

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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March 26, 2004

## THIS JUST IN!

### **AIIM/ON DEMAND ATTENDANCE UP ALMOST 8%**

**Show moves to Philadelphia in 2005.**

Kudos to **Advanstar** on a very successful **AIIM/On Demand 2004**. Despite some more nasty weather in New York City, this year's foremost document imaging exhibition drew 27,723 attendees, or almost an 8% increase over the 2003 event. Counting exhibitor representatives and press, the attendance numbers swell to 33,753.

"I have a great feeling that the show has gone through a cycle and emerged on the other side," said Brian Randall, the show organizer and GM of Advanstar's IT Group. "For years, I think we struggled against an enterprise IT sector that did not view the technology of AIIM or On Demand as part of a core strategy. However, it's now evolved to the point where our technology is viewed as necessary plumbing. If you can't control and manage content correctly, it's of no use to you."

2003 marked the first time Advanstar co-located the AIIM document input event with the On Demand document output show. That show was fairly successful but faced several obstacles such as an unexpected snowstorm, the outbreak of SARS, and the start of the war in Iraq. This year, those obstacles were removed (the weather was bad, but not *that* bad—and it was March so it was expected at least), and Advanstar delivered an even stronger event.

Indicative of the difference between this year and last was the conference attendance. Last year, Advanstar reported only 1,294 paid conference attendees. This year that figure rose to 2,134—a 65% increase. "Last year, because of so many travel obstacles, we only had a 75%

**Continued on page 7...**

## High-Volume Scanners Lead AIIM Hardware Parade

**BancTec targets long-time partner IBML with new open-transport, high-volume machine.**

As predicted, **AIIM 2004** was a big show for high-speed scanners. **Kodak**, **IBML**, and **Scan-Optics** each showed high-volume machines that had been previewed here in *DIR*. European manufacturer **InoTec** also introduced a very high-speed (230 ppm) scanner into the North American market. The biggest splash, however, may have been made by Dallas-based document imaging veteran **BancTec**, which raised a few eyebrows with the introduction of its new DocuScan 9000.

The DocuScan 9000 is a 240 ppm (landscape) duplex color scanner with a starting simplex price of \$135,000. BancTec is specifically targeting IBML's successful ImageTrac II series, which has made its mark mainly in complex applications that involve a mixture of document sizes and shapes. Like the ImageTrac II, the DocuScan features in-line recognition capabilities and pockets for sorting. It also features an open transport, which is strikingly similar to the one on the ImageTrac II.

"We had 11 customers who came to us over a year ago and asked us to develop this scanner," said Gene Engelke, product manager for BancTec document scanners. "These customers scan a combined 5.5 million documents per day. Obviously, we've seen the success of the ImageTrac II in high-volume environments. However, based on the feedback we received, there was room for improvement. Our goal was to provide a better price/performance ratio. We believe we hit that mark."

According to Engelke, BancTec focused on reducing the number of exceptions and more effectively handling the exceptions that do occur. He defined "exceptions" as re-scans brought about most often by misfeeds, paper jams, or skewed documents. "We have a lot of experience dealing with exceptions in the high-speed check scanning world," he told *DIR*. "No matter how fast a scanner is running, exceptions are the great equalizer. Whether you're going 150 mph and hit a stop sign or 170 mph and

hit a stop sign, it's the stop sign that kills you. With the DocuScan 9000, our goal was to make error recovery as fast and foolproof as possible."

On the exception elimination front, BancTec has introduced a flatter transport path by eliminating any "elevator" on its auto-feeder. BancTec has also introduced a revolutionary LED lighting source that enabled it to place its top camera four inches above the document being scanned. "We've created a truly open transport," said Engelke. "You can reach your hand right underneath the camera if you need to. The ImageTrac II uses a whale's tail lighting source, which means the top camera has to be very close to the document to get enough light. If you get a jam under the camera caused by a crumpled document, it can be a real mess."

According to BancTec's press materials, the company's tests have shown a 25% reduction in jams over a competitive multi-pocket scanner and a 25% faster recovery time when jams occur.

