Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

April 2, 2010

MALAYSIAN COMPANY UPGRADES TRIM VIEWER

Malaysian-based reseller and ISV **VersaPAC** recently introduced **Adeptol's** document viewing technology into its Web-based viewer for **HP's** TRIM document management system. Adeptol, which was featured in our recent Feb. 5 issue, offers an AJAX-based, zero-footprint viewer that can display more than 300 file types. The viewer's speed when working with large files was one of the features that attracted VersaPAC.

"To support our zero-footprint strategy, it was important for us to go with AJAX-based file viewing technology," said Stephen Kucia, VersaPAC's international sales and marketing director. "Our previous viewer vendor is making the transition to AJAX, but we were having some issues when working with Office 2007 files. In addition, the Adeptol viewer is really quick when dealing with large files."

Kucia sent us a demo link through which a 100-page Word file [with no graphics] and 50-page PDF e-book [with graphics] each loaded in under 30 seconds. "This is across the Internet, not in an office environment, and coming from a very small server I use in Kuala Lumpur—a small box, dual processor with only 2GB of memory," Kucia said.

VersaPAC has been a TRIM reseller since 2002 and focuses on systems sales in Malaysia. In 2008, it responded to customer demand for better Web-based viewing with the introduction of its *Saffron* product. In addition to packaging *Saffron* with its own TRIM implementations in Malaysia, VersaPAC makes it available to TRIM resellers in other countries like Australia, New Zealand, and the U.K.

Charactell Offers Invoice Capture for *QuickBooks* Users

Almost three years ago, we ran a story on the "State of the Invoice Processing Market." At that time, applying OCR technology to invoices was starting to make some significant headway in North America—after several years of marketing hype and a few false starts. We featured about a dozen vendors, a little more than half of which had any significant (over 10 sites) install base. At the time, we estimated there was a total of maybe 500 automated invoice capture implementations in the U.S. market [*see DIR* 8/17/07].

Two-and-a-half years later, it's safe to say the invoice capture market has mushroomed. We've seen considerable success, especially at Global 2000 organizations, and the technology is starting to trickle downstream. One of the biggest trends of 2009 and 2010 has been vendors introducing automated invoice capture products targeted at the mid-market.

After all, while the Global 2000 is clearly limited to a finite number of organizations, there are an estimated four million registered users of the popular SMB accounting product *QuickBooks* alone. It's easy to see what the potential opportunity is.

Charactell is one of the vendors trying to exploit this opportunity. The MA-based ISV, which has development facilities in Tel Aviv, Israel, recently released technology updates and pricing adjustments to its *FormCliQ* invoice capture line, which is targeted squarely at *QuickBooks* users. "We have an enterprise-level capture product, *FormStorm*, that scales up to any volume, and we have organizations using it to capture data from 25,000 pages per day," said Paz Kahana, the president and CEO of Charactell. "*FormCliQ* has a lot of the features of *FormStorm*, but we've packaged them in a way that is easier to access.

"We've taken out some of the complexities and elaborate set-up options, and made *FormCliQ* something that can be used by any office worker. It works specifically with *QuickBooks* databases, and we've priced it for that market. Users capturing less than 100 invoices

per month, can buy it for $300. It will automate their A/P [accounts payable] data entry and create a copy for digital archiving."

Kahana has been working in the imaging and automated data capture industry for a number of years. He and Charactell co-founder and VP of R&D Ofir Comay both worked for **Top Image Systems**, another Israeli-based ISV with invoice capture technology.

Charactell was launched in 1998, and its early efforts were focused on recognizing hand-printed text [*see* DIR *8/17/01*]. In fact, Charactell advertises its *Softwriting* product as "the only product available anywhere that enables you to convert documents containing handwritten notes and hand printed text into editable computer files such as *Word* documents."

"It is not our main focus, but we still offer *Softwriting*," said Kahana. "We have also packaged the underlying technology in an SDK that has been licensed by more than 200 developers."

