

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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April 6, 2007

THIS JUST IN!

SCANNING SALES EXECS ON THE MOVE

Plenty of personnel changes taking place on the eve of this month's annual **AIIM On Demand Expo** in Boston. Former **Cranel** and **Kofax** sales exec Todd LeVeque has been named the national director of sales for distribution capture for **Kodak Document Imaging**. LeVeque's hiring is the most significant personnel move Kodak has made since Don McMahan was hired this year as the VP of sales for the U.S. and Canada region. McMahan has promised significant upgrades to Kodak's KSDR (Kodak Desktop Scanner Reseller) program, and LeVeque's hiring is part of that plan. LeVeque, who most recently was Kofax's director of North American sales for the eastern area, will make his Kodak debut at AIIM.

The man McMahan replaced as Kodak's VP of North American sales, Bill Gates, has resurfaced at **Fujitsu Computer Products of America (FCPA)**, reportedly as VP of sales. Ironically, this was a position held by McMahan prior to an abrupt departure in 2005, which then saw him move to **Visioneer** before being hired by Kodak. Former Kofax VP of business development Doug Rudolph has also reportedly joined FCPA. Rudolph had been instrumental in building Kofax's successful VRS business, an area in which FCPA has been a strong partner for Kofax.

TIS, J&B team up

Another interesting development involves **J&B Software's** recent announcement that it will act as a reseller of **Top Image Systems'** forms processing software. J&B is a Blue Bell, PA-based ISV that is one of the leaders in the remittance processing market. It has, for several years, been looking to make some headway in the full-page document processing market. TIS is an Israel-

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KnowledgeLake Assists Microsoft's ECM Play

ISV introduces enterprise imaging capabilities for MOSS 2007.

Microsoft ECM and document imaging partner **KnowledgeLake** has announced the latest version of its product suite, designed for integration with *Microsoft Office SharePoint Server (MOSS) 2007*. KnowledgeLake, which has more than 300 installations of the previous version of its software with *SharePoint 2003*, is now ready to attack what it views as the even more fertile landscape being created by the new MOSS platform and the Windows Workflow Foundation (WWF). Both Microsoft products were released late last year in conjunction with the release of the new Windows Vista operating system.

"The big revelation with MOSS is that Microsoft is now in the ECM business," said Chuck Nash, president of KnowledgeLake. "Microsoft realizes they need to manage unstructured content if they want to effectively sell their complete product set. Before, they acquiesced and weren't really concerned where users kept their unstructured content. Now they want to control it all. Microsoft understands that, to realize their vision of total collaboration, they need to ramp all unstructured content into *SharePoint*."

"Microsoft likes to talk about pervasive ECM," added Bob Buelmann, KnowledgeLake's VP of sales. "Basically, they looked around the ECM market and tried to figure out why everyone wasn't using the technology. The first reason they saw was that the cost was too high. So, Microsoft has made a lot of the traditional capabilities of an ECM system, like version control, audit trails, and advanced search, available for free. In addition, for about one fifth the cost of a traditional ECM system, you can add advanced features like electronic forms, records management, and Web content management.

"The second deterrent has been the usability of ECM. We've seen many instances where companies purchase enterprise-wide licenses of ECM software, but only 10%-

20% of their employees end up using it. That's because it's an imposition for most people to use an ECM system. Microsoft is working hard to remove this hurdle by making ECM an extension of its Windows file system. SharePoint '07 takes that file system and basically puts it on steroids."

Overcoming SharePoint's imaging shortcomings

Despite these ECM improvements and the introduction of an improved scanner driver in the Vista OS [see *DIR* 10/20/06], MOSS 2007 still does not handle document images very well. One explanation for this seems to be that the ECM capabilities in *SharePoint* are really designed to get people to buy upgrades to *Office*—I mean after all, why else would a \$40 billion company like Microsoft be interested in a \$10 billion-\$15 billion market like ECM? (And, as more than one observer has said, how much better can you make a word processor and/or spreadsheet program?) As document images are not native to *Office*, Microsoft simply doesn't deal with them very well.

"We originally developed our software suite to fill the gaps between *SharePoint* and traditional ECM systems from vendors like **Optika**, **FileNet**, and **Documentum**," said Buelmann. "We found several features related to document imaging that we could improve to make *SharePoint* more competitive. These included scanning, indexing, searching based on meta data, viewing, and printing."

