

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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April 11, 2014

THIS JUST IN!

NEW APIs HIGHLIGHT CAPTRICITY ENTERPRISE OFFERING

Captricity continues to carve out a niche for itself. The Berkeley, CA-based data capture ISV, which offers its service through the cloud, differentiates itself by being able to capture hand-entered data with 99.9% accuracy. It continues to move upstream and recently launched an enterprise version of its service.

“We are evolving the focus of the company to meet high velocity workflows,” said Kuang Chen, founder and CEO of Captricity, which launched in 2012 and last year received a round of Series A funding [see *DIR* 6/21/13]. “We want to enable organizations doing forms processing to go straight through, from a scanner to a database, without any stops. We are also now focused on customers with transactional forms like sales orders and leads.”

Captricity uses a combination of internally developed recognition technology, off-the-shelf OCR (for machine print), and secure crowdsourcing to capture data off images scanned and submitted by its customers. “Our technology continues to improve,” said Chen. “Coming off our work with the **FDA** [see *DIR* 11/22/13], we are even more confident in our results. We are comfortable saying we deliver the same accuracy as blind double key entry.”

One new feature of Captricity Enterprise is a set of RESTful APIs that can be used to integrate with input sources, as well as output destinations. “Our new world-class API really enables multi-channel capture,” said Chen. “We have standard inputs like uploading scans, e-mail, and a mobile app. The API makes it easy for developers to write RESTful code to blast documents at us from other sources in a completely secure way. For ingesting data on the back-end, the APIs can be hooked into to

CONTINUED ON PAGE 8

Next Generation ECM in Sight

ORLANDO – Enterprise content management (ECM) has always been an ambitious goal—putting all an organization’s unstructured content under control. Because of obstacles such as onboarding, cost of licenses, and overall complexity, ECM has historically been deployed more like DCM—or departmental content management. And in the past, we’ve written about how developments like **Microsoft’s** advancements in SharePoint, Web-based interfaces, and IDR were going to democratize ECM and bring it to the masses.

All those trends have definitely helped, as more people than ever seem to know what ECM is and what benefits it can provide. But, how widely is ECM really being deployed? Well, indications are more widely than ever (recent forecasts have the ECM market valued at more than \$5B in 2013 and growing), but there is clearly a long ways to go, as the close to 800 attendees at the recent AIIM Conference demonstrated.

The third annual revamped AIIM event (with the focus on education rather than the expo) was held this year at the state-of-the-art Hyatt Regency Grand Cypress near Disney World. It drew a diverse crowd of end users, along with the usual cadre of vendors and analysts. We ran into attendees looking for basic document scanning, as well as those with more complex needs in areas like collaboration and records management. And, of course, we caught up with several long-time colleagues.

One of the hottest topics was cloud computing and the affect it will have on the ECM industry. After being shown the article in our last *DIR* in which new **TIS** EVP and GM of the Americas Avi Mileguir discussed how his previous market transitioned from 100% on-premise to a majority of cloud sales in a matter of two years, **Upland Software’s** CTO (and GM of document management ISV **Filebound**) Sean Nathaniel predicted a similar fate for the ECM industry in the near future. “ECM is lagging behind some other markets,” Nathaniel told *DIR*. “But it’s just a matter of time before it flips to the majority of new implementations being cloud-based. I think that will happen in 24-36 months at most.”

Nathaniel, whose parent company (Upland) is focused on development of a cloud-based platform for enterprise work management, and whose legacy is with Filebound (one of the pioneers in cloud-based ECM) has vested reasons to be bullish on cloud adoption. Lubor Ptacek, VP, strategic marketing at **Open Text**, is less optimistic. "Most of the cloud revenue Open Text is generating comes from two acquisitions, EasyLink [messaging] and GXS [B2B integration services] whose businesses were primarily on the cloud when we bought them," Ptacek told *DIR*. "Historically, ECM has been a very conservative market that was first established working with highly regulated industries. Those types of companies remain the primary users of ECM technologies."

"Open Text has developed technology that can leverage our repository and deliver similar functionality to Box and Dropbox for collaboration. We think that is the type of functionality users want to access on the cloud. We anticipate that the migration to the cloud for full ECM will be slow whenever it occurs."