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**"No matter how fast a scanner is running,  
exceptions are the great equalizer."**

**Gene Engelke, BancTec**

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Engelke compared the LED illumination to the lighting used in traffic lights. "Unlike fluorescent bulbs, LED lights don't require time to warm-up," he said. "Also, they provide a continuous level of lighting which doesn't deteriorate over time. This means they don't have to be recalibrated once a day like fluorescent bulbs. Finally, our lights last for 10,000 hours, although we're only rating them at 5,000. This means they will probably need to be changed once per year."

To further expedite exception handling, BancTec has introduced an exception pocket on the DocuScan 9000. "Before the documents reach the camera, we inspect them for doublefeeds, skews, or other types of errors," said Engelke. "If exceptions are detected, they are output into a pocket while the scanner continues running. Many operators prefer to deal with re-scans in a post-scanning process, so they don't have to stop and re-start their high-speed scanners."

The DocuScan 9000 is scheduled to begin production shipments in July.

### **IBML: DocuScan is not an ImageTrac**

Obviously, IBML was very interested in the DocuScan 9000. We met with BancTec on the first day of the show, and they told us they saw IBML's interest as validation of the threat the DocuScan 9000 posed to the ImageTrac. Things apparently got ugly on the second day, however, when Engelke told *DIR*

## **Document Imaging Report**

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that show security was called to ask IBML personnel to leave the BancTec exhibit area. IBML senior VP of worldwide sales and marketing Robert Sbrissa downplayed the incident as a misunderstanding.

"We're mainly concerned about the perception in the market place and making sure there isn't any confusion," Sbrissa told *DIR*. "We've already had people come over and ask if the DocuScan 9000 is an IBML scanner being resold by BancTec. The answer is absolutely not.

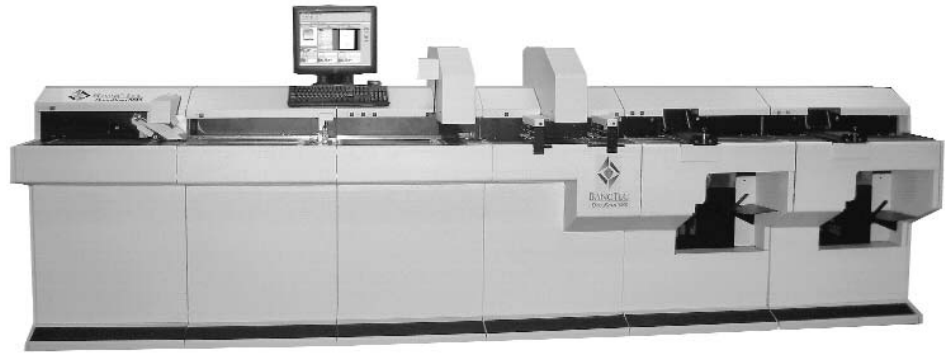
"It is not built on the ImageTrac platform and does not have the same software support as the ImageTrac. The ImageTrac has been on the market for more than 10 years, and been tested and proven in real world applications. The DocuScan is a brand new scanner."

Some of the confusion may lie in the fact that IBML and BancTec have a long history of working together. IBML founder and president Gary Murphy actually sold one of his former companies to BancTec. Following the sale, he worked at BancTec briefly. Especially internationally, BancTec has historically been one of IBML's leading resellers.

However, as IBML's fortunes have risen in recent years, BancTec's have fallen. BancTec peaked at more than \$600 million in annual sales in 1997. After a disappointing year in 1998, in 1999, the then publicly traded BancTec was taken private by an investment firm [see *DIR* 4/16/99]. The company has since been through a couple of reorganizations and its 2002 revenue was reported as \$379 million.

Meanwhile, IBML has consistently reported impressive growth rates that have landed it on several fastest-growing public company lists. According to Engelke, a rift between the two companies occurred last year when IBML named Kodak its worldwide authorized service provider [see *DIR* 7/11/03]. Apparently, this negatively impacted the revenue BancTec was receiving from servicing IBML scanners it had sold internationally. However, judging from the fact that BancTec began development of the DocuScan 9000 prior to the service announcement, tensions had likely been brewing for some time.