In 2004, Buelmann, Nash, and their team, who up to that point had been primarily high-end document imaging system resellers, began focusing on image-enabling *SharePoint* installations. "**Scottrade** has been our marquee customer," said Buelmann. "They converted two legacy systems and now are storing more than 40 million documents in *SharePoint*. This includes the addition of 35,000 documents per day from 250 remote branches. We see this as the perfect example of how our components can turn *SharePoint* into a production-level document imaging system."

According to Nash, the market demand for that type of capability is increasing significantly with the release of MOSS 2007. "We are currently under contract with 10 customers that are transitioning from their legacy ECM systems to *SharePoint*," he said. "We are Microsoft's primary partner for that type of activity."

"These are Global 200 type companies. Historically, we have sold our software in traditional ECM opportunities. With the launch of MOSS 2007, we are seeing a lot more large companies coming to us with the explicit goal of transitioning to *SharePoint* as a replacement for an ECM repository already in place. It's changed the dynamics of the market."

To address the opportunities being driven by the new capabilities of MOSS 2007, KnowledgeLake is currently in the process of ramping up its sales and marketing staff. "Our sales slowed down a bit as the market prepared to make the transition from *SharePoint* 2003 to MOSS 2007," said Nash. "However, as MOSS 2007 becomes more established, we

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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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really expect things to take off. That's why we have waited until now to begin a serious ramp-up."

KnowledgeLake, of course, is not the only ECM vendor that offers integration with *SharePoint*. Its claim to fame has always been that it is the only vendor that actually leverages the *SharePoint* repository to store images. [Editor's note: **Clearview**, the former *Xenysys*, is now advertising a similar structure that it will be exhibiting at *AIIM 2007* later this month in Boston.]

"Just like we have interoperability modules to help our customers transition from their legacy ECM apps to *SharePoint*, our competitors offer interoperability modules for *SharePoint*. You might be able to use the *SharePoint* search interface with their software, but they are still asking users to store documents in their repositories. I always come back to the question, what systems administrator in their right mind would make a conscious decision to have two repositories in place?"

Moving downstream

According to Nash, the desire to consolidate systems is spreading to incorporate databases, or structured information, as well. "We are seeing RFPs asking for ECM as a platform solution," he said. "This means it has to be built right into the database. Right now, Microsoft, **Oracle**, and **IBM**, through its *WebSphere* technology, are the only vendors that can provide anything close to this type of solution."

In addition to large enterprise deals, Nash points out that conquering Microsoft's mid-market base is probably more important to KnowledgeLake in the long-run. "Microsoft only has 12,500 customers in its enterprise users group," he said. "The really big play is the 41 million other businesses that use Microsoft technology. That is where we really want to play, and we are finally starting to adapt our technology to work in that market as well."

According to Bueltmann, the cost of image enabling a *SharePoint* system for 250-500 users with KnowledgeLake technology starts at around \$20,000.

"In addition to price, attacking the mid-market is also about ease of installation," Nash stressed. "We have spent the last three years trying to simplify the implementation of our software. One thing we've done is incorporate the same release script in our

capture software that Microsoft uses to enter *Word* and *Excel* documents into MOSS.

"Basically, we're able to reduce the implementation of our technology to six steps. We are also able to pre-configure a number of features and then assist with a virtual installation. Being able to deliver solutions for mass market implementation gives us a leg up on the competition."

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— Chuck Nash, KnowledgeLake

Nash said KnowledgeLake has also signed a significant deal with a hardware vendor that will enable users to purchase personal imaging solutions for less than \$300. "This is where we are heading," he said. "However, we also see a tremendous opportunity for leveraging lower-end hardware devices in distributed

opportunities in the enterprise. Historically, an ECM system has touched maybe 10%-20% of an organization. The new trend is to expand that to 100%

"If you look at large organizations like GE or Ernst & Young, they have a lot of home and remote office workers they would like to set up with imaging to help improve their records management practices and protect their intellectual property. Our distributed capture technology is ideal for addressing these applications."

Narrowing its focus

Indeed, with the latest version of its software, in addition to ease of installation, KnowledgeLake has put an emphasis on capture, especially distributed capture. "Yes, we can compete in centralized scanning environments, but how many production level scanners are sold per year? Maybe 1,000," said Nash. "We want to focus on the hundreds of thousands of desktop devices going out the door."

