

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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April 1, 2011

THIS JUST IN!

OPEN TEXT AND KOFAX MERGE

Acquisition by Microsoft rumored next

Okay, that's our April Fools joke, but with both companies executing pretty impressively on their SharePoint 2010 strategies in complementary areas [see article to the right], and Kofax needing an avenue to the Nasdaq...

Seriously, though, here's a couple leftover notes from the AIIM info360 show:

Digitech Licenses OTDT OCR

Capture and document management software vendor **Digitech** has signed a deal to license OCR from **Open Text Document Technologies**. Sean Morris, director of sales, said that in 2010, Digitech's SaaS-based ECM sales outpaced its sales of traditionally deployed software three-to-one. Digitech is pitching cloud-based, full-text OCR as a way to alleviate bottlenecks that often occur on the server during this step in an imaging process.

IBML selling Census scanners

IBML has some 40 re-conditioned ImageTrac IV scanners available for sale. The scanners were sold back to IBML from the **U.S. Census Bureau** after their role in capturing data from the 2010 census forms was fulfilled. Kodak completed a similar buy-back following the 2000 Census.

IBML President Derrick Murphy was definitely concerned about potential shortfalls in state government funding, but also indicated that revenue departments, which account for a good bit of IBML's government sales, are probably in less danger of funding issues—seeing how they collect the money. IBML also continues to diversify its markets, and it recently expanded its reseller and service relationship with **Kodak** to include Kodak's Asia Pacific Region (APR). APR includes China, Australia, and countries in Asia and the Pacific Rim.

SharePoint Dominates Mindshare at info360

WASHINGTON, D.C.—“Governance” was the popular term being bandied about in the SharePoint Partner Pavilion at the recent **AIIM info360 Conference and Expo**. The event was held last week at the Walter E. Washington Convention Center. Overall, several thousand attendees showed up to visit the booths of 130-plus imaging and content management vendors, as well as take part in more than 20 conference tracks and programs held over four days. The expo floor was rather quiet, as has been the case mostly in recent years. However, there seemed to be a good flow of people coming in and out of the conference rooms [in fact, the expo was noticeably busier when the conference sessions were on break], so, we'll assume the trend toward traveling more for education, rather than to go shopping, continues.

The busiest area on the expo floor was the Microsoft section, which included a SharePoint training area and the Partner Pavilion. This year's Pavilion featured more than 20 exhibitors (or about one fifth of the show total) crammed into a space that used to contain Hyland's booth alone. Our article last issue seemed to stir the pot regarding the question of whether SharePoint 2010 represents a valid enterprise content management (ECM) solution. The input we got, at least from those in the pro-Microsoft camp (and their number seems to be growing every day), was “yes,” but with governance applied to it.

So, what exactly is governance? “Basically, if you want to consider SharePoint a system of record, you have to put a governance plan in place,” said Christian Cares, a global account manager for **Kofax**, who presented at the Executive Summit @ info360 [a conference within the conference] on a high-volume capture-to-SharePoint installation at **British Waterways**.

According to Cares' presentation, British Waterways has captured more than three million documents into SharePoint. It is reporting total savings of close to \$17 million, based primarily on process improvements. The system was put together and implemented by U.K.-

based Kofax partner **Deltascheme**, which specializes in deploying ECM solutions on SharePoint. The British Waterways implementation includes distributed scanning at 11 sites and integration with an SAP ERP system. It has also been customized to support large file sizes.

The implementation addresses standard “governance” issues like customizing the user interface and search, and managing access, meta data, and file structures. Records retention was another governance matter we heard mentioned related to ECM and SharePoint. Microsoft refers to all these areas as “Information Management” governance.

In its documentation, Microsoft also describes SharePoint governance related to “IT” and “Application Management.” These areas address functionality like performance, back-up, and new application development. Governance for SharePoint basically seems to include everything you need to do to take it from a platform and deploy it as a real business application. While this task doesn’t appear to be trivial, there are certainly people doing it.