It's probably worth noting that Filebound markets primarily to SMBs, where cloud adoption has been touted as providing the most benefits. Conversely, Open Text markets primarily to the Global 2000, where IT departments have established fiefdoms and are reluctant to give up control. That's not to say the cloud doesn't offer the same benefits to larger enterprises as it does smaller ones, or that smaller organizations don't tend to be more conservative when it comes to technology adoption.

Clearly, there are some dichotomies in the cloud ECM model that need to work themselves out. But one thing we do know is that two elements of ECM—file sharing and storage—are already being adopted in the cloud en masse. According to Alan Pelz-Sharpe, research director for social business at **451 Research**, Box and Dropbox are the hottest topics his consulting firm currently deals with. "We focus on ECM, but right now collaboration and file sync and share have companies struggling," said Pelz-Sharpe during his keynote address. "I ran into a financial services company recently where employees have 20,000 file sharing accounts. The company wants to know what they should do?"

"We often hear that our customers have a Box or Dropbox problem. Their problem seems to be that they have employees who want to work more efficiently. The market has moved on from BYOD and into the realm of bring your own applications. Organizations fear that they are losing control of their files."

Pelz-Sharpe admitted that there is no easy fix. "I believe we are at a crossroads," he said. "So much has changed in the last 18 months. We used to be able to take calls and give really sound advice. It used to be I'd probably seen it before and I could then utilize common sense. Now, it feels we are being overwhelmed and I can only make suggestions."

Pelz-Sharpe added that it's important to recognize that even

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

Areas we cover include:

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3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
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as users embrace cloud applications, in many cases, it doesn't mean their on-premise software is going away. "If you look at a lot of the hot cloud start-ups that also have on-premise businesses—most of their revenue is still coming from their on-premise options [In our industry we found this is the case with **Ephesoft** (see *DIR* 3/7/14).]," said Pelz-Sharpe. "In fact, in many organizations, you'll find that zombie applications remain a large chunk of what IT organizations are managing.

"If you remember, SharePoint was supposed to fix the fact that organizations were running a multitude of document management systems and file shares. And then, Box came along to fix SharePoint. The reality is that nothing ever went away. It's all still running."

Pelz-Sharpe concluded that file sharing applications are not the problem in today's ECM landscape. "Workers have moved on [from traditional business applications] because the world has moved on," he said. "The landscape has really turned into bring your own everything, and people are used to doing work their own way. Organizations need to have some control over all this, but they also need to give some flexibility."

Make the Cloud RM-Ready

Monica Crocker, Corporate Records Manager for dairy-products focused agricultural cooperative **Land O' Lakes**, presented on embracing cloud computing. As a former content and records management consultant, she is probably more progressive than many RM professionals. Her approach seems to embody Pelz-Sharpe's vision of combining flexibility and control.

"I hate it when people say that most of the stuff kept in the cloud probably doesn't qualify as something that should be a record anyhow," she said. "The reason that stuff is in the cloud is that it is probably something somebody needs access to, which means it could fit under the definition of a record. The definition of records is a constantly moving target."

Crocker has concluded that employees are going to use cloud applications whether an organization wants them to or not. So, as a records manager she embraces the cloud, but not without some parameters. She offered eight things to consider for organizations looking to move some of their data and applications into the cloud:

- Understand what regulations apply to your industry and if you will be able to demonstrate compliance with them.
- Make sure it is explicitly stated who owns information on the cloud.

- Consider security not just for information and meta data on the cloud, but also for that information and meta data when it is in transit.

- If the relationship with the cloud provider is terminated, understand how you will get information back.

- Agree with the cloud vendor on how they will handle subpoenas.

- When data is destroyed, make sure there is proof that it has been done.

- Have an agreement on how to handle legal holds.

- Realize that you are adding a layer of complexity to your RM—and are not just doubling the complexity, but increasing it factorially.

Crocker also shared several logistical procedures for ensuring that working with a cloud vendor is a success:

- Negotiate specific contract terms.
- Block unauthorized cloud storage.
- If something goes wrong, know who is responsible ahead of time.
- Know what services are being subcontracted by your cloud vendor
- Review insurance coverage. (For example, your company might be covered against loss of data, but what if the cloud vendor loses that data?)
- Have the right people (typically in IT and legal) review the plan.

"A lot of people complain that with cloud storage it's hard to know where their data is going, how many copies are out there, etc.," said Crocker. "But, do you really know that now? At least cloud providers manage data for a living, which is not the core business that most end users are in."