"We've introduced a Web indexing feature, which enables users to capture documents using any type of MFP or TWAIN scanner with standard capture software, and then index those images from a Web service available through our software," said Bueltmann. "This enables an enterprise to do remote capture without having to install anything on the remote desktops."

Because the files being indexed have been captured to the server, KnowledgeLake's software can perform database lookups against other server applications to help pre-fill indexing fields and create dropdown lists. Full-text OCR and PDF technology

can also be plugged-in at the server level.

KnowledgeLake's image viewer is based on AJAX (Asynchronous JavaScript and XML) technology, so users can view and annotate TIFF images inside their browsers without any plug-in.

One area that KnowledgeLake has scaled back with its latest release is workflow. "We have production document workflow technology that we've had some success with in the financial services market, in high-payback areas like new account origination," said Nash. "However, we think the majority of our customers are going to want to take advantage of Microsoft's WWF technology, which is free. How well will that work out? We'll let the market decide. There will probably end up being some significant professional services involved with getting WWF to work the way users want it too. If they become too discouraged, we have opened up our technology for integration with third-party workflow products."

Buelmann concluded by telling us that as the ECM market shakes out, he only sees four major players emerging. "Document management is essentially a database application," he told *DIR*. "So, I expect IBM, Oracle, and Microsoft to dominate the ECM market in the future. We also see **EMC**, because of the maturity of its technology, to continue to be a strong player in highly regulated verticals. And, there will be room on the lower-end for mid-market vendors like **LaserFiche** or **DocuWare**. Because, while *SharePoint* may be inexpensive, the level of complexity involved in getting it up and running has a cost associated with it."

Added Nash, "*SharePoint* is hard to get going—that is one of the little-known secrets about it. People stumble when they try to deploy it as an application. That's why we are offering to preassemble the imaging components of a *SharePoint* solution. It's our goal to take some of the knives and forks out of drawer so users don't hurt themselves."

For more information:

<http://www.knowledgelake.com>

Orbograph Exploring New Markets For *Convene*

QA outsourcing solution gaining traction in staffing, remittance processing markets.

Orbograph has signed on temporary employment specialist **Staffing Alliances** of Houston as a

customer for its *Key-Pay Convene* data entry/reject repair solution. Staffing Alliances represents an entry into a potentially significant new market for Orbograph, which has been shopping *Convene* to service bureaus and end users over the past year.

"The big news is that we have found an organization outside the technology space that sees the value of *Convene*, and this has created a new channel for us," said Mike Manna, major account sales manager for Orbograph. "When it comes down to it, staffing is not about selling bodies, it's about selling productivity. Staffing Alliances was able to make that jump intellectually and realizes that *Convene* fits its sales model. I think, eventually, all staffing organizations will start thinking this way, and this will emerge as a real niche market for us."

Orbograph, which has an Israel-based development team and U.S. headquarters in Billerica, MA, is an OCR/ICR specialist whose primary success to date has come in the check capture market. *Key-Pay Convene*, which was introduced in late 2005, is a service designed to manage the key-entry processes associated with forms processing applications. Characters that need to be keyed for quality assurance (QA) purposes, after OCR/ICR has been applied to a document, are automatically sent from end users' forms processing operations to *Convene* keying centers, which are managed by Orbograph. The ultimate goal is to turn forms processing into a black-box solution for the end user. In other words, forms are scanned and clean data comes out on the other end [see *DIR* 12/2/05].

Staffing Alliances, which was launched nine months ago, has a model in which it leverages services from several firms. "We've taken a different approach to staffing," explained Brad Stevens, president and CEO of Staffing Alliances. "We've embraced the concept of a manufacturers' representative and work with 18 different firms and independent recruiters to provide different types of solutions. We view *Convene* as one of our solutions in the data entry area."

According to Manna, *Convene* offers the advantage of lower overhead compared to bringing in temps to manually enter QA data. "With *Convene*, you don't have to worry about training temps, passing them through security, making sure they don't spend too much time in the break room, etc.—Orbograph handles all of that," he said. "What we've done is embrace the one-to-many concept of doing business vs. the traditional concept of one-to-one. In other words, with one operation, we can service many users, which is more efficient than running

individual QA operations at multiple sites.

"The reason this works so effectively for staffing companies is they don't know what sort of resources they are going to be required to supply each day. They can either maintain the overhead of having multiple keyers available that might not be used, or take a chance that they won't have enough when a job becomes available, or they can just flip a switch and add as much capacity as they need through *Convene*."