For example, according to Cares, Kofax has more than 200 customers capturing into SharePoint systems configured for ECM. This includes big names like **Verizon**, the **U.K. Ministry of Defence**, and the Australian government agency **Centrelink**.

For more information:
<http://www.kofax.com/solutions/microsoft.asp>;
<http://tinyurl.com/BWcasestudy>

KLake stays ahead of the market

Despite its recent success in image-enabling SharePoint, Kofax still trails market leader **KnowledgeLake** by a considerable margin. According to Bob Bueltmann, co-founder and VP of business development, the imaging-for-SharePoint-focused ISV has 1,800 customers. KnowledgeLake has the advantage of having established itself on the SharePoint 2007 platform—on which it was much more complex to deploy ECM-type applications.

New functionality in SharePoint 2010 [see *DIR* 11/6/09] has opened up the market, but, at AIIM, Bueltmann, explained how his organization has worked hard to stay out front. “The space for capturing images into SharePoint is getting pretty crowded,” he admitted. “There’s a lot of ISVs that can take an image and related meta data and drop them into SharePoint. In fact, that market is in danger of becoming commoditized. We’ll continue to play in it, and we have licensed some advanced recognition technology from **ABBYY** to enhance our capture offering, but we also plan to be very price competitive.

“Our differentiator is that we can add a lot more to the SharePoint stack than capture. For example, you still can’t do a proper meta data search in SharePoint 2010 out of the box. We have an interface that can provide the type of search you really need in a production imaging environment. We also

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

Areas we cover include:

1. Document Capture
2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
6. Document Output
7. Storage

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have an interface for capturing electronic documents into SharePoint.

“We also add workflow and line of business integration. We currently work with workflow partners like **Ninetex**, **K2**, and **Global 360**, and we are developing our own technology based on Microsoft’s Silverlight platform. We eventually plan to offer complete out-of-the-box packages for image and workflow-enabling specific processes, integrated tightly with applications like ERP and accounting systems.”

Bueltmann noted that KnowledgeLake’s tight relationship with Microsoft has helped it recruit more than 100 Microsoft SIs as partners. This includes big names like **Slalom**, **Aspect**, **Right Point**, and **Allin Corporation**. “A lot of our competitors focus on developing their relationships with Microsoft in Redmond,” said Bueltmann. “That’s important, but, Microsoft also has hundreds of agents in the field with whom we are established.”

KnowledgeLake also has an experienced professional services practice around imaging for SharePoint, including conversion capabilities from multiple ECM repositories. “Last year, we helped about one out of seven new customers with a migration from a legacy system,” said Bueltmann. “In 2009, it was one out of 12, so you can see where the market is trending.”

Bueltmann said KnowledgeLake’s average new deal sells for around \$60,000, with implementations starting at approximately \$30,000.

For more information: www.knowledgelake.com/

Open Text focuses on ecosystems

Open Text is another vendor trying to address what it terms as the Microsoft “ecosystem.” The Waterloo, ON-based ISV’s recent acquisition of BPM specialist **Metastorm** is part of its strategy to expand its offerings that complement the Microsoft stack. “We are trying to move up the technology stack and stay ahead of what SharePoint is doing,” said Lubor Ptacek, VP, product marketing at Open Text. “Metastorm represents a move in that direction in the transactional content management space.”

Ptacek broke down Open Text’s business into three categories:

■ **lifecycle management:** governance, records management, and archiving

■ **engagement:** rich and social media management

■ **transactional content management:** applications in areas like invoice processing and

other transaction management within ERP environments.

“If you look at what Microsoft is doing—they are moving up the stack,” said Ptacek. “SharePoint 2010 has more ECM features than previous versions. We can’t just stand still and wait for Microsoft to do everything we do, so we need to move up the stack as well. Metastorm helps us bring value and functionality to a SharePoint customer that Microsoft doesn’t necessarily offer.”

