

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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February 3, 2012

THIS JUST IN!

PERCEPTIVE ANNOUNCES PROCESS MINING TOOL

Perceptive Software has released a new process mining and visualization application based on some of the technology it acquired with Pallas Athena last fall. The new Reflect product enables users to chart historical data on their business processes to determine where the processes are flowing smoothly and where there are detours and bottlenecks.

Perceptive has released two versions of Reflect:

- Reflect Standard, which is designed specifically for charting processes within Perceptive's ImageNow document imaging and management suite;

- Reflect Enterprise, for charting processes across multiple systems.

"Reflect represents a great way to speed up the time it takes to discover an organization's process models and identify pain points where improvements can be made," said Danny Cates, product manager at Perceptive. "The biggest differentiator between Reflect and competitive process mining products is its ability to provide analysis of processes that can involve multiple applications like ERP, CRM, and ECM systems. Basically, to do that, you just need to marry up data from each system with a unique identifier like an invoice number or a student I.D."

The demo that Cates presented was a student application process within the ImageNow system. He selected a time period of several months and then a graphical and animated representation appeared that showed the path each student application took. Each step in the process was represented by a shape with descriptive words in the middle. Each student application was represented by a dot that

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Laserfiche Pushes Toward Enterprise Implementations

ANAHEIM—As businesses rely more than ever on information for their success, the market is finally catching up with the capabilities of enterprise content management (ECM) software. This was one of the themes prevalent at last week's Laserfiche Empower 2012 end user and reseller conference. Over 1,600 people attended the event, which featured two days of educational and networking sessions centered on the Long Beach, CA-based ISV's document imaging and ECM product line.

"Twenty years ago, experts talked a lot about how our society was going to transition from the Industrial Age to the Information Age," said Nien-Ling Wacker, founder and CEO of Laserfiche, during her opening keynote address. "Now that it has happened, nobody seems to talk about it anymore. However, we are living in a paradigm shift.

"In today's business, success is not measured by how well your assembly line works or how big your building is. Today, we measure success by how quickly an organization can digest, process, and act on information. Laserfiche provides agile ECM solutions that help organizations harness the power of their information for controlled, rapid change in today's fast-paced information economy."

Throughout the event, Laserfiche highlighted users who started with ECM software in a single department and have expanded its use to multiple areas of their businesses. One of these customers is the NFL's **Houston Texans**, which began with a Laserfiche system for processing invoices. The software is now being used to manage documents like players' medical records and scouting information for the NFL draft. "Both the business and football sides of our organization are taking advantage of Laserfiche's ECM capabilities," said John Sifri, the Texans' IT manager, who participated in a CIO keynoted panel at the conference.

Ramsey County, MN, (the seat of which is St. Paul), was also spotlighted. With departmental ECM

implementations from another vendor already in place, Ramsey had the foresight to realize it wanted its next-generation system to scale across its organization. Ramsey County now has an ECM-focused team that has overseen the rollout of Laserfiche software, starting in the summer of 2010, across multiple departments and applications. These include human resources, human services, budgeting and accounting, elections, and boards and committees. Ramsey County currently has more than 1,000 Laserfiche users and five repositories, with plans for more.

TD Financial Services in Canada also received kudos for ramping up from 70 to 600 users. "Historically, ECM technology has been rationed," Wacker stated in her keynote. "Organizations have had different classifications like 'non-users,' 'Web users,' and 'full users.' With computing power so inexpensive in today's market, there is really no reason to ration anymore. It's time that everyone has the tools they need to access and process information in a more timely manner.

"One of my favorite quotes comes from one of our users in **Gaston County** [North Carolina]. They said, 'In five years time, I expect Laserfiche use to be as widespread as e-mail use.'"