According to Kahana, Charactell launched *FormStorm* in 2004 as a general forms processing platform. "As we saw the market for invoice capture starting to mature, we pursued it by building *FormStorm Invoices*," he said. "We have hundreds of *FormStorm* installations worldwide, including scores of invoice capture implementations. Most of our sales have come through our channel of resellers."

Marquee *FormStorm Invoices* customers include **Jones Apparel** in the United States and **Audi** in Europe. "The Jones implementation was sold through our partner **Vanguard Systems**, which supplies integrated ERP systems," said Kahana. "The Audi installation was sold through a local reseller, which also provides enterprise systems."

Several different *FormStorm* configurations, based on volume and feature set, are available. Kahana believes the ease of setting up Charactell's software differentiates it from other invoice capture products. That, along with its price.

"Once users figure out the flavor of our software that best fits their application, they download it, install it, and can begin processing invoices within minutes," he said. "Especially, the way the market is now, with everybody facing shrinking budgets, it's important to keep implementation costs down. This is especially important in the lower-end.

"Our pricing is aggressive and less expensive than most of our competition. Even our higher-end pricing for *FormStorm* could be considered as skewed more toward the mid-market."

How FormCliQ works

Charactell offers two flavors of its lower-end *FormCliQ* application. There is an Office version targeted at users capturing volumes of 750 pages per month or less. Depending on volume requirements, it's priced between

$300 and $2,000. The higher-end version, *FormCliQ Invoices*, is targeted at users capturing up to 3,000 pages per month, with incremental volume licensing available between $3,000 and $7,000. Both versions feature *QuickBooks* integration, with the higher-end version also offering XML and CSV output, as well as support for capturing invoices in additional countries.

"In addition to language considerations, when processing invoices in other countries, there can be additional fields you have to account for," said Kahana. "This includes fields for items like a VAT (value-added tax), which shows up on European invoices."

Kahana gave us a brief explanation of how *FormcliQ* works: "Users can import images from either a TWAIN driver or open an existing file. The first time *FormCliQ* sees a specific type of invoice [like an invoice from a specific vendor or one created with a specific software app], it will run our recognition technology on it and attempt to capture the required data fields. This includes header data like the vendor name, terms, total, and date, that are common to most invoices. It will also attempt to capture line item and table information like quantity, price, description, and discounts.

"*FormCliQ* provides users with the results of its analysis. Sometimes, there are ambiguities on an invoice that force our technology to make a choice between two items, which can create errors. If a field is wrong, a user can typically drag a curser over the correct data on the image of the invoice, and click. If they don't click on anything, *FormCliQ* assumes they agree with the selections. *FormCliQ* remembers any corrections, and the next time a similar invoice comes through, the user shouldn't have to click on anything.

"To export the captured data into *QuickBooks*, a user basically tells *FormCliQ* where *QuickBooks* is located. Then, instead of having to manually key data from 'bills,' which is what *QuickBooks* calls invoices, it can be automatically imported."

According to Kahana, *FormCliQ* utilizes multiple OCR engines, one of which is Charactell's own, as well as a voting mechanism developed by *Charactell*. "Of course, what's great about the product is not the OCR engine, but the technology that tells the OCR engine what to read," he said.

Charactell is currently developing a channel for *FormCliQ*. "So far, most of our business has come from referrals through the **Inuit** [the developer of *QuickBooks*] Web site," said Kahana. "The Office version, at least, is priced too low to be sold through a traditional VAR channel. However, we are starting to see some reseller interest in the higher-end *FormCliQ Invoices*. We have recently signed our first OEM agreement for that product. Our partner is assembling it with some other software to create a complete lower-end A/P solution."

Kahana acknowledged that selling invoice capture to the SMB market presents some unique challenges that have not necessarily been overcome yet. "It's important to understand that you can't just build technology, you have to know what to do with it," he said. "A single marketing model does not work across the entire spectrum of potential customers. Regarding invoice capture, we've figured out the mid-range to high-end market. We're still working out a successful model for selling to the SMB."