Ptacek was very clear about saying that Open Text

MOBILE APPS ANOTHER STRATEGIC DIRECTION FOR OPEN TEXT

Its recent acquisition of London-based **weComm**, a developer of mobile applications, represents another strategic move to help differentiate Open Text from stack vendors. According to Lubor Ptacek, Open Text’s VP, product marketing, “The stack players have dedicated alliances with their own mobile devices and platforms. We have the ability to support anybody.”

Ptacek said the biggest challenge for a software vendor looking to expand into the mobile market is the variety of devices. “It’s not like when you’re dealing with PCs, where everyone is running Windows,” he said. “From our experience, it’s very expensive for our customers to build and maintain mobile applications. Royal Bank of Canada, for example, spent an arm and a leg developing an application for the Blackberry platform alone, and it didn’t even address the iPhone.”

Ptacek noted that weComm’s business, which is basically building apps that will run across mobile platforms, will dovetail nicely with Open Text’s current Web content management practice—much of which was acquired when Open Text bought Vignette a couple years ago. “Everybody is moving away from Web pages built for mobile devices and into apps,” he said. “Everybody wants to have an app, due to better performance and user preference. If you think about Vignette’s customers, which are big banks and energy companies, they need apps.”

With weComm, Open Text now has technology to give them apps. “We will begin by porting our Open Text Everywhere technology onto weComm’s multi-platform architecture,” said Ptacek. “It’s too soon to declare what else we will do, but there is certainly the possibility of deploying apps from other software vendors on the weComm platform.” [DIR was thinking maybe SAP.]

For more information:

<http://www.opentext.com/2/global/press-release-details.html?id=2472;>

<http://www.opentext.com/2/global/products/products-opentext-everywhere>

does not want to compete with “stack” players like Microsoft, **Oracle**, and **IBM**. “You really don’t want to try and break the stacks of those vendors, because it’s very hard to do,” he said. “Basically, in the Microsoft world, we anticipate there are certain technologies that users are going to have in place. Those include SQL Server, Exchange, Office, Windows, and increasingly, SharePoint.

“Rather than try and engage in a battle with Microsoft, we’ll say, ‘SharePoint does this very well and is great for that. Let’s see what we can do on top of it.’ We call this our ecosystem strategy. I think the gold ole’ business of selling a shared repository for documents is dead, but that hasn’t been part of our focus for a long time.

“We’ve been focused on higher value document solutions like compliance, e-discovery, enterprise archiving, workflow, and capture. Some of what we do is too specialized for Microsoft. Because they are a broader field player, they will not take all of that away.”

As part of its ecosystem strategy, Open Text recently announced an “Application Governance and Archiving for Microsoft SharePoint 2010” offering. According to a press release, this software enables users to “take control over SharePoint sites to enforce broader compliance and archiving policies and lower ongoing administration and storage costs.”

In conjunction with the new release, Open Text has launched a Web site, “www.Better-Together-Central.com,” which discusses some of the synergies between Open Text’s software and SharePoint.

“We’ve spent a lot of time educating both our, and Microsoft’s, sales forces,” Ptacek said. “We tell our sales guys they’d be foolish to pitch a smart shared drive for documents against SharePoint. At the same time, we try to help SharePoint guys understand that there are limits, and that’s when they need to bring in Open Text to solve more complex problems.”

Ptacek added that Open Text also remains focused on adding value around Oracle and SAP environments.

For more information:

<http://luborp.blogspot.com/2011/02/opentext-acquires-metastorm.html>;

<http://tinyurl.com/OT-SP-Gov-Arch>

SharePoint can’t be ignored

Capture, compliance, governance, mobility, and even, for now at least, the cloud, all seem to be areas where ECM vendors can continue to offer differentiation, or supplemental technology, to SharePoint 2010. Of course, there are still plenty of naysayers who believe that SharePoint is too

complex to configure, too cumbersome, and in the end, too darn expensive to be an effective ECM application.

We would say evidence is proving otherwise. Who knew, for example, that Kofax had 200 implementations of its technology integrated with SharePoint? We realize there has been a lot of hype surrounding SharePoint, all the way back to its “Tahoe” days in the late 1990s. And we may have even been guilty of buying into some of it—(although not a lot, I think), until SharePoint 2010 came out.

