

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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March 17, 2006

## THIS JUST IN!

### **AIIM ON DEMAND EVENT TAKING SHAPE**

The annual **AIIM On Demand Conference and Expo** is just two months away, scheduled to run May 16-18 at the Pennsylvania Convention Center in Philadelphia. This will be the show's second consecutive year at this venue. Last year, it attracted some 21,000 registered attendees, a drop off of 10% from the previous year's show at the Javits Center in New York, but generally met with favorable reviews.

This year, **Questex Media Group**, which bought the event from Advanstar almost a year ago [see *DIR* 5/6/05], has ramped up its marketing efforts. *DIR* spoke with Christina Condos, the former PC Expo manager who is now Questex' group director for technology events. Condos took over management of AIIM On Demand from Brian Randall who resigned about two months prior to last year's show. AIIM On Demand represents the largest show managed by Questex.

"I always like to make conservative projections," Condos told *DIR*. "However, I'd say we're expecting at least as much attendance as last year and maybe more. We've turned up the volume on our marketing efforts. Also, because this is our second year in Philly, we have a better alumni list to work with. We started registering people earlier, and we are tracking ahead of last year."

When we spoke two weeks ago, Condos said 303 exhibitors had signed up. Last year's reported total was 350. "I figure we will get at least 50 more and end up with 350-375," she said. "One new exhibitor will be **Microsoft**, which is a Platinum sponsor. Microsoft will have a partner pavilion and also contribute to the conference and general session."

### **Conference Adds New Tracks**

Tom Bliss, who is Questex' group conference

**CONTINUED ON PAGE 8**

## New Scanning Solutions Target SMB

### **Hardware vendors aiming for the general office user**

Is it a fax machine? Is it a scanner? Is it the top of a digital copier that someone has chopped off? We've heard these and any number of similar questions asked about **HP's** Digital Sender. The Digital Sender is a network scanner introduced in the late 1990s. Despite criticism that it is slow, hard-to-use, and expensive, the Digital Sender has always sold well when compared to competitively priced, traditional PC-based document scanners. In fact, in 2005, on the strength of Digital Sender sales, HP ranked number one in U.S. market share in the departmental (\$2,000-\$5,000) scanner segment and tied for the top ranking in that segment in Europe.

It's our opinion that the success of the Digital Sender contributed significantly to a pair of product launches made last week. The first was by **Kodak Document Imaging**, which introduced its Scan Station 100, a direct competitor to the Digital Sender. Like the Digital Sender, the Scan Station is a network-ready device that plugs directly into an Ethernet port. When it hits the streets in mid-May, it will carry a price of approximately \$3,000—in the same ballpark as the Digital Sender. It is also being targeted at the general office user, much like the Digital Sender, which was originally marketed mainly as a fax replacement.

The second announcement was by HP itself, which released a trio of workgroup document scanners. They represent an upgrade to HP's initial dedicated document scanner line, the Scanjet 8200s, which were first announced at AIIM 2003 [see *DIR* 4/25/03]. The new HP scanners are probably more a result of the success of that line than the Digital Sender, but both products undoubtedly have played a role in HP's decision to invest more heavily in the document imaging market.

### **HP Upgrades Hardware, Software**

The new HP products are the sheet-fed-only Scanjet

7800 that lists for \$799, and the flat-bed inclusive Scanjet 8350 and 8390 models, that list for \$1,199 and \$1,499, respectively. They all feature single-pass duplex scanning—a first for HP scanners. One of the drawbacks of the 8200 series was that, to scan in duplex, the devices had to flip documents and re-pass them over the camera. The process is done automatically, but it is slow and cumbersome.

“Our studies have shown that while users might not have a lot of duplex documents to capture, single-pass duplex capabilities are a big advantage,” said David Haining, product manager for HP’s commercial scanner business. “Even if only one out of a hundred documents has information on the back side, you save tremendous amounts of sorting time if you can scan them all in duplex. Automatic blank-page detection can be used to delete the sides you don’t need.”