For more information:
http://www.formcliq.com/fcq_invoices.php;
http://www.charactell.com/;
http://www.documentimagingreport.com/index.php?id=1819#charactell

OBS Debuts Service Bureau Facility

Ocè Business Services (OBS), which offers a variety of print and document management services, has opened a new document conversion services facility near Salt Lake City, UT. The facility, which boasts several high-speed scanners, document and data capture software, and a secure FTP server, is advertised as capable of imaging more than 10 million pages per month. When coupled with a digital mail initiative we covered last month [*see DIR 3/5/10*], it seems that OBS, a $685 million business with more than 1,200 customers worldwide, is really making a push into document imaging.

"We have clients all over the world for which we provide a multitude of services; a lot of those clients have large volumes of paper at their sites and are looking more and more at off-site scanning opportunities," said Gregg Bieri, manager, new records business development for OBS. "I think, especially with the economy the way it is, these customers realize they have valuable office space being taken up by document storage, and it is more efficient to image those documents."

OBS has historically worked with third-party service bureaus for its customers' offsite document conversion needs. "We have a facility in the Salt Lake City area that provides document conversion for our e-discovery clients," said Bieri. "So, we had a place and somewhat of an existing infrastructure, as well as technical expertise in-house. Basically, we

had to bring in more technology in areas like data capture. We are now migrating all the contracts we had with third-party providers to our imaging center."

OBS' national imaging center has high-speed scanners from **Kodak**, Bell + Howell, and **Fujitsu** and uses capture software from **Kofax** and **Digitech**. OBS also has key-entry resources in Salt Lake City, as well as Manila, in the Philippines. To serve European customers, OBS has an imaging center in Prague, the Czech Republic.

OBS offers several output formats, including optical and magnetic disks, and offers image hosting services through a partner. Through its capture software, images and data can be formatted for ingestion into ECM systems. "We are finding demand for our FTP server by clients who find it more economical than using standard telco lines to transmit high volumes of images and meta data," said Bieri.

In a press release touting the imaging center's opening, OBS cited projects digitizing retirement, human resources, finance, and sales documents. OBS is also doing invoice capture, including translation, for one of the world's largest telecommunications companies. "So far, we've had a mix of about half our business coming from existing OBS clients and half from new clients," said Beiri. "We've done backfile conversions, as well as set up PO boxes for receiving daily mail."

Survey confirms market demand

According to Ken Neal, director of corporate communications, OBS recently completed a survey that confirms that document imaging technology and services are certainly being strongly considered by end users. "We have done this survey annually for the past 10 years; we ask senior level managers at larger companies about several areas of document management," Neal said. "This includes printing and copying. When we asked about budget planning, document imaging scored the highest. Ninety-four percent said spending on document imaging would either increase or stay the same. This was the second straight year document imaging scored the highest, and this year the numbers were slightly better.

"Document imaging also scored the highest when we asked about potential outsourcing. Sixteen percent said they had plans to outsource document imaging. Print and copy center management was next at 9%.

Bieri concluded that OBS is seeing more interest in both on and off-site document scanning. "Floor

space is becoming scarce and more expensive; just getting financing to build additional space can be difficult," he said. "Also, work forces are more dispersed and online access to scanned images is helpful when not everyone is in the same building. Finally, as bandwidth becomes less expensive, moving digital documents and data has become easier."

Beiri added that OBS has no immediate plans for additional BPO services or facilities. "We are open to, and interested in, looking at other types of BPO, but nothing is imminent," he said. "A lot depends on our client needs. The same holds true for additional imaging centers."

