

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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March 8, 2013

THIS JUST IN!

KLAKE INTRODUCES MOBILE CAPTURE APP

KnowledgeLake has introduced a mobile app for capturing content into SharePoint. KnowledgeLake Capture for the iPhone and iPad is available for free and can be integrated with KnowledgeLake's Imaging application to automate indexing. KnowledgeLake is an ISV that specializes in SharePoint ECM.

"The app enables users to capture and upload documents into SharePoint from the field," said Matt Buechler, product manager at KnowledgeLake. "This includes mail attachments and pictures. Out of the box, with no other KLake technology, the app will integrate with SharePoint 2010 and pop up the standard indexing fields when a user wants to upload a document.

"If a user has our Imaging software installed with SharePoint 2010, it will enable them to index using cascading look-ups, validations—everything they can do with Imaging on the desktop. This saves them the effort of typing on their phone or tablet for extended periods of time."

KnowledgeLake is working on mobile search and viewing technology as well. "At this point, we view our mobile apps as complementary features," said Buechler. "When customers are looking at our software, mobile capabilities will not be the primary reason for buying. But, as time goes on, and iPhones and iPads continue to replace laptops, mobile capabilities will become more of a sales driver."

KnowledgeLake has plans for an Android app, but is first waiting to see what reception is like for the iOS version.

<https://itunes.apple.com/app/id589533617>

Hyland Acquires AnyDoc for Advanced Capture

You might say **AnyDoc Software** landed where it always belonged. Last week, **Hyland Software** announced it had acquired the Tampa-based document and data capture ISV. The acquisition is the culmination of a partnership that has lasted some 15 years.

"In some respects, we wish this acquisition could have happened earlier," said Bill Priemer, who last month was promoted to president and CEO of Hyland upon the retirement of A.J. Hyland. "The two companies certainly know each other well. We've been allies since 1997-98 and have been referring customers to each other since then. We have a release script from their product to ours and probably have somewhere around 100 joint customers.



*Bill Priemer,
president and CEO,
Hyland Software*

"In recent years, when we've seen other capture vendors getting matched up with core ECM vendors, AnyDoc was always the ISV we wanted. We have the most experience with their product, and our reseller partners have more experience with AnyDoc than any other capture vendor outside of Kofax."

Although both Hyland and AnyDoc have direct sales teams, both have also focused on channel sales over the years. "We know AnyDoc's people and think they are a great fit with Hyland from a cultural standpoint," said Priemer. "Our VP of global sales, Ed McQuiston, started with AnyDoc. Jeff Welan [advanced capture sales specialist for Hyland] ran sales at AnyDoc for a number of years. I think sometimes cultural synergies get overlooked when considering an acquisition. We've done nine acquisitions since 2005, and we've learned to be very mindful of that aspect."

Chuck Jackson, who founded AnyDoc (as Microsystems Technology) in 1989, is moving on to "pursue other opportunities." In 2006, Jackson stepped down from his role as CEO to focus his efforts on R&D

[see *DIR* 9/22/06]. Sam Schrage, who had been president of AnyDoc since 2006, will join Hyland as director of global AnyDoc sales. Forty AnyDoc employees will join Hyland and work out of what will now be Hyland's Tampa office. Financial terms of the acquisition were not announced.

A technology injection

Adding advanced capture software was high on Hyland's list of priorities. "Document imaging has been important to Hyland since the company was founded," said Priemer. "We've always had core capture capabilities in our software. About three years ago, we moved into the advanced capture space, adding some zonal OCR and automating the lifting of data elements.

"We have been developing that technology internally and picked up some additional expertise through an acquisition [of Hershey Systems, see *DIR* 9/24/10]. We've been really pleased with the progress of our capture product. But, we only had three years of development in advanced capture, which, by industry standards, gives us an application that is considered rather basic.

That said, it's been well adopted by our customers and partners. We have been able to offer it an attractive price point. It is really aimed at OnBase [Hyland's brand name for its ECM suite] customers for whom a standalone capture application might be overall—too expensive and too complex.

"AnyDoc's product suite is very different from what we have offered to date. It has been in development for more than 20 years. It has a very strong and vast feature set. That's what happens when you have an install base of 1,000 customers pinging you for features, and you respond like AnyDoc has. AnyDoc has developed a lot of enterprise class capture and extraction."

