

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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February 22, 2013

THIS JUST IN!

SYSTEMS GO FOR ANOTHER STRONG AIIM CONFERENCE

More than 10 years after selling off its big show, **AIIM** is back in the national conference business. The second annual AIIM Conference is less than a month away, scheduled to run March 20-22 at the Hyatt Regency in New Orleans. And it is expected to be 50% larger than last year's successful event.

AIIM President John Mancini stressed that, once again, the event is a conference, not a trade show. "Like last year, we have a three-fold design point we are trying to meet," Mancini told *DIR*. "We want the topics to be somewhat edgy," he said. "We are focused on running a conference, and, we are focused on creating content that end users will like. It's our belief that if you satisfy the needs of the end users, you'll satisfy the sponsors as well."

Last year, the conference, which was held in San Francisco, ended up with about 440 attendees—75% of which Mancini estimated were end users. "We are targeting 600 attendees this year and [as of last week] are about 80% of the way there. This is ahead of where we were last year. We've also increased the number of sponsors to 33. Overall, between sponsors and attendees, we should have well over 700 people on hand this year."

Things get underway on Tuesday, March 19, with three day-long training programs for AIIM Practitioner Certifications. There are courses being offered in the areas of ECM, SharePoint for Collaboration, and Taxonomy and Meta Data. On Wednesday, there's a two-hour workshop designed to help attendees prepare to take AIIM's Certified Information Professional (CIP) test.

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SharePoint Capture Vendors Upgrade Their Wares

Document capture into SharePoint is no longer a revolutionary concept. In fact, almost every capture ISV now has some avenue for scanning documents into the popular **Microsoft** repository. However, just because the technology is maturing, doesn't mean that end user adoption has reached a mature level.

In a survey done last summer by **AIIM**, only 23% of organizations using SharePoint were using third-party scanning and capture software for imaging. Only 15% were doing any forms processing. Of those doing forms processing, only slightly more than 20% were "completely satisfied" that their needs were being met. There is still obviously plenty of opportunity in the market. (Also, keep in mind that those surveyed were from the "AIIM community," meaning the respondents probably at least had an idea of what document imaging and forms processing were. We're guessing adoption in the SharePoint world at large is even lower.)

DIR recently caught up with a couple ISVs that have introduced new versions of their capture to SharePoint products—which include improvements that should help drive adoption in this still very much emerging market.

KnowledgeLake improves batch and ad hoc capabilities

KnowledgeLake is probably the dean of all SharePoint capture ISVs. The St. Louis-based organization has been selling software to enable document imaging in SharePoint since around 2003 [see *DIR* 11/4/05]. Over time, KnowledgeLake has gone from a lone voice in the wilderness, to one of many ISVs looking to piggyback on SharePoint's utilization as an ECM platform.

KnowledgeLake still offers some fairly unique capabilities when it comes to imaging in SharePoint. For example, its Imaging for SharePoint technology actually enables the SharePoint repository to double as an imaging repository—by providing it with capabilities like meta data search and image viewing that SharePoint

doesn't have out of the box. Most imaging repository vendors prefer to connect to SharePoint through Web Parts, which works fine, but means the user has to support an additional repository.

On the capture front, KnowledgeLake recently upgraded both its batch and ad hoc products. The batch product, KnowledgeLake Capture is a client/server application that can be used to capture high volumes of documents. According to a press release, "A few of the new developments added to the robust solution include the ability to scan and index documents faster, scan multiple batches at a time, added language support, and advances to prioritization functionality."

"Users are constantly looking to milk as much as possible out of their capture systems and get as many documents through as they can," said Jim Hofer, KLake's product manager for Capture. "In addition, we have been hearing from a lot of customers that they'd like to be able to prioritize scanned documents. For example, an organization might want to process A/R documents before A/P, in order to improve their cash flow. We've added the ability to flag specific documents, or types of documents, at the capture station as 'high priority.' This designation can be used to kick off a specific workflow in SharePoint."

KnowledgeLake is still testing the waters when it comes to more advanced IDR (intelligent document recognition) capabilities. "We have some partners that we use to capture data from documents like invoices and semi-structured forms," said Hofer. "It's really managed on a case-by-case basis."

"Advanced capture is still an emerging technology, and we're constantly trying to decide how to best approach it. You'll probably end up seeing even tighter integration in the future by us with some advanced capture ISVs."

"For now, however, a lot of times it's just a check box item on a user's requirement list. Once you show them what they can do with OCR and rubber banding and auto-indexing through a database, they are typically satisfied. Even with advanced capture, there is going to be some manual intervention."

