April 21, 2006

DATACAP GEARING UP FOR BIG SHOW

Datacap is looking forward to a big **AIIM Conference and Expo** this year. The Tarrytown, NY, capture vendor will kick things off Monday night, May 15, by hosting a fund-raiser for the **Lance Armstrong Foundation**. The event features an eight-mile bikeathon/walkathon through Philadelphia's scenic Fairmount Park, which will be followed by a reception at the Bishop's Collar pub on Fairmount Drive. Between this event and a virtual time trial being held at Datacap's booth, the company has set a goal of raising $20,000 for the LAF. When we spoke a couple weeks ago, Datacap had secured pledges totaling some $13,000.

The fund-raiser is being called "Cycle Faster," which is a play on the imaging industry term "cycle time." Datacap has brought together a number of sponsors, including leading ECM, scanner, and even some capture vendors who compete with Datacap. "An important part of the AIIM show is networking with other vendors in the industry," commented David Jenness, director of marketing for Datacap. "This event not only provides a great vehicle for doing that, it also raises money for a very good cause. Sure, we compete with **Kofax** and **Captiva**, but we also have technology licensing agreements with them. And the whole Cycle Faster event is meant to be above the fray."

More information on Cycle Faster can be found at http://cyclefaster.datacap.com

In addition to fund-raising, Datacap will be showing the recently released *TaskMaster 6.5* in its booth. The latest version of the image and data capture application is designed to be easier to set up to handle a variety of forms. "We've automated a lot of processes that formerly had to be done manually," commented Scott Blau, CEO of Datacap. "Where it used to take a day or so to set

Kofax Transforming Into Enterprise Player

DANA POINT, CA – **Kofax**' recent 10th annual partner conference was entitled "Transform." Officially, this term describes the middle step in Kofax's information processing mantra of "Capture>Transform>Communicate." Unofficially, it could probably describe Kofax's continued move upstream from a departmental to an enterprise player.

Close to 500 representatives from more than 250 reseller companies attended two Transform events. The "east area" event was held in March in Orlando. Two weeks ago, *DIR* attended the west area version, held at the **Laguna Cliffs Marriott** in Southern California—about 15 minutes down the coast from Kofax' Irvine headquarters. Highlighted topics included a preview of *Ascent Capture 7.5*, which introduces a new enterprise edition of the product; the company's continuing war against rival **Captiva**, the evolution of Kofax's partner program to better deal with larger sales, and the introduction of Kofax parent **Dicom's** new CEO Rob Klatell.

New CEO committed to change

We'll start with the last subject first, as Transform represented the first time *DIR* had a chance to meet Klatell in person. He was named to the CEO position last December and officially accepted the reins on March 1. Previously, Klatell had worked for more than 30 years at components distributor **Arrow Electronics**. He helped Arrow grow from a regional business to an international Fortune 500 company with revenue greater than $10 billion. Since Klatell's hiring was announced, we've been curious to find out if Dicom planned to implement an aggressive growth strategy similar to Arrow's.

"My background is as an executive with broad international experience," Klatell told *DIR*, when queried about his qualifications for the job. "I've been involved in growing companies through acquisition and doing the required integration. This involves mixing cultures and developing

management teams. Along with a great deal of enthusiasm and energy, this is the type of experience I bring to the table.

"Am I committed to an acquisition strategy where we do 60 deals like we did at Arrow? Let's just say, we will look at acquisitions as they are presented to us, but I do not think they are a strategic imperative at this time. We already have a platform we can grow and develop. We need to focus our attention now on bringing to bear the benefits of the acquisitions we have already made. I never say never, but it would be surprising if we made any acquisitions within the next six months."

> **"We will look at acquisitions as they are presented to us, but I do not think they are a strategic imperative at this time. We already have a platform we can grow and develop."**
>
> **— Rob Klatell, Dicom**

Klatell went on to say he saw few similarities between Arrow's and Dicom's businesses—but, looking at the big picture, this might not be a bad thing. "Yes, like Arrow, Dicom is building an international business," he said. "However, in Arrow's world, the gross profit margins were continuously in decline as products became more commoditized. The only way to be successful was to improve our economies of scale and reduce operating costs faster then our gross margins declined. This is not at all the world at Dicom.

