

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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April 3, 2009

## THIS JUST IN!

### A QUICK LOOK AT AIIM 2009

*As always, there's a lot to talk about following our industry's largest annual get together.*

PHILADELPHIA—Another AIIM show is in the books, and, although there was a lot of skepticism heading into the event, the overall feedback we heard from exhibitors was positive. “Our expectations weren’t very high,” was one of the overriding comments. But, the general consensus was “floor traffic really wasn’t that much lower than last year.”

As the show just ended on Thursday, we didn’t have time to get any official numbers from **Questex**—the event operator. We did hear that there were approximately 30 less exhibitors than last year. This number reflects big name vendors who dropped their booths, like **Kodak**, **Kofax**, **Fujitsu**, **Böwe Bell + Howell**, and **Visioneer**. Because of these drop-outs, and the square footage they took with them, Questex reduced the size of the show floor, which may have made things seem a little more crowded than they actually were. However, to us, the traffic seemed acceptable, at least on Tuesday and Wednesday (the first two days). Thursday was even deader than the usual third-day dead, but vendors don’t expect much traffic on Thursday anyhow.

Thursday has traditionally been a day for vendors to network amongst themselves, and that was certainly the case this year—although the increasing trend toward off-floor meeting rooms in lieu of booths, as well as the reduced traffic (at least partially due to the current world economic conditions), certainly made this year’s whole show seem more about networking. As always, the event proved a great venue for *DIR* networking. We’ll have plenty of coverage in our upcoming issues,

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## Who’s Using *SharePoint* and for What?

*DIR talks with three vendors that offer different perspectives on Microsoft’s ECM platform.*

It’s been two years since *SharePoint* 2007 made its first big splash at the **AIIM** show [see *DIR* 5/4/07]. Since that time, while we’ve definitely heard about tremendous end-user adoption, we still haven’t seen an overwhelming number of these users doing real document imaging that relies on *SharePoint*.

Leading up to this year’s AIIM show, (where once again we expected *SharePoint* to be a hot topic), we talked with three software specialists about what they are seeing from end users regarding *SharePoint*. Each company comes at the market from a different angle, so, as expected, we got three different views. But, we did find an underlying theme: basically, it is quite possible to do document imaging with *SharePoint*. However, if you want to handle any sort of significant volume, or do any workflow, you’re likely going to need third-party products and professional services.

The great debate seems to be whether investing in these third-party products and services is more cost-effective than buying an out-of-the-box, traditional ECM system. The jury is still out. “Lots of times, we are finding that our solution, including professional services, comes in equal to what users are paying for maintenance on a competitive ECM system,” said Bob Dickerson, the former FCPA national sales manager who now oversees a document-imaging-centric *SharePoint* practice called **DocPoint Solutions** [see *DIR* 5/2/08].

Jim Thumma is the VP of sales and marketing for **Optical Image Technology**. OIT is an ISV that has always marketed an imaging-centric document management application advertised as significantly less costly than software from big-name vendors like **EMC Documentum** and **IBM/FileNet**. It’s Thumma’s view that, in the long-run, *SharePoint* might not really be more cost-effective than a dedicated mid-market app like OIT’s *DocFinity*.

"Who really knows what *SharePoint* costs?" Thumma cautioned. "Workflow is one of the biggest areas of ROI in our industry. Any workflows in *SharePoint* need to be developed. It doesn't offer the drag-and-drop simplicity available with most traditional ECM products.

"And while hardcoding workflow might be fine when the user initially installs ECM software, one of the biggest challenges of our industry has traditionally been change management. As internal business processes changes, automated workflows need to change. With the current version of *SharePoint*, you need a programmer on staff to make those changes."

Russ Basiura is president of Philadelphia-area **RJB Technical Consulting**, a *SharePoint* services specialist founded in 1995. He has been working with *SharePoint* "since before it was called '*SharePoint*.'" According to Basiura, many users are installing *SharePoint* to complement existing ECM applications.