As we’ve said before, we really think SharePoint 2010 is going to change the ECM market as we know it. Yes, there will still be room for other repositories, but if you are a Windows-focused ECM shop, SharePoint is going to affect you. You can ignore it and try to deny it, but SharePoint is becoming a viable ECM platform.

The vendors covered in this story, Kofax, KnowledgeLake, and Open Text, have all taken very proactive approaches. Granted, Kofax and KnowledgeLake really had little to lose by embracing SharePoint—for Kofax, it’s just another repository and KnowledgeLake pretty much focused on complementing SharePoint from day one. But, a good deal of Open Text’s business was a direct overlap with the repository and collaboration services SharePoint is now offering, and Open Text has been very proactive about moving on. And, in my time, I’ve certainly covered quite a few less successful software companies than Open Text.

The bottom line is that you probably need to have a SharePoint strategy. But, we’re assuming you already knew this. In *DIR*, we will attempt to keep you informed on some potential incarnations that a successful SharePoint strategy can take.

Compliance & Viewing Viable Ecosystem Strategies

Compliance and image viewing are two areas where ECM ISVs can still build value that SharePoint doesn’t have. At the recent AIIM info360 event, we caught up with a couple vendors who are executing on initiatives in these areas. **Laserfiche** is having success differentiating itself through compliance with records management standards, and **Atalasoftware** has ramped up its plans for its Vizit document viewing application.

Laserfiche recently announced it has achieved certification with the Australian Victorian Electronic

Records Strategy (VERS) standard. "It's kind of an international version of the U.S. DoD 5015.2 certification, but the two standards are more complementary than overlapping," explained Alex Wilson, Professional Developer Partner (PDP) manager for Laserfiche. "DoD 5015.2 is more about records management and retention, and VERS deals more with document integrity and non-repudiation. For VERS, it's important to demonstrate that a document has not been tampered with and to track denials of service and successful events."

If you remember, Laserfiche was the first vendor to be co-certified with SharePoint 2010 on DoD 5015.2 [see *DIR* 7/2/10]. The need for a co-certification with SharePoint came about after it was revealed, to the surprise of many, that although SharePoint 2010 features markedly improved records management capabilities, these capabilities are not exactly the right ones needed to satisfy the DoD testing committee [see *DIR* 5/7/10]. "We've had some success with installations at federal government agencies," commented Wilson, "and we are moving aggressively in that space, especially with features like 5015.2 certification."

The VERS certification is part of an overall focus on expanding international sales for Laserfiche. "We opened a Hong Kong office late last year and have plans to open a Canadian office this year," said Wilson.

Wilson concluded that Laserfiche has not seen a ton of direct competition with SharePoint 2010 for its repository technology. "Like with 2007, there was an initial tidal wave of interest in SharePoint 2010," he told *DIR*. "But, it has subsided, and now users mostly want to know if there is an integration option between our technology and SharePoint."

Laserfiche is planning an iPhone app release for later this quarter. "It will be an extension of our Web access technology," said Wilson. "You will be able to search, view, and approve documents with it. In addition, you will be able to use the iPhone camera to capture document images."

For more information:
<https://support.laserfiche.com/ProductRoadMap.aspx>;
<http://tinyurl.com/LaserfVERS>

Atalasoftware to spin off Vizia business

Atalasoftware is an imaging SDK specialist that used its own tools to create the Vizia document viewing product for SharePoint. Last summer, Atalasoftware brought in ECM industry veteran Paul Yantus to lead the Vizia team [see *DIR* 6/4/10], and, recently, we've been hearing the Vizia name pop up more often in SharePoint implementations. Atalasoftware has also

announced a collaboration-focused version of the viewer that enables users to interactively review documents in real time.