"That said, one of the most difficult challenges in business is taking a good company, a leader like Dicom, and making it better as you go forward. People tend to remember what they did to become successful and, deep in their hearts, that's what they want to continue doing. They don't want to make changes, because you run risks when you change. The problem with that strategy is that everything else in the world is changing. Your customers, partners, competitors, and markets are all changing. If you are the only thing in your world that isn't changing, you will die.

"The idea is to embrace prudent change and risk taking and keep moving forward and evolving. And don't think we will make the mistake Enron did and think we are the 'smartest guys in the room.' We realize it is important to work with our partners to get new ideas. This includes both traditional and new partners and people from within the industry and currently outside it."

Partners part of the plan

As we mentioned earlier, at Transform there was quite a bit

of talk about Kofax's evolving relationship with its reseller partners as it moves into larger deals. During his keynote presentation, COO Mike Giove commented, "The last 18 months have been a learning process as we have moved toward more enterprise deals. Yes, there have been a few bumps in the road. However, as we go forward, we are smoothing things out."

Giove didn't specify, but it's our belief that one of those bumps involved a recently completed installation at office supplies giant **Corporate Express**. Scott Rolfs, the director of information systems who oversaw a large invoice processing implementation, indicated that Corporate Express preferred to purchase its software directly from Kofax rather than go through a reseller. We're not sure how this situation was worked out, but the message Kofax executives tried to get across is that they do not plan on cutting out partners on large deals.

"It might not be a sell-though in every instance," Klatell indicated. "It may be a sell-with, but we plan on our partners being with us. Our partner model is evolving, and occasionally the dynamics knock us off our toes. However, we are trying to handle these changes in the most efficient way possible. There is no doubt we are committed to a partner sale and not a truly standalone model.

"After all, we are not in a position to service all our accounts directly. We don't possess the resources; it's beyond us. That's why we bring in partners, even if the first point of contact is with Kofax."

Dicom VP of Product Management Anthony Macciola added, "If you look at the press releases announcing our largest, seven-figure deals, almost every one of them has a partner in the mix. Even our largest deal, a $3.5 million contract with the Social Security Administration includes a partner— **QAI** [*see DIR 5/21/04*]."

Enterprise version of Ascent previewed
As Kofax moves into more enterprise accounts, it makes sense for the company to introduce more enterprise-specific functionality into its flagship *Ascent* product line. With version 7.5, which is due to be released in early May, this includes several features packaged into a new Enterprise version. These features include support for the **Citrix** Presentation Server and **Microsoft** Terminal Services designed to simplify management of distributed applications. They also include support for **IBM** *WebSphere* software, specifically to facilitate deployment of *Ascent* on UNIX/J2EE Web servers. *Ascent Enterprise* also has the ability to support multiple-instance deployment on a single server

device, which can reduce maintenance costs. Finally, it includes a special high availability utility, which makes it more efficient to back-up an *Ascent* deployment.

Ascent Capture Enterprise carries a 25% list premium over the software's regular price. "Users would pay at least that just to create a back-up application using the tools in the standard version of *Ascent*," said Macciola.

The standard version of *Ascent Capture 7.5* also has some interesting new features, including the ability to create reports. "You could always collect statistics with *Ascent*; now we've introduced the ability to create reports from those statistics," said Macciola. "These reports can tell you how fast a batch was processed, where it got hung up, and which batch classes are being used the most. This functionality can be used on its own or integrated with *Crystal Reports* to create more advanced reports."

Anthony Macciola, VP of product management, Dicom.

Macciola added that the reporting functionality is not the same as the system monitoring capabilities offered by vendors like **Silas Technologies**. "It's the difference between reporting something after that fact vs. monitoring it in real time," he told *DIR*.