"Most of the time, our customers already have an application from someone like Documentum or FileNet," Basiura said. "They are looking at *SharePoint* as a way to spread out ECM technology to more users. You can tap into those repositories from *SharePoint*, and it's a much better experience for the user."

### ***Is it an enterprise app?***

According to Basiura, most of RJB's customers are installing *SharePoint* at the enterprise level, but implementing it as multiple departmental solutions. This helps manage some of the scalability issues inherent with the product. "From a design perspective, each department can be set up with its own content database," Basiura said. "For example, one SQL server can host the content data for the HR department, a different one for IT, etc. This gives users the capabilities to scale out their *SharePoint* environments."

According to DocPoint's Dickerson, "The standard rule of thumb is that you do not want more than 2,000 records in a *SharePoint* folder, but, if you set it up right, there really are no limits."

It's Thumma's contention that, even with a departmental strategy, the ability to manage document images within *SharePoint* is hindered by the platform's storage of images as BLOBs (Binary Large Objects) within the SQL database. "This architectural model was discarded years ago by 95% of the ECM industry, because it doesn't account for scalability," Thumma wrote in a white paper entitled *SharePoint's Role as an ECM Solution: A Look behind the Curtain*. "The BLOBs will eventually grow, which leads to congestion and causes your database to grow. This slows performance significantly.

"Ultimately, database management will become unwieldy. *SharePoint* partners may offer unique hardware customization to address this issue. Understand that there is a price point for this customized architecture."

## **Document Imaging Report**

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

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3. Forms Processing/OCR/ICR
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DocPoint's solution to the BLOB issue is actually a combination of hardware, software, and engineering. "We are currently working on a project in which 20 million images will be stored in a *SharePoint* repository with 700 users," said Dickerson. "The setup will involve multiple SQL servers with multiple databases, but all the files will appear through a single *SharePoint* interface. The key to making this work is setting everything up correctly on the back-end. That's kind of our secret sauce. It's really a combination of what our (imaging ISV) partner **KnowledgeLake** does and some of the stuff we do.

"For us, being a subsidiary of a large imaging-focused systems integrator like **QAI** is a big help. *QAI*'s document imaging experience and our *SharePoint* expertise have proven to be a very successful combination."

RJB's Basiura agrees that system design can eliminate a lot of image management issues. "We've seen cases, in which users were complaining that loading images was slowing down their application, and it turned out their viewer was set up so it would show them thousands of images at once," he said.

OIT's Thumma asks who is responsible for support in a customized *SharePoint* application. "When you buy a legacy ECM solution off the market, you're going to buy maintenance," he says in his white paper. "You're going to buy support. When you buy *SharePoint*, and you put it together, and you build out your structure, who is supporting you? Microsoft may be supporting the pieces and parts you use to build it, but they are not supporting your solution."

Basiura cautions that not all *SharePoint* services firms are created equal. "We are seeing a lot of brand new companies coming into the market, and they are accounting for failed projects," he said. "I'm not saying *SharePoint* projects are simple for us. Sometimes they can take a year to 18 months. But, we also have a quick-start plan to get *SharePoint* implemented inside of a week. The idea is to provide users with a proof-of-concept that enables them to build out a more comprehensive strategy."

Of course, it's Thumma's view that the whole concept of using *SharePoint* for ECM is a bit like these upstart firms. "Legacy ECM solutions have been around for more than 20 years," he said. "Training is already planned. Project plans are available, as are historical models. The software is already integrated, and built to streamline the

enterprise needs of small and large businesses. They aren't toolkits."

In Basiura's view, however, it's the toolkit nature of *SharePoint* that makes it so attractive. "I compare *SharePoint* to a Swiss Army knife," he said. "It gives you the basic capabilities to accomplish a number of tasks. Different users might have needs for different capabilities—a dashboard, a portal, collaboration, and/or document management. Out-of-the-box, *SharePoint* gets you 80-90% towards meeting those needs. Once you set up the *SharePoint* infrastructure, a business can use it for multiple applications, like project management, document imaging, and so on down the line."