Achieving success across departments

As Laserfiche pushes for the democratization of ECM and its rollout across multiple departments, it also stresses its message of "Agile ECM" —that is the ability to configure and customize its software on the departmental level. "Many organizations are currently facing what I like to call the IT Wars," said Kimberly Samuelson, director of government marketing for Laserfiche. "This involves IT trying to centralize software administration and management, and line of business managers fighting it because they fear they are losing control and flexibility."

Samuelson hosted this year's ACE (analysts, consultants, and experts) session at the conference. Representatives from organizations like **Gartner, IDC,** and *The Economist*, attended, along with some major end users. These included former Laserfiche director of ECM strategy Andy Wang. He was there in his new role as senior manager, technology product management, at **TD Ameritrade Institutional.**

During the aforementioned CIO panel discussion, Russell Kaurlo, deputy CIO and executive director for IT at the **University of Southern California**, explained why Laserfiche's Agile ECM configuration is so important to his organization. "For us it's important to have central administration and governance of documents," he said. "But, we also have a federated model, and it's equally important to let departments do what they need to do. As you can imagine, faculty members can be very independent minded. We have to give them the ability, within their departments, to leverage the various capabilities of Laserfiche to improve their individual efficiencies."

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

Areas we cover include:

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2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
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Vol. 22, No. 3



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

RMG Enterprises, Inc.
4003 Wood Street
Erie, PA 16509
PH (814) 218-6017
<http://www.documentimagingreport.com>

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Part of being successful within multiple departments seems to be the ability to integrate ECM technology with multiple line-of-business applications. "I look at 2012 as a year of transformation regarding ECM technology," said Samuelson during the ACE session. "Over the past couple years, there has been a lot of ECM research being done by organizations. This year, we are going to see more adoption as they really look to transform their businesses.

"That can only be done by integrating ECM with their entire stacks of technologies, which will enable them to deliver information in the ways they need to. This spans not only multiple lines of business, but also multiple platforms, like mobile computers. The term 'enterprise' can be fairly unique to each organization."

One of the more interesting points to come out of the ACE discussions is that for ECM integration to be truly successful on an enterprise-level, it needs to be a two-way street. This means that not only is it important for ECM applications to leverage data from line-of-business systems, it is equally important for LOB applications to leverage information from ECM systems. The general opinion is that LOB software vendors are starting to realize this and increase their engagements with ECM vendors—which could potentially drive some of the transformative adoption that Samuelson predicted.

Laserfiche enjoys strong 2011

So, how is Laserfiche doing in this evolving ECM marketplace? The answer seems to be very well, which senior VP of sales and marketing Chris Wacker confirmed, telling us the company enjoyed 20% growth in 2011 after a very strong fourth quarter. This follows on the heels of 14% growth in 2010.

The 2012 conference also had a 20% rise in attendance over 2011. 2012 marked the first year the conference was held in Anaheim, after several years at the LAX Hilton, a facility which Laserfiche apparently outgrew. There was also talk that the conference had already outgrown the new location at the Anaheim Marriott.

One of the benefits of the new location was its proximity to Disneyland, which features a House of Blues where a Duran Duran cover band entertained guests one night. Why does a wanna' be '80s pop band merit mention in *DIR*? Well, if you didn't make

the connection, Rio, which is the brand name of Laserfiche's enterprise-class ECM software, was also one of Duran Duran's biggest hits.

Speaking of Rio, Laserfiche reported that it sold 137 new Rio systems in 2011. It also released Rio 8.3 last year. According to Michael Allen, Laserfiche's software architect, the new version features an almost completely rewritten workflow engine, as well as an improved interface for Web-based

administration and management. There is also a new interface for setting up integration with databases (one which does not require programming), and a new iPhone interface.

"Eventually, we'd like to entirely replace our thick-client management console with a Web-based version," said Allen. "We are also working on an iPad interface [which was previewed at the conference]. We are

working to consolidate management of multiple Laserfiche servers into a single interface and to improve our collaboration capabilities.