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**“We think the main market [for the Scan Station] is going to be SMBs that just want to scan to the network or scan-to-email.”**

**— Paul Whittard, Kodak Document Imaging**

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Blank-page detection is one of the many image processing features that HP has included in its new *Smart Document Scan Software (SDSS)*, which is packaged with the new document scanners. *SDSS* is built on an ISIS toolkit—presumably licensed from **Pixel Translations**. It is an out-of-the-box capture application designed for scanning to network folders or e-mail. It also has a scan-to-*SharePoint* option.

“We’ve brought some of the features of ISIS technology to the workgroup level,” Haining told *DIR*. “[*SDSS*] has many of the same features as Pixel’s *QuickScan*, but we really focused on ease-of-use. We’ve also included the ability to pre-configure commands for specific document types and to launch these commands by selecting a number on the touch-panel of the device.”

**Kofax** VRS technology is included with the new scanners and can be turned on or off through *SDSS*. *SDSS* also has image-preview capabilities. Batch separation can be done through bar codes, page-count, or blank-page detection. The bar-code information can be exported as an XML file that can be leveraged downstream by other applications. *SDSS* doesn’t feature any indexing capabilities.

“The pre-configuration feature is designed so administrators can set up profiles for specific types of documents, such as invoices, expense reports, personnel records, etc.,” said Haining. “Configurations can include specific cropping, resolution, and other types of image processing instructions. The configurations also include destinations, such as specific network folders. The configurations can be set up once by

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the admin and distributed to each device.”

For more complex capture and routing requirements, images can be picked up by other applications from network folders. ISIS and TWAIN drivers are also included with the scanners. Haining added that tighter integration between SDSS and a middleware product such as **NSi's AutoStore** is in the works.

NSi already has a partnership with HP for software for Digital Sender applications.

NSi's *OneStep* application for capturing images and indexing information directly into back-end repositories was included with the 8200 series. *OneStep* has since been replaced in the NSi line-up by *Open Scan*, a capture application designed to work with any workgroup scanner [see *DIR* 10/21/05].



*The new HP Scanjet 8350 and 8390 feature single-pass duplex scanning and a very competitive list price.*

The 7800, which will be available in May, is rated at 25 ppm/50 ipm at 200 dpi in bi-tonal. This makes it among the fastest sub-\$1,000 scanners on the market. It slows down slightly in color, but according to Haining, not more than 20%. Like the **Canon DR-2050C**, which carries a similar list price, the 7800 has a straight-path feeder to read ID cards. While this and the inclusion of SDSS would seem to give the 7800 some advantages over segment leader **FCPA's** (Fujitsu Computer Products of America) fi-5110C, the FCPA model includes **Adobe Acrobat Standard**, as well as infra-red double feed detection.

The 8350 and 8390 models are due to hit the streets in April with list prices seriously below competitive models from **Kodak** and **FCPA**. Kodak's i65, which is rated at 30/60, for example, carries a list price of \$2,200, while FCPA's fi-5220C lists for \$1,995. Of course, there is a question of how much traditional document scanner vendors like FCPA, Kodak, and Canon really compete with HP. “Most traditional document scanner vendors are moving downstream into the workgroup space,” commented Haining. “We are moving upstream.” [Evidence of this is the fact that the 7800 represents HP's first-ever sheet-fed only effort. According to Haining more than 50% of devices sold in 2005 in the workgroup segment were sheet-fed only models.]

**Visioneer**, which for years competed heavily with HP in the consumer scanners space, is also moving upstream into the workgroup segment. However, while Visioneer is attempting to establish a more traditional imaging-centric value-added reseller channel, Haining didn't give us the impression HP has firm plans to take a similar route. “Currently we have an influencer program for VARs that don't want to deal with hardware inventory,” he said. “We offer a \$50-75 fee for recommending our hardware. Of course, we are always re-evaluating our channel strategies—especially as we move deeper into a new market like workgroup scanners.”