In *Ascent Capture 7.5*, Kofax has also introduced support for single-document processing. "We view this as a soft feature that doesn't have much real-world applicability," said Macciola. "However, Captiva uses this feature to position its product against ours, so we felt the need to react. Basically, it enables users to start processing documents before a complete batch is scanned. This is needed in those rare instances when businesses don't have a scanned batch, or several, already waiting in their queues.

"More important, we feel, is the introduction of something we call single document routing. This enables a user to split up documents in a single batch into different workflows. An example could be an insurance company that is capturing a batch of claims but needs to send one type to automotive experts for approval and another to mortgage experts. An OCR result from a specific field could be used to automatically initiate this split."

Captiva in Kofax sights
Kofax VP of Sales Dick Bosworth stated that, when *Ascent 7.5* is released, Kofax partners will be well

equipped to go toe-to-toe with their rivals from Captiva. "With the introduction of *Ascent 7.5*, Captiva will no longer be able to offer capabilities that we can't," he told the crowd during his keynote. "In addition, Documentum competitors like **IBM**, **FileNet**, and **Hyland** are stampeding away from Captiva because they fear Captiva will introduce **EMC** and Documentum into their accounts. This creates additional partnership opportunities for our resellers. And, **Oracle**, which doesn't want to go near EMC, recently standardized on *Ascent* as the gateway for its *Content Services* application."

Of course, Captiva's acquisition by EMC isn't coming up all roses for Kofax. COO Giove added that Kofax isn't putting too much faith in EMC's continued support of *Ascent* as a capture platform for its *D5* and *AIX* repositories. This was in spite of the fact that EMC was one of the few ECM repository vendors to have a booth at the Transform expo. "For now, there is no change in our relationship with EMC," stated Giove, putting extra stress on the first part of that sentence.

Mid-market still pays the bills

So just how big is Kofax' enterprise opportunity? Well, let's not get carried away. According to Bosworth, of more than 7,000 deals sold by Kofax partners last year, only 25 were priced at $250,000 or above. "One thing we are doing is making available a 'gold disc' for *Ascent*, which features no dongles," Bosworth said. "It offers an unlimited page count, and we are currently in negotiations for four of these—each involving a seven-figure deal."

Despite this new focus on whales, as Bosworth termed enterprise accounts, Macciola stressed that Kofax has not lost touch with its mid-market roots. He went so far as to say that Kofax is really being pulled into the enterprise by the direction of the ECM and capture markets in general. "Almost all our opportunities are departmental," Macciola said. "That is where our strength is. As opposed to us taking the flag and charging, we are actually being dragged into the enterprise space as CIOs realize they need a capture strategy and find they have Kofax installed in six different departments. The fact that we have historically focused on departmental sales is serving us really well right now."

Concluded Klatell, "As more organizations connect our technologies with their ERP and other enterprise systems, CIOs realize they better have control of all their BPA [business process automation tools], including their Kofax technology."

For more information: http://www.kofax.com; http://www.dicomgroup.com

A Look At Kofax' Technical Direction

Ever since **Dicom** acquired **Topcall** in 2004, there have been questions about how well Topcall's fax and output technology fit with the **Kofax** capture platform the company was built around. Those questions came to a head last summer when Dicom announced an executive reorganization [*see DIR 8/5/05*], which was followed by an announcement that the organization would miss its fiscal first quarter 2006 [ended Sept. 30] estimates [*see DIR 10/21/05*]. Finally, a new CEO was brought in, whose main charter currently seems to be to get the whole organization—including Topcall—on the same page.

"Capture and communications [the term Dicom uses to define Topcall's market niche] together are a powerful weapon to enhance corporate performance," stated Dicom CEO Rob Klatell during a press briefing at Kofax' recent Transform conference. "Being able to offer both gives us a significant advantage in the market at this time. I think we are the only ones that can do it efficiently. I am looking forward to proving that point around the world as we find more opportunities.

"While the jury is still out, and clearly communications is still a relatively small part of our offering, we have had some early success in integrated installations—especially in Europe, where Topcall's technology is quite prevalent. Offering both technologies should enable us to grow faster by providing us with more technology to sell to existing accounts, as well as helping us win new ones. Of course, the trick is to deliver on this strategy—but that is the direction in which we are setting out."