"We are also going to release a new Web-based Laserfiche forms product and simplify our workflow interface, so it doesn't require programming to create a simple worklist. Finally, with our SDK we are moving toward enabling developers to consume Web-based services vs. having to write binary code for application integration."

A look ahead

Overall, 2011 was a strong year for Laserfiche, and its product, channel, and infrastructure seem to be in place to produce another strong year in 2012. Laserfiche continues to do well on the lower end of the market and in state and local government, where it has always done well. And its development and launch of Rio a couple years ago has enabled it to adapt in an evolving market, where ECM is increasingly becoming a piece of the infrastructure, instead of a specialized application.

There are certainly challenges ahead, like the danger of ECM commoditization for example, but Laserfiche's ability to address such a broad swath of the market puts it in a somewhat unique position. Last year, Laserfiche was planning on entering Geoffrey's Moore's proverbial "tornado" [see *DIR* 2/4/11], and it sounds like toward the end of the year



John Sifri of the Houston Texans and Russell Kaurlo of the University of Southern California discussed putting the "E" in ECM as part of a CIO panel at the recent Laserfiche Empower 2012 conference. Kimberly Samuelson of Laserfiche moderated.

the winds started to pick up. Next to **Microsoft**, Laserfiche may be the ECM vendor best positioned to capitalize on the mainstream adoption of ECM, which the coming of the Information Age should bring.

For more information:

<http://www.documentimagingreport.com/index.php?id=2259>

NOTES FROM CONFERENCE FLOOR

Epson Ramps Up VAR Channel Focus

Like most ISVs, **Laserfiche** had several partners exhibiting their wares to its customers and channel at last week's Empower 2012 conference. There were partners offering scanning services, cloud integration, analytics, physical records management, e-forms, and, of course, scanners. The usual scanning suspects were there: **Canon, Fujitsu, Kodak, Panasonic, Plustek**, and **HP**. However, somewhat surprising was that the Premier sponsor of the event—the one with top billing—was **Epson**.

Epson is a relative newcomer to the document imaging market, entering it in late 2008 [see *DIR* 4/17/09]. It specializes in workgroup models and differentiates itself with an LED light source on its sheet-fed only models and low price points. The 25 ppm/50 ipm WorkForce Pro GT-S50 lists for \$400, while the 40/80 GT-S80 lists for \$900, but is currently available from Epson for \$750.

According to Mark Pickard, Epson's product manager for document scanners, the vendor has enjoyed success through its retail channels with these models and is currently ramping up its VAR channel. "Thanks to our relationships in the printer market, we are the only sheetfed document scanner vendor represented at all three of the leading office super stores—**Office Depot, OfficeMax, and Staples**," said Pickard. "As a result, we dominate that market.

"However, we don't expect that retail space to grow as fast as we want to grow. That means we have to expand in the professional segment where we are not as strong. Last fall, we made a decision that we wanted to swing our elbows and try and get a bigger share in this area."

At the Laserfiche event, Epson's business development manager for imaging, Bill Gates, (the former Kodak and Fujitsu sales executive) was introduced and spoke a few words as part of the opening keynote. "I went to a bunch of document imaging events last year and Laserfiche's was the largest and most well organized," said Pickard. "So, I identified this as a great opportunity to get the word out about our products.

"It's very common at events like this for end users to say they weren't aware that we are in the document imaging business. Part of my marketing job is to fix that. Last year at the Laserfiche event, we had a regular tabletop display, and we were happy with the traffic. However, this year we stepped it up a level, and I can't even describe to you the difference in terms of increased response."

Pickard said that Epson's U.S. headquarters' proximity to Laserfiche's home office in Long Beach has facilitated their partnership. "We are certainly interested in developing our relationship with Laserfiche, but that relationship is also indicative of how we view the role of ISVs in helping us promote what we offer," he said. "We recognize that ISVs have some level of influence on the resellers that represent their software, and that it's important that we demonstrate alliances with these ISVs."