AnyDoc's vertical solutions also align nicely with Hyland's vertical focus. "AnyDoc has done a nice job crafting turnkey solutions for documents like patient records, EOBs, mortgage loan forms, healthcare claims, invoices, and even transcripts for higher education," he said. "Those applications fit very well in markets where we are strong."

Priemer indicated that Hyland had been pursuing an advanced capture acquisition for several years. "To some extent, we participated in talks with most of the capture ISVs that had been acquired previously," he said. "Clearly ECM customers are looking for an end-to-end solution that starts with capture. It's different than it was in the past, when best-of-breed systems were favored for capture, workflow, and archiving. Now, customers want a one-stop shop, and channel partners like the idea of getting their capture and ECM from a single vendor they know and trust."

Jim Wanner, CEO of **KeyMark**, a successful reseller of both Hyland and AnyDoc products, was certainly happy about the acquisition. "If AnyDoc had to land anywhere, it is good to

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Areas we cover include:

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see them end up with a company like Hyland that really cares about its customers,” said Wanner. “Hyland provides very good customer support and is very innovative in regards to where they are going with their products.

“AnyDoc has a great automated data capture engine and has been one of the leaders in the market for years. I believe AnyDoc was the first ISV to successfully implement automated invoice capture in the U.S., through an installation they did with us back in 2000.”

Hyland's capture product map

Hyland plans to continue to develop and support two capture product lines going forward. “We expect there to be some collaboration and cross-pollination between the development teams,” Priemer said. “We don't see porting all the features and functions of the AnyDoc software into OnBase Capture, but there are some things that make a lot of sense.

“Conversely, one of the big focuses by AnyDoc in recent years has been adding more workflow to its application. Hyland has a fantastic portfolio of BPM and workflow technology. One feature AnyDoc has been looking at is making capture more flexible, by not only allowing it to be introduced at the beginning of a process, but by enabling capture to take place at any point during a document's lifecycle.”

In addition to bringing its workflow technology to the mix, Hyland, whose annual revenue is more than \$230 million, has a stronger sales and support infrastructure than the much smaller AnyDoc. “We definitely provide more reach than AnyDoc could achieve on its own,” said Priemer. “We have many more outlets to move capture software to both existing and prospective customers.

“In addition, we have advantages like online training programs that we use to support partners that are a bit broader than what AnyDoc was able to afford on its own. We also have a broader international reach in areas like Latin America and Asia, where AnyDoc didn't have much of a presence.

Hyland also plans to integrate AnyDoc with its OnBase Online cloud ECM offering. “We look to leverage all our technology in the cloud,” said Priemer. “Right now, AnyDoc does not have a SaaS offering, although its technology is being utilized by some of its partners in a hosted-type scenario.”

Priemer noted that Hyland will continue to integrate AnyDoc's capture to other third-party

repositories, as well as link the Hyland OnBase ECM suite to third-party advanced capture products. “But, AnyDoc will clearly be our focus for advanced capture going forward,” he said.

For more information: <http://bit.ly/HylandAnyDocPR>

Analytics/BI In-Line With Kofax's New Focus

Kofax continues its evolution into a player in what **Forrester** has defined as the smart process applications (SPA) market. The latest move in this direction was the recent acquisition of **Altosoft**—a Philadelphia-area ISV that develops business intelligence (BI) and analytics software. When combined with Kofax's advanced capture and BPM technology, BI and analytics is designed to help Kofax end users make more informed (smarter) decisions related to their business processes.

Kofax has been discussing such an acquisition since last year's Transform conference, when CEO Reynolds Bish told *DIR*, “One technology we may be looking at [acquiring] is analytics that can be embedded in our solution [see *DIR* 3/23/12]. At the time, Kofax was promoting itself as a capture-enabled BPM company and discussing how its technology could be used in areas like case management. SPA takes that concept to the next level.

“SPA combines capture, BPM, social tools, and analytics as enablers to build focused applications,” explained Craig LeClair, a principal analyst with Forrester, the research firm that has worked with Kofax to hone its SPA focus. “If you think about the last decade, organizations have purchased a lot of large applications designed to solve a variety of business problems.

“But that hasn't really worked. It has required a lot of customization to really put together specific applications. And many of these large systems don't even deal with unstructured content, which is growing in importance. Also, they don't give an end-to-end view of specific processes and are very on-premise and-IT centric

“We are seeing a decline in investments in those types of systems, while at the same time, we are seeing budgets for building systems shift from IT to line-of-business centers. And line-of-business centers want to build solutions that focus on the specific pain points they are dealing with. They could care less about whether software sits on premise or on

the cloud; they just need a solution today.”