For more information:
http://www.documentimagingreport.com/index.php?id=1839;
http://www.obs-innovation.com/25.aspx

MFP-Focused Imaging ISV Growing, Moving Upstream

Some trends are apparently too hot to be slowed by the recession. Using MFPs for document imaging is one of them. After receiving several favorable reports from companies that focus on this niche, we caught up with **Square 9 SoftWorks**, which trumped them all. Granted, Square 9 is a fairly young company with a low revenue stream compared to more established entities, but its reported 140% revenue growth for 2009 is still impressive.

"In the last year, we've exploded," said Steve Young, president and CEO of Square 9, which develops a document repository sold almost exclusively through MFP dealers. "We've more than doubled our install base since we last talked to *DIR* [Square 9 was featured in our 3-20-09 edition and at that time had an install base of 500 sites.] We were not really hindered by the economy.

"A lot of people who were looking at more expensive solutions may have put them on hold. But, I think the recession has also forced businesses to look at doing more with less, and this leads them to look at automating processes through technology like document management."

Square 9's flagship product is its *SmartSearch* repository, which includes image capture functionality. *SmartSearch's* starting price is $1,950 for a three-year license for three concurrent users. The price is targeted to fit within the parameters of MFP leases.

"Ninety-five percent of our sales still come through the office equipment dealer [OED] channel," said

Young. "However, as we introduce more features that enable customization, we're starting to get interest from systems integrators."

Workflow additions

Square 9 recently released version 3.0 of *SmartSearch*, which introduces document workflow into the product. "This is a big transition for us," said Young. "While our customers thought it was great that they could store and retrieve digital documents, in many cases they are also looking to automate their repetitive processes."

With the introduction of workflow, Square 9 has created a new tiered-level of pricing. The legacy version has been labeled the *Professional Edition*. Square 9 has also made a *Corporate Edition* available that comes bundled with workflow, as well as other features like PDF creation and zonal OCR, for $9,950. User licenses have to be purchased separately.
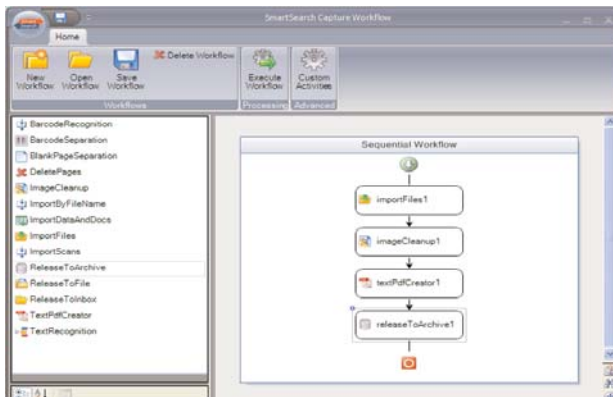
"It was always part of our strategy to move upstream," said Young. "We've seen a lot of ECM vendors that have traditionally sold six- and seven-figure deals attempting to move downstream, and some have done a pretty good job. But, I still think it's easier to move upstream. We designed a strong platform based on .NET technology and a SQL server database, with Active Directory integration. We introduced it at an affordable price and are scaling it out by adding pieces incrementally."

Between versions 2.0 and 3.0 of *SmartSearch* (within the past year), Square 9 introduced two of those pieces. One is a Web services library for integration with third-party applications and the other is a GUI workflow for document capture. The capture workflow enables users to create repeatable processes by dragging and dropping configurable features like import options, image processing, and bar code recognition.

The capture workflow in SmartSearch enables users to drag-and-drop customizable features from the left-hand side of the screen into repeatable processes configured in the GUI designer on the right.

"We are very focused on capture," said Young. "As a systems integrator we worked with **Kofax** for many years previous to launching Square 9. We've put a lot of capture into our core product and may break it out into a separate product."

Young did say that Square 9 will continue to work with third-party MFP capture specialists like **NSi**, **eCopy**, and X-Solutions (the latter two of which have been acquired by **Nuance**). "We will continue to strengthen our own capture, but at the same time, we realize there is value in those other products," he said.