For ad hoc imaging, as well as capturing and indexing electronic files into SharePoint, KnowledgeLake has a desktop application called Connect. The latest version of Connect adds new capabilities designed to make it a multi-featured client that helps users take better advantage of SharePoint as an ECM repository. The new version of Connect introduces improved capture for electronic files, a single view of multiple SharePoint instances, and meta data searching. "Connect now provides any SharePoint user with a true ECM feel on their desktop," said Gus Lora, product manager at KnowledgeLake.

Lora explained that many organizations have multiple

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

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3. Forms Processing/OCR/ICR
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Subscriptions: \$597 (electronic) or \$670 (paper) per year.

instances and versions of SharePoint installed. “They might have 2007, 2010, and maybe a trial version of 2013 running in different places,” he said. “With Connect, it won’t matter to the user. As long as they have the appropriate library permissions, users can find and view content without having to launch separate instances of SharePoint.

“We’ve also introduced into Connect basically the same search capabilities we have in our Imaging product. This enables keyword and targeted searches based on metadata. Users can save and create favorite searches. Connect is not just an on-ramp for SharePoint anymore. “

On the on-ramp front, KnowledgeLake has added the ability to drag and drop files directly from Outlook into SharePoint through Connect, as well as to apply meta data to Office files without leaving the Office application. “A Connect user really doesn’t even have to know how to utilize the SharePoint interface,” said Lora. (KnowledgeLake also recently introduced a product called Unify that enables users to search for SharePoint documents directly from line-of-business applications, as well as save documents to SharePoint from third-party applications.)

Lora said the new features should enable Connect to really stand on its own. “Our goal was to create a product that could help users reduce the amount of clicks they need to access files in SharePoint,” he said. “One of the most widespread complaints we hear about SharePoint is that there is no guide on how to use it. With Connect, we wanted to make capture, search, and retrieval more intuitive. We hope this will help increase the adoption of SharePoint.”

KnowledgeLake CIO Floyd Bell added that the ISV is typically in the business of selling solutions that incorporate multiple pieces of its product suite. “We look to solve problems and this typically involves most, if not all, of our products,” he said. “To date, almost all of our installations have involved our imaging and workflow components. When it comes to capture, if users have higher volumes, they’ll add Capture, or if they have electronic files to onboard, they might add Connect. Many times, customers start with the capture capabilities in Imaging and then we’ll go back and add software as their needs expand.”

Info Activate ramping up

Compared to KnowledgeLake, **Kodak** is a neophyte in the SharePoint space. The Rochester-based scanner manufacturer and software developer first introduced its Info Activate software at its Global Directions conference held last fall [see [DIR 9/28/12](#)].

Info Activate is capture solution designed specially for improving document governance within SharePoint. It’s a Silverlight-based application installed within SharePoint and can be used to force users to enter the appropriate meta data before they save a file to SharePoint. Based on the meta data fields set up in the SharePoint library, Info Activate automatically knows what to ask for. Like KnowledgeLake’s Connect, it can be used to capture both electronic files and scanned documents (through a TWAIN connection).



Kodak's Info Activate SharePoint capture software enables administrators to set up shortcuts to launch capture workflows for specific document types. A user will only see the shortcuts they have permissions for.

Kodak recently announced version 1.1 of Info Activate, which includes several features previewed at Global Directions. “Version 1.1 has functionality that was very much needed to make this a valuable product,” said Jim Forger, a product manager for Kodak Document Imaging. “This includes the ability to do OCR assisted indexing on images and to capture electronic files.”

Version 1.1 also offers an optional workflow module, which is based on **Nintex’s** technology. “SharePoint has some workflow built into it, but it has some serious limitations,” said Forger. “SharePoint’s native workflow can be deployed in one of two ways.

“The first is by using Visio to design a workflow and then uploading that into SharePoint. The problem is that you get no feedback or error returns. Basically, you are designing a workflow, throwing it over a wall, and hoping it works. Nobody likes that process.

“The second method is to hire a Visual Studio expert to go into SharePoint Designer and build something programmatically. This typically takes someone with a pretty specialized skill set that you only need to utilize a couple times of year. So, it’s likely to be a contractor. The problem is that now anytime you make a change to that workflow, you have to go back to the same contractor. That’s not the most efficient process.

“With the Info Activate module, there’s a GUI that allows users to drag-and-drop elements that can be used in a workflow. The whole application is designed to be so easy that a business administrator

can build both a capture workflow and a business process workflow.”