Despite its non-traditional channel approach, HP managed to rank second in the workgroup segment in 2005, according to Haining. Much of this success can be attributed to HP's brand name, which is very strong among the general office equipment users HP is targeting. Indicative of this is a story an HP product manager told us in 2003 when the company launched the 8200 series. “We found ourselves unwittingly pulled into the document imaging space when people began asking Pixel Translations for drivers for our Scanjet 7400 series,” she said.

Despite these unassuming roots, HP has enjoyed strong growth in a segment that has grown by at least 80% annually in terms of units sold for the past four years. “Some of that growth can be attributed directly to HP upgrading some lower-end models, so that they are now included in that category,” commented Haining. “But, we've also seen tremendous growth in unit sales on top of that.”

We concluded by asking Haining if HP has considered leveraging its large channel of printer VARs to sell document scanners. “Working with HP does give VARs the advantage of being able to offer MFPs, workgroup scanners, and even a networked attached scanner—all from the same vendor,” he said. “That said, the market for network scanners has traditionally differed from that for workgroup scanners. It's a different use model. Networked scanners are designed more for workgroups or departments that want to share a device they might place in an aisleway.”

### **A Net New Market For Kodak**

This, in a very roundabout way, brings us back to the Kodak Scan Station 100. Kodak is indeed hoping that network scanning represents an entrée into a brand new market—one that does not cannibalize its current document scanner sales. Remember, it was just a little more than a year ago that Kodak announced a new departmental line—the i100 series [see *DIR* 1/21/05].

“The Scan Station is definitely aimed at a different



segment of the market than our traditional document scanners,” said Paul Whittard, Kodak’s worldwide business portfolio manager for distributed products. “While it might appeal to traditional document imaging customers that want a straightforward way of scanning images into their ECM systems from branches and depots, we think the main

market is going to be SMBs that just want to scan to the network or scan to email. We are seeing a lot of workgroup scanners currently going into these types of environments

where the users are not working with any document management system. Because of its simplicity and price, this is the kind of device that will appeal to them.

“[With the Scan Station] there is no messing around with a PC and the intricacies of various operating systems. We worked with our digital camera people to create a GUI that is very intuitive. We’ve even included an image preview feature on the control panel, so you can tell if your scan was successful. The biggest market for the Scan Station will be the general office user. To address that market, we are going to have to engage new channels, including more broadline distributors and networking-centric VARs.”

So, just how big is the market for network scanners? Well, let’s start with HP Digital Sender sales. According to **InfoTrends**, departmental sales made up almost one-fifth of total document scanner revenue in 2005. Based on a total market size of a little less than \$750 million, this represents approximately a \$150 million segment. If we give HP, as the segment leader, credit for 25%, that means the Digital Sender generated \$37.5 million in 2005 revenue. *[For what it’s worth, departmental segment revenue grew 18% in 2005, after growing only 3% in 2004. This probably had a lot to do with HP releasing an upgraded Digital Sender in late 2004. In addition, in 2004 and 2005, FCPA, Canon, Kodak, and **Böwe Bell & Howell** all introduced new departmental models—and new models typically drive segment growth.]*

In addition to competing with the Digital Sender, the Scan Station could also compete with digital



*The Scan Station 100 represents Kodak's entree into the network scanning market.*

copiers. Whittard noted there are a couple advantages of doing scanning from a dedicated device vs. through an MFP. “First of all, scanning through a dedicated device enables you to print your images [or make copies] on any number of networked printers—depending on the characteristics of the document, or to better manage workload distribution,” said Whittard. “Also, there is no chance the device is going to be tied up by someone doing a print or copying job.”

Yes, indeed, what is the advantage of having your printer and scanner connected in the same device? Isn’t this just a throwback to the days of analog copiers? If Kodak can get the market thinking about things like this, the Scan Station could become a huge hit. After all, we’ve estimated there are approximately a million departmental-level digital copiers sold every year. This compares to around 40,000 departmental scanners. You can see where the real money lies.