We also understand that IBML has several patents



*BancTec's new DocuScan 9000 was the source of some controversy at the recent AIIM show. The duplex color scanner is rated at 240 ppm in a landscape mode. It has been especially designed to reduce the amount of time operators have to spend on exceptions.*

related to the ImageTrac and asked Sbrissa if he felt the DocuScan 9000 was in violation of any of them. "We've haven't had a chance to read them over closely enough to determine anything like that yet," he told us at the show. "We really just want to focus on clearing up any confusion as to the origins of BancTec's scanner."

Yes, the DocuScan 9000 is quite an impressive machine. However, as Sbrissa pointed out, there is more to selling scanners than good mechanics. IBML has spent years developing its channel, support, and software for the ImageTrac. And while BancTec may have once been a major player in the document scanning space, its position has clearly suffered in recent years. Much like Scan-Optics' new SO Series, the DocuScan 9000 could represent a do-or-die proposition.

We think BancTec will have a tough time unseating IBML at any of its current customers, but as the market for high-speed scanning grows with the emergence of the digital mailroom, there may be some opportunity for BancTec, especially if its *eFirst* capture platform can deliver as promised. [We'll have more on *eFirst* next issue.] If so, BancTec has the size, the experience, and the reach to re-emerge as a player in this evolving high-volume capture space.

For more information: **BancTec**, Dallas, TX, PH (972)579-6000. [www.banctec.com](http://www.banctec.com)

## IBML Showcases Two New Scanners Of Its Own

**IBML** has spent the last 10 years building its business in high-volume complex document scanning environments. As competitors have begun to recognize the potential of this space, IBML is by no means relying solely on its reputation to stay

ahead of the pack. At **AIIIM**, IBML actually showed two new scanners—the ImageTrac III and the ImageTrac IV.

*DIR* previewed the III earlier this year. As advertised, it delivers approximately 60% of the throughput of the ImageTrac II at about half the starting price. The ImageTrac III also features a new camera configuration which enables it to deliver color images at up to 300 dpi without slowing down the scanner [see *DIR* 1/9/04].

The ImageTrac IV also incorporates the new cameras, but with an even higher transport speed than the ImageTrac II. The ImageTrac IV is being rated at 290 ppm portrait and 340 ppm landscape at 200 dpi color, bi-tonal, and grayscale. According to Robert Sbrissa, IBML's senior VP of worldwide sales and marketing, the IV will be initially targeted at the check and item processing market where it can be used to scan some 1,000 images per minute.

"With the introduction of Check 21 legislation surrounding digital checks, we think there will be some opportunity for high-speed color check imaging," he told *DIR*. "We don't see any products currently on the market that can fill that niche."

Eventually, Sbrissa indicated that the ImageTrac IV would be the successor to the ImageTrac II. He stressed, however, that IBML will continue to market and support the highly successful II for the foreseeable future. "As the market for the digital mailroom emerges, the demand for processing intermixed documents will continue to increase," Sbrissa told *DIR*. "We will continue to be strong in those types of complex document environments."

The ImageTrac III will begin shipping in the third quarter of this year, with the IV scheduled to start shipping in Q4.

For more information: **IBML**, Birmingham, AL, PH (205) 439-7100.

### **InoTec Honing North American Strategy**

German-based manufacturer **InoTec** also introduced a new high speed scanner at **AIIIM**. InoTec's new 510 is the latest evolution of the company's popular Scamax 5000 series grayscale and bi-tonal scanner. A floor-standing, duplex model, the 510 is rated at 230 ppm. It is based on the 10-year old 5000 platform, which has thousands of installations worldwide. According to the research firm **InfoSource**, InoTec is the number two vendor of high-volume document scanners in Europe behind Kodak.

As part of its new North American distribution

strategy, InoTec has appointed the **Windward Group** of New Orleans as its master VAR. In addition to selling InoTec scanners to end users in the southeast region, Windward will provide distribution, training, parts, and support to InoTec's U.S.-based VAR channel. "We offer resellers the opportunity to sell their own support and maintenance services to end users," said Klaus Atzbach, InoTec's marketing director. "We see that as an additional profit source for them."

Windward was founded in 2002 by managing principal Bob Rathe who had previously run Racom, a large regional imaging service bureau and integration business. Racom was sold to **Lason** in 1998. "Before signing on with InoTec last year, Windward had avoided selling hardware because of the low margins," Rathe told *DIR*. "InoTec offers a great high-volume product, especially for service bureaus who are constantly running and can't afford downtime. We are installing InoTec scanners in our own in-house service bureau."