Orbograph charges *Convene* customers on a per character basis. "It's up to the staffing agency to set its own rates for its customers," said Manna. "Keying with temporary staff is typically more expensive than using your own people. If the charge per keystrokes even turns out to be slightly less than the net charge for bodies, it's our opinion that end users will embrace this solution at a moment's notice."

Stevens wasn't so sure that cost savings would be his customers' biggest benefit. "I think as a straight trade out of cost-for-people vs. cost-per-characters, it will be almost a wash," he said. "However, when it comes to load balancing and eliminating overtime costs, I think our customers will see some benefits. *Convene* will also be a good back-up in case a customer is having difficulty at its location due to technical issues or even the weather.

"For security purposes, I also like the fact that with *Convene*, the keyers only see the snippet of the document image they are keying from. This means we'll be able to use it in healthcare environments, for example, that have to be HIPAA compliant."

One catch is that to leverage *Convene*, an end user needs to be running some sort of OCR/ICR-based data capture. "We are not running a straight data entry operation," stressed Roni Boker, product manager for *Convene*. "There is a setup fee for integrating *Convene* with the end users' OCR/ICR operation, and it's less if the user is running a software application we have already completed integration with. Currently we have integrations with **Captiva's** *FormWare*, **Parascript's** *FormXtra*, and **IBM's** *IFB* applications. We are working with other vendors.

"We are somewhat picky about who we will work with. We prefer OCR/ICR technology that has an open workflow, which is receptive to embedding other vendor's technology. *FormWare*, for example, is constructed this way."

In addition to Staffing Alliances, **Scan-Optics** has leveraged *Convene* to address some of its customers QA needs. "We have another major potential

Convene reseller that it is beta testing it right now," said Boker.

Improving remittance data capture

In addition to the staffing market, Orbograph views the remittance processing space as a potential hotspot for *Convene*. "The remittance market centers around payments, which is an area where we have a great deal of experience," said Manna. "What's interesting is that where the emphasis in remittance used to be on capturing payments, it's now on capturing the data associated with the payments.

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— Mike Manna, Orbograph

"Formerly, the emphasis was on how fast you could clear checks. With Check 21, ACH [Automated Clearing House] and ARC [Accounts Receivable Entry], that's now 'today.' The subtle change has been that data entry is now taking on the same urgency that clearing checks used to have."

Capture industry analyst Harvey Spencer attributes this increased urgency to an emerging desire to process paper-based transactions as fast as electronic ones. "Five years ago, data entry was an afterthought in remittance environments," said Manna. "Today, users want data to update their files immediately, so they can begin processes like compiling hot lists of late payers.

"In addition, there is new emphasis on data integrity, due to regulations like HIPAA and Sarbanes-Oxley," said Manna. "We've had service bureaus tell us the passing of SOX was like Christmas for them. Responsibility for data integrity has moved from a blue collar process to the board room."

It's Manna opinion that many traditional remittance processing shops are not fully geared up to handle this new emphasis on data entry. "The bottom line is that by leveraging *Convene*, they can upgrade their data capture operations faster, cheaper, and more effectively than they can on their own."

When we asked if the remittance market wasn't in decline due to an increasing number of electronic payments, Manna disputed our assumption. "Only a small percentage of payments are actually being

made online,” he said. “The amount of paper payments being processed is decreasing, because after checks are captured and converted to an electronic format through Check 21 and ARC rules, they don’t need to be processed again, like they did in the past. However, the data associated with those checks still needs to be captured up front. And, we are not seeing a decrease in paper forms that contain this data.”

Crossing the Chasm

Convene has always struck us as an interesting proposition. It makes sense in many ways because it potentially eliminates a lot of the on-site labor associated with forms processing. It’s probably been slow to take off in traditional imaging applications, however, because most people using forms processing already have set up their infrastructures to account for QA. As they say, old habits are hard to break.

So, Orbograph’s decision to go outside-the-box, so to speak, and look for opportunities in fresh markets like staffing and remittance processing is probably a good one. There is likely a lower barrier to entry in these spaces, which are less married to internal QA. In the long run, however, as long as Orbograph’s pricing is right, we don’t see how *Convene* cannot be a success. After all, who wants to deal with managing QA if they don’t have to? Might as well leave it to the specialists.