**"*SharePoint 2007* is at least three times the product the 2003 version was. As a result, we're seeing mass adoption."**

**— Russ Basiura,  
RJB Technical Consulting**

### **A different sales model**

According to Basiura, instead of bidding on RFPs like many document management software vendors do, RJB is usually brought in after a business has already been purchased *SharePoint* and is looking to implement it. "Businesses realize they can use *SharePoint* for multiple applications and are coming to us to help them implement it," he said.

*DocPoint* is experiencing a similar phenomenon. "The economic downturn has helped us somewhat I think," said Dickerson. "People that were originally going down the traditional ECM path are realizing that they already have a lot of the tools they need within *SharePoint*. They've already invested in Microsoft technology and as a result already own *SharePoint*. To introduce more advanced document imaging and workflow, we wrap our tools around it.

"*SharePoint* really complements the rest of their Microsoft technology stack. Most people are already familiar with the way Microsoft technology works, so adopting *SharePoint* is comparatively easy from a user standpoint."

Business seems to be booming for both *DocPoint* and RJB. "*SharePoint 2007* is at least three times the product the 2003 version was," said Basiura. "As a result, we're seeing mass adoption. This has helped our business double each of the past two years."

"We have been very busy, which is amazing in light of the economy," said Dickerson. "We really focus on developing *SharePoint* for ECM and document capture applications. With the tools we've been using, we've been able to accomplish that. We haven't come across any customers yet that we had to turn away because we couldn't do what they



needed.”

Despite the success of these *SharePoint*-focused vendors, Thumma said that OIT has not suffered at their expense. “I think the pure-play ECM vendors really only compete against *SharePoint* from a mindshare standpoint,” he said. “When it comes down to it, we’re not bidding on jobs against *SharePoint*.

“Although ECM can touch several areas of a user’s business, it’s not like ERP, where you throw in everything but the kitchen sink to answer an RFP. Historically, Microsoft has always created confusion by saying its products do everything. Twenty years from now, maybe *SharePoint* will. But, for now, *SharePoint* it is still a tool that needs ECM solutions built on top of it. There can be a lot of hidden costs associated with building those solutions, such as the need to purchase additional client-access licenses from Microsoft, as well as third-party software.”

Thumma did acknowledge that Microsoft has done a good job getting people thinking about ECM. “Overall, our industry has done a pretty bad job of marketing itself,” he said. “Yes, you can say Microsoft has created more confusion, but I also think we’ve done a pretty good job of creating confusion ourselves. Microsoft has actually helped re-open some eyes to the potential of ECM.”

### **Our two cents**

The bottom line in our opinion is that Microsoft has certainly created more demand for ECM, and some of that demand is certainly being answered by *SharePoint* deployments. The reason traditional imaging vendors like OIT think they’re not competing directly with *SharePoint*, and they don’t see it bid on RFPs, is because *SharePoint* users have already bought the software and are just looking for someone to implement it—for that, they’re contracting *SharePoint* specialists and not soliciting bids from ECM vendors.

That said, the majority of imaging implementations are still being handled by traditional ECM solutions, and since Microsoft has helped increase the visibility of ECM in general, it’s probably helped drive some business to traditional ECM players. *SharePoint* taketh away, but *SharePoint* also giveth.

It will be interesting to hear the feedback that comes out of the initial *SharePoint* ECM installations, such as those being done right now by DocPoint. Is BLOB management really going to be a problem? How much of a headache is the workflow component going to prove? How much are the hidden costs going to be? Will *SharePoint* hold up long-term as an ECM application? Is it something

users are going to build on, or something they can’t wait to get rid of (ala *Lotus Notes*)?

Although *SharePoint 2007* is really like version 3 or 4, from an ECM standpoint, in many ways, it’s version 1.0. Because of this, the whole infrastructure needed to deploy it successfully is still being built out—and we really don’t have a lot of good feedback yet on how people like *SharePoint* for ECM. If it’s successful, we expect to see a lot of vertical/departmental/line-of-business apps built on top of it that will eventually start showing up as answers to RFPs for traditional imaging systems. If it doesn’t work—if it causes users more headaches than it’s worth—we expect Microsoft to give it another try again a few years down the road. After all, Microsoft isn’t going away, and it certainly has enough resources to buy someone to help its ECM cause if it needs to.