So, how is Kodak going to go about convincing users that the Scan Station is superior to current network scanning options? “We’ve taken everything we know about image quality and good document feeding and incorporated it into the Scan Station,” said Whittard. “The Scan Station is easier to use and produces more consistent quality images than any networked scanning device on the market.”

The Scan Station’s feeder and camera technology are similar to that on the company’s i40 workgroup model. This means the Scan Station is rated at 25/50 at 200 dpi in color, bi-tonal, or grayscale. The Scan Station also includes the card scanning technology Kodak introduced into the i40 this past fall [see *DIR* 10/7/05]. Kodak’s PerfectPage technology is embedded to improve image quality, and **I.R.I.S.** software is used to output searchable PDFs. “We wanted to use proven technology that was consistent with the rest of our Kodak products,” Whittard told *DIR*.

In addition, the Scan Station features a 4” x 5” color touch-panel that can be rotated so the machine can be oriented vertically or horizontally. The Scan Station’s software application has pre-configurable controls for scanning to e-mail, a network folder, a printer, and a USB thumbdrive. A default set of capture commands and destinations can be programmed into the device. They can either be locked down or left open to reconfigure on the fly. Different pre-programmed configurations and destinations can be entered into the device by plugging in USB drives that can be configured at a desktop. Items such as personal address books can be included on the USB drive and a PIN number can be used to protect it.

Currently, there is no networked-based administration for the Scan Station, although Whittard said that is high on Kodak's priority list. "One of the first things we want to do is give users the ability to update certain settings through their networks," he said. "In future releases, we'd like to make available some sort of toolkit that will enable ISVs to hook into the software and load their own screens."

**For years, we couldn't figure out how revenue from document imaging hardware sales could grow 27% like they did in 2005, but imaging software sales could only grow 10-15%. Well, we think we have found the answer.**

Kodak is also in conversations with NSi about developing a middleware application for the Scan Station. "As this product matures we may market different versions of it, with different software packages specifically targeting certain verticals," said Whittard.

The Scan Station is due to ship in May and was shown at the recent **FOSE** show in Washington D.C.

### **Hardware Vendors Getting Smart**

In addition to being a reflection of the success of the Digital Sender, HP's and Kodak's new releases show us something else—document scanning hardware vendors have seen the light. For years, we couldn't figure out how revenue from document imaging hardware sales could grow 27% like it did in 2005, but imaging software sales could only grow 10-15%. Well, it seems we have found the answer. It lies in a quote given to us recently by Laurie Shufeldt, VP of strategic business development for Atlanta-based document imaging software provider **FileVision**.

"We are seeing a lot of SMBs purchasing hardware, without even thinking about the software aspect of an imaging application," Shufeldt told *DIR*. "It used to be, you'd walk in and SMBs might be doing a little bit of document scanning with a \$79 flatbed. Now, they have a thousand-dollar desktop document scanner and are scanning everything to their network. Of course, this just takes their paper problem and moves it online. We are seeing that a lot."

As a software vendor, FileVision's mission is to upgrade these document imaging starter sets to full-

fledged solutions. Hardware vendors, however, have no such charter. Their main goal is to move devices. And they finally seem to be waking up to the fact that, in many cases, SMBs are in the practice of putting the cart before the horse when it comes to document management. So, why not make it easy for them to do this?

No, we are not accusing HP and Kodak of being irresponsible with their latest product releases. Rather, we'd like to give them credit for being both opportunistic and ingenious. The opportunism lies in the fact that they are giving end users what they want—an inexpensive scanning-in-a-box solution. The ingeniousness lies in the fact that, even while Kodak and HP have dumbed-down their interfaces to make their hardware more accessible, they are still looking to leverage middleware connections. These connections provide hooks into more advanced document management and workflow systems that users will eventually realize they need. Those of us with experience in document management realize this is where the payback and user satisfaction comes in. So, even though Kodak and HP are giving end users an easy on-ramp into imaging, they are certainly not leading them to a dead end. As a result, the whole market will benefit.