Crocker said working with cloud vendors has increased Land O'Lakes' flexibility when choosing applications. "We use a lot of cloud providers," she said. "Every time we need to replace or add an application, cloud vendors are in the mix. If they provide the best product, we are comfortable going with them."

The look of the future

Our conclusion is that ECM is going to the cloud (how fast is up for debate) and that part of it (file storage and sharing) is already there—being utilized by millions of people. And, oh yes, all those legacy on-premise ECM applications, they are probably staying around. So, what's the best way of dealing with this evolving new landscape of ECM? Capture it all and sort through it later.

Yes that's right, capture everything. One thing we've noted over the past several years is an ever increasing number of avenues for capture.

Document scanners, for example, continue to get better, faster, and cheaper. **Epson** recently introduced a 45 ppm color duplex scanner with a list price of \$1,100 [see *DIR* 3/27/14]. In 2002, we ran a headline “34 ppm Duplex Color For \$5,500.”

That’s not to mention the increasing use of MFPs for capture [see *DIR* 8/23/13], an increasing and improving number of wireless and mobile document capture options, and the continued adoption of fax servers. And those are just advancements for capturing paper documents. In recent years we’ve noticed a boom in e-forms technology that can be deployed across devices, as well as technology like **Kofax’s** Kapow that enables users to capture data from a multitude of internal applications and external sites without having to do any integration programming. And how about Box, Dropbox, and other file sharing/syncing applications? Aren’t they automating document capture?

But, hold on a second, you might be saying, document capture is more than just storing a file to a centralized site. At the very least you need some sort of indexing/meta data. In many cases more advanced capture is preferable to drive business processes. And that’s the beauty of our second step—sort through it later.

Why are Box and Dropbox so successful? Ease of use has a lot to do with it. You simply save a file to the correct folder on your desktop and it automatically syncs with your account. There is no data entry—the effort for a user to capture a file into Box or Dropbox is minimal. What if onboarding a file into an ECM system were that easy?

Remember that article we did on Ephesoft last month—the one where we discussed the advantage of utilizing Web services calls because they enable capture to be applied at any point in a workflow process? Well, what if you want to capture meta data after a document has already been uploaded into a repository? Don’t Web services calls make that possible?

Sure, there are still some details to be worked out with this model, such as QA—but the increasing development of Web-based technology certainly diversifies that ways QA can be deployed. Heck, doesn’t **TIS** enable users to take advantage of **Amazon’s** Mechanical Turk technology for QA?

That’s just a taste of what’s possible, and it’s our opinion that real world deployments of this type of ECM 2.0 are not that far off. Several ISVs we talked with at the AIIM Conference share a similar vision, or at least pieces of it. This includes data capture specialists like **Parascript** and **ABBYY**, as well as

ECM ISVs like **FileBound** and **IBM**, and scanning specialists like **EMC Captiva** and **Document Capture Technologies**.

We want to thank executives at all these companies, as well as those at several others who took the time to talk with *DIR* at AIIM 2014. We hope you had as a productive of a conference as we did. Finally, we look forward to reconnecting with everyone next year, March 18-20 in San Diego, which is when the next AIIM Conference has been scheduled for, to see how far we have advanced on the above stated vision and discuss any new ideas that might be added to the mix.

For more information: <http://bit.ly/AIIMConference>
<http://www.uplandsoftware.com/products-overview/filebound/>;
<http://bit.ly/CrockerprofileAIIM>; <https://451research.com>

Digitech Aims to Revolutionize Auto-Classification

At the past couple AIIM shows, the interactive round table discussions have proven to be some of the more popular sessions. The ones *DIR* has attended have typically been overflowing with attendees eager to share their challenges in hopes of someone suggesting a viable solution. At this year’s conference, the roundtable entitled “Building a World Class Document Capture Operation” was no different.

Hosted by capture industry analyst Mark Brousseau, the session was attended by several users running capture in mailroom type operations. Their number one goal was reducing document prep—specifically finding a way to reduce the labor related to inserting bar coded cover sheets for separation and classification. The curious thing is that the users who spoke were licensing capture software that advertises auto-document classification capabilities, which should have been able to alleviate their issues.

Shortly after attending this roundtable we had a meeting with Scott Matthews and Sean Morris of **Digitech**. Matthews is the founder and CTO and Morris the director of sales at the Denver-area ISV that specializes in capture and cloud-based ECM. Coincidentally, they wanted to discuss new auto-classification technology their company is rolling out this month.