For more information:

<http://www.docpointsolutions.com/>;  
<http://www.docfinity.com>; <http://tiny.cc/CoNBR> (OIT white paper); <http://www.rjbtech.com>

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## **AIIM REVIEW, from page 1**

detailing what we learned during the many conversations we had and product demos we saw.

As long as I’m on it, I’d like to thank everyone who took time to meet with me and answer my questions. I received a tremendous amount of positive feedback at the show, and while I want to thank everyone for their kind words, I also want to thank the many vendors, end users, resellers, and integrators who regularly contribute their insights.

### **Attendees mean business**

Maybe one of the most insightful comments this year came from Scott Blau, the CEO and founder of **Datacap**. Blau has been attending AIIM since at least the late 1990s (when I started going). This year, Datacap dropped the virtual bike race it has held in recent years, but on Wednesday afternoon, I noted that Datacap’s booth seemed to have a steady (if not overwhelming) flow of visitors.

Blau indicated he was impressed with the quality of the floor traffic. “Look around,” he suggested. “I don’t remember the last time I saw this many people in jackets and ties at AIIM. That means people are here to do business.”

Yes, with corporate spending down because of the economy, it makes sense that only people with real ECM needs could justify the travel expense. And, based on comments like Blau’s, I get the feeling that

the show will go on in 2010. The feedback I was receiving on Tuesday about the low number of vendors re-upping for next year led me to doubt the viability of the show going forward. But as traffic stayed slow-but-steady through Wednesday, vendors' outlooks brightened, and there seems a good chance many will be signing up again for next year after all. Who knows, maybe the economy will improve and some vendors that did not exhibit in 2009 will return in 2010? That certainly wouldn't be unprecedented.

For the record, next year's event is scheduled for April 20-22, once again at the **Pennsylvania Convention Center**. While the dates are better than this year's end-of-the-quarter timeframe, there are some exhibitors unhappy with Questex's policy of holding the event consecutive years in the same city. They feel it exposes them to the same regional attendee base two years in a row, and that it would be more effective for marketing purposes to rotate the show among the U.S.'s different geographies.

We're still not certain what next year's show will be called. Apparently, AIIM, the trade organization, licenses its name to Questex and the licensing agreement is now renewed on a year-to-year basis. We got the impression that AIIM would like to get something done for next year (and AIIM President John Mancini actually refers to "AIIM 2010" in his digital landfill blog [[http://aiim.typepad.com/aiim\\_blog/](http://aiim.typepad.com/aiim_blog/)])—although that may just be out of habit). Then again, this year, AIIM has also adjusted the terms of its officers to coincide with the calendar year. Historically, the AIIM show marked the annual changing of the guard for the AIIM board. The trade organization is now less tied-in with the show than it has ever been, which clearly makes it easier to drop the branding agreement if something can't be worked out.

Questex has also started its own branding initiative around the event—info360. So, it's probably just a matter of time before the AIIM Expo moniker is dropped.

That's enough on the logistics.

### **Our own "Best of AIIM"**

Even though the show has turned into much more of a networking bonanza than a place to announce new products—and new product announcements were especially scarce this year—we still often get asked, "Did you see anything cool/neat/significant/earth shattering/going-to-put-my-company-out-of-business on the show floor?"

While there wasn't an overwhelming number of new products—there was one that clearly carried

the most buzz. That was **ABBYY's TouchTo** automated data capture application integrated with the **Fujitsu fi-6010N** network scanner. The integration basically enables users to leverage the touchscreen on the 6010 to capture data fields from scanned documents.

The application ABBYY showed at AIIM was for invoice processing. After a document is scanned with the 6010, its image shows up on the device's 8.4-inch touchscreen. Also on the screen is a list of data fields, such as "invoice number," "date," "order number," "total," etc. The user touches the label for the data field it wants to capture and then, with their finger highlights the characters on the image that correspond to that field. Voila, the field is populated with the correct data.