According to Rathe, InoTec currently has a handful of U.S. resellers signed up with several more in negotiations. "Our goal is to have 15-18 top notch dealers by the end of the year," he said.

Atzbach has been focusing on developing the U.S. market for the past year. He estimated that the company currently has around a dozen U.S. installations but expects the introduction of the 510 and the emergence of the channel to increase those numbers. In addition to the 510, InoTec offers a 100 ppm tabletop model, which can be color enabled. It lists for between \$22,000 and \$37,000 depending on the capabilities included. InoTec is planning to announce an upgrade to its tabletop line later this year.

For more information: **The Windward Group**, Folsom, LA, PH (985) 796-1515, [www.thewindwardgroup.net](http://www.thewindwardgroup.net); **InoTec**, Wölfersheim, Germany, PH +49 (0) 60 36 97 08 - 13, e-mail: [klaus.atzbach@scamax.com](mailto:klaus.atzbach@scamax.com).

### **New SO Series A Hit At AIIIM**

**Scan-Optics** was also at **AIIIM** showcasing its new SO series. As expected the competitively priced, high-volume scanner drew some impressive crowds to the Scan-Optics booth. The company also announced that it had signed **Netcom Systems** to act as a Korean-based reseller of the new scanners.

Yes, after a few years in which lower-volume departmental/workgroup scanners dominated the news at **AIIIM**, high-volume scanners finally made their return to the headlines. The emerging digital mailroom market may have had something to do

with this. And the recent success of IBML has also caused some people to take notice. Although overall, the segment has been flat recently in terms of units sold per year, there is still some opportunity for higher margin, higher volume scanner sales in the right markets. Emerging outsourcing/service bureau and digital mailroom trends could be increasing the number of those opportunities. ■■

## Performance Enhancements Continue In Lower Volume Segments

Just because high-volume scanners grabbed the headlines, doesn't mean vendors ignored the rapidly growing lower-volume segments. **Böwe Bell & Howell, Fujitsu, Panasonic, Visioneer** (under the **Xerox** brand name), and **Canon** each announced lower volume products, ranging from the workgroup to the low-volume production space. Following is a look at what each showed:

### **Bell & Howell Bundles Capio**

Böwe Bell & Howell Scanners introduced its new Sidekick line, which includes a workgroup and a departmental model. The Sidekick is being manufactured for Bell & Howell by Panasonic parent **Matsushita**. It offers CIS scanning in both bi-tonal and color. The Sidekick 1200 is rated at 23ppm/42 ipm at 200 dpi in bi-tonal mode and 10 ppm/18 ipm at 150 dpi in color mode. The 1400 is rated at 43 ppm/76 ipm in bi-tonal and 19 ppm/34 ipm in color.

The Sidekick design and rated speeds are comparable to the Panasonic KV-S202(5-6)C and KV-S204(5-6)C scanners. Based on pre-announced pricing, the Sidekicks will carry a premium over the Panasonic models. However, Bell & Howell is including a USB 2.0 cable, as well as a software bundle with **Kofax**' VRS 3.1 and *Capio* desktop document image management application.

The Sidekick is the first scanner to bundle Kofax' recently introduced *Capio* [see *DIR* 3/5/04]. "We looked at all the available desktop imaging packages and felt *Capio* offered a higher level of document imaging capabilities than you normally get in a desktop application," said Russell Hunt, GM of Böwe Bell & Howell Scanners. "*Capio* really brings production document imaging capabilities to the workgroup environment."

Those capabilities include Kofax's popular VRS image processing technology embedded right in *Capio*. The incorporation of VRS in its scanner line was one of the main reasons that Bell & Howell secured its historic deal with **FedEx** a few years

back [see *DIR* 9/7/01]. Including two flavors of VRS in the Sidekick will help keep Bell & Howell's largest customer happy.

"The FedEx deal included several of our 8000 Series mid-volume production scanners and also several FB Series low-volume production machines," said Hunt. "When we won the contract, there were some sites where FedEx wanted even lower volume scanners, but there weren't any departmental or workgroup models available with VRS. They are now interested in possibly replacing some of the FB scanners with the Sidekick."