For more information:

<http://www.orbograph.com/content.aspx?pageId=94>

OB10 Growing Electronic Invoicing Network

Over the past five years, automated invoice processing has proven to be a boon for the forms processing industry. Almost every data capture vendor now has an OCR/ICR/IDR-based application in this area. They are designed to reduce the labor costs associated with data entry from invoices. eInvoicing network provider **OB10** is offering a solution that takes labor reduction to the next level by transforming the vast majority of paper invoices into an electronic data stream before they are even printed.

“We are not competing with EDI,” stressed Peter Watson, senior VP of sales and marketing for OB10. “EDI is great technology for a buyer’s largest suppliers, but the overhead is prohibitive when you start trickling down to smaller suppliers. EDI adoption has peaked at somewhere around 10%-15% of all invoices, and the rest are paper.

“I’m not going to knock OCR technology. After all, I worked for **Wang** back in the ‘90s when we were leveraging scanning and OCR to plant the seeds for improved business process management. But OCR isn’t ideal for invoices, because the buyer can’t control the format of its suppliers’ invoices. In my opinion, if you’re a buyer, you have two choices: one, you can continue to receive paper and figure out the best way to deal with it; or, two, you can ask your suppliers to submit their invoices electronically.”

OB10’s business pursues the second option. It basically works like this: A buyer, such as Columbus, OH-based **Retail Ventures, Inc. (RVI)** signs up for OB10’s services. OB10 then acts as a clearinghouse, receiving electronic invoice data from RVI’s 2,000 suppliers and submitting this data to RVI in the electronic format they require. OB10’s system has the ability to validate this data against any information RVI wants to supply. It can also automatically post the data to RVI’s accounting system if it checks out against existing PO data, submit the data to RVI’s workflow for approval if no PO exists, or request corrected data from a supplier if an invoice and its corresponding PO do not match up.

While the benefits in reduced data entry costs for a buyer like RVI seem obvious, our first question was how does OB10 get the suppliers to buy into the system? “Our customers give us a list of their suppliers, and then OB10 sets about the task of contacting the suppliers and getting them to buy in,” he said. “This a major job for us, and a very important one. We get paid on a per transaction basis, a little bit by both the buyer and the supplier, so we are very motivated. We maintain offices in Europe, the United States, and Asia to ensure we are contacting suppliers in their native languages.

“Suppliers sending more than 30 invoices per year through our network qualify to have us accept their invoices in whatever electronic format they want to submit them. We can deal with invoices generated in everything from *QuickBooks* to SAP. We generally ask smaller suppliers to log on to our online network and create an electronic template they can then enter their invoicing information into.”

“We sell the suppliers on two things. The first is the fact that the cost per transaction is approximately equal to the cost of a stamp. The second is that submitting an invoice through our network guarantees delivery to the buyer. We send an acknowledgement of receipt and this eliminates a supplier’s need to make a follow-up call to ensure a paper invoice has arrived.”

Watson said OB10 expects to convert about 80-85% of its buyers’ invoices to electronic submission.

"There are going to be suppliers that, for whatever reason, are resistant to change," he said. "For this 15-20% of invoices, we offer a key-entry service to our clients."

Watson estimated that on the buyer's side, the return on investment is typically achieved in 9-12 months. "In addition to reduced data entry costs, there are reduced mailroom costs and reduced costs related to fixing data entry errors," he said. "After all, in a key entry or OCR environment, you are re-entering data, which can lead to mistakes. In our system, we are getting data straight from the source."

Nearing the tipping point

OB10, which was founded in 2000 and began processing transactions in 2002, currently has about 160 buyer companies as customers. **HP**, which processes more than one million invoices per year through OB10's network, is its largest customer. Other big name customers include **SaraLee**, **GM**, **Cargill**, and **Reader's Digest**.

"We are growing 100% per year and are well on track to sustain that," said Watson. "Because buyers are required to sign three-year contracts, we know we will have quite a bit of recurring revenue. Plus, we expect our growth to accelerate as more buyers and suppliers join the network. We currently have about 30,000 suppliers on the network, and they can submit invoices to any of the 160 buyers. As our numbers increase, each time a buyer [Watson estimated there are 4,000 "buyers" in the U.S. now doing more than \$2 billion in annual revenue] signs up, there are going to be increasing numbers of its suppliers that are already on the network. And many suppliers using our network also function as buyers. Being exposed to our technology as a supplier gets them to consider using it as a buyer. These factors should help us reach a tipping point soon, which will really accelerate our growth."