ABBYY has a *TouchTo* connector that enables the data and images to be exported to third-party

### **IBM PARTNER SHOWS MOBILE VIEWER**

The runner-up in our "AIIM 2009's coolest product/solution" category belongs to Charlotte-based viewing technology specialist **MS Technology (MST)**. MST was showing mobile phone-based document viewing. MST offers two flavors of its AJAX-based technology for viewing and annotating documents with a mobile phone.

The first is a server-based solution, which is accessed through the phone's browser. The user logs on and is then able to access, through MST's "zero-footprint" viewer, all the documents they have rights to. The viewer supports multiple formats including TIFF, PDF, Word, JPEG, etc. Through the viewer, users can do things like manipulate, annotate, and redact documents.

MST is also developing an embedded viewer for mobile devices. At AIIM, it was showing its iPhone viewer. The embedded viewer features the same capabilities as the server-based viewer, but it's designed to work with documents stored on a phone's hard/flash drive. It's currently approximately a 1 MB file. MST President Mahendra Lamba said a version should be available shortly for download at the iPhone App Store. He indicated that it would be inexpensive. Embedded viewers for additional mobile operating systems are on the way.

"We see the mobile phone as being the laptop of the future," Lamba told *DIR*.

MST is no neophyte to the document imaging market. It has been an **IBM** partner for eight years and its viewer is embedded in *DB2 Content Manager 8.x*.

For more information: <http://www.ms-technology.com/>

software, such as ECM and ERP systems.

The application's OCR is enabled by ABBYY's ability to embed its technology in the CPU of 6010. This means that other ISVs could also leverage ABBYY's OCR in applications designed for the 6010. The 6010, which was released last fall [see *DIR* 11/14/08], features an SDK that enables ISVs to run their application interfaces on the touchscreen. ABBYY leveraged the SDK to create the *TouchTo* interface.

Fujitsu also showed 6010 applications by at least a half-dozen other partners in its meeting room. However, none of them had the gee-whiz-bang effect of *TouchTo*.

One interesting note about ABBYY's OCR is that it can be embedded in a variety of hardware devices. This means that ABBYY can enable this type of data capture from images displayed on any network scanner, MFP device, and even mobile phones.

According to Dean Tang, CEO of ABBYY USA, the company is currently in discussions with additional hardware vendors. "The 6010 features a full-scale CPU, so we are able to embed our full OCR application," he told *DIR*. "For some other devices, we might have to embed a scaled-down version, but we offer both options."

The fi-6010N carries a list price of \$2,995. *TouchTo*, which will begin shipping in May, lists for \$1,200. It comes packaged with a *SharePoint* connector. To meet the requirements of an early adopter, ABBYY has also developed a connector to the **DocuWare** application—that connector lists for \$1,200. ABBYY will develop other connectors as needed and will make the *TouchTo* API available so that ISVs and systems integrators can develop their own connectors.

### **Network scanning well represented**

It's probably worth noting that even before we saw the fi-6010N with *TouchTo*, network scanning was catching our attention. Of course, you had Fujitsu's other 6010N integrations with vendors like **One Touch Global Technologies** and **FileBound**.

**Laserfiche** was showing a similar integration with **Kodak's** Scan Station 120, except, instead of just running a capture application through the Scan Station interface, Laserfiche is running a complete medical records imaging application on the device's 40 GB hard drive. Laserfiche will be highlighting this *IntuitionMD* application at the **HIMMS Conference and Expo** being held April 4-8 at **McCormick Place** in Chicago. Targeted at medical practices in

the one to five physician range, *IntuitionMD* carries a street price of around \$4,600.