Pickard said that to date, Epson's best selling sheetfed-only model has been the GT-S50. "In many cases, we are better able than our competitors to match the performance of our scanners with the needs of the users," said Pickard. "For example, I was recently visiting my doctor's office and noticed it had a \$1,000 scanner that was being used to capture I.D. cards. They probably didn't know we offer a \$300-\$400 scanner that could have solved their needs just fine.

"We also think it's important that our scanners include TWAIN and ISIS drivers, which enable compatibility with third-party software."

For resellers, Epson has launched its ImageWay partner program. "We offer discounts for resellers when they buy through our distributors," said Pickard. "These include many of the broadline distributors like **Tech Data, Ingram Micro, SYNEX, and B&H**."

Pickard concluded by saying he thinks it's safe to say that Epson is the fastest growing vendor in the document scanner market. "This January represented our highest sales month ever for document scanners," he said.

For more information:

<http://www.epson.com/cgi-bin/Store/jsp/documentScanners.do>;

<https://imageway.goepson.com/img>

Plustek introduces new network technology

Plustek was promoting a new network scanning device and software at the Laserfiche event. Mark Druziak, Plustek USA's director of marketing and business development, showed us the new SmartOffice PN2040 model, which was announced earlier this year. It has an ADF, as well as an A4

flatbed, and is rated at 20 ppm/40 ipm.

The scanner can be run through a USB cable hooked directly to a PC, or it can be plugged into a network and driven by multiple PCs. "What's unique about the scanner will be the software packages we are offering with it," Druziak told *DIR*. "Basically, there are going to be three versions.

"The most basic package will involve loading software on, and managing the scanner individually from, each device a user wants to drive the scanner. The next level will involve a server component that can be used to centrally control and manage the settings of the individual PCs being used with the scanner. This central management piece can be used to configure and change scanning profiles."

Druziak said that the most basic software configuration will ship with the scanner when it becomes available in North America—scheduled for the late February/early March timeframe. The scanner will be listed in the \$600 price range. The server software component is expected to be available shortly thereafter for a small upgrade fee.

Plustek is also working on a third version of its software that is especially compelling. "It will be an LDAP or Active Directory configuration that is set up so when a user logs in to a computer anywhere on the network, their personalized scanning settings will automatically be downloaded to them," said Druziak. "We think this is a pretty unique proposition for a \$600 scanning device."

Druziak estimated that the LDAP/Active Directory software will be available six to eight months down the road. "Initially, at least, we plan to include in the cost of the product remote support for set up of the more advanced software configurations," he added. "We are planning a family of network scanners that can utilize our administration software."

Druziak concluded that Plustek's partnership with value-added distributor **NewWave Technologies** paid some strong dividends in 2011. "We were very happy with the relationship and additional sales it brought," he said.

For more information:

<http://plustek.com/usa/products/smart-office-series/>;
<http://www.newwavetech.com/vsplustek.asp>

LincWare shows mobile e-forms app

One of drivers behind **Harvey Spencer Associates'** Dave Wood's recent projection of explosive growth in the mobile document capture space, is capture's potential to be integrated with a number of mobile-driven applications and

technologies. E-forms are one of those technologies and at the Laserfiche conference we sat in on a session entitled "Mobile eForms in the Enterprise."

The presenter was Darren Mathis, the CEO of Laserfiche e-forms partner **LincWare**. We're not sure how Laserfiche's own e-forms initiative, which was announced at the conference, will affect this partnership, but LincWare certainly has a full-featured e-forms product—into which it has introduced a mobile client. [*Coincidentally, we had a discussion at the recent **Digitech** conference with **frevvo**, another e-forms vendor that has had success working with mid-market ECM partners. It seems e-forms is becoming a must-have technology in this market.*]

Currently, LincWare's mobile technology is available only for the iPad. "We haven't had any demand for forms on smaller devices like smart phones," said Mathis. "And we really haven't seen adoption of Android tablets for enterprise applications. We've seen a lot more use of the iPad."