Matthews was not surprised that end users aren’t utilizing the auto-classification currently on the market. “From what we’ve seen, the traditionally accepted norm for a success rate in an auto-

classification application is 70%," Matthews told *DIR*. "But end users won't accept that. They won't accept a 70% success rate in other areas, so why should they accept it in auto-classification?"

To improve on this, Digitech, whose PaperVision Capture is widely used among service bureaus, has developed Forms Magic—auto-classification and extraction software, which is being brought to market as a module within PaperVision Capture, as well as in an SDK. "With most auto-classification, users have to employ a combination of regular expression and scripts to identify each unique document type," said Matthews. "Also, when you use techniques like registration, you run into issues like everything needing to be aligned perfectly.

"We determined that everybody using these techniques is going about it all wrong. We've come up with a method for processing pages that same way that a human mind does. Basically, you give forms to our software and it's able to group and classify them with 99% accuracy the first time through without any programming. If a page is 90% like another, but you want to classify it differently, you just tell the software and it will never make that mistake again.

"You don't need any deskewing, despeckling, page registration, the document can be crumpled, etc. Humans don't worry about that stuff when classifying documents with their eyes."

Matthews said the technology can identify single, as well as multi-page documents. "For extraction, you just tell it where to capture data from the first time through, and it will automatically recognize those same fields and line items every time that class of forms comes through in the future. For each piece of information we extract, we also record a confidence level."

"The goal of Forms Magic is to eliminate document prep, because that is where the most money is spent in a capture operation," said Morris. "We're offering users the chance to be done with bar coded separator sheets."

"We know that we are a bit late to market with auto-classification," said Matthews. "But, we're not sure how much that matters because we are late to a market where the current products don't work. We think Forms Magic really offers some financial value to scanning operations."

Morris sees Forms Magic as opening up automated capture to a wider breadth of customers and use cases. "In most auto-classification and extraction operations, we find the cost of the product is x, and

the cost of professional services is 2x," he said. "We take those factors off the table. Our technology offers the ability to set up a capture application for invoices from 70 vendors in an hour.

"This type of economic difference enables us to expand our reach from enterprise-type customers, where auto-classification and extraction has traditionally been deployed, into the SMB. Many small and mid-sized organizations also have high-volumes of documents they'd like to automate the processing of. Our competitors do not have the kind of reach we do."

Digitex plans to leverage its existing reseller channel to bring Forms Magic into the SMB. It also views its install base of service bureaus as a fertile market. "Forms Magic will enable service bureaus to increase their margins per job by reducing labor," Morris said. "It will also enable them to take on new jobs, which many are reluctant to do in many cases because the traditional set up can be cost prohibitive."

In addition to being fast to deploy, Forms Magic runs fast. "On a standard PC running 8GB of RAM, it's able to process 1,000 pages per minute once they've been loaded on the hard drive," said Matthews.

Forms Magic will follow a usage-based pricing model. The module for PaperVision Capture will be available this month and a toolkit is also being marketed. "If an integrator or an end user is working with someone else's capture engine, or even if a capture ISV is looking for this type of functionality, our professional services team will help them integrate our technology," said Matthews.

There are also opportunities for customization on the back-end involving data integration. "Forms Magic provides the data," said Matthews. "The user or integrator can do what they want with it after there."

The Forms Magic technology was previewed in January at the Digitech Systems University conference. At the conference Digitech also introduced new e-forms and workflow technology [see *DIR* 2/12/14]. Matthews and Morris did not have a chance to demo the technology at AIIM, but we expect to see one in the next few weeks.

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

For regular updates between newsletter issues, please follow us on Twitter @DIREditor.

Xerox Mobile App Targets Financial Services Workflows

Xerox is the latest vendor to introduce mobile document capture technology. Last month it announced Safe Courier, a capture workflow solution targeting the financial services market. Complementary to mobile check capture apps already being utilized by many organizations, Safe Courier is designed to optimize capture of full-page documents like loan applications, money transfer requests, and tax documents.

Safe Courier leverages Xerox's years of experience with MFP hardware. "A couple years ago, we began a project exploring the camera and imaging capabilities on mobile devices like smartphones and tablets," said Raja Bala, principal imaging scientist at the Xerox Research Center Webster and lead scientist for Safe Courier. "Immediately, document imaging and scanning came to mind.