At AIIM info360, Atalasoftware CEO Bill Bither told us that the Easthampton, MA-based ISV will soon be spinning off the Vizia business. "The toolkit business is a mature business that has been funding the Vizia business to date," Bither commented. "But, the products are really going after two different markets, and we have two leadership teams in place. To enable Vizia to realize its full market potential, we feel spinning it off as a separate business, and possibly raising some capital to help it grow faster, is the right strategic move."

For more information: <http://www.atalasoftware.com/>;
<http://tinyurl.com/LaserfVERS>

EMC Ramps up Speed in Captiva 6.5

EMC has announced a number of improvements around its Captiva-branded document capture platform. Captiva 6.5 represents the convergence of the former InputAccel and Dispatcher product lines, which both had version 6 releases in late 2008 [see *DIR* 12/12/08]. IA was historically focused on high-volume document capture, while Dispatcher was an IDR, or auto-document classification and data extraction, product.

Captiva 6.5 features improvements in speed, set-up, and globalization. The speed improvements are aimed at getting more production out of less hardware. To improve set-up, EMC has introduced learn-as-you-go capabilities for auto-classification and extraction. To address globalization, EMC has increased Captiva's language support.

10 million images per day

The headline grabbing item is that EMC is touting benchmark testing that shows that Captiva 6.5 can process 10 million images per day on a single server. "We benchmarked that the system was able to complete approximately 700,000 pages per hour, and our testing sustained this volume over an eight-hour shift," said Sean Baird, senior manager, product marketing, Information Intelligence Group, at EMC. "Based on this number, we felt very comfortable extending this claim to over 10 million pages per day over two eight-hour shifts."

The server used in the testing was a Dell PowerEdge 2950, with eight CPUs x 2.826 GHz and an Intel Xeon CPU E5440 @ 2.83 GHz (quad-core) processor type. According to Baird, "We defined a

typical capture process that included these steps: scan, image enhancement, splitting the batch into documents based on barcodes (about 26% of our documents had bar codes), OCR (zonal on one field), validation, image export, index export, ODBC export, and a couple of extra steps that were done for internal IA management reasons.

“We also have some impressive performance numbers for intelligent document recognition and data extraction. For classification, with 500 templates, we were able to classify over 300,000 pages per hour on a quad-core processor. For data extraction, for five index fields, we were able to extract data from 159,500 documents per hour on a quad-core processor; in a related test, we were able to extract data from 10 fields and 5 table fields from 48,800 documents per hour.”

Baird stressed that the benchmarking numbers themselves should not be the focus. “The breakthroughs are impressive, but it is more about what it means for customers,” he said. “They are now able to deploy extremely high-volume capture implementations, many of which will be more complicated than our benchmark test, on relatively few servers.

“Taking advantage of our sizing tools, users will be able to build or configure a capture system to meet their performance and scalability requirements. They can limit their capital expense for server hardware, they can contain their operational expenses by administering fewer systems, and most importantly, the customer has confidence, both with these numbers and real-world customer references, that they can increase their capture volumes without running into bottlenecks that limit their productivity.”

Reducing deployment time

Captiva is calling its new data capabilities “Production Auto Learning (PAL)” and advertising PAL as having the potential to enable customers to “deploy projects more than 90% faster.” PAL basically enables Captiva 6.5 to automatically set up templates for structured and semi-structured forms based on information it learns from manual data entry processes, such as key entry and rubber-banding of zones.

In a video on PAL, Bill Galusha, principal product marketing manager for EMC Captiva, explains that there are two basic parts to the module. The “collector” enables administrators to define the types of documents, zones, and data they want to capture. Manually captured data is used to set up templates to automate processing of defined documents the next time they are recognized by the application.

There is also a “supervisor” feature. This enables administrators to control how the templates and updates to templates (based on newly captured manual validation information) are deployed. They can either be automatically loaded into the application at pre-set times or manually reviewed by the admin before they are pushed into production.

We have seen this type of auto-learning functionality offered by smaller vendors, but EMC is the first ISV we can recall advertising it for really high-end deployments. “Basically, it’s designed to reduce the cost of deploying a capture system up front,” said Chris Preston, senior director, product marketing, Information Intelligence Group, EMC. “It also should reduce ongoing maintenance costs related to new types of documents being introduced.”