With LincDoc Mobile, forms can be downloaded to an iPad, saved and completed offline, and then uploaded/synched with the LincDoc server software when an Internet connection is made. Mobile forms can be pre-populated through data associated with the mobile device and/or from data connected to the LincDoc server. There are multiple digital signature options available—including using a finger or a stylus to write a name on the mobile device touchscreen.

"In a home healthcare application, for example," said Mathis, "when a visiting nurse enters a digital signature, we can attach GPS information to ensure they are really at the location where they say they are."

For more information:

<http://website.lincware.com/mobilebusinessforms/>;
http://www.frevvo.com/frevvo/web/static/partners/overview_alliances

ECM-Focused SharePoint Integrators Report Growth

As the 1,600 end users and resellers attending **Laserfiche's** recent conference attest to, utilizing SharePoint for ECM is not for everyone. However, for a couple of enterprising resellers, it has certainly proven to be a solid growth strategy. *DIR* recently caught up with the principals from **DocPoint Solutions** and **Hershey Technologies**, each of which has enjoyed success on a regional level and is now trying to take its SharePoint expertise national.

DocPoint, a subsidiary of D.C.-area document imaging services specialist **Quality Associates, Inc. (QAI)**, has been featured in *DIR* several times since it was launched in 2008. According to Scott Swidersky, president of DocPoint (and director of the Information Systems Division at QAI), DocPoint has enjoyed three successive years of triple-digit growth. "For 2012, we are expecting at least 80% growth, which should push us over the \$10 million mark in annual sales," he told *DIR*.

While Hershey's growth hasn't been quite as dramatic, CEO and founder Neil Fischer cites a SharePoint focus as enabling his company to remain growing and profitable in a changing market. "We saw about 20% growth last year," he told *DIR*. "We're at about 22 people now, up from 16 in 2010."

Fischer noted that Hershey achieved its growth despite continuing declines in hardware revenue. Hershey has also had to deal with a changing focus at two of its major ISV partners—**EMC**, whose ApplicationXtender product Hershey has now dropped, and **Cardiff Software**, an organization that has been sold three times and was most recently part of **HP's** acquisition of **Autonomy**.

While Hershey continues to resell third-party capture software, on the repository front it has trained its sole focus on providing SharePoint-centric solutions. "If we are doing anything related to advising a customer on a repository, we tell them to go with SharePoint," said Fischer. "The SharePoint 2010 platform is significantly different than its predecessors."

"**Microsoft** did a good job of fixing a lot of things in SharePoint 2010. 2010 is really the fourth generation of the product. We wouldn't have done any ECM on prior versions, and many customers wouldn't either."

Swidersky concurs with this view. "SharePoint 2003 and 2007 were not mature ECM platforms," he said. "Microsoft positioned them mainly for collaboration. With 2010, and some of the strong third-party software products that have been built around it, an argument can be made that SharePoint is the most versatile ECM platform available."

Swidersky feels that user adoption of ECM on SharePoint 2010 is finally catching up to some of the hype. "When SharePoint 2010 was first launched, there was a lot of talk about its potential as an ECM platform," he said. "But, for awhile, it felt like end users were still deciphering what they wanted out of ECM and how they should move forward. A lot of organizations put off their decisions until they could

get a better understanding of what SharePoint could really do. Now, many of the customers we work with have standardized on SharePoint for all their ECM needs."

In fact, Swidersky said that 60% of DocPoint's revenue in 2011 came from existing customers. "Some of our customers have started out quite small and grown to be very large," he said. "If we have a departmental win, there is a good possibility it will turn into an enterprise implementation."



Scott Swidersky,
president, *DocPoint*
Solutions

Swidersky noted that Microsoft has done a great job marketing SharePoint to the government sector where DocPoint's parent, QAI, has always done a majority of its business. "There are a number of Microsoft representatives in the federal space that we have worked with on deals," he said. "DocPoint's customers include the **Department of State**, the **Department of Education**, and the **Army National**

Guard. We've also seen a lot of SharePoint adoption at the state level—and local governments typically piggyback off the states," he said.