**Canon** showed its *ScanFront* 220 device integrated with **eCopy's** *ShareScan*. First announced by eCopy last year [see *DIR* 2/22/08], the bundled offering includes a *ShareScan* client and a copy of the

*ShareScan Essentials* server product, as well as a seat of *eCopy Desktop*. The whole thing lists for about \$3,000, or \$1,000 more than a standard *ScanFront*. "The *ScanFront* does not run the MEAP technology that our MFPs use to display a *ShareScan* interface," said Mike Oliva, the marketing manager for Image Filing Systems at Canon



*HP's 7000n, which will ship this fall, features an 8.4-in touchscreen and HP's OXP embedded development platform.*

USA. "However, eCopy has designed its *ScanFront* interface so it looks similar to its MEAP interface. This enables users to run a standard scanning interface across both their MFP and dedicated scanning hardware."

This Holy Grail of a standard interface across multiple types of devices is also part of HP's strategy. Among HP's multiple new scanning products introduced at AIIM was the 7000n network scanner. Of course, HP pioneered the network scanning market with its Digital Sender—first released in 1998. Since then, HP has seen multiple scanner vendors come after its market-leading share with devices more oriented toward production scanning. The 7000n is HP's answer to these competitors.

Rated at 40ppm/80 ipm, the 7000n features HP's new Precision Feed Technology (more on this in an upcoming issue). It also features an 8.4-inch color touchscreen and HP's OXP (Open Extensibility Platform), which enables ISVs to display their applications on the touchscreen. This is the same platform included with HP MFPs. "This will enable ISVs to design an interface once that can run across multiple device types," said David Haining, product manager for document scanners at HP. "For users, it creates a common way of interacting with network scanners and MFPs."

HP also announced that it will be supporting scanning functionality with the latest version of its *Webjetadmin* enterprise device management application. This will enable users to centrally track information such as whether distributed scanners are on- or off-line, if they're jammed, how many



scans are being done per day, and if the rollers need replacing. For the 7000n, admins will also be able to push out scan settings, similar to the way *Webjetadmin* can be used to push out print settings. (According to Haining, security issues associated with PCs prevent *Webjetadmin* from working as closely with traditional scanners as it does with network scanners.)

Haining expects HP capture partners like **Kofax** and **Omtool** to implement controls for centrally managing their applications through *Webjetadmin*. "This is all part of our strategy to optimize our customer infrastructure," he said.

The 7000n will begin shipping in October and carries an "estimated U.S. street price" of \$2,999.

Overall, network scanning still continues to be a market where the hype and potential exceed the real world success. However, continued improvements in the technology and marketing associated with these devices are positioning them for future success. Network scanners seem to be at the point invoice capture was five years ago, when we all recognized it as "the next big thing." It finally broke as the killer app for IDR a couple years later, and I look for network scanners to start flooding the market in distributed and SMB applications in another couple years as well.

For more information: <http://www.datacap.com/>; <http://www.aiimexpo.com>; <http://www.abbyy.com/>; <http://www.docuware.com/>; <http://www.onetouchgt.com/>; <http://www.fujitsu.com/us/services/computing/peripherals/scanners/>; <http://www.laserfiche.com/docs/products/IntuitionMD.pdf>; <http://www.usa.canon.com/>; <http://www.filebound.com/>; <http://tiny.cc/HPAIIM>

## ImageTag Packages Software On Hardware Appliance

**ImageTag's** business has always been about making document imaging simple. The Chandler, AZ-based ISV entered the market in the 1990s with its patented *KwikTag* application that combines bar codes with Post-it Notes. ImageTag recently made its application easier to deploy through a partnership with Canton, MA-based hardware appliance specialist **NEI**.

"Basically, we keep ISVs out of the hardware business," said Greg Shortell, CEO of \$200 million NEI. "Our focus is to provide very closely coupled hardware, which is specially designed to maximize the performance of our software partners' applications. This enables ISVs to deliver their

applications already loaded on a device that can be easily maintained and updated remotely."

According to Jon Michaels, director of sales and marketing for ImageTag, the NEI appliance has reduced both the implementation and service requirements for the *KwikTag* customer base. "It removes the complexity of setting up and maintaining a document imaging application," he told *DIR*. "We can now get a system up and running in a day and a half to two days. Previously, it was taking upwards of a week. Also, our average support ticket per customer has been reduced by 40%."