Moving upstream

Square 9's Web site features case studies in multiple vertical markets, including accounting, construction, automotive sales, finance, healthcare, distribution, education, research, healthcare, government, and legal. "We are adding resellers at a pace of about six per month," said Young. "We are now up to around 160 resellers and their level of experience has risen substantially.

"Currently, we are primarily installed at U.S. sites, but we are working on a deal that will expand our distribution in North and Latin America. Also, our average deal size is increasing. A couple years ago, we were doing a lot of five- and 10-seat implementations. Now, our sweet spot is 25-50 concurrent users, and we are just rolling out a system at **New York Life**."

Young concluded that Square 9, which was spun off from a VAR business, **InfiNet Business Systems**, is taking up most of his time. "InfiNet continues to do well, but the software business is growing at such a pace that InfiNet has really taken a back seat as far as my efforts are concerned," said Young.

For more information:
http://tinyurl.com/SmartSearch3-0
http://www.square-9.com/; http://www.infinet-sys.com/

CORRECTION

In last issue's article on **LuraTech's** new *DocYard* offering, we referred to it as a module for LuraTech's popular *PDF Compressor* application. *DocYard* is actually a completely separate product. According to Mark McKinney, president of LuraTech, Inc., while *DocYard* could be used to replicate a *PDF Compressor* implementation, it would be assembled differently. "*PDF Compressor* is more of a shrink-wrapped application, while *DocYard* is a modular platform for building distributed capture processes," said McKinney.

To learn more about *DocYard*, visit LuraTech at booth 2228 at this month's AIIM show, being held April 20-22 in Philadelphia (http://www.aiimexpo.com/).

Toshiba Targets SMBs with Web-Based DM System

Toshiba America Business Solutions (TABS) has introduced a Web-based document management application, designed to be bundled with its MFPs. In February, the Irvine, CA-based vendor began shipping the *e-BRIDGE Document Library*, a system for storing and retrieving images and electronic documents. It is designed primarily for managing images captured through the scanning functionality on Toshiba MFPs, but can be used for electronically born documents as well.

The *Document Library* can be accessed through the touchscreens on TABS Open Platform-enabled devices. TABS Open Platform is Web-services-based and enables server-based applications to be accessed through MFP touchscreens. It was introduced by TABS in 2008.

"All of our new devices, both monochrome and color, from 20-85 ppm include Open Platform capabilities," said Joe Contreras, director, product and solutions marketing, TABS. "To kick things off, we've launched a few of our own applications that integrate with the Open Platform. However, we also have an SDK that enables third-party ISVs to integrate their applications."

Initially, TABS developed applications to connect its Open Platform devices with **Microsoft** *SharePoint* and *Exchange*. These apps list for $495 per integrated MFP. The *Document Library* lists for $1,195 per device.

"The *Document Library* is primarily designed to act as a personal, or desktop, document management system," said Contreras. "It has some basic search and browser-based viewing capabilities. It comes bundled with an OCR application that can be used to create searchable PDF, as well as Word and Excel files, from scanned images.

"We've priced it so it can be included with the leasing agreements for MFPs. Our goal is to help Toshiba dealers introduce their small-to-mid-sized customers to the ease and value of document management systems. Historically, buying basic document management meant making a significant investment decision. Hopefully, we've removed that obstacle for the small businesses—the backbone of today's economy."

For more advanced document imaging and management users, ISV **DocuWare** has utilized the Open Platform SDK to create an integration with TABS MFPs. ISVs **Prism** and **Ringdale** have also done Open Platform integrations.

"We continue to offer **eCopy's** *ShareScan* through a Scan Station to enable users to connect with many additional applications through our MFPs," said Contreras. "We expect to have some additional significant announcements surrounding our Open Platform this summer."