We asked Swidersky if SharePoint's lack of DoD15.2 certification has been an obstacle in the government market. "We've found that the records management capabilities within SharePoint 2010 are quite extensive," he said. "I'm not sure how many systems really get deployed with true 5015.2 compliance. I think it's a very narrow group of people that even understand the requirements."

"While it's certainly a point of interest in some SharePoint deployments, 5015.2-certification has not matured to become a firm requirement with many customers. That said, we do work in environments with major regulatory requirements, and if 5015.2 does need to be satisfied, we plan to be able to offer it through integration with the **GimmelSoft** product line."

Hershey has also deployed SharePoint repositories for customers in some major regulation-driven markets like utilities and government. "We are not seeing the 5015.2 requirements come up at all," said Fischer.

Fischer said that ease-of-use is Hershey's primary user requirement when it comes to records management. "Customers basically want to deploy the technology without their users knowing what's going on," he said. "They don't want to burden

users with following detailed retention, meta data, and indexing policies. By embedding business intelligence and Web parts that are available for SharePoint 2010, we can make the whole RM process operate seamlessly under the surface.”

Swidersky added that normalization of records management policies across an organization has been a driving factor in many of DocPoint’s SharePoint implementations. “Our customers are looking for ways to create standard classification rules and normalize their taxonomies across their organizations,” he said.

And while earlier versions of SharePoint were marketed primarily as a departmental tool, Swidersky noted that SharePoint 2010 has no issues with scalability. “In some cases, our customers have repositories with 10 million documents or more,” he said. “We go into sites that have Livelink, FileNet, and Documentum repositories, and sometimes they want to convert everything to SharePoint.

“There are a lot of maintenance agreements and contracts that are being re-evaluated. A lot of organizations are making decisions on whether they should try and salvage their exiting platforms and go with SharePoint for new applications, or just move everything over to SharePoint. We’re comfortable with either decision.”

As a former ApplicationXtender reseller, Hershey has designed a tool specifically to help AX users transition to SharePoint 2010. “From what we understand, there are more than 5,000 installations of AX out there,” said Fischer. “And while EMC is still marketing the AX software, we’ve seen a lot of features in areas like workflow and records management being omitted or sunsetted. We didn’t think EMC was doing a great job with support either.”

Building out an ECM solution

In addition to acting as a reseller, Hershey has done some of its own software development over the years, including its XenDocs Web-based document management system that has been sunsetted in favor of SharePoint [see *DIR* 7/8/11]. Hershey recently came out with a new XenDocs-branded product—this one is a Web part that embeds ECM-related search functionality within SharePoint. “It’s really designed as an alternative to the search technology offered by **KnowledgeLake**, without all the overhead of the KnowledgeLake product,” said Fischer. “If a user’s SharePoint application is driven by imaging, then a KnowledgeLake solution can be a great value. [Hershey is a KnowledgeLake reseller.]

“But if a customer already has their own image capture solution, and/or maybe images are not their main content driver—they might have electronic feeds or PDFs they are processing, then they might not need all the overhead of KnowledgeLake’s software. Our search component is less expensive and can be paired with an inexpensive Vizeit image viewing solution.”

DocPoint also fleshes out its SharePoint ECM solutions with a variety of software offerings. “We’ve established an ecosystem of partners so we can deal with features like document capture, workflow, and some additional enterprise-class administration,” said Swidersky. “Our partnerships have definitely been one of the keys to our success.”

Of course, professional services is the sauce that ties everything together. “We are focused on ECM for SharePoint, and while there has been a lot of talk on that topic in the market, there really are only a few shops that can go in and do the kind of work we do,” said Swidersky. “You need to understand the needs of high-volume ECM users and be able to architect SharePoint systems to meet those needs.”