Rod Hughes, GM, software and solutions, for Kodak DI, explained the synergy between Info Activate’s capture and business process workflows. “The capture workflow is designed to pretty much eliminate the use of SharePoint for what John Mancini (president of AIIM) refers to as a digital landfill,” he said. “Through Info Activate, we put controls on where information will end up and what meta data will be attached to it.

“If it’s a set of employee-onboarding documents, for example, they will be captured to an HR site. Once there, their presence could be used to automatically kick-off a process workflow to get a computer and phone provisioned and all the other stuff that has to happen for a new hire.” (Kodak has a partnership with ISV **K2** for higher end, higher volume SharePoint workflow applications.)

Hughes concluded that so far there has been a mix of reseller types who have shown interest in Info Activate. “Some of our more progressive scanner resellers have embraced it,” he said. “They understand that SharePoint is a key part of our strategy and are coming along for the ride. We’ve also made some headway with traditional SharePoint integrators. It really makes sense to them when we explain how they can utilize Info Activate to help with governance and records management applications.

“We are also looking at ISVs that have products that integrate with SharePoint. In many cases, they might be able to utilize a capture component to

improve their offering.”

SharePoint 2013 integration

Both KnowledgeLake and Kodak indicated they will support SharePoint 2013, but feel that significant user adoption is still a ways off. “Right now, most of our products will work with SharePoint 2013,” said KnowledgeLake’s Bell. “Our main goal currently is to try to minimize the changes a customer has to make in our platform if they transition to SharePoint 2013. Initially, we are not changing our product drastically, but, in future development, we will take advantage of some of the improvements in the new version.”

We asked Bell if this included introducing a cloud offering to match up with Microsoft’s SharePoint 2013 cloud offering. “As far as we can tell, the only people willing to move their ECM onto the cloud right now are early adopters,” he said. “We are paying close attention, and we’ve done a prototype of our technology in the cloud. We still think it will be awhile before mainstream users are willing to accept ECM in the cloud. We think it will get there, but not this year. Our plan is that before most people are comfortable putting ECM in the cloud, we will be there.”

Forger said Kodak will announce Info Activate’s support for SharePoint 2013 later this year. Kodak is also working with Microsoft on a light version that will be marketed to users through Microsoft’s online marketplace for Office 365. Microsoft previewed this at Global Directions.

For more information: www.kodak.com/go/InfoActivate; <http://www.documentimagingreport.com/index.php?id=2385>; <http://www.knowledgelake.com/products/Pages/Document-Capture-for-SharePoint.aspx>; <http://www.knowledgelake.com/products/Pages/sharepoint-integration-office-desktop-application.aspx>

KODAK SAAS IDR OUT IN Q2

At its Global Directions conference last fall, **Kodak** introduced two software products. One was the SharePoint Capture application Info Activate, the second was Info Insight, an IDR (intelligent document recognition) solution. One key market differentiator of Info Insight is that Kodak plans to deploy it in the cloud, as a service, so it can be realistically utilized by the SMB space.

“The on premise version of Info Insight is available now,” said Rod Hughes, GM, software and solutions for Kodak Document Imaging. “And we have some prospects. The SaaS version, which is what will really separate us from the competition, is targeted for delivery in April.”

For more information:

<http://www.datamation.com/blog/Blog/post/Kodak-Info-Insight-Software-Preview/>

New VP Pumps up Volume on Westbrook’s Marketing

It’s no secret that **Westbrook Technologies** has been through some transitions in recent years. The Branford, CT-based document image and management ISV has survived a failed product launch, some top level management changes, and a worldwide recession—but is now ready to push forward with a more aggressive growth strategy. To implement that strategy, Westbrook has brought in industry veteran Peter Ransome as its VP of sales and marketing.

“The recession over the past few years has been a tough period for everyone,” said Ransome, who was most recently VP of marketing at **Diversified**

Information Technologies, where he also served as VP of government. “Westbrook’s CEO (Einar Haukeland) chose to go a little quiet during the recession and not make a bunch of noise in the market. He took care of our customers and our business. Westbrook weathered the storm and has come out on the other side in pretty good shape. Last year, we grew by 14%. We are well financed and have no debt. Now, we’re ready to mix it up.”

Westbrook has been in the document imaging and management market since 1991. It has an install base of some 24,000 customers. “There are not many ECM ISVs that have the type of heritage Westbrook has,” said Ransome.

