

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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February 3, 2006

THIS JUST IN!

ERM CERTIFICATION PROGRAM KICKS OFF

AIIM has launched a new Electronic Records Management (ERM) Certificate program. It features four levels that can be achieved through a combination of online and in-person training. "Other records management certification programs don't cover electronic records as thoroughly as we do," noted Beth Mayhew, senior manager, marketing, branding, and public relations for AIIM. "With all the attention e-mail management is receiving, we feel this is important."

The certification is aimed at a broad range of personnel. "The Strategic Workshop, for example, might appeal to an executive who wants to become more familiar with the concepts of ERM and how it impacts their organization," said Mayhew. "The Specialist certification might appeal to an IT manager because it gets into implementation."

In-person training was scheduled to start this week in San Francisco, with Chicago, Boston, and Washington, D.C. on the schedule for next week. Online options are available now. AIIM will be offering five-day Masters courses in late February and early March. A complete schedule and pricing can be found at

<http://www.aiim.org/education/erm-content2.asp?id=30627&layout=2>.

The course was developed with the help of **Cornwell Management Consultants** (<http://www.cornwell.co.uk/>), internationally recognized ERM experts who were selected by the **European Commission** to develop MoReq. Atle Skjekkeland, education executive director for AIIM and managing director of AIIM Europe, worked closely with Cornwell.

The online courses are in English, but the program is designed to reach worldwide. In-person classes will be offered wherever there is sufficient interest.

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This Isn't Your Father's Visioneer

SAINT PETERSBURG – **Visioneer's** inaugural partner conference, PartnerVision '06, is in the books, and the former consumer scanner specialist is making great strides in its new life as a vendor of business-class document scanners. Last week, President and CEO Murray Dennis, Executive VP of Sales and Marketing Don McMahan, and the rest of the company welcomed more than 100 guests to the **Renaissance Vinoy** in St. Petersburg, FL. The crowd was a mix of ISVs, resellers, press, and analysts.



Murray Dennis,
president and CEO,
Visioneer

Dennis discussed the company's transition from moving 50,000 photo-centric scanners per week through retail channels in 1998, to today, when 85% of Visioneer's revenue is generated through value-added resellers in the document imaging market. An all-star cast of keynote speakers included John Mancini, president of **AIIM**, Susan Moyse, speaking on behalf of **InfoTrends**, Harry Williams, VP and general manager, licensing and business development for **Xerox**, and Ralph Gammon, editor of **DIR**.

Williams was presented with the "Ed Francis Award" given in memory of the director of licensing at Xerox who pushed hard to help Visioneer secure rights to the Xerox brand name for its document scanner line. Francis, who passed away in late 2005, was credited with setting up a meeting between Dennis and Xerox CEO Anne Mulcahy that helped cement the deal.

McMahan reviewed some of the success Visioneer has seen since he joined the company just over a year ago. A full court press on the channel has netted some 800 certified VARs. McMahan also highlighted a large win last year at **Sharp**

HealthCare of San Diego, which featured the Xerox DocuMate 272. The 272 is a card-scanning enabled model that Visioneer introduced last summer [see *DIR* 7/1/05]. In 2006, the company will continue to increase the breadth of its scanner line and move upstream into the departmental and low-volume production spaces. New product announcements are scheduled over the next two quarters.

Visioneer will also expand its Canadian and Latin American business and continue to pursue *OneTouch* application integration opportunities. **Daybreak ICS**, which co-developed the *OneTouch e4e* application that provides a direct connection from Visioneer scanners into

EMC/Documentum's eRoom collaboration software [see *DIR* 11/4/05], was on hand to provide training to interested resellers. Jon Harju, Visioneer's senior VP of engineering who came on board when the company acquired JFL Peripheral Solutions last fall [see *DIR* 9/9/05], was also present to discuss TWIN and other matters with VARs and ISVs.



Don McMahan, EVP,
sales and marketing,
Visioneer

A Smart vision

DIR even caught up with Visioneer Chairman J. Larry Smart who explained that the company's sudden ascent in the document imaging space is not quite the overnight success it may seem. Smart's vision when he took over the company back in 1997 was built around the *PaperPort* desktop document imaging application. At the time, the software was being shipped primarily with Visioneer's Strobe portable line of sheet-fed scanners.

According to Smart, the only reason Visioneer entered the low-margin, photo-centric scanner market was to more widely seed the world with *PaperPort*. This strategy worked well enough to lead to the *PaperPort* business being spun off in late 1998 and merged with ScanSoft's desktop OCR business [see *DIR* 12/18/98]. That entity has since evolved into \$230 million **Nuance Communications**.