“There are a lot of organizations that focus on SharePoint, but they don’t do what we do,” added Fischer. “We focus on ECM, workflow, and records management. That’s our specialty and our value-add. We have diversified a little bit so that we can address needs like content migration from prior versions of SharePoint, but if a customer wants to build a public-facing Internet site using SharePoint—that’s not what we do.

“We realize that by focusing on SharePoint, we’ve had to give up some areas that may have produced revenue for us in the past. Take training, for example. Many organizations train internally on SharePoint—that’s not the case with traditional ECM applications. And, there are many SharePoint-focused organizations that offer training at a lower cost than we can—although we may have to provide mentoring on the ECM-specific details.”

Establishing a wider footprint

Both DocPoint and Hershey recognize that the market for SharePoint-based ECM solutions is still vastly untapped, and they are now seeking to expand their footprints beyond their regional roots. “We think we are on our way to establishing a national footprint, both through our own sales efforts and potential partnerships with imaging service providers like QAI, whose customers are requesting SharePoint services.”

“To date, we have focused on our backyard [Southern California area], and we have developed

some great use cases,” said Fischer. “We’ve gained experience and figured out what works and what we can improve on. We are now trying to get our messaging out to customers in other regions, as well as integrators and resellers that want to team with us.

“In addition to our SharePoint services, we have Web parts available that can help integrators enhance their solutions. Also, because ECM is still very much a niche in the overall SharePoint space, we find ourselves being engaged by larger SharePoint service providers that don’t have our ECM skill set.”

For more information: <http://www.hersheytech.com/>;
<http://www.docpointsolutions.com/>

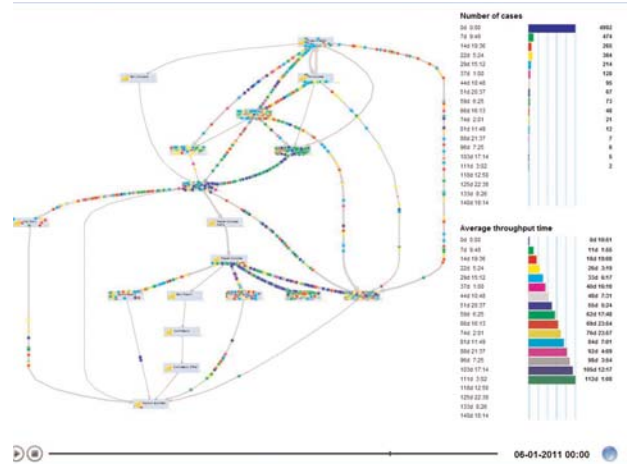
PERCEPTIVE REFLECT, FROM PAGE 1

moved along the lines connecting the shapes.

The length of time it took a student application to get through a step was taken into account. If dots started bunching up at one spot, you could determine there was a bottleneck there.

There are multiple filtering options, such as the geographical region an application came from. Users can also filter by their most common, as well as least common, processes. “The latter filter enables users to get a read on their exceptions, which can be helpful in compliance applications,” said Cates.

According to Cates, Reflect was originally developed by some of the pioneers in the field of process mining. “Process mining was invented in the



In Perceptive’s new Reflect process mining software, each dot represents a case, such as an application for student admission, and each rectangle represents a step in a process. This animated representation shows the steps that various types of cases take and tracks the time it takes them to be completed.

Netherlands and some of the engineers at Pallas Athena studied under the inventors of the technology,” he said. “Historically, Pallas Athena had the most success selling Reflect to internal auditors in the financial market, as well as as a complement to its BPM technology.

“It’s a great visual tool for convincing stakeholders there might be problems with business processes. Our goal is to get as many people as possible using our process mining tools, to help them understand how their processes work. Once they have that understanding, they can more effectively utilize our BPM and workflow tools.”

For more information:
<http://tinyurl.com/PerceptiveReflect>
<http://tinyurl.com/ReflectPDF>

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