For more information:

<http://h10010.www1.hp.com/wwpc/us/en/sm/WF02a/15179-64195-215155.html>;

<http://www.kodak.com/go/scanstation>;

<http://www.filevision.net>

## **Dicom Acquires More IDR Technology**

### **Picks up German-based entity that specializes in learn-by-example software**

The **Dicom Group** has increased the scope of its IDR (intelligent document recognition) technology with the recent acquisition of **Learning Computers International** (LCI). LCI is a German software developer that focuses on automatic document classification and data extraction. For the past three years, LCI has been working with Dicom subsidiary **Kofax** on the development of its *Xtrata* technology [see *DIR* 2/20/04].

"LCI fills some voids in our product line in the areas of image-based classification and learn-by-example text extraction," said Anthony Macciola, Dicom's VP of product management. "One of our objectives is to become the dominant player in the IDR market, which involves transforming data from any document into useful information. This brings us closer to that goal."

Dicom paid just over \$6.5 million to acquire 81% of LCI, which gives it 100% ownership. Dicom had acquired 19% of the company three years ago. The acquisition price puts a value on LCI of just more than \$8 million.

LCI will bring eight developers to the Dicom ranks, a number that Macciola said Dicom hopes to expand in the future. LCI's co-managers are both PhDs. Members of the company have been connected with IDR software in the past—most notably with Austrian software developer **Improx**, which was acquired in the late 1990s by output specialist **ISIS Papyrus** [see *DIR* 9/20/02], and with the **SER brainware** product [see *DIR* 6/1/01], that was recently spun off from U.S.-based **SER Solutions**, and is the basis of a new company, **Brainware, Inc.**, (<http://www.brainware.com>), headquartered in Dulles, VA.



*Anthony Macciola, VP of product marketing, Dicom Group.*

As part of Dicom, the LCI team will continue to work out of its German offices and report to Dicom VP of engineering Sameer Samat. LCI reportedly has an install base of approximately 70 customers, all through OEM deals and reseller partnerships. "LCI does not have capture technology of its own, so there is no overlap with Kofax Ascent," noted Macciola.

After originally being launched as a separate product, *Xtrata* has since been made part of the baseline *Ascent* functionality. *Xtrata* was credited with helping Kofax win a large contract with **Portugal Telecom Group** that was announced last fall. The application involves processing some 40,000 customer contracts and legal documents daily. "*Xtrata* was one of the faster ramping add-ons to *Ascent* that we ever had," said Macciola. "We plan to make LCI's technology more pervasive throughout our product line now that we have secured ownership of it."

### **What's Dicom Getting?**

Macciola grouped the LCI acquisition with previous acquisitions of **Mohomine** and **Neurascript**. "With *Neurascript*, we got some powerful technology in the area of rules-based meta data extraction," he said. "We bought *Mohomine* for its powerful text-based classification. With LCI, we get powerful image-based classification and example-based meta data extraction. LCI also has some text-based classification we can potentially

combine in a voting engine with the *Mohomine* technology—much in the same way several OCR/ICR engines are combined to improve accuracy."

For the three aforementioned acquisitions, Dicom has spent somewhere between \$20 and \$30 million. (The reported price for *Mohomine* was \$6.4 million, while *Neurascript* was purchased for "up to \$15.3 million.") There are some, including Reynolds Bish, the head man at Kofax competitor **Captiva**, who think Dicom has not received enough bang for its buck. "I am very familiar with LCI from having considered acquiring *Improx* a number of years back," said Bish. "In light of the *Mohomine* and *Neurascript* acquisitions, LCI's technology would seem to be redundant. It seems Dicom and Kofax are still struggling to get forms, data classification, and extraction correct. They have spent \$20 million on this type of technology and what have they got?"