Smart and Visioneer, meanwhile, were left with an unprofitable hardware-only business. Clearly, they needed a new strategy. Once again, Smart turned to document imaging.

At the time, workgroup, or sub-\$2,000, document scanners were mostly an afterthought to much more lucrative production scanners. For most document scanner vendors, the volume of workgroup scanners being shipped was not great enough to justify a move downstream into a lower margin product line. For Visioneer, however, the workgroup space represented an opportunity to move upstream.

We first discussed Visioneer's transition into the document scanning space at AIIM 2002. Coincidentally, that was also the year the segment first took off, and it has grown by more

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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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than 80% annually ever since. According to InfoTrends, in 2005, more than 260,000 workgroup scanners were sold, accounting for 80% of the total document scanners shipped and 35% of the total revenue from the market. Clearly, Visioneer was in the right place at the right time, and the company is taking full advantage of its good fortune.

Visioneer now has three Xerox-branded duplex workgroup scanners on the market and an ever growing channel to market them through. According to InfoTrends, the workgroup space will continue to grow at its phenomenal rate, reaching some 900,000 units shipped by 2009. "This year, workgroup scanners are projected to be the highest revenue producer of the five document scanning categories," Susan Moyses told the crowd at PartnerVision.

Yes, Visioneer is in a good position to emerge as a leader in the document imaging market for a second time. And, in a day and age when many companies struggle to make the transition from hardware to software, Visioneer has successfully taken the road less traveled. The one-time software-focused company has now become a successful hardware vendor.

For more information:

<http://www.xeroxscanners.com>;

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

SMB Very Attractive To ECM Vendors

The numbers are there: **IDC** predicts a five-year CAGR of 16.8% for the workgroup and departmental "digital/paper management market." **Forrester** says 50% of its small and medium business (SMB) customers are looking to ECM solutions to digitize, store, and catalog their data. **Hyland Software**, which focuses on the mid-market, grew by 30% last year. Other mid-market vendors like **DocuWare**, **ZyLAB**, **Westbrook**, and **IKON** all reported good years in 2005. Sub-\$2,000, scanner sales grew by 80% and reached 260,000 units sold in 2005.... No wonder so many vendors seem excited to discuss their SMB-targeted solutions with *DIR*.

We recently touched base with a trio of ECM software vendors, each of which is introducing new features, functionality, and/or pricing and packaging that directly targets the SMB space. The list includes horizontal niche players **DocuWare** and **ZyLAB**, as well as technology titan **IBM**. While they all tout their scalability, they clearly see plenty of opportunity at businesses having between 50-500 employees, which constitute the sweet spot of the SMB space.

DocuWare adds some muscle

Scalability and security are the main improvements DocuWare is advertising with the new release of its flagship application, *DocuWare 5.0*. With 5.0, DocuWare has introduced a multi-tiered architecture. "We've completely re-architected our software," said Jürgen Biffar, co-president of DocuWare in charge of product and finances. "We've gone from a client/server-based, to a multi-tiered architecture.

"A client/server works great if you're dealing with 20 to 50 users. It's very simple to install and offers high-performance. However, a multi-tier design enables customers to spread their installations across several servers. This not only increases the number of users they can handle, it better enables installations to be distributed over several sites.

"Multi-tiering also spreads out access to data and documents over several layers, which gives our customers more security options. In the past, users had direct access to the server through their desktop clients."

According to Biffar, prevailing trends in the SMB space have steered DocuWare's product direction. "We are seeing a lot of expansion to additional lines of business," Biffar told *DIR*. "Users might start with a 20-user system in the financial area, but after they realize the efficiencies they're gaining, they want to expand it into human resources or technical support."

Thomas Schneck, DocuWare co-president in charge of sales and marketing, estimated that 25% of DocuWare's revenue is now generated from additional sales to existing customers, with 50% coming from new sales, and 25% from maintenance contracts.

Biffar noted that there is also increasing demand for security in the mid-market. "A lot of this has to do with discussions we've seen in the media about records management," he told *DIR*. "Businesses are now putting more critical documents into their ECM systems. As a result, there is a heightened awareness about security."

DocuWare, which is based in Germany, generates approximately one-third of its revenue in the Americas. The company is currently supporting some 3,500 customers worldwide and sells through a network of close to 400 resellers. Partners were asked to complete a couple days of online, as well as two days of classroom, training to be certified on 5.0.