When asked for an example of an SPA, LeClair discussed a “retail incident management” application installed at a large coffee chain. “This chain has thousands of outlets and about 200 inspectors to investigate incidents,” he said. “It used to be that if something happened, the management at an outlet would fill out some forms, the data would have to be entered into a system, and three weeks later an inspector would have a conversation with the outlet manager. Now, e-forms are filled out using a tablet computer, which can also be used to take pictures related to the incident. The conversation with the inspector can now take place almost immediately.”

LeClair described SPAs as “lighter, more focused, and more modern solutions.” “SPAs are packaged apps designed to address end-to-end process needs,” he said. “They can be used to address processes that businesses have been struggling with like invoice and claims processing, and customer onboarding.”

Complementary to SPA

So, where does Kofax’s new BI and analytics technology fit into the SPA mix? “Even before we began to focus on SPA, we realized that companies want to capture all types of information, extract business value from it, and put the data into a process that it relates to,” explained David Lewis, VP, product marketing, for Kofax. “They also want to be able to deliver and analyze more information from other places, and that is where BI and analytics play. These technologies really augment what we are already doing, as we move toward SPAs.”

Karl Doyle, VP of corporate development at Kofax, explained further. “We are trying to use BI and analytics to drive and support real-time decision making as part of a process,” he said. “There are two primary use cases we envision:

“One is using the BI data to improve overall process performance. If you look at a capture-centric business process, we want to provide the user with data on throughput, for example, that they can compare to a service level agreement. We currently have tools [like Kofax Monitor] that provide some of that functionality, but the Altosoft technology offers more in terms of visualization, analysis across processes, and the ability to drill down on specific processes.

“The second use case involves helping users make better decisions at a specific point in a process. Let’s say a bank is considering a mortgage application, and they want to understand the totality of their

relationship with a customer before making a decision about a loan. The Altosoft technology has the ability to deliver all relevant data and present it in a way that is appropriate for helping make a decision.”

Lewis stressed that it’s important to note that the Altosoft technology has the ability to retrieve data from multiple systems. “It really gives a true operational picture,” he said. “It quickly and easily loads information from multiple sources.”

A clear integration path

Altosoft was founded in 2004 and had approximately 43 employees and contractors in the U.S. and Russia. Its technology can be delivered through an on-premise or SaaS model. For 2012, Altosoft reported revenue of \$3.4 million, with an EBITA of \$500,000. Kofax acquired Altosoft for \$13.5 million in cash, as well as potential earnouts over the next three years. Co-founders Scott Opiz and Alex Ekin remain with the company.

“One reason Altosoft was interesting to us was that the two founders had a track record in the BPM space,” said Doyle. “They founded IntelliFrame, an early BPM ISV that was acquired by WebMethods. They understand the relationship between BI and business processes.”

Kofax did not have an existing technology relationship with Altosoft, but had been in discussions about a possible combination for the past year. “Their software is architected to be sold as an OEM offering, so it’s highly embeddable,” said Doyle. “We will complete our integration over time, but it should be easily digestible by Kofax customers. We are pretty confident we have a roadmap that will be compelling to a number of different audiences—whether they are using Kofax Capture or Total Agility. The integration should be very consistent across all our products.”

Heritage in healthcare

To date, Altosoft has had its most success in the healthcare market. “Some of the most innovative organizations in the healthcare industry use its technology,” said Doyle. “This includes the **Cleveland Clinic, Geisinger, Memorial Sloane Kettering Cancer Center, and Yale.**”

We asked Doyle for an example of how Altosoft’s technology was being used by these providers. “Like anything else, patient care is a process,” he said. “Basically, these organizations are trying to determine the productivity of their patient care environments.

“They use BI and analytics to help them determine

where patients are, if they are in the ER, if have they been examined and treated, if they have checked in, etc. It helps them monitor their hospital performance in real time.”

Altosoft lists a total of more than 500 customers. “They also have a foothold in financial services [with **Bank of America** as a marquee name],” said Doyle.

A market differentiator

Last year at Transform [DIR will be heading to this year’s Transform conference next week], when Forrester’s LeClair presented on capture-driven BPM, he suggested that analytics might be able to go one step further than helping users make better decisions. We asked Lewis about this. “Looking downstream and considering the information we can extract from content in inbound communications—being able to use that data to make automated decisions downstream is definitely something we’ll look at,” said Lewis.