Westbrook’s flagship product is its Fortis suite, a traditional client/server application that has been primarily sold through a value-added reseller (VAR) channel. In 2009, Westbrook introduced FortisBlue, a Web-based application that came out of the development efforts originally intended to create an SOA product.

“Until now, Blue has pretty much been targeting lower-end, less sophisticated installations,” said Ransome. “Next month, we are releasing a new version that will take the top off, in terms of extensibility. The features and functionality will be very similar to what is in Fortis, and I expect to see a lot of new FortisBlue sales going forward.”

“Fortis is currently outselling FortisBlue, but we expect that to level out with the new release. To date, we have not been that confident Blue could perform in larger environments. A lot of it had to do with bandwidth issues, moving images around, workflows, and all that. But, recently we installed a 1,000-user system that has been performing just fine.”

Westbrook continues to develop Fortis as well. “We have a lot of modules we will be introducing in areas like mobile accessibility and healthcare coding,” said Ransome. “We are currently finishing development on them and they are designed to work with both products.”

Westbrook also has a cloud strategy that encompasses both products. “The pricing and architecture of FortisBlue are very applicable for SaaS deployment,” said Ransome. “Through virtualization, we will also be able to deploy Fortis through the cloud.”

To move its products, Ransome is working to build Westbrook’s channel. “We currently have a total of 53 resellers and are looking at adding about two more per month,” he said. “We’re not necessarily

looking to differentiate ourselves through the features and functionality of our products, because in the ECM market that’s a hard thing to do. It’s a mature space, and everybody pretty much offers the same features. We want to be seen as a better partner than our competitors.

“If you look at some of the leading document imaging and management ISVs that go through the channel, they have more than 1,000 resellers, and some second tier ISVs have several hundred. How much time do they really have to spend with individual VARs? We’re not looking to do reseller acquisition. We’re looking for resellers that want to focus on our product and work with us to really grow their businesses.”

Ransome said Westbrook is planning a series of seminars, entitled Synergy 2013, which it will work closely with resellers on. “We are going to work hard to drive people to the events; we’re not going to leave the marketing to the resellers,” he said. “We will also work with less experienced resellers, and train them on how to better sell complex solutions. We also want to provide our resellers with leads.”

Although Westbrook’s technology is installed in 14 countries, Ransome said the ISV’s partners are primarily U.S.-based. “FortisBlue is built to be a multi-lingual product, so that should make driving international sales easier,” he said. “In the second half of the year, we expect to push the gas pedal down on our international efforts.”

Westbrook’s leading reseller is **Ricoh**—which goes back to a relationship the ISV set up with IKON (which was acquired by Ricoh in 2008) more than 10 years ago [see *DIR* 11/15/02]. Last year, Westbrook was named one of Ricoh’s 15 Premier Software Partners. “The Ricoh relationship continues to go well, and we have some other very healthy relationships that have been built up over the years,” said Ransome.

Ransome himself worked for a Westbrook reseller in the mid-1990s. The company he was with, Boyle Associates Group, was sold to Lason in 1998, which led to Ransome getting into the outsourcing business. In 2002, he co-founded Active Data Services, which was eventually sold to Diversified Information Technologies. “In a way, I have come full circle,” Ransome told *DIR*. “I started out as a systems integrator, and I wanted to get back into hardcore technology and software sales.”

“There was a period of time when outsourcing was very en vogue. But, I think the pendulum is starting to swing back the other way, especially on print outsourcing. Print is going electronic, and the USPS

is hemorrhaging money and making it more expensive to send printed materials. Twelve years ago, I remember talking to people about technology like electronic bill presentment, and they thought I was crazy. Now, everybody is deploying it. In fact, Westbrook helps facilitate organizations moving toward electronic delivery of content.”

Ransome concluded that his biggest job now is getting the word out about what Westbrook has to offer. “We have all kinds of new technology that embraces tablets, mobile, and the cloud,” he said. “We are making our technology easier to deploy and manage. We’re doing stuff like pushing remote capture onto tablets and MFPs through connectors we are building. It’s a different day than when you used to have to drop 600 document scanners into an account. We have all this technology built and ready, and some clients using it in beta. Now, we just have to wake up our marketing engine and get the word out on the street.”

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

High-Quality Document Images from Smartphones

In 2012, there were something like 800 million smartphones sold worldwide—a growth rate of close to 40%. In the meantime, PC shipments declined for the first time in 11 years—dipping below the 350 million unit mark. It’s easy to see where the market is heading.