"One of our biggest challenges is increasing our

functionality, without increasing the complexity,” said Biffar. “Vendors like **FileNET**, **Documentum**, and **IBM** have all sorts of features incorporated in their software. However, the high cost, not only of licenses, but of implementation, prevents many mid-sized organizations from taking advantage of the full potential of ECM. Our goal is to make available a fair set of functionality in an application that is easy to administer, configure, and manage.”



“The high cost, not only of licenses, but of implementation, prevents many mid-sized organizations from taking advantage of the full potential of ECM.”

— Jürgen Biffar, DocuWare

Biffar estimated that the average DocuWare installation can be completed in two to five days. “With some of our larger competitors, even if you’re talking about a 50-100 user installation, it’s going to take one to five months,” he added. “We have one customer that has an enterprise-wide software license from [a leading ECM vendor]. Even though adding seats of that vendor’s software wouldn’t have cost anything, the implementation and customization would have been so expensive, they went with DocuWare.”

Although *DocuWare 5.0* offers more functionality than previous generations, Biffar noted it may be easier to manage for many systems administrators. “In many instances, as users have expanded their installations, a lot of little administrative tools have popped up,” he said. “*DocuWare 5.0* will give them a chance to pull all those tools together in a unified interface.” Biffar estimated that by the end of the year, 50-60% of DocuWare’s customers will have upgraded to 5.0.

In addition to the features we mentioned, DocuWare has improved its software’s ability to handle mobile users, through tighter integration of mobile computers with the system’s workflow. Biffar indicated that Web services capabilities would be added in the next 9-12 months, and that extended workflow is one of his long-term goals.

“We think there is an opportunity to expand our workflow beyond the users of our ECM product,” said Biffar. “Us and all of our competitors offer basic workflow. On the other end of the spectrum you have BPM specialists like Staffware (now owned by **TIBCO**) and **Ultimus**. There is this big gap between us and them, and we are aiming to fill it. Like the rest of our product, however, we need to ensure our advanced workflow is easy to implement

and doesn’t require mid-sized businesses do a lot of business process re-engineering.”

Biffar closed by saying he thinks the SMB space is only 10-15% penetrated by ECM solutions. “That doesn’t count people using the document management capabilities in *Office*,” he joked. “Even at large corporations, where ECM is in use, it’s only typically leveraged in a very small portion of the company. I think the market is still very wide open.”

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

ZyLAB brings advanced search downstream

While DocuWare is firmly established in the North American reseller channel, ZyLAB is just beginning to gain a foothold there. Historically known for sales to the federal government, last year, the Dutch-based company signed up a half dozen resellers and is currently launching an assault on the commercial SMB space.

“Seventy to eighty percent of our business in North America is still done directly, mainly in the Mid-Atlantic region and around Washington, D.C.,” said Dr. Johannes C. Scholtes, president and CEO of ZyLAB North America, which is headquartered in Vienna, VA. “But, at the end of the day, we believe the majority of our revenue will come through the channel and are aggressively pursuing resellers. Eventually, we hope to have one or two partners in every state.

“We are also looking for vertically focused partners that bring more to the table in a certain market than we ever could. For example, last year, we signed up a D.C.-area partner that focuses on lobbying groups. They have a whole suite of software targeted at that market, and our software is now a piece of it.”

In 2005, ZyLAB North America accounted for approximately 30% of the company’s worldwide revenue of just more than \$13 million. According to Scholtes, 90% of that represents software licenses. “ZyLAB is very profitable and has historically maintained an EBITDA of over 20% of its revenue,” he said. “Our goal is to surpass \$15 million in 2006, and North America represents our fastest growing geographical region.” (The company also has

several European offices and one in Singapore.)

Among ZyLAB's 312 new customers in 2005 were the **EPA**, the **Justice Department**, the **Homeland Security Inspector General's** office, the **SEC**, the **World Bank**, the **Supreme Court of CA**, and the **US International Trade Commission**. Scholtes highlighted the EPA installation, which handles millions of pages related to SuperFund sites. ZyLAB technology is used to make the documents available to the public. "The EPA's previous document management system wasn't finding the documents people wanted," said Scholtes.

Search and retrieval has always been a strength of ZyLAB's. Its software can understand more than 200 different languages. Recently, ZyLAB leveraged its search capabilities to create e-discovery and text-mining tools. "Our system has the ability to ingest any sort of material—paper, electronic files, e-mail multimedia—and then store its indexing data in an XML format," said Scholtes. "Text mining enables users to search across these multiple formats, not only for key words, names, dates, or amounts, but also to automatically detect patterns, like one person wiring money to another.