"Through our explorations, we found that although smart phone cameras keep improving and image quality is getting better, taking a picture of natural scenery is one thing—trying to capture a document from which you can get high quality OCR results, that's a challenge. A lot of it has to do with the wide range of conditions involved when people capture with mobile devices. With a copier, you might be putting a piece of paper on a platen and with a scanner you get a nice flattened page. With a mobile device, you have users trying to capture images in the back seat of a cab. You're dealing with variables in areas like angles, movement, lighting, and shadows.

"It was our goal to make mobile document imaging robust across all these variables. One focus was helping users take a good picture in the first place so they don't need as much image processing. We looked at how our interface could assist them, and we came up with a novel idea."

Safe Courier utilizes a technique called "touchless photography." "When a user launches Safe Courier, it launches the video camera," said Bala. "As the user hovers their hand over a document, our technology has the logic to analyze the streaming video for characteristics like the stillness of the user's hand. Just like many QR code readers do, Safe Courier automatically switches to still camera mode when it's ready to capture the image.

"This makes it easier for the user because they don't have to press a button when they want to take the picture—a process which often shakes the camera. To capture multi-page documents, users just

hold the camera in one hand and flip the pages with the other.

"After they are captured, images are passed into the edit mode, where they are looked at page by page, but they can be joined together in a single document post processing. We have auto-crop and auto enhancement. Users can also adjust borders manually and re-order, delete, and insert pages."

Safe Courier can output black-and-white or color images in a variety of formats. "We have a strong heritage in the copying and printing business, where we have developed a rich set of tools for enhancing, cropping, and compressing images," Bala told *DIR*. "We've architected those tools to run on mobile platforms."



Once image processing is complete, images are securely transferred to a server. "The transmission has maximum level encryption and the mobile app is connected to Xerox's private cloud server," said Bala. "The image is only kept on the phone as long as the user is working with a draft."

Once the image is on the server, it can be handed off to a third-party application. Bala stressed that Safe Courier is designed to be implemented as part of a business workflow. "It's not a general purpose scanning app," he said. "To run, it has to be registered to access a specific destination like a back-end mortgage application processing system."

Related to this, Safe Courier can be optimized for the capture of specific documents. "Say it's being implemented for mortgage applications, and the user needs to scan a number of forms, including W-2s and driver licenses," said Bala. "There would be a menu with a list, and the user's selection would determine the image processing. The driver's license could be clipped smaller and captured in color and the W-2s in black-and-white.

"One nice thing is that the user doesn't have to capture all the required documents for a submission at once. They could capture a birth certificate and a driver's license in one session, save a draft, close the app, and re-open it later to capture the W-2. Once everything is submitted the user receives a confirmation from Safe Courier.

"Another nice feature is that if a service rep on the back end discovers the user needs to submit additional documentation, they can send an e-mail that includes a link that will automatically launch

Safe Courier. The user then just captures the appropriate image and it is submitted into the workflow.”

Currently there are no data capture or OCR capabilities in Safe Courier. “We are looking at adding those later this year,” said Bala. “Safe Courier produces very quality crisp images that are amenable to OCR. A customer could certainly apply their own data capture.”

A user has to have an Internet connection to utilize Safe Courier. “However, you can import pictures from a gallery, so you could capture images offline and import them into Safe Courier when you are online,” said Bala.

The application is being marketed under the Xerox Safe Courier brand and also as a white label product. “We are initially targeting customers that already do business with Xerox,” said Bala. “We see this as a way of broadening our engagements.”

Safe Courier can run on both Android and iOS devices in multiple form factors. “We are really trying to emphasize a couple of things,” said Bala. “First is that we can reduce errors and create high quality images with mobile devices currently on the market. Second, Safe Courier offers nice integration into business workflows.”

For more information:
<http://www.acs-inc.com/mobile-courier.aspx>

Nuance Updates Windows PDF Application

Nuance’s PDF technology has undergone a makeover. This includes the introduction of functionality more in-line with current Windows operating systems. It also includes a re-branding—the line has been re-launched as Power PDF.

“Power PDF is built on the same library that was used to build our PDF Converter and PDF Create products,” said Jess Walker, director of product management for PDF Technologies at Nuance. “But, if you look at our previous products, they were built to address the requirements of the Widows XP and Vista world. With Power PDF, we are really focused on the requirements of Widows 7 and 8 users.” (There are no current plans to enable Power PDF to run in Mac environments, although Walker said a new version of Nuance’s Mac PDF technology will be forthcoming.)