What the future holds

So, why is an article about an e-commerce vendor important to readers of the *Document Imaging Report*? Well, our tagline says we write about "Converting Paper Processes to Electronic Format" and OB10's eInvoicing network would seem to hit that sweet spot. As we said in our opening, in many ways, this type of dynamic e-forms solution represents the next wave of data capture—completely removing paper from the equation.

Does this mean the capture industry is in imminent danger? Of course not—as long as we have MFPs, we will always have paper. However, it does provide us with a reminder that invoice processing, much like health insurance claims processing before it, is not a forever answer for the forms processing

industry. Of course, you already know that, and that's one of the reasons we always look forward to AIIM so much—it gives us a chance to see all your cool new technology. And, this gives us an idea of where the capture industry is headed next.

For more information:

<http://www.ob10.com/CountrySelection.asp>

SaaS Model Continues To Gain Traction

It's no secret that the success of Marc Benioff's **Salesforce.com** has made hosted software applications popular again. In fact, as the dirty word ASP (applications service provider) has given way to more modern terms like software as a service (SaaS) and "on demand", we are starting to see quite a bit of traction for hosted software in the document management industry. *DIR* recently caught up with **SpringCM**, an on demand document management software provider that was launched in 2005 and already has more than 100 customers.

"The difference between an ASP and an on demand provider is that ASPs basically took traditional software and moved it somewhere else to host," explained Jeff Piper, VP of client services and partner development for SpringCM. "Traditional software typically requires customization, so, to use an analogy, ASPs were constantly building private swimming pools for individual customers or homeowners. An on demand model is akin to building a community pool for a condominium association. Everyone in the association, or your customer base, has some input into the design and bears the costs of project management and maintenance by paying a little bit each month."

These may seem like subtle differences, but they appear to be working. "I've been in the hosted software business since 1999, and there's been a huge change in attitudes," said Piper. "When my previous company first had a booth at AIIM, I think 5% of the attendees who came through said they thought SaaS was a neat idea. Fast forward to last year, and 50% of SpringCM's booth traffic said the primary reason they came to the show was that they needed to learn about SaaS as a business model."

SpringCM charges a list price \$49.95 per user, per month, for a full subscription, which includes document management, workflow/document process automation, and collaboration functionality. Volume discounts are available, and so are limited licenses that include capabilities such as viewing and collaboration. There is a small set-up fee, and customers are required to sign a one-year contract.

Our average initial sale is for 10-20 seats to a mid-sized company or a department within a larger company," said Piper. "We figure that a mid-market document management system for 10 users runs \$60,000 to \$80,000 once you get it installed—or about 10 times the first-year cost for our software. When you start considering the annual maintenance fees and IT costs associated with hosting your own software, you see why SaaS can be so attractive."

SpringCM recently announced a special version of its software for Salesforce.com users. Available through AppExchange, *SpringCM for Salesforce.com* includes modules for contract and proposal generation and management. "Our software adds some real ECM functionality to *Salesforce.com*," said Piper. "First off, it can get very expensive to store documents within a *Salesforce.com* account once you've used up the small amount of allotted storage. More importantly, through our workflow, SpringCM can provide increased visibility and control over some of the business processes associated with CRM. One of the beauties of our contract management solution, for example, is that it enables a user creating a contract within *Salesforce.com* to collaborate online with an attorney who might not have any idea what CRM means."

SpringCM has an integration with **WebEx** to enable similar types of collaboration. "We've seen our software used with WebEx by engineers to collaborate on blueprints and design drawings," Piper told *DIR*. "We also are a charter member of **Microsoft's** Lighthouse program, which consists of about 25 vendors working to prove out some of the scalability of SaaS."

Piper estimated that about half SpringCM's customers use its software for document images and the other half primarily for electronically generated documents. "Currently, we enable users to upload images into our application through an FTP connection," he said. "Our capture partners include **Kofax** and **Fujitsu**. This year at AIIM [booth #2359], we will be introducing our own capture software."

Piper concluded by telling us that SpringCM is growing 50% per quarter. "We're starting to see some larger deals," he said. "For example, we recently had a medical center come on board with a 200-user license, and an engineering organization sign up for 87 users. The only markets where we aren't seeing traction are some of highly regulated and government-related organizations that are required to keep everything in-house, and some of the hard core financial services organizations with a propensity for in-house solutions. But, there has been plenty of opportunity outside those areas."

For more information:

<http://www.springcm.com/