To improve Captiva 6.5’s globalization, EMC has introduced support for localized interfaces in multiple new languages, including French, Italian, German, Spanish, Brazilian Portuguese, Russian, simplified Chinese and Korean. This brings its total languages supported to more than 100.

The capture platform can now also support multiple languages in a single deployment. “This means you could now set up your administration tools on your server in English,” said Galusha in the Captiva 6.5 video, “but, the clients at different regions could be set up to handle documents and data in different languages.”

“All these features are part of our continuing efforts to address the enterprise capture needs of our customers,” said Preston.

For more information:

<http://www.emc.com/about/news/press/2011/20110322-01.htm>

OPEX Revamps Standalone Scanner

OPEX has introduced a new version of its standalone scanner. The DS2200 is the successor to the DS1225, which was introduced three years ago at the AIIM show [see *DIR* 4/4/08]. The new device features a new auto-feeder and drops the TWAIN driver that was included with the 1225.

The 2200 features all the innovative drop-scanning capabilities with which OPEX has made a name for itself since introducing its first scanner back in 2003 [see *DIR* 7/11/03]. Drop scanning basically enables an operator to do a lot of document prep and classification during a capture process, utilizing a

touchscreen monitor as they feed the scanner. This methodology is designed to eliminate dedicated prep labor. According to OPEX representatives, the U.K.'s **National Health Service** increased scanner throughput from 420 pages per hour to more than 1,000 by going with OPEX 1225 devices over a traditional scan-and-prepare process.

OPEX's history is as a mail extraction equipment vendor, and its initial foray into the scanner market was with a device that could be integrated with one of its mail extractors. While OPEX continues to market this product, and introduced an upgrade to it last year [see *DIR* 5/7/10], it has also begun pursuing standalone scanning opportunities. The original idea was that a TWAIN driver would make OPEX more competitive in this market, because the standalone scanner could be integrated more easily with a wide variety of document capture applications.

"However, we found that only our own capture application really enables users to take advantage of the unique features of our drop scanning methodology," said Mark Smith, director of strategic alliances at OPEX. "So, we are now bundling our Certain Scan capture software with the DS2200. Certain Scan can output images and XML data that can be digested by third-party software, and we are also working on some direct integrations."

The DS2200 also includes a new auto-document feeder, which is specced as being able to handle 10-12 pages at a time. While OPEX has traditionally specialized in the mixed document environments common to mailrooms, it introduced an auto-feeder on its AS7200 model last year. The auto-feeder on the DS2200 is similar but smaller.

The auto-feeder is targeted at the folder scanning typically done in backfile conversions in areas like medical records capture. In a demo we saw, the folder itself was scanned initially and acted as a separator sheet. A stack of documents from within the folder was then dropped into the ADF. After they were scanned, the documents were output in a tray on top of the open folder. The folder could then be closed with the documents inside for re-filing and/or archiving.

The DS2200 starts at \$28,995, which includes a PC, a touchscreen monitor, and CertainScan. The scanner includes in-line OCR, OMR, and barcode recognition, as well as envelope and ultrasonic double-feed detection. There are two outsort bins. MICR and **Kofax** VRS are optional, as is an integrated work table. The DS2200 is scheduled to begin shipping July 1.

For more : <http://www.opex.com/news.php?nid=68>

Kodak Skips Show; Releases New Distributed Series

Kodak did not choose to exhibit at this year's AIIM info360. This was certainly a far cry from days gone by when Kodak and its chief rival in the production scanning market—Bell & Howell, used to go toe-to-toe with new releases at the event. Who can forget the 1998 AIIM show in Anaheim when Kodak debuted its 3500 mid-volume model with a "Jam the Scanner" promotion?"