Added Doyle, “Kofax Total Agility [BPM software] has the ability through business rules to automate tasks like approving a mortgage if the amount is below a certain threshold and a credit score is higher than a certain level. In the future, you may see more support from us for automating more complex decisions. You might have a situation where analytics outcomes can be used to recommend the next best steps.”

Lewis concluded that the Altosoft acquisition puts Kofax in a fairly unique place in the market. “Our software now has the ability not only to look at capture and BPM information, but cut across other operational output as well,” he said. “We can now really help our customers visualize their decisions regarding the next steps in their business processes.

“And if you look at IBM, or some of the other big, multi-faceted software companies that might also have capture, BPM, and BI/analytics in their stacks, we have the advantage of being able to deliver our applications in a much lighter weight, faster to deploy, and agile fashion. Those are some of the characteristics that played into our decisions to acquire both the Total Agility and Altosoft product lines.”

For more information:

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NSi Expands Partnerships with Xerox, SAP

Notable Solutions, Inc., (NSi) continues to expand its business on multiple fronts. The Rockville, MD-based ISV recently announced a pair of new products. It also revealed a roadmap for the output management technology it acquired earlier this year [see *DIR* 1/18/13]. The new products are an OEM application branded **Xerox** ConnectKey for SharePoint, as well as AutoStore for **SAP** Solutions for enabling multi-channel capture into a variety of SAP workflows and modules.

AutoStore for SAP Solutions is initially available only through NSi Europe, in Germany, Austria, and Switzerland. “It’s based on some intellectual property we acquired last summer, which provides a very compelling way to integrate with any SAP module,” said Mike Morper, VP of marketing for NSi. “These modules include Financials (FI), Plant Maintenance (PM), Materials Management (MM), and Warehouse Management (WM). There’s literally a cornucopia of modules that can be included in an SAP stack.

“Many capture companies integrate at the module level. **ReadSoft**, for example, does a great job integrating with FI. Other capture ISVs connect to repositories that are integrated at the ArchiveLink level. We’ve taken a different approach that abstracts our software from the modules themselves, but enables users to contribute documents to workflows associated with specific modules.”

Morper offered the use case of an engineer who needs to submit some spec drawings into an SAP MM module for a valve upgrade being done at a plant. “Without AutoStore for SAP, that could involve multiple steps,” he said. “With our software, it can be reduced to a right click, which will trigger AutoStore to interrogate the MM module as to what indexing fields are necessary,” said Morper. “The user populates those fields, hits send, and they are done.”

According to Enno Luckel, managing director of NSi Europe, “AutoStore for SAP Solutions can introduce documents into SAP nearly 20 times faster than alternative methods.”

Because it functions as an add-on to AutoStore, NSi Mobile can be used in conjunction with AutoStore for SAP Solutions. “One customer I was using as an example when we launched NSi Mobile, was actually a prospect for our SAP integration technology,” said Morper. “They are a company that manages wind turbines and were looking at our

traditional AutoStore technology for capturing engineering and client documents into their SAP application.

“They also needed a way for field personnel to submit photographic evidence of damage to turbines. They saw NSi Mobile as a great avenue for that. Because Mobile is connected to AutoStore, images captured through Mobile can also be submitted to SAP modules through AutoStore for SAP.

AutoStore for SAP Solutions is initially available only in Europe. “That’s mainly due to capacity,” said Morper. “We’ve been quietly selling it in Europe for the past four months, as we’ve been learning the SAP market. We have been investing in SAP-focused FTEs and are now adequately staffed to handle pre- and post-sales support in the European market. Our plan is to continue to build up our SAP competency and bring this technology to North America over the summer.”

Morper noted that there are significant professional services associated with AutoStore for SAP Solutions. “Pricing will vary depending on what customers are doing and how many SAP modules they are integrating with,” he said. “We’ve built up our professional services capabilities and are looking for partners with SAP integration expertise. This includes some of the device manufacturers in Europe.”

Morper said that NSi made a conscious decision not to focus its integration efforts on invoices and the FI module. “There is already a lot of competition by capture ISVs in that particular area,” he said. “We didn’t want to come out with a ‘me too’ offering. We wanted a ‘me, different.’ So, we looked at some alternative capture needs for SAP. We went after modules where we felt delivering information could add value, but were being underserved by the capture market.”