The Sidekick is scheduled to begin shipping in June.

In addition to the Sidekick, Bell & Howell also announced some enhancements to its mid-to-high volume Spectrum line, which was introduced at AIIM last year [see *DIR* 4/25/03]. The most intriguing of those is an auto-color detect feature designed to eliminate the need to pre-sort documents to be scanned in color. The feature was co-developed with Kofax and will be available as an upgrade. Pricing has yet to be determined.

For more information: **Böwe Bell & Howell**, Lincolnwood, IL, PH (847) 675-4600; [www.bhscanners.com](http://www.bhscanners.com).

### **Fujitsu Keeps Pressure On In LVP Space**

Fujitsu upped its ante in the low-volume production space with the introduction of the fi-5750C. Curiously, at \$8,995, the 5750 carries the same list price as the fi-4750C, which Fujitsu introduced in 2001. However, with a rated portrait speed of 57/114 ipm, the 5750 offers a 14% throughput improvement. And unlike the 4750, it does not slow down in color. In fact, the 5750 scans at rated speeds at resolutions up to 300 dpi in both color and bi-tonal.

The 5750 also has some interesting graphics potential, as it has a very respectable landscape speed of 30 ppm/60 ipm when scanning at 600 dpi. In addition, it comes with an extra-large 12"x18" flatbed. The 5750 actually has a three camera CCD configuration that utilizes separate cameras for the front and back of document images, as well as for the flatbed. One industry analyst observed that it looks like it could fit nicely on top of a digital copier to create an MFP device.

As far as more traditional document scanning features go, the 5750 features improved double-feed detection over the 4750 and a 200-page ADF that can be adjusted to accommodate a variety of feeding angles. It also has been given an 8,000 page

per day duty cycle.

It's our guess that the introduction of the 5750 will enable Fujitsu to drop the price of the 4750 to the sub-\$8,000 level where it seems the bulk of low-volume production units were sold in 2003. Fujitsu is the long-time market leader in the segment, and in 2003, its top selling low-volume production model was the bi-tonal 4097D, which lists for \$6,995.



*Fujitsu's new fi-5750 features an ADF that can be rotated to accommodate a variety of feeding positions.*

In 2003, Kodak made great strides in the low-volume production space with its color i250 and i260, which carry an upper-end list price of around \$6,800. In recent years, Canon has been the other strong player in this segment with its DR-5020 that has historically listed for around \$7,500—a number which was scheduled to drop following Canon's introduction of two new low-volume production models late last year [see *DIR* 10/10/03].

The 5750 seems to compete nicely with an emerging breed of slightly higher-end mid-volume production machines priced between \$8,500 and \$10,000. These include the Kodak i280, the Canon DR-9080C, and the Panasonic KV-7065C, which also debuted at AIIM.

The 5750 is currently available through Fujitsu channels.

For more information: **Fujitsu Computer Products of America**, San Jose, CA, PH (408) 894-3926.

### **Panasonic Introduces New Design, Features**

The KV-7065C features a brand new camera design, which Panasonic boasts combines the lighting of a CCD system with CIS cameras. "Instead of the LED lamps traditionally used in CIS scanners, we've incorporated fluorescent lighting," explained Charles Vidal, product manager for Panasonic Digital Imaging Solutions. "We think this produces a better quality image than a traditional CIS scanner."

The 7065 also represents Panasonic's first color scanner in the low-volume production segment. It has a rated duplex portrait speed of 60 ppm/100 ipm for 200 dpi color and bi-tonal images. It includes a flatbed and carries a list price of \$8,499—\$500 less

than Fujitsu's comparable offerings and \$2,000 less than a Kodak i280 with a flatbed.

Panasonic has also introduced an auto-color detect capability on the 7065. Unlike the Bell & Howell/Kofax technology, which is a combination firmware/software solution, Panasonic's auto-color detect is a post-scan, software-only feature. Because of this, depending on the speed of the PC processor, it may run slightly slower than the rated speed of the scanner. However, it's still a compelling feature in sub \$10,000 scanner.

The KV-7065C will be shipping to distribution by the end of April.