Of course, Bish brings an interesting perspective to the table. Over the past few years, Bish has gained a reputation as a tough negotiator who helped catapult *Captiva* to a \$250 market cap through a series of crafty acquisitions, combined with solid operations management. In 2002, he practically picked up **ActionPoint** and its \$9 million in the bank for nothing. In 2004, he acquired healthcare claims software specialist *Context, Inc.* from **ADP** for less than 1 1/2 times revenue [see *DIR* 2/6/04], and last year *Captiva* paid approximately two times revenue for French IDR specialist **SWT** [see *DIR* 5/20/05]. Bish then turned around and sold *Captiva* to **EMC** for slightly more than three times its projected revenue for 2005 [see *DIR* 11/4/05].

While Bish comes from an operations background, Kofax was founded by a couple of engineers and has always been more technology-focused. To say Dicom's acquisitions have not been successful, because they have not brought obvious immediate financial gain, would probably be underestimating them. For example, the *Mohomine* and *Neurascript* technology were both key components of the auto-separation module Kofax debuted at AIIM 2005 [see *DIR* 6/3/05]. This feature has reportedly helped Kofax win several large contracts in the financial services market.

We simply do not believe that Dicom would keep paying millions of dollars for technology-centric companies if this strategy was not working for it. Unlike *Captiva*, which prior to being acquired by EMC, did not have a worldwide sales infrastructure in place, Dicom already has a global sales channel. This involves a combination of Kofax resellers and Dicom subsidiaries. So, instead of increasing its revenue by adding markets, Dicom has focused on



increasing the depth of the offering its existing channel can offer. This approach has helped Dicom continue to steadily grow its revenue and profits.

Captiva and Dicom have had tremendous success employing very different strategies. We're not going to say one has been more successful than the other. Now that Captiva is part of EMC, however, it will be interesting to see if its acquisition strategy changes. With the benefit of EMC's worldwide sales and support infrastructure, will Captiva's acquisitions start to look more like Dicom's? As for Dicom, we expect it will continue doing what it's been doing [although it will also be interesting to see what sort of acquisition strategy new CEO Rob Klatell brings on board, and we are looking forward to chatting with him next month at Kofax's Transform reseller event].

Finally, we'd like to say we think Dicom has enough technical chops in place that, when leveraging emerging Web services standards to facilitate software integration, it should be able to produce some interesting and innovative capture software in the near future.

For more information: <http://www.dicomgroup.com>, <http://www.lci-software.com/en>, <http://www.captivasoftware.com/>

## Samsung Forces Dicom's Hand

Talk about a tough first day on the job. New **Dicom** CEO Rob Klatell started work on March 1, the same day the company announced it would be discontinuing the **Samsung** General Agency (SGA) Division, upon which the company was founded back in 1991. In recent years, as the Dicom Group focused more on its Information Capture (IC) Division, it had become clear it needed to divest itself of SGA.

"We had hoped to make a more graceful exit," explained Klatell. "We were hoping to come up with an arrangement blessed by Samsung that would have enabled our employees to retain their positions and our customers to maintain continuity with their distributor. Up until recently, we were considering options such as a management buyout where Dicom would have maintained some sort of equity investment.

"However, towards the end of February, Samsung advised us that none of the alternatives we were discussing were of interest to them. They decided they wanted to name somebody else as their distributor. This really forced our hand, so we put out a release advising everybody that we planned to

exit the business."

SGA accounted for approximately \$67.5 million in revenue in Dicom's fiscal 2005 and \$2.2 million in operating profits. This represented 22% of total revenue, but only 9% of profits. "The SGA business was a very different model from IC," said Klatell. "While it was making money and not tying up assets, its financial performance could confuse analysts when blended in with the rest of the group."