Morper added that NSi’s initial focus on plant management-related modules was a natural outgrowth of its customer base. “In Europe, we have some very large customers in the manufacturing space, like Daimler and Siemens, that use SAP and are heavy materials users,” he said.

Simplified SharePoint capture

NSi also recently announced that it is the developer behind Xerox’s ConnectKey for SharePoint solution. The application is part of a series of ConnectKey-branded products that were announced by Xerox last month. This includes 16 MFPs that feature a new controller, as well as a new version of Xerox’s Extensible Interface Platform (EIP) for integrating software applications.

“ConnectKey is a series of new products we are releasing under a single umbrella,” said Eleonora Rakover, GM, office solutions for Xerox’s Enterprise Business Group. “The solutions we’ve released around ConnectKey really focus on the SMB, as well as introduce new security capabilities.”

ConnectKey for SharePoint is based on NSi’s AutoStore technology. There is a server module that connects to a SharePoint service. The client interface is designed to run on the touchscreens of the new ConnectKey MFPs. According to an NSi press release, “ConnectKey for SharePoint users can browse network folders and SharePoint locations from the panel of the MFP to target the precise destination for scanned documents.”

Once a destination is chosen, the appropriate index fields are displayed to the user. “Just like AutoStore, ConnectKey for SharePoint can bi-directionally communicate between the device and the server to enable pick-lists, database look-ups, and other types of automated techniques for filling in indexing fields,” said Morper.

This is the second OEM product that NSi has developed for Xerox. “We are a longtime partner and develop their Smartdocument Travel capture software,” said Morper. “Xerox came to us awhile back, told us about its ConnectKey strategy, and said they wanted to provide their customers with the best experience possible for easily integrating Xerox MFPs to SharePoint,” said Morper. “We worked in tight collaboration with them and created Xerox ConnectKey for SharePoint, powered by AutoStore.”

In addition to AutoStore, the application utilizes some proprietary Xerox technology for simplifying installation and management. “Xerox put a tremendous amount of effort and testing into delivering ConnectKey solutions that are very easy to install and configure,” said Rakover.

“ConnectKey for SharePoint is designed to be more streamlined and wizard-based than many of our EIP integrated products have traditionally been,” added Roger Ellefson, manager, business operations, for Xerox’s Enterprise Business Group. “It can also be used to scan to Windows file folders because we absolutely believe that’s how a ton of customers in the SMB space store their documents.”

ConnectKey for SharePoint is available through all Xerox sales channels. It is approximately \$400 for the server piece and one MFP connection. Additional MFP connections are priced at approximately \$380 each with volume discounts available.

In addition to ConnectKey for SharePoint, Xerox

introduced ConnectKey Share to Cloud, which offers integration with leading cloud repositories like SharePoint Online, Google Drive, DropBox, Evernote, and Salesforce.com. "What's unique about our Share to Cloud solution is that it is cloud based as well," said Rakover. "There is nothing running on premises."

Pricing for ConnectKey Share to Cloud is \$189 per MFP per year for up to 4,000 document conversions. This includes creating PDFs, applying OCR, and creating Office documents.

NSi will also continue to make AutoStore available through EIP integration. "ConnectKey MFP users who need to do things above and beyond what ConnectKey for SharePoint offers, like scan to any of the 40 other content repositories that AutoStore connects to, will be able to do that," said Morper.

Re-branded EOM line

Morper also revealed the roadmap for the enterprise output management (EOM) technology that NSi acquired earlier this year [see *DIR* 1/18/13]. "By April 1, we will have re-branded the Barr Systems' technology as NSi Output Management," he said. "By July 1, we plan to introduce three versions of the technology."

Those versions are:

■ **Production:** This is the high-end, high-volume print management solution that Barr specialized in.

■ **Foundations:** Aimed at the general office market. "This version will target customers who have a need to address cost management and access control related to their devices," said Morper. "It will also include features like pull print and basic scanning to e-mail or network folders."

■ **Enterprise:** Aimed at larger enterprises and organizations with multiple sites. "Enterprise users may have very large fleets of MFPs but are still concerned with print management and optimization," said Morper. "This version will be programmatically connected to AutoStore."

Morper concluded that NSi has evolved quite a bit in the past year. "We have evolved into much more of complete provider of secure information exchange," he said. "We've always done a great job of capture from MFDs. Now, we are extending how we work with back-end systems like ERP applications. We are offering print management of data from SAP, as well as integration with SAP workflows—even injecting information into them from mobile devices."