Related to document imaging, the question becomes, would you rather capture documents utilizing upcoming and constantly improving smartphone technology, or do you want to remain tied to (via a USB cable) a device that is rapidly becoming archaic? Nick Warnock, CEO of **Atiz Innovation** thinks the answer is obvious. That’s why his company recently introduced the Scandock—a device for creating high quality document images with smartphones.

The Scandock is more than a mobile capture app. It’s an apparatus that cradles a smartphone and utilizes advanced lighting. “We do not want to compete with mobile scanning apps,” Warnock told *DIR*. “They are great for on-the-go capture. The Scandock outputs better images and competes more with conventional MFPs and dedicated scanners. I envision one in every office.”

Atiz first came onto the scene a few years back with a book scanner [see *DIR* 3/6/09]. “The BookDrive business is great,” said Warnock, who



Although it looks a little bit unconventional, the Scandock is designed to create high quality document images utilizing smartphones and serve as a replacement for convention document scanners and MFPs.

was a finalist in one of the early seasons of Donald Trump’s *The Apprentice*. “And the experience we gained working with lighting for capturing books is utilized in the Scandock.”

One of the unique features of the Scandock is that it utilizes a color bar. This enables a color profile to be embedded in each scan. The Scandock app utilizes information from the profile to create images. “Anyone can put down a color bar,” said Warnock. “But the lighting has to be perfect for it to work well.”

The Scandock is designed to sit on a tabletop and measures 17.5 in. x 20.5 in and is 15 in. high. There is an aluminum base on top of which lays a mat, with a 12 in. x 16 in. scanning surface (slightly larger than A4) where documents being captured are placed. Attached to this base is a neck, which branches out on each side into arms, which contain the device’s four lights. In the center of the neck is a cradle for a smartphone—there are separate docks to support iPhone and Android devices.

A free app is loaded onto the smartphone being used with the Scandock. A single button launches the scanning process. The Scandock outputs PDFs and can be used to create multiple page files. For smaller documents like business cards and receipts, several can be laid on the base at a time and an auto-cropping feature will separate them. In the initial version of the app (a partial version of which is available now), users can store images on their phones (for possible uploading to other destinations), e-mail them, or send them to a printer.

“This is the initial version of the software, which we will continue to improve,” said Warnock. “We have big plans for integrating with the cloud in the future, for example. Right now, we wanted to get something into the market that will start to change the way people view document capture with smartphones.

"Anything users currently scan with a desktop scanner or MFPs, with the Scandock, they can now use their smartphone for. When people ask, 'why would you want to do that?' It reminds me of when people were asking why you would want a tablet if you already have a laptop. Well, when was the last time I took a laptop on the road with me? The Scandock is just so much easier and convenient to use than a traditional scanner or MFP." [It's probably worth noting that the current version of the Scandock does not offer the convenience of an ADF, so capturing anything more than a few pages would almost certainly be more convenient with a document scanner or MFP.]

The initial price tag for the Scandock, which is scheduled for release in "early 2013" is \$499. "The price is justified because of the high-quality components," said Warnock. "The user should never have to replace the bulbs, and every time a user upgrades their smartphone to a model with a better camera, they will be upgrading their Scandock."

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

Contrasting Quarters for Capture ISVs

ReadSoft and **Kofax** recently reported very different quarters for the three months ended Dec. 31, 2012. ReadSoft, the Swedish ISV that specializes in document capture and accounts payable (A/P) solutions, saw its revenue increase 22% over Q4 2011, including a 25% increase in software license sales. Some of this was fueled by the acquisition of foxray, which was completed in 2012, but organically ReadSoft still grew its revenue 13%, and its software license sales 21%.

In contrast, Kofax, the Irvine, CA-based capture software market leader that recently expanded into BPM, reported a 9% decline in revenue for the quarter, including a 25% decrease in software license sales. Kofax saw license sales decline significantly in both the EMEA and Americas regions. CEO Reynolds Bish blamed a delay in a mid-seven figure sale for the EMEA shortfall and changes in the company's sales infrastructure for the Americas shortfall. He also said that the decline was directly related to Kofax's capture software—as he reported sales of the company's BPM and SDK product lines (which are significantly smaller than the capture business) each grew more than 100% during that last six months of 2012.

In contrast, in Q4 ReadSoft closed what it reported as the largest deal in the company's history—worth approximately \$3.5 million in software, maintenance,

and services. Buoyed by the foxray acquisition, ReadSoft saw 30% growth in Europe (non-Nordic) for Q4. It also saw double-digit growth in its Nordic and "U.S. and rest of World" markets. For the year, ReadSoft reported 18% revenue growth to just over \$121 million, with 10% of that growth being organic.