SGA handles distribution of flat panel displays in Dicom's home country of Switzerland. This includes computer monitors as well as television sets. "Once Dicom made the decision it was not going to grow SGA, it made sense to divest of it. The manner in which we had to do it, however, is very difficult for a company that prides itself on the way it deals with employees. This puts 32 employees at risk. We will try to find them other jobs within Dicom, but inevitably, there are going to be a number we can't find positions for."

SGA is scheduled to cease operations at the end of May. Dicom expects to take up to a \$1.7 million charge in the third quarter to cover expenses related to items like leases and severance packages.

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

## Toshiba Merges Solutions & Products Groups

**Toshiba America Business Solutions** (TABS) has combined the teams for its product and solutions groups. This has resulted in the elimination of some positions within the former TABS dedicated solutions group. According to Kay Fernandez, who is now TABS' director of product and solutions marketing, the new infrastructure will help TABS better pursue its goal of delivering integrated hardware and software to its customers.

"Our executive management is dedicated to solutions sales; we truly believe it's the way the whole MFP market is moving," Fernandez told *DIR*. "Formerly, our solutions group was operating as its own silo. These moves are designed to create more synergy between our hardware and software products."

TABS has maintained the core of technical expertise that helped it develop its solutions offerings over the past few years. These offerings include its own-developed capture application, as well as **eCopy's** ShareScan, which TABS began

distributing to its channel last year. TABS also offers forms processing and OCR solutions from **ABBYY**, as well as **Questys** document management software. "Our hardware development group now has more visibility into our solutions strategy," stressed Fernandez. "This enables it to more readily communicate with the engineering team in Japan about the types of hardware features we need to better implement our solutions."

Fernandez added that the solutions sales team has been incorporated into TABS district sales structure. "This should help get our entire sales team better ramped up on selling solutions," she said.

We concluded by asking Fernandez if Toshiba was going to deliver an embedded platform to help ISVs more tightly integrate their offerings with TABS' hardware. "An SDK is in the works in Japan," she said. "eCopy will most likely be the first third-party vendor to integrate with our embedded platform."

For more information:

<http://www.copiers.toshiba.com/index.shtml>

## AIIM ON DEMAND, FROM PAGE 1

director, discussed some of the trends behind the expansion of the AIIM conference from six to eight concurrent educational tracks. "We realize that the enterprise content management (ECM) space is morphing into an information management market where structured and unstructured content meet," Bliss told *DIR*. "While not wanting to alienate our bread-and-butter attendee base, we are trying to develop new content to help us reframe the event around this evolution. So, in addition to sessions on

traditional AIIM topics like information capture, forms processing, storage, and records management, we are covering areas like business intelligence, content collaboration, data and text mining, and search."

We questioned Bliss about the conference's keynote addresses, which when initially announced seemed to us a bit print-, or On Demand, centric. Keynote speakers include **Adobe** CEO Bruce Chizen and former **Xerox** Chief Scientist John Seely Brown. There will also be a panel discussion on "Digital Color On Demand Printing Opportunity." Recently, we noticed that David Girouard, general manager of **Google** Enterprise has been added to the list.

"Adobe, which exhibited on the On Demand side a number of years back, will have a booth only on the AIIM side this year," said Bliss. "Also, the fact that John Seely Brown worked for Xerox is mainly coincidence. He was booked as a technology visionary who can offer insights on general business."

Condos added that last year's registration was almost evenly divided between people who signed up through AIIM channels and those who went through On Demand. She did offer one piece of advice for those looking to book hotels the week of the event. "Questex has registered a lot of rooms through its housing bureau

([http://www.aiimexpo.com/aiimexpo2006/v42/index.cvn?id=10016&p\\_navID=3](http://www.aiimexpo.com/aiimexpo2006/v42/index.cvn?id=10016&p_navID=3))," she said. "We're getting feedback that there aren't any rooms available through (the typical online travel sites.) That's because we've blocked off so many."

<http://www.aiimexpo.com/aiimexpo2006/v42/index.cvn>

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