At Transform, a recent win at **Portugal Telecom Communications** was highlighted because it features both Kofax and Topcall technologies. "We started out selling them scanning and found they had communications needs as well," said Klatell. "We are capturing data from correspondence such as complaint and order forms. Topcall's technology enables us to automate an initial response to this correspondence along the lines of 'your complaint has been received and is currently being processed by a customer service rep.' This could be an e-mail or fax response, or even a prompt to a call center. It is designed to reduce the amount of incoming calls as follow-ups to inquiries."

Klatell pointed out that PT Communications' processes are hardly unique. In fact, Dicom recently announced an integrated capture and communications deal with German food distributor **Okle Wholesale Centre**. In the Okle installation,

Ascent is even integrated with Topcall's fax server technology on the capture side of the equation.

According to Sameer Samat, Dicom's senior VP of engineering, even tighter integration between the Topcall and Kofax technology is on the way. "Historically, Kofax has focused on dealing with communications through batch-oriented capture of paper," he said. "In addition to paper, businesses deal with communications in the forms of fax, e-mail, and voice messages. Also, it is not a unidirectional flow of information. Businesses exchange information with their customers and want us to help them with this whole process.

> **"Eventually we plan to increase the intelligence of the Topcall technology, similar to the way we have increased intelligence in our capture platform."**
>
> **— Sameer Samat, Dicom**

"So, even if we get paper capture 100% right, we are not addressing their entire process. Initially, we view the Kofax and Topcall technologies as complementary, but eventually we plan to increase the intelligence of Topcall, similar to the way we have increased intelligence in our capture platform. This should increase the level of straight-through communications processing we can offer."

Auto-separation carving out a niche

Of course, Topcall isn't the only acquisition Dicom has completed in recent years, and Samat has kept plenty busy integrating technology from the company he founded, **Mohomine**, as well as from advanced forms processing specialist **Neurascript**, into the *Ascent* platform. The residue of these efforts can be seen with the success Kofax is having in the mortgage processing market. **Lehman Brothers** and **Wells Fargo** were cited as using the automatic document separation technology that Kofax unveiled publicly at AIIM last year [*see DIR 6/3/05*].

It appears patient records are the next frontier for this type of application. *DIR* chatted with Marv Addink, CEO of Sioux Falls-based reseller **SolCom**, which specializes in healthcare installations. SolCom is just beginning to introduce Kofax' *Indicius* technology into to its imaging solution for healthcare records management.

SOA, advanced classification on the way

At Transform, Kofax made it a point to highlight

that, in 2005, the company spent $16 million on R&D, or more than 19% of its gross revenue of $82.5 million. Samat discussed some of the areas where that money is being spent.

This first major area is advanced classification. Specifically, this involves work in advanced meta tagging and improving integration with business intelligence and records management technology. "In areas like litigation support, we've found that full-text search isn't always the most efficient way to find a document," Samat said. "We are making indexing more relevant, so files can be retrieved more intelligently.

"For records management, we are trying to solve the problem of how to declare a record without having to actively do so. Making users actively declare records can lead to inconsistencies in policy implementation."

Kofax's second major technological direction involves implementing SOA (services oriented architecture) within *Ascent*. "SOA is about creating a loose coupling of systems vs. a tightly integrated, monolithic infrastructure," said Samat. "SOA is especially appealing to businesses in markets like financial services, where there is a lot of M&A activity.

"There is also a lot of talk about ECM becoming an infrastructure. As it does, it becomes more important to have a capture application based on standards like those incorporated in SOA. This enables capture to be integrated more easily with multiple applications throughout an enterprise. *Ascent Capture 7.5* is able to be consumed as a Web service, and we are continuing to go further down this path."