For more information:

<http://www.nsiastore.com/nsi-europe-launches-autostore-for-sap-solutions/>;
<http://bit.ly/NSiConnectKey>; <http://bit.ly/XeroxConnectKey>

PaperPort Anywhere Goes Dark

As of March 1, PaperPort Anywhere is nowhere. The **Nuance** branded cloud document management offering has been taken offline by the company that was actually running the application. In late February, Prasad Thammineni, CEO of **OfficeDrop**, sent out an e-mail to PaperPort Anywhere users saying that the service was being discontinued, and users had until Feb. 28 to download their files or they would be deleted.

Introduced as an option with PaperPort 14 about a year and a half ago [see *DIR* 8/5/11], PaperPort Anywhere apparently didn't gain the traction OfficeDrop was expecting. "It was no longer economical for us to continue supporting PaperPort Anywhere," Thammineni, told *DIR*. "It was not growing as much as we wanted it to, and we didn't see how we could make it work going forward. We are in the process of dissolving our partnership with Nuance."

According to Jeff Segarra, director of imaging product management at Nuance, the decision to discontinue the service was made entirely by OfficeDrop. "We came to the decision that if OfficeDrop wanted to stop offering PaperPort Anywhere, there was nothing Nuance could do about it," Segarra told *DIR*. "OfficeDrop is not a subsidiary of ours. OfficeDrop made some assumptions about how popular the service would be with our customers, but it didn't work out. If all of our customers were using the service, we would have kept it around."

PaperPort is a desktop scanning and document management application that Nuance has marketed since 1998 when it merged with the software business of **Visioneer** [see *DIR* 12/18/98]. The idea behind PaperPort Anywhere was to provide online access to documents stored in PaperPort.

OfficeDrop, which is based in Waltham, MA, has offered a cloud-based document imaging service since 2007. According to Thammineni, OfficeDrop has more than 100,000 users of its free service and approximately 600 customers paying a monthly subscription fee for premium service. OfficeDrop had hoped to leverage PaperPort's worldwide install base of millions of customers to expand its business.

With PaperPort Anywhere, users could sync the contents of specific Windows desktop folders with their cloud account. Users could also upload documents from mobile devices into PaperPort

Anywhere. There was a free version, with limited search and storage capabilities, as well as a premium version with more storage and more comprehensive search.

“We didn’t have any numbers or statistics about who was using PaperPort Anywhere,” said Segarra. “But, OfficeDrop certainly faced a lot of competition. We find customers saying that they already use **DropBox**, **Box.com**, or **Microsoft SkyDrive** for their cloud storage. All these services offer syncing with the desktop.

“In addition, Nuance has an OEM agreement **Gladinet** for a product marketed as our Cloud Connector, which enables users to connect PaperPort to multiple alternative cloud services, including any that comply to WebDAV standards. The bottom line is that there are still a lot of choices out there for PaperPort users that want to connect to the cloud.”

PaperPort Anywhere was originally shut down unexpectedly in the middle of February. However, it was brought back online a few days later, which is when Thammineni issued his e-mail to users, a copy of which can be found on the PaperPort Web site. OfficeDrop refunded “all charges made for the February billing cycle.” To assist users with downloading their files, OfficeDrop created a batch download utility for both Mac and Windows environments.

Presumably, because of the service’s syncing functionality, the majority of users of PaperPort Anywhere already had copies of their files on their

desktops. However, document capture industry analyst Harvey Spencer saw the discontinuation of PaperPort Anywhere as indicative of one of the dangers users face with cloud storage. “The moral of the story is that users have to take responsibility for backing up their files,” he said. “A lot of people don’t and that’s a very dangerous practice. Something like this can always happen.”

OfficeDrop continues to offer its service under its own brand. “We focus on features that differentiate us from the bigger cloud storage vendors,” said Thammineni. “This includes the ability to run full-text searches across multiple file formats, including document images, the ability to work with unlimited file sizes, and the ability to preview documents without having to open them.”

Despite the rocky end to the relationship with Nuance, OfficeDrop continues to pursue OEM opportunities. “That’s really the best way for us to compete with larger players in the market,” Thammineni said. “These days everyone needs to have some sort of play for storing files in the cloud. We’re talking to some large vendors about re-branding our platform and offering it to their SMB and enterprise customers.

“We learned a lot from our partnership with Nuance—which was our first OEM relationship. We now know better what works and what doesn’t.”

For more information:
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