"Our text mining was actually developed in conjunction with a U.N. war crimes tribunal. Law enforcement's job is to find a smoking gun. However, often they don't know what that gun looks like. We aim to reduce the number of queries a user has to use to find the evidence he or she is looking for."

ZyLAB employs "rich" search techniques such as looking at proximity, concepts, ranges, and similarities in text. It also offers advanced visualization to help users sort through their hits [see *DIR* 6/4/04].

According to Scholtes, advanced search and retrieval is the best way for businesses to cost effectively manage the increasing burden of e-discovery. "Our text mining recently helped us win a \$750,000 deal with the **European Anti-Fraud Office**," said Scholtes. "They installed it to help stop cigarette smuggling. Also, there is great demand among the Global 2000 to assist with e-discovery. In addition to legal and law enforcement applications, we see opportunities in areas like analysis of clinical research or competitive information in manufacturing."



Dr. Johannes C. Scholtes, president and CEO, ZyLAB North America

Part of ZyLAB's strategy for the upcoming year will be to offer its text mining and e-discovery technology as OEM products. "Especially as protocols like SOA become more prevalent, we see a lot of opportunity to market our XML-based technology to vendors selling case management systems, for example," said Scholtes. "One of our goals is to price text mining so that it becomes available to the masses."

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

IBM updates SMB CM package

IBM has upgraded the content management capabilities in its mid-market targeted eServer iSeries product line. The iSeries is a pre-packaged configuration of hardware, middleware, storage, and security that can run more than 6,000 different applications on a variety of operating systems. "We've upgraded the capabilities of *Content Manager for iSeries* to incorporate many of the features already in our enterprise-class *Content Manager* offering," said Theresa O'Neil director of content management software at IBM. "For example, users can now deploy a single application across multiple OS platforms."

Other upgrades include the introduction of a graphical workflow builder, support for Web services, and improved XML capabilities. Suggested list price for a 20-seat installation of *Content Manager for iSeries* starts at \$6,900. IBM iSeries products are primarily sold through a reseller channel.

"We have about 13,000 total *Content Manager* customers; at least a third of those run it with the iSeries," said O'Neil. "But, if you look at our entire iSeries install base, only a small percentage use *Content Manager*. That said, we are absolutely starting to see increased demand for *Content Manager* in the mid-market, especially among Linux and Unix OS users."

CAUGHT ON TAPE WITH THE HELP OF ECM

Multimedia search and retrieval is a rapidly growing market for **ZyLAB**. According to Johannes Scholtes, president and CEO of ZyLAB North America, the company's technique of leveraging XML instead of a relational database is key to its success in this area. "We can break down a long multimedia file into parts, each with its own meta data," he told *DIR*. "Multimedia is getting a lot of attention in police type applications. After the London subway bombings, we helped index 33,000 DVDs worth of video. There is no way to do that with a relational database. We store the XML data right on the SAN with the video."

When we asked O'Neil if IBM *Records Manager* functionality was being introduced into the iSeries, she indicated that improved business processes are the main driver of mid-market demand. "Traditionally, the perception has been that ECM technology is for the Global 2000," she said. "But, the technology is becoming mainstream as mid-sized businesses realize they can remove costs and improve customer service by converting their paper processes to electronic ones and automating them."

For more information:
<http://www-306.ibm.com/software/data/cm/cmgr/400/>

Open Scan Moves Beyond Exceptional Roots

After establishing itself as a leader in the niche market of processing child support payments, Denver-based **Open Scan** is looking to broaden its horizons and further penetrate payment processing at large. "Our strategy is to market our technology as complementary to existing lockbox applications," said Michael Starble, marketing manager for Open Scan. "We have historically focused on 'exception processing.' Our strategy has evolved, however, and now we target all non-standard, complex payment environments."

Open Scan was founded in 1999 by Nadine Lange, a former sales rep for forms processing vendor **AnyDoc Software**. Open Scan's early installations were in remittance environments, where customers outsort their exceptions (for example, a single check received with two remittance coupons) to be handled by Open Scan [see *DIR* 5/4/01].

Open Scan has always hung its hat on its rope-and-zone and posting and balancing features. Rope-and-zone is like manual-assisted intelligent document recognition (IDR). It basically involves an operator directing an OCR application to the appropriate field on a form. When posting and balancing payments, the Open Scan system can utilize both information being captured from documents and data from back-end systems. "Because the bulk of the payments are so straightforward, most lockbox operations do not use any validation technology," said Starble. "And, while IDR does a great job with data capture, it usually isn't associated with a financial instrument."