For more information: **Panasonic Digital Imaging Solutions**, Secaucus, NJ, PH (201) 348-7000.

### **Visioneer Shows Duplex DocuMate Model**

Visioneer showed the first scanner manufactured specifically for its Xerox brand—the DocuMate 252. Last year, Visioneer announced it would be moving more aggressively into the workgroup document imaging space from its roots as a vendor of personal and consumer scanners. To help with this transition, Visioneer licensed the Xerox brand and under that brand launched the DocuMate line [see *DIR* 9/5/03 and 12/5/03].

The DocuMate 252 represents Visioneer's first duplex document scanner. "In 2003, Visioneer owned over 50% of the market for simplex workgroups scanners," said John Capurso, VP, corporate sales, Visioneer. "However, 75% of the total units sold in that segment were duplex."


The DocuMate 252 has a rated speed of 25 ppm/50 ipm in bi-tonal and grayscale at 200 dpi. In early testing, it was delivering 150 dpi color images at speeds of 22 ppm/40 ipm. It is a sheet-fed scanner with a very small footprint designed for the desktop. Visioneer's "one-touch scanning" technology has been incorporated to increase the ease of use. With a list price of \$999, the DocuMate 520 also comes with a very impressive software bundle. This includes VRS 2.1, TWAIN and ISIS drivers, *PaperPort Pro 9 Office*, *OmniPage Pro 12*, and **Pixel Translations' QuickScan Pro 3.0**.

The DocuMate 252 is scheduled to begin shipping in April and will move through Visioneer's regular channels.

For more information: [www.xeroxscanners.com](http://www.xeroxscanners.com)

### **Canon Announces New LVP Scanner**

Finally, Canon announced the DR-7080C, a low-

volume production model that is billed as incorporating "the state-of-the-art scanning engine" developed for the new Canon imageRUNNER C6800 digital copier. The 7080 advertises rated speeds of 70 ppm in color, black-and-white, and grayscale at resolutions up to 200 dpi. It has a list price of \$7,995, which would make it only \$500 more expensive than the bi-tonal only, 60 ppm DR-6080 introduced last fall. We'll have more details on the 7080 as they become available. 

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### **ADVANSTAR, FROM PAGE 1**

verification rate for pre-registered conference attendees," Randall told *DIR*. "We had 100 people from South America, for instance, who couldn't make it. This year, our verification rate was 95% and our conference numbers were more in line with what they had been in years past."

According to Randall, the crossover between the AIIM and On Demand events was much greater than it was last year. "Last year, there were only about 4,000 attendees that crossed-over," said Randall. "This year, the majority did. The synergies between AIIM and On Demand are so strong that moving forward into next year's event in Philadelphia and beyond, I think we're going to stop talking about them as separate events."

#### **Advanstar chooses Philly over S.F.**

Yes, that's right, next year's AIIM/On Demand is scheduled for Tuesday, May 17 through Thursday, May 19 at the **Pennsylvania Convention Center** in Philadelphia. This caught many people off guard as AIIM has not been held in Philadelphia since the early 1970s, and On Demand has never been held outside of New York City.

According to Randall, the final choices for a location came down to Philadelphia and San Francisco. New York's **Javits Convention Center**, which is holding dates for the 2006 and 2007 events, didn't have any 2005 dates that fit into the AIIM/On Demand timeframe. Boston, Washington, D.C. and Chicago were all considered but presented scheduling difficulties. A deal that the AIIM organization had previously set up with San Francisco for 2005 was voided when Advanstar acquired the AIIM show in 2002.

Up until shortly before this year's event, Randall was torn between striking a new deal with San Francisco and choosing Philadelphia. "It came down to Philadelphia's offering better demographics related to our target market," Randall told *DIR*. "In the history of the AIIM show, the largest events have always been on the east coast. In addition, On Demand's history is as an east coast event."

"When you compare the population in a 300-mile radius surrounding San Francisco and Philadelphia, it's an easy choice. New York, Baltimore, Washington, DC, and Boston are all a quick 60-90 minute train ride from Philadelphia."