From our 6/5/98 issue, "Kodak was offering participants a camera if they could produce a document that would jam its new 3500. Participants were lined up 30 deep with items such as crumpled manila envelopes, legal tablets, and torn pieces of paper. One participant (on the advice of a Kodak competitor) even scanned a document that had been covered with deodorant." Ahh, those were the days.

As we all know, Kodak bought BBH two years ago, and the Rochester-based manufacturer certainly hasn't slowed down its investment in the document imaging market. It just chose not to participate in this year's expo, which is really a shadow of the event it was back in 1998. That year AIIM reported 37,000 attendees—probably four times what was there this year, and an AIIM representative (remember Jeff Arcuri?) said those numbers "were a little less than we hoped for." Imagine.

i2000 series features LED lighting

To get back to that part about Kodak not slowing down its investment in the market—a week prior to AIIM info360, Kodak introduced a new workgroup and departmental series, the i2000. The series is being promoted as the evolution of Kodak's i1200 and i300 models, which made their debut at AIIM five years ago [see *DIR* 5/19/06].

The i2000 series features the same LED lighting system that we discussed when the i5000 was announced last month [see *DIR* 3/4/11]. There are three models, all of them duplex. The i2400, i2600, and i2800 are rated at 30/60, 50/100, and 70/140 ppm/ipm in color and black-and-white at 200 and 300 dpi, respectively, and are priced at \$845, \$1,195, and \$1,895. The recommended daily duty cycles rise progressively as well, from 2,000 to 4,000, to 6,000 documents.

The i2000 features an innovative "stow-and-go" design, whereby it can be retracted and stored in an upright position to save space. Its image processing incorporates Kodak's latest PerfectPage features, including auto-streak and hole removal. According

to the Kodak press release, "The new reinforced ribbed paper path handles all kinds of documents—from onionskin to embossed hard cards."

The 2600 and 2800 models also feature an LCD touchscreen that can be used to show, describe, and activate jobs and/or workflow processes. These jobs can be set up in Kodak's Smart Touch software.

Kodak is also including a three-year limited warranty, featuring advanced unit replacement. The i2000 series was scheduled to be available early this month.

For more information:

http://graphics.kodak.com/US/en/About_GCG/News/2011/110314a.htm;
<http://www.youtube.com/watch?v=nLOJzXaMoUk&feature=related>

AIIM Show: What's in a Name?

You may have noticed that we've been referring to the recent event we attended in Washington, D.C., as **AIIM info360**. That's because the AIIM brand is being retired, so, we thought we'd at least introduce you to the new name. **Questex**, which bought the show from **AIIM** (the trade organization) in 2002, has actually been co-branding the event for the past few years. In 2012, it will apparently be switching the name completely over to info360.

We're not really sure how this will affect the event. AIIM maybe wasn't the most descriptive name, but most attendees at least had an idea of what the trade organization represents. info360 is pretty nebulous. From what we understand, Questex was paying licensing fees to the trade organization to use

the AIIM name. Maybe Questex can invest the money it's saving on additional marketing to help the show.

We didn't really have a chance to catch up with AIIM President John Mancini at the show and get his opinion on the name change. In passing, he did say that he wanted to maintain control over his organization's brand.

In a follow-up e-mail, we asked Mancini what involvement AIIM actually had with the event in recent years (aside from licensing the name to Questex) and if that involvement would continue. He replied, "We'll likely continue to hold our Awards Dinner [in conjunction with the event], at least for next year. We'll continue to do our pre-conference training if Questex wants us to, and we will continue to do an industry keynote, again, if Questex wants us to."

Next year's info360 will be held June 12-14 at the Jacob K. Javits Center in New York City. It will once again be co-located with the On Demand print-centric event. Meanwhile, the **ITEX** event for MFP and office equipment dealers, which is also owned by Questex, will move back to its customary Las Vegas site. This year, it was co-located with AIIM and On Demand in the Walter E. Washington Convention Center—albeit in a different hall, for which attendees needed a different badge. ITEX 2012 will be held March 14-15, at the Las Vegas Convention Center.

For more information: <http://www.itexshow.com/>;
<http://www.aiimexpo.com/>

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