For more information:
http://copiers.toshiba.com/usa/software/document-capture/index.html;
http://www.documentimagingreport.com/index.php?id=1805

EMR Implementation Paying Off For L.A. Hospital

Now scanning 60,000 pages per month into Xerox DocuShare

With all the talk about federal stimulus dollars for electronic medial records (EMR) implementations, sometimes we forget that EMR was an emerging market even without stimulus incentives. We recently caught up with a Los Angeles-area hospital that has implemented a Xerox *DocuShare* system to manage images related to patient records. In addition to creating a safer environment for patients, White Memorial estimates it is saving "as much as $200,000 on storage fees and administrative costs per year, reduced insurance claims denials, and improved billing processes."

"We did this implementation before the stimulus money became available," said Mara Bryant, associate VP, organizational excellence and health information management at **White Memorial Medical Center** (WMMC). "We now have access to a patient's history within seconds. This reduces costs and improves quality of care and patient safety. Now, we don't have file clerks running around trying to retrieve printed copies, hoping to get them to the emergency room before a doctor sees a patient.

"In addition, especially in Los Angeles, it can get very expensive to transport paper records from offsite storage. We see an average of 160-170 patients per day in our emergency room. If someone has not visited the hospital in more than 18 months, if their records are paper, they're stored offsite, and we have to pay to bring them back to the hospital."

MFP Scanning App

WMMC implemented *DocuShare* with the help of San Jose-based integrator **WaterWare Internet Services.** "We originally installed *DocuShare* four years ago for a small project and have continued to expand our use of it," said Bryant. "About two years ago, we moved into patient records. Basically, we

were using an electronic healthcare records (EHR) system from **Cerner** and had certain pieces of patient records that were electronic and certain pieces that were paper. To improve our workflow, it made sense to try and digitize the entire record."

WaterWare worked with WMMC to customize its implementation of *DocuShare*, which is basically a Web-based content management system. WaterWare leveraged the integration between the EIP (extensible interface platform) on Xerox MFPs and *DocuShare* to create a system for capturing and indexing documents in *DocuShare*. Basically, the "*Aquifer*" application, which is accessed through WMMC's MFP touchscreens, uses bar codes to identify and classify patient records by name and document type. According to Bryant, the patient bar code numbers are linked with bar codes on patient I.D. wristbands.

"We are an inner-city hospital and function on slim margins," said Bryant. "We needed something scalable and customizable that we could get operational without investing a million dollars. In addition to the cost of *DocuShare*, we paid WaterWare about $15,000 in customization fees. This included setting up our file structure and ensuring that the system meets HIPAA standards."

WMMC is now scanning approximately 60,000 pages per month, primarily through MFPs, which are used for both distributed and fileroom scanning. "All of the nursing units have MFPs and there are a few in the medical records center," said Bryant. "Our original implementation was for scanning basic nursing reports. Then, we added the results that

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CVISION EARNS EMC ACCREDITATION

Document compression specialist **CVision**, out of Queens, New York, recently announced that its *PdfOptimizer* application has been certified by **EMC** and made available under its "EMC Select" program. The software enables users to create highly compressed PDF files from images and, through OCR, add a hidden-text level for searching. This is the latest step in a six-year relationship between the two companies that started with Captiva Software, before it was acquired by EMC.

"*PdfOptimizer for InputAccel*—when sold through EMC Select—provides customers an easy-to-acquire solution for EMC information infrastructure environments that optimizes sharing, storing, and transmitting image files in high-volume scanning environment," said Matt Mainstruck, manager of EMC Select, in a press release.

For more information:
http://www.documentimagingreport.com/index.php?id=1835

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come in from outside labs and diagnostic imaging centers. We also capture admission forms, which often have to be printed so they can be signed.

"We have added prescription forms that are created bedside and scanned at the nurses' stations. The images are sent to our pharmacy for fulfillment. Hopefully, by the end of the year, we will add doctors' orders and daily progress notes, as well as any documentation that happens in surgery."