ReadSoft's annual revenue is approximately the same as Kofax's fiscal 2013 half-year revenue, which Kofax reported as \$123.8 million—a 3.6% decline from its 2012 half year (a 1.6% decline when considered in constant currency). Bish, however, was optimistic that Kofax will begin to turn things around in the second half of its fiscal year. "We believe we are now at a turning point and are once again going to begin to report software license and total revenue growth," Bish said during a conference call to discuss the financials.

He cited the sales force reorganization as one reason for his optimism. He also said that in contrast to the first half of fiscal 2012, "if you recall, we had a very disappointing Q3 last fiscal year, and as a result, there is a much easier year-over-year comparison (for Q3 of 2013)." For its full fiscal year 2013, Kofax is now projecting, "flat or low single-digit growth in total revenue on a constant currency basis."

ReadSoft President and CEO Per Akerberg didn't make any specific projections for 2013 except to say, "that the underlying demand for our solutions is good, and therefore the conditions for improved results and continued growth are good."

foxray coming to America

Bob Fresneda, president of ReadSoft North America, shared with us some strategies for growth in his region 2013. "In 2011 ReadSoft North America grew almost 30%; large growth on top of that proved to be a challenge in the 2012 economy, but we did manage to increase our revenue 10% (all of which was organic) and are gaining ground in our markets. In 2012, ReadSoft North America also became ReadSoft's most profitable subsidiary for the first time."

In 2013, ReadSoft has plans to launch sales of the foxray software in North America. "We've hired an executive sales director for foxray technologies to drive partnerships with complementary capture technology partners, as well as drive direct business in the BPO, insurance, and banking markets," said Fresneda. "In addition, one of the two founders of foxray, Torstein Macho, is moving to the U.S. in March to help with our business development."

ReadSoft is best known for its sales into A/P departments in **SAP** environments. It is continuing its efforts to expand into other areas in SAP shops,

such as sales order processing and accounts receivable. ReadSoft also continues to grow its A/P business in **Oracle** environments. "We have hired a few more Oracle salespeople and have our largest pipeline for that segment," said Fresneda.

ReadSoft also continues to build its channel. "Now that our capture technologies are available in the cloud, we expect our indirect sales to have an even larger upside," said Fresneda. "In addition, based on the scalability of the Windows Azure platform, (where ReadSoft's technology is hosted), we also are building our pipeline for large scale prospects. Finally in a few weeks, at the **Microsoft** Dynamics Convergence conference, we will be showing our Dynamics-certified end-to-end A/P solution in the cloud. It combines ReadSoft capture with workflow approvals for Dynamics customers."

Fresneda concluded, "We are very excited about our future. ReadSoft has money in the bank, great credit, and extra shares of stock that we have acquired. All of this will enable us to be aggressive in acquiring new technologies around process automation that will continue to fuel our growth."

For more information: <http://bit.ly/KofaxQ213>;
<http://bit.ly/ReadSoftQ412>

AIIM CONFERENCE, FROM PAGE 1

The conference itself features 64 half-hour sessions, including eight keynotes. The remaining 56 sessions are divided into two tracks: Governance and Engagement. There are also 48 roundtable discussions scheduled to run simultaneous to the general sessions. Topics like the cloud, big data,

records management, SharePoint, mobile computing, and BPM are all addressed in the general sessions. Document capture seems to be a popular roundtable discussion topic. The roundtables are open to all attendees, no pre-registration is required. A discussion leader has been chosen for each topic.

The keynotes feature several best-selling authors including Seth Godin, David Weinberger, and Thornton May, and *New York Times* technology columnist David Pogue. Thought leaders like Connie Moore of **Forrester**, Michael Chui of the **McKinsey Global Institute**, and Laurence Hart and Mancini of AIIM will also be speaking.

"Our conference content is about handling the next stage of information management," said Mancini. "With big data and mobile devices, organizations are getting to the point of extreme information. As the volume of information increases, it changes the nature of the skill set that information professionals need to stay in control and drive business processes.

"Attendees seem to like keynotes and sessions that push them out of their comfort zone. It's a delicate balance between scaring them into saying 'Oh my gosh,' but also getting them to ask, 'well, what am I going to do about it?' That is the razor's edge we are trying to drive toward."

AIIM is also holding its annual awards dinner in conjunction with the conference.

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

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