For more information: http://www.kofax.com
http://www.dicomgroup.com/en/unified_communications/

Scanner Vendors Show Their Wares

As **Kofax** now boasts that at least 35% of document scanners being shipped worldwide include VRS technology, it's not surprising that several hardware vendors exhibited at the company's recent Transform partner conference. These included traditional Kofax partners like **Fujitsu Computer Products of America** (**FCPA**), **Böwe Bell & Howell**, **Kodak**, **Visioneer**, **Panasonic**, and **HP**. There were also a couple surprises in mixed-batch specialists **IBML** and **OPEX**.

Kofax previewed VRS 4.1 Professional at the event, which is the latest iteration of its successful image processing technology. VRS 4.1 Professional will be released in early May and introduces an Advanced Clarity feature designed for especially difficult documents. "These are documents on which the contrast is so bad, they might be difficult to read with the human eye," said Anthony Macciola, Dicom's director of product management.

Macciola added that Kofax' goal is to make VRS as pervasive as possible. "MFPs represent one type of device we are looking at; fax machines are another," he said. "The Holy Grail is creating a perfect image from a fax every time. We don't know if we can get there, but we are trying. We are also looking at new functionality, such as improving VRS' ability to tune itself based on OCR results or to detect that a scanner's bulbs might need replacing. Two of our goals are to reduce prep time and the need to preview images."

5900C certified for QC Later

Speaking of VRS, FCPA demonstrated its new fi-5900C at Transform. To clarify what we printed last issue, the scanner does perform at rated speeds at 200 dpi with VRS. Those speeds are 120 ppm/240 ipm in a landscape mode. The 5900C, which ships with VRS 4.0 Plus, is also the first scanner with a hardware VRS implementation to be certified to run with the *VRS QC Later* functionality in *Ascent Capture*. Basically, *QC Later* enables users to view documents, which don't pass VRS' quality control inspection, after their batch is completely scanned, instead of having VRS stop the batch as it has historically done [*see DIR 5/20/05*]. Apparently, the Böwe Bell & Howell Spectrum models will also be certified shortly.

The 5900C features a dual Ultra Wide SCSI/USB 2.0 interface. It will list for $24,995.

Visioneer debuts double-digit One Touch

Also, Visioneer introduced its new **Xerox** DocuMate 632, which is rated at 35 ppm/70 ipm, features a legal-sized flatbed, and lists for $1,995. Visioneer is positioning the 632 as its entrée into the departmental ($2,000-$6,000) segment of the market. However, it is also lining it up directly against the FCPA fi-5220, which FCPA bills as a flatbed-enabled workgroup model. Both models bundle VRS Standard. While the 5220 features **Adobe** *Acrobat* and ultrasonic double-feed detection, the 632 bundles the professional versions of **ScanSoft's** *PaperPort* and *OmniPage* applications.

The 632 is also the first Visioneer scanner to incorporate double-digit One Touch capabilities, meaning users can pre-configure up to 99 different destinations for different users and document types. The 632 is currently shipping through Visioneer's standard distribution channels.

IBML, OPEX upgrade Ascent integration

Finally, we were a bit surprised to see OPEX and IBML at Transform, but as Kofax moves upstream to compete with **Captiva**, it probably makes sense that IBML attended. Last we checked, Captiva was IBML's number one reseller. At AIIM, we expect to see some tighter integration between IBML's own *SoftTrac* capture platform and *Ascent*. OPEX was showing off integration between its AS3600 scanner and *Ascent*. The single document routing feature in *Ascent 7.5* seemed especially relevant to OPEX, who spoke with us recently about its way of looking at each document captured as separate batch [*see DIR 2/17/06*]. OPEX has also promised further capture integration news at AIIM.

For more information:
http://www.xeroxscanners.com/default.asp?pageid=143
http://www.fcpa.fujitsu.com/products/scanners/fi-5900c/
http://www.kofax.com/products/virtualrescan/index.asp
http://www.ibml.com
http://www.opex.com/as3600i.htm

Paper Connection II: Twice As Large

With more than 450 attendees, **eCopy's** second annual Paper Connection conference, held this month in Ft. Lauderdale, was more than twice the size of last year's inaugural event. Part of the increase can be attributed to this year's focus on digital copier dealers, 150 of which attended. When you throw in the fact that the number of ISVs exhibiting more than doubled, and that a brand new hardware partner was in the house, it all adds up to another successful event for the Nashua-based capture technology vendor.

