was $60 million.

Either way, Metastorm has shown some fairly strong growth over the past decade, with reported revenue of only $20 million in 2003. The acquisition seems aimed at further differentiating Open Text's Web-based document management platform from SharePoint.

For more informrmation:
http://www.documentimagingreport.com/index.php?id=2069

accounts. If we want to continue to win larger deals, we have to go out and get them on our own."

For more information: www.imagesoftinc.com; http://www.imagesoftinc.com/15th-anniversary.html; http://www.documentimagereport.com/index.php?id=2053

ATALASOFT-TWAIN FROM PAGE 1

consider technical experts of TWAIN. Glenn and Spike are two of them (**Visioneer's** Jon Harju being the third). Unfortunately, Glenn unexpectedly passed away last fall, which really hit our team hard. Our DotTwain is a mature product, so it wasn't necessary to bring on new TWAIN talent, but I started talking to Spike about his EZTwain line of products, which has been around since 1994.

"Spike has been a major contributor to TWAIN—as an advocate and advisor to other developers and has been involved since the very early days of TWAIN. As I got to know Spike, I realized how talented a software developer he is, and how much he could add to our company beyond just his TWAIN knowledge. So, we worked out a deal to bring him on, and the Dosadi line of products, including EZTwain with its thousands of customers."

Atalasoft will continue to offer its DotImage TWAIN tools, as well as EZTwain Classic, a free library, and EZTwain Pro, which offers more features and support. EZtwain Pro has historically been licensed in a royalty free model, similar to the way Atalasoft licenses its SDKs. "DotTwain is a native .NET component designed specifically for .NET developers," said Bither, "whereas EZTwain is a library to support all Windows development environments other than .NET. We remain focused on .NET, but will offer and support EZTwain Pro. For Web-based scanning, DotTwain's ActiveX control will replace Dosadi's EZTwainX."

Licensing changes pay off

The acquisition comes on the heels of a very successful year for Atalasoft. According to a blog post by Bither, after not growing at all in 2009, the company's sales spiked 48% in 2010. "We made some changes in late 2009 and in the beginning of 2010 that accelerated the growth of our toolkit business," he said. "They included decreasing our SDK costs, requiring active maintenance to deploy runtime royalty free to desktops, and offering an OEM license that allows any type of server deployment for a reasonable fixed yearly fee. I can now tell you these changes were very successful."

Bither concluded by telling us that the **TWAIN Working Group** has utilized InspectorTWAIN and Atalasoft's development resources to build a testing specification for TWAIN 2.0 and 2.1. "That specification is due to be launched next week," he said. "It will allow for all certified drivers to be consistent and more reliable thanks to Glenn's efforts on InspectorTwain. Spike will pick up some of that effort."

For more information: http://www.atalasoft.com/products/dotimage/dottwain; http://www.eztwain.com/; www.inspectortwain.com; http://www.atalasoft.com/cs/blogs/

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