One of Nuance’s goals was reducing the number

of tasks users have to perform to complete a task. “With previous versions there was a lot of pulling down menus and submenus to look for tools,” said Walker. “With Power PDF, we’ve utilized the Ribbon interface that was introduced in Windows 7. It’s all about organizing tasks around the way people work.

“For example, our customers do a lot of document assembly. They are always inserting and extracting pages and adding headers and footers. So, our new home menu includes a lot of functionality in that area. Users have also become accustomed to features like a Quick Access Toolbar that they can customize and add as many buttons to as they’d like. We’ve added that.”

Other new features include a watched folder and improved document commenting and comparison. “The watched folder is a nice feature if a user wants to create full-text searchable PDFs from image being captured on a network scanner, for example,” said Walker. (He added that this capability is meant to be utilized as part of a desktop, not a server, deployment.)

The improved commenting is also about increasing usability. “We looked at the number of clicks it was taking to do something like highlight text and comment on it,” said Walker. “We compared that to the way our customers like to work and simplified it by doing things like automatically including highlighted text in the comment box so the user doesn’t have to copy and paste it there.

“We also looked at the way users were doing document comparison and improved the side-by-side tools. For example, users can now look at thumbnails to do a quick comparison.”

Nuance’s has kept the same pricing model for Power PDF, but did the rebranding to clear up confusion in the market. “We had PDF Converter and PDF Create that did specific things, and then we had a Professional version that people thought was our premium brand, but we also had an Enterprise product that could be used in small workgroups.

“Now we have Power PDF Standard (list price \$100) for the SOHO and a more advanced product, Power PDF Professional (\$150), that covers the broad spectrum of the workgroup from the lower-end to the enterprise level.”

The Power PDF products are being positioned as business-focused alternatives to **Adobe** Acrobat Standard (list \$300) and Professional (\$449). “We’ve always touted our PDF software as a business tool,” concluded Walker. “Previously it probably worked best for XP users, but most of our customers are now

using Office and Outlook applications that fit better with Windows 7. We have tuned our Power PDF interfaces for those kinds of users. We think Power PDF is a much better product for today's business users."

For more information:
<http://www.nuance.com/go/powerpdf>;
<http://www.media-server.com/m/p/x9wt4r8k>

CAPTRICITY, FROM PAGE 1

any database system or Web service."

Chen noted that the Georgia (U.S.) state government recently took advantage of the APIs when implementing a system to process forms related to tracking campaign contributions. "Georgia came to us in a hurry with a hard deadline to meet," said Chen. "They had an e-forms system ready to roll out, but the legislature changed the law at the last minute so that they were required to accept faxes.

"They had looked at other capture products but nobody could read unconstrained hand-filled forms. [In a Captricity blog post on the implementation, Andrew Booth, CEO of **Jaxified LLC**, one of the primary consultants that manages IT infrastructure for the **Commission Georgia Government Transparency & Campaign Finance Commission**, is quoted as saying, "Some people use **Adobe** and print on the forms, some people handwrite them. We have even received forms written in crayon."]. To use our service, they needed to hook up to an efax system on the front end and a database system on the back-end. Utilizing their own

professional services contractors, with Captricity providing some advanced documentation, they were able to set it up in a month and a half."

Another consultant who worked on the project, Joel Perkins, CEO of **Inserv360**, estimates that the system will process 40,000 pages per month during seven annual filing periods in 2014. "I have found the field mapping with Captricity to be very intuitive," said Perkins. "The response times from the [Captricity] support team were phenomenal. I have rarely had anyone at a vendor reach out and make sure we are happy."

Captricity's announcement of its Enterprise-level offering follows on the heels of a subscription-based pricing model that was introduced last year. Previously, the service was licensed through a pay-as-you go model. "Ever since we established our subscription-based model, we have been seeing unprecedented growth," said Chen.

Pricing starts at \$75 per month (\$63.75, with a one-year contract). Features and monthly volumes increase across a tiered pricing structure.

Captricity utilizes a combination of outbound and inbound sales. "As a modern Web start-up, the majority of our sales have been inbound," said Chen. "But, we have a small and growing sales team and are starting to establish a channel. We also think that with our new APIs we are much more ready to be integrated with other document capture applications, especially where there might be requirements for hand-filled field recognition."

For more information: <http://captricity.com/>

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