"It always makes you a little nervous when you try something new, especially after you've had success with the original format," commented Vickie Malis, eCopy's VP of marketing. "But everything went well. We received a lot of positive feedback about dividing the agenda into technical and business tracks. And aside from the formal events, the buzz in the hallways was just great."

Konica Minolta jumps on board

As was the case last year, Paper Connection produced a slew of news related to eCopy partnerships. The biggest story was probably **Konica Minolta's** agreement to act as a distributor for eCopy's product line. Konica Minolta joins competitors **Canon**, **Ricoh**, **Toshiba**, and **Sharp** in

this regard. Kevin Kern, VP of product development at Konica Minolta expects his company's dealers and direct sales force to have eCopy's *ShareScan OP* product on the streets by September.

"We are working with eCopy's team right now and have a well-defined and proven go-to-market strategy on both sides," Kern told *DIR*. "There is some technical integration that needs to be done, as well as some training—both technical and sales."

Kern told *DIR* that Konica Minolta had been considering a partnership with eCopy since last year's inaugural Paper Connection, but had to wait for everything to sort itself out following the merger of Konica and Minolta a few years back. "A lot of it had to do with not wanting to do technical integration on products that were going to be discontinued," said Kern. "We have now completely integrated our product lines and are ready to move forward."

The integrated product line is marketed under the "bizhub" brand. "Our bizhub functionality includes basic scanning features like outputting PDFs and scanning to e-mail or to the network; we also offer integration with a limited number third-party systems," said Kern. "eCopy represents another option for scanning. eCopy brings a much larger library of Connectors [for integrating with third-party apps] and a strong user-interface to the table. There are also several markets in which eCopy is the standard for scanning from digital copiers. I wouldn't say we've lost business by not offering *ShareScan*, but we've missed out on some opportunities."

Kern noted that Konica Minolta is strong in the litigation support and financial services markets, which are also two of eCopy's top markets [*see chart*]. "Currently, I'd estimate that 20-40% of our customers are extensively using the scanning functionality on our MFPs," said Kern. "However, most of it is what I'd call ad hoc scanning; there is not a lot of strategic routing of content. These businesses end up with digital content scattered throughout their organizations.

"We see a tremendous opportunity for content management solutions. Partnering with eCopy will

eCopy Sales by Vertical
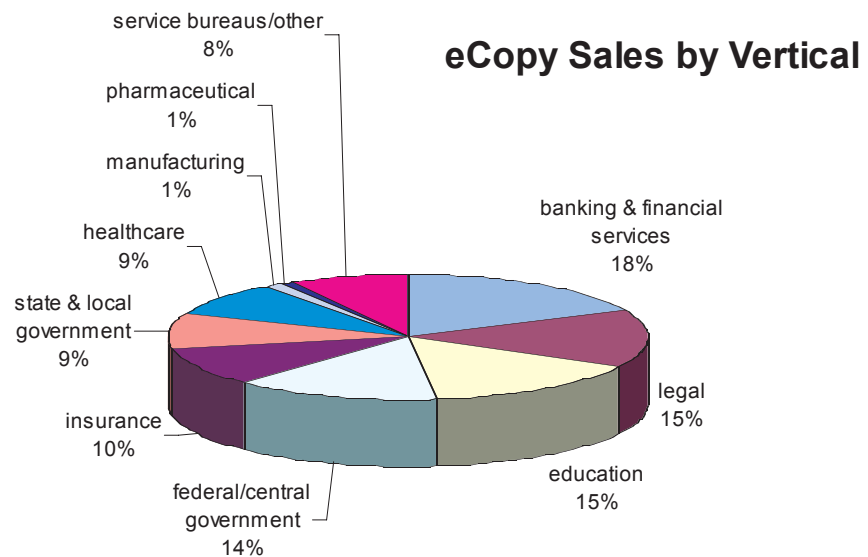
eCopy's success is often associated with the legal services market. However, as this chart reveals, the company's business is actually driven by sales in several verticals, with financial services leading the way. (Data represents eCopy sales in the calendar year 2005.)

help us work with our customers to create these solutions. We currently offer some low-end content management technology and will be announcing some more partnerships in the future. However, we also realize that one size doesn't fit all and appreciate the large number of ECM integration opportunities that eCopy brings to the mix."