In addition to the professional services money ImageTag customers are saving, Michaels added that they are also saving on hardware costs. "Pound for pound, the NEI solution is significantly less expensive than buying the hardware components separately," he said. "And if for some reason something goes wrong, NEI will replace the whole unit at once."

Currently, the *KwikTag* system sits on a single piece of NEI hardware that can be set up in a RAID 1 or RAID 5 configuration. It also can be plugged into a user's standard back-up. "In the future we anticipate working with NEI to create more of a tiered architecture option, in which a user could have the application run on one server and the storage on another," said Michaels. "This could increase our scalability, but the current solution works for most of our customer base."

ImageTag standardized on the NEI platform in November. "It gives us a competitive advantage because no other document imaging vendors are delivering their applications on a turnkey appliance like this," said Michaels. "And in the end, because it helps our applications work better, it translates into improved customer satisfaction."

While NEI has installed a lot of storage solutions, this is the first time it has worked with a document imaging vendor. "Sure, it's possible to run most of our partners' applications on off-the-shelf hardware," concluded Shortell. "But, then you also have to have staff to configure and manage it. As businesses are looking to trim staff in these tough economic times, our appliance is even more attractive."

"You basically slide the appliance onto a rack with a router and a switch, and you not only have a tightly integrated hardware and software platform, you've installed it in a way that is easy to maintain. For example, our appliance eliminates the maintenance time users have to spend re-engineering their systems when something changes, like a processor speed or an operating system. We can handle these types of upgrades for them."

## ImageTag Names New CEO

ImageTag also recently named a new CEO—ECM industry veteran Randy Eckel. Eckel is the former CEO of Phoenix-area ISV Infolmage, which was a leading *Lotus Notes* business partner, before it was acquired in 2002. Interestingly, before being acquired Infolmage received \$10 million in funding from **Microsoft**, which it used to develop portal technology that was eventually incorporated in *SharePoint*.

Eckel downplayed the Microsoft connection and stressed his experience integrating with ERP systems—which is ImageTag's current direction. "About half our current business comes from integration with Microsoft *Dynamics GP* (*Great Plains*), and it's my goal to enhance our Microsoft *Dynamics* and overall ERP integration business," said Eckel. "We are transitioning to a very partner-centric strategy. While we have worked with partners before, our plans are to offer them a very enhanced value proposition."

This value proposition revolves around a new SDK that ImageTag plans to release in the second half of 2009. "We've always had an SDK, but the new one is designed to cut the amount of time it takes to integrate *KwikTag* to 25% of what it was before," said Eckel. "*KwikTag* has already been integrated into 100 applications, it has just taken longer to do these integrations than it will in the future. If we can take the cost of integration down to a quarter of what it was before, the ROI is a lot more compelling for partners."

According to Eckel, ImageTag is aiming to increase *KwikTag*'s level of integration with higher-end ERP

packages. "We already have very good integration with *Great Plains*," he said. "Wherever there is an intersection between transactions and paper—that is where we want to be. As we move upstream and integrate with larger ERP systems, the number of points where *KwikTag* can be integrated goes up dramatically."

"Our strategy is dependent upon partners doing the integration work. They have the domain knowledge of the various modules within their ERP systems and understand where paper integrates with the processes. These partners could be either ISVs that develop the ERP systems themselves, or the SIs that deploy them."

Eckel has been on the ImageTag board for several years. "I have been helping to set the strategic direction of the company since 2001, so it makes sense for me to continue to take the company down its current path," he told *DIR*.

Eckel takes over as CEO for founder Steve Irons who is currently working on a vertically focused spin-off leveraging ImageTag's technology.

For more info: [www.imagetag.com](http://www.imagetag.com), [www.nei.com](http://www.nei.com)

## BROTHER SHOWS CAPTURE SOLUTIONS

**Brother International** showed a couple interesting scanning integrations at the AIIM show. Best known for its printing technology, Brother is expanding into distributed capture through its desktop and workgroup MFP hardware. At AIIM, Brother showed its hardware integrated with a distributed capture application from Southern California-based ISV **GoScan** (<http://www.goscan.com/>). It also previewed an ISIS driver.

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