Bryant noted that, like most healthcare organizations, WMMC is attempting to transition as many of its records as possible to electronically generated documents that are never printed. "We have a general rule that we do not print the parts of a record that we can generate digitally," she said. "A couple years ago, I'd say we were at about 50/50 with digitally generated vs. paper records. Now we are at about 65% that are never printed.

"However, there are still items like physician documentation that are hard to convert to digital without scanning. Our physicians don't work directly for the hospital, so it takes a little more finesse to migrate them toward using EHR. The newer doctors are more comfortable with computers and automation, but we have many physicians who go back to the days when their whole practice was paper.

"To get them more comfortable with EMR, we have enabled access to patient records through our intranet. This enables doctors to log-in and look-up any record they need. They can even print them. Our HIPAA compliance controls ensure we can track who is viewing which records and when."

Stimulus will drive more EMR
WMMC is part of **Adventist Health**, which operates 17 hospitals on the West Coast. "The Cerner system is standard throughout Adventist, but *DocuShare* is our own implementation," said Bryant. "We store our records as standard PDFs and can share them electronically with other hospitals, but the big push currently is to share records digitally with physicians. Many doctors work at multiple hospitals, which often use different EMR systems. To reduce the learning curve, it's important to make our system as easy as possible to use."

Even though WMMC considers its EMR implementation a success, Bryant said she is looking forward to receiving some federal reimbursement. "Some of the pieces that haven't gone to EHR yet will be more expensive to automate and the ROI isn't as easy," she said. "The stimulus money should also help kick start EMR initiatives at many doctors' offices. Without the stimulus money, I think it would

be very hard economically for many physicians to move to electronic records. It's a lot for them to manage."

For more information:
http://www.documentimagingreport.com/index.php?id=1838;
http://www.adventisthealth.org/healthservices/goDocDocument.asp?CN=204
http://www.waterware.com/

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TRIM VIEWER, FROM PAGE 1

"TRIM started life as a Windows client/server-based application, but about two to three years ago, it started to get competition form Web-based systems," said Kucia. "**Tower Software's** [which developed TRIM before the company was acquired by HP two years ago] answer was its ICE client, which, I think even HP would tell you, does not have very advanced functionality. As an alternative, we built *Saffron*."

According to Kucia, VersaPAC focused on four criteria for *Saffron*:
■ **personalization:** "We wanted users to be able to create their own look and feel."
■ **integration:** "We felt TRIM should not be an island. It needs to access data from, and feed data to, other applications."
■ **enhanced functionality:** "Customers needed to be able to do things with the Web front-end that they could not do with the regular TRIM client."
■ **operating system independence:** "It shouldn't matter if a customer is running a MAC or a PC, any type of browser, or even any variety of smart phone systems, they should be able to access

TRIM content through those interfaces."

Kucia said that Adeptol helps *Saffron* meet the third and fourth criteria. "TRIM has always had a file viewer, but it is somewhat limited and certainly does not open 300 formats with the speed that Adeptol offers," he said. "In addition, Adeptol offers cross-platform technology and will be offering mobile viewing fairly shortly."

The Adeptol technology debuted in version 2.1 of *Saffron*. It was shown by VersaPAC Australian reseller partner **AlphaWest** at the recent TRIM User Forum held in Sydney.

Increasing intellectual capital

Like Square 9 (featured on page 4), VersaPAC is a reseller looking to make a transition to selling more of its own software. "To really grow, we realize we need some of our own intellectual property," said Kucia. "We started out by developing vertical applications around TRIM, for the insurance and judiciary markets in Malaysia. *Saffron* is our first software product, but we have more on the way.

"One advantage of being based in Malaysia is that we have been given a 10-year tax free window related to software development. To take advantage of that, we've set up a sister development company called ARKIBIZ."

For more information:
http://www.documentimagingreport.com/index.php?id=1845
http://www.versapac.com.my/;
http://www.ajaxdocumentviewer.com/;
http://www.alphawest.com.au/