Connector Alliance tops 100

Indeed, at Paper Connection eCopy announced that its Connections Alliance Program (eCAP) had reached 100 members. New Connectors were announced to software products from ECM vendors **FileNet**, **Hyland**, and **EMC/Documentum** (the *AIX* product). A new *SharePoint* Connector was also announced. "We've seen quite a bit of immediate interest in the *SharePoint* integration," said Malis. "Another interesting development has been the number of end users who have licensed our toolkits and written their own integration. More than 20% of our eCAP members are actually end users.

"This includes one of our best practice winners, the North American Operating Division of **Schneider Electric**, which has integrated *ShareScan* with its **PTC** *Windchill* and *ProjectLink* applications to manage engineering projects across multiple offices. End user adoption shows how easy it is to use our SDK. You don't have to be a software developer to work with it."

Hardware partners ramping up

It sounds like eCopy is well on its way to another year of strong revenue growth. As we mentioned last issue, **Canon USA's** support of this year's Paper Connection is also a good sign. No doubt, Canon is looking favorably on the fact that the toolkit alliance

program has grown from slightly over a dozen members, prior to eCopy opening up its platform, to its current level.

As for eCopy's additional hardware partners, sales are just starting to ramp up. "I can't give you any specific numbers, but I can say, in terms of unit shipments, we are tracking in line with our forecasts," said Malis. "There are several steps to be taken before sales can be made. This includes negotiating distribution agreements, and training in areas like sales, marketing, installation, and support. In other businesses I've been in, this process has typically required 9-15 months."

For more information: http://www.ecopy.com; www.kmbs.konicaminolta.us

PLASMON INTRODUCES UDO APPLIANCE FOR ECM

UDO (Ultra Density Optical) storage specialist **Plasmon** recently announced its new UDO Archive Appliance. The solution combines RAID and an optical library in a single box. It also includes software and is designed to simplify the administration of optical disk storage, while improving retrieval time on high-touch files.

The appliance includes technology Plasmon acquired with Raidtec two years back. It has already been proven with Plasmon's partners in the medical imaging market and is now being marketed for ECM solutions. A 400 GB system starts at around $21,000. A 19 TB solution lists for $150,000.

http://www.plasmon.com/archiveappliance/index.html

DATACAP, FROM PAGE 1

up an application, it can now be done in minutes."

Datacap has also improved some of its functionality specific to invoice processing. This includes improved support for multiple page invoices, as well as improved Fingerprint ID for quickly identifying vendors. "Automated invoice processing is a very hot market right now," Blau told *DIR*. "In addition, there is quite a bit of interest in capturing data from other types of variably structured forms. A lot of businesses that tried OCR years ago, but decided it wasn't right for them, are coming back to it."

Blau shared the example of paper product manufacturer **Georgia-Pacific**, which recently installed a *TaskMaster* system for capturing data from rebate forms submitted by its distributors. He compared the forms to healthcare EOBs. "Georgia-Pacific was spending more than 1,000 hour per week of manpower keying data and has a goal of reducing that by 80%," said Blau.

At the AIIM Conference, Blau will be conducting a session focusing on "The Myth of the Unstructured Forms." "Most of our success is coming capturing data from forms that are too complex for zonal OCR, but can be managed effectively by applying rules to full-text OCR results," said Blau. [*Blau will be presenting Thursday, May 18 at 12:45 p.m. For more info on the AIIM conference, go to http://www.aiimexpo.com*]

Finally, at AIIM, Datacap has promised to show the next generation of *TaskMaster*.

For more information: http://www.datacap.com

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