Starble provided some examples of the validation Open Scan provides. "For child support payments, we developed a technique we 'smart match,'" he said. "You are typically dealing with a lot of court and case numbers that don't always match up.

Similarly, when processing explanation of benefit (EOB) forms for healthcare providers, the codes the insurance company has listed on the EOB might not be the same codes the hospital used when it sent out its bill. 'Smart match' enables our application to automatically reconcile numbers and codes that aren't exact matches, but really mean the same things."

This type of innovation has enabled Open Scan to make serious headway in its niche specialty. Its technology is handling child support payments for 14 states. "In the past year, we won six contracts in that market," said Starble. "Several came through our partnership with [leading outsourcer] **ACS**. The partnership came about after we went up against ACS and beat them three straight times."

Open Scan is hoping to take a similar route to success in lockbox and EOB processing. "It's tough to get potential partners to talk until you've proven your technology at some customer sites," Starble said. "That said, we don't want lockbox vendors to see us as competitive. We don't go in and change our customers' core lockbox technology. We want to enhance and expand it."

Bank customer offers glimpse of the future

Open Scan recently won a deal with Chicago-based **LaSalle Bank**. It partnered on the installation with lockbox application vendor **Cash Management Systems** (CMS), out of Clearwater, FL. "LaSalle relies mainly on key-from-image in its wholesale lockbox operations," said Starble. "However, they found they were turning away customers because their forms were too complex, and they required too much time to key. It just wasn't profitable to take these jobs on. LaSalle had to tell the customers they'd take their deposits but couldn't deal with their receivables documents.

"We've helped LaSalle take on more low-volume and non-standard jobs. While this may account for only 10% of their total volume, it's valuable, because it enables LaSalle to take on more customers. LaSalle was able to plug-in our system without any changes to its CMS workflow."

Over the next year, Open Scan will sharpen its focus on the wholesale lockbox market. "There are about 150 major banks offering wholesale lockbox services, and until we form more partnerships, we will be marketing to them directly," said Starble. "In addition, we will be attacking corporate billers in certain verticals that have non-standard receivables processing.

"One of our customers, for example, is **Allied Insurance**. Allied processes consolidated mortgage

payments that include payments for hazard insurance. **Travelers** uses our technology for non-standard insurance premium payments. We also view manufacturing, where you're dealing with a lot of SIC codes and complex forms and customer relationships, as a good potential market. And, we will continue to look for partners that will get us into health care providers, because that market is probably too complex to attack on our own.

"If we fast forward a year and are talking again, I hope to have continued to grow our child support business, landed at least one more major partner in the lockbox market, and made some headway in selected vertical markets. At some point, we might like to offer a pay-per-transaction licensing model, but we are still feeling people out. We'd need to determine a reasonable charge that would enable both the bank and Open Scan to realize a strong profit."

For more information: <http://www.openscantech.com>; mstarble@openscantech.com

Canon Improves Capture Options

When capture technology vendor **eCopy** decided to branch out from its exclusive relationship with **Canon** last year, many wondered how the digital copier vendor would react. Almost a year later, Canon hasn't done anything too drastic, but a couple recent announcements indicate Canon isn't going to lie down either, while eCopy helps its competitors gain ground.

Especially interesting is a partnership between **Captaris** and Canon USA, which calls for Captaris to develop a MEAP (Multifunctional Embedded Application Platform) application connecting Canon digital copiers with Captaris software. Initially, Captaris will focus on its flagship *RightFax* fax server software. MEAP integration for the Captaris' *Alchemy* document imaging and records management application, as well as its workflow solution, could be done in the future.

At first glance, the partnership might not appear too significant. MEAP is ostensibly an open platform, on which Canon wants to encourage development. What struck us as intriguing is that Canon has signed a reseller agreement with Captaris and will distribute the MEAP application through its channels. For the past several years, Canon, which also distributes eCopy's *ShareScan*, has relied on *ShareScan* to act as a gateway for integration with *RightFax*. From all indications, that setup has worked well.

"We certainly think there is a user base that wants all the benefits of *ShareScan* and its powerful distribution capabilities," said Mike Spokane, senior director of business development for Captaris. "This base will continue to integrate with *RightFax* through *ShareScan*. Our relationship with eCopy is so close that *RightFax* is embedded into their core technology. This represents tighter integration than the Connector technology eCopy uses to integrate with other applications. We plan to maintain this tight relationship. However, we feel there is also an audience that wants to eliminate the middleware and connect directly to *RightFax* from their digital copiers."