Randall added that Philadelphia was attractive for a few other reasons as well. "The city brought nine officials to this year's event to meet one-on-one with some of the key exhibitors," he said. "Part of what they discussed was that union labor rates on the show floor in Philadelphia are about half of what they are in New York, which will save our exhibitors a good deal of money. In addition, Advanstar will realize some cost savings that will drop into our marketing fund and help us better brand the event in nearby locations like Washington, Boston, and New York."

Randall said that Advanstar still hopes to put on some sort of educational conference on the west coast in the near future. "We know it needs to be more than a road show, but not a second big event," he said. "We are working with AIIM to make that happen."

Perhaps the only drawback to next year's location will be trying to get to Philadelphia from non-east coast cities. However, **Southwest Airlines** is reportedly set to open up shop there. And we're not sure getting to San Francisco would be any easier.

Advanstar delivered what they promised this year. It would have been nice to have the opportunity to build on the show's growing momentum for another year in New York, but that wasn't going to happen. Next year will definitely be interesting. The extra marketing dollars Randall spoke of will give Advanstar some more resources for promotion, which could be good for the long-term success of the show. If attendance holds steady in 2005, we think 2006-2007 could be especially good years.

For more information: **Advanstar**, Boston, MA, PH (781) 239-7510. 

**Thanks** to everyone who took the time to meet with us at **AIIM 2004**. And we apologize to all of those we missed—especially those with whom we had appointments set up. If we missed you at AIIM and you want to talk, please feel free to call or send me an e-mail at [ralphg@documentimagingreport.com](mailto:ralphg@documentimagingreport.com). As you can see, this issue is primarily filled with stories about scanners. And there were quite a few introduced at AIIM.

Obviously, there was quite a bit more that went on at the show, and we promise the next couple issues will also be filled with exciting AIIM follow-up news.

# Desktop Imaging Wars Heating Up

Desktop document management is about more than scanning. This is the message Robert Weideman of **ScanSoft** wanted to get across when asked to compare his company's popular *PaperPort* application to **Kofax's** new *Capio*. "According to a **Gartner** study, 30% of scanning to the desktop is done to edit scanned documents," Weideman told *DIR*. "This can't be done without OCR—which we offer when you combine *OmniPage* with *PaperPort*."

Weideman, who is ScanSoft's GM and senior VP for productivity applications, went so far as to call *Capio* "*Ricochet 2*," referring to the digital copier capture application Kofax introduced a couple years back. To date, Kofax has had little success with *Ricochet* and Weideman blames it on a lack of understanding of the ad hoc, or what he calls the pervasive, scanning market.

"Kofax does a great job in production scanning," Weideman told *DIR*. "However, you need to put a lot more on the desktop for document capture than a scan station—which is what *Capio* is. Users want desktop document management features like the ability to combine scanned documents with electronic files, the ability to search for their images and electronic documents at the same time, and connectivity to other systems."

According to Weideman, ScanSoft's *PaperPort* sales grew 30% last year. "A year and a half ago we started marketing *PaperPort* as more than a personal

desktop system and as something that could be deployed across a professional office environment," said Weideman. "As businesses start to utilize the scanning functionality in their digital copiers, we are seeing more and more of them choose *PaperPort* as their enterprise-wide desktop platform for managing documents captured with those devices. As a result, we are seeing more and more 500-1,000 seat *PaperPort* installations."

Pharmaceutical giant **Ely Lilly**, for example, is a huge *PaperPort* user. They have installed *PaperPort* and *OmniPage* applications to ingest scanned images from more than 800 digital copiers nationwide. From these images they are creating text searchable PDF documents, some of which are then fed from *PaperPort* into a **Documentum** ECM system through a *PaperPort* Link Agent.

It's probably worth noting that *Capio* is a first-generation product and Kofax is likely to add functionality as customers demand it. Rumors at the recent **AIIM** show about Kofax possibly acquiring a recognition developer might solve the OCR issue.

Kofax VP of worldwide image processing sales Doug Rudolph also pointed out that Kofax has one thing that no other desktop document management player has—VRS. "Most end users scanning to their desktops don't know enough about imaging to bring a document in the right way every time," he told *DIR*. "VRS was designed to make it very simple to create a high quality scanned document."

For more information: **ScanSoft**, Peabody, MA, PH (978) 977-2000. **DIR**

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