Captaris already has direct *RightFax* integration with the hardware from a number of Canon's competitors. This includes **Xerox**, **HP**, **Sharp**, and another that will be announced this quarter. "The MEAP integration will have some advantages," said Spokane. "It allows for two-way conversation between *RightFax* and the digital copier. It's too early to discuss any specific features this will bring to bear, but two-way communication enables significant improvements to the user interface."

The MEAP implementation of *RightFax* is scheduled to hit the streets before the end of the second quarter. Captaris will charge Canon on a per device basis. "We think this will prove to be a valuable offering for Canon," said Dan Campi, VP of business and corporate development for Captaris. "Once we roll it out, we will begin exploring demand for MEAP integration with our other business information delivery products."

Canon advances UniversalSend

The second announcement that could threaten eCopy has to do with Canon's continued upgrades to its own *UniversalSend* scanning package. New features in *UniversalSend* include support of encrypted and searchable PDFs. "*UniversalSend* has a tremendous amount of scan-to-fax and scan-to-email capability," said Christine Sedlacek, assistant director, Imaging Systems Group, Canon USA. "We are always looking to add functionality. On the new '70 series ImageRunners, *UniversalSend* is built into the controls of the hardware. A user needs to enter a code to unlock it."

UniversalSend is implemented in various fashions throughout Canon's ImageRunner line. The '70 series, announced in December, incorporates the latest and greatest version. Pricing for *UniversalSend* varies, depending on the model, but across the board, it is less expensive than *ShareScan*. At last year's **AIIM/On Demand** event, Canon USA senior VP Tod Pyke told *DIR* that *UniversalSend* "greatly outsells" [in number of devices] *ShareScan*.

“Both *UniversalSend* and *ShareScan* are part of our corporate scanning strategy,” said Paul Albano, manager, Imaging Systems Group, Canon USA. “Especially when you compare *UniversalSend* to the embedded version of *ShareScan*, there are a lot of similarities. However, *ShareScan* has some clear advantages in an enterprise application. Specifically, *ShareScan* has stronger administrative and management capabilities. Plus, it has a number of Connectors for integration with other enterprise applications.”

Increasing diversity shows market maturity

Both the Captaris and *UniversalSend* announcements can probably be viewed as natural progressions of events that occurred before eCopy chose to work with Canon’s competition. As we said, MEAP was launched to encourage multi-vendor application integration with the ImageRunner. And, we remember questioning eCopy’s Ed Schmid about *UniversalSend*’s increasingly overlapping functionality with *ShareScan* at least a couple AIIM shows ago.

UniversalSend has always been a double-edged sword for eCopy. I think both Canon and eCopy realize that Canon needs a lower-cost alternative to *ShareScan* to compete with inexpensive applications from other copier vendors. *ShareScan* is a Cadillac that not everybody can afford to drive. eCopy has also always generated revenue by packaging its desktop document management software with *UniversalSend*.

The Captaris partnership, however, could be viewed as slightly ominous. Canon has historically been very judicious with MEAP licensing. Prior to

eCopy’s change in strategy, it seemed to hold all the cards for MEAP-based capture. That changed at AIIM 2005, shortly after eCopy’s coming out party, when **Ribstone Systems** launched a MEAP-based capture application targeting the legal market. The Captaris partnership seems to erode eCopy’s one-time monopoly even further. Of course, maybe it’s just a matter of MEAP maturing enough that Canon is becoming comfortable allowing more developers to work with it.

Either way, the market for scanning from digital copiers is clearly opening up. What was once a very proprietary, closed-loop atmosphere, is now being assaulted from several angles by multiple vendors and application developers. This type of competitive landscape can only improve the performance of the technology and drive further adoption among end users.

For more information: <http://www.usa.canon.com>; <http://www.captaris.com>; <http://www.ecopy.com>

AIIM ERM, from page 1

When we spoke with Mayhew, Skjekkeland was busy training course instructors. Mayhew noted that the certification would prove valuable both to end users and salespeople at vendors selling ERM applications.

AIIM also offers an ECM Certification program, which is being reformatted and re-launched this month. According to Mayhew, the “revitalized” ECM program will be structured with levels similar to the ERM program. Since it was launched two years ago, approximately 300 people have earned their ECM Certification from AIIM.

<http://www.aiim.org/education/erm2.asp>

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Bill My Organization (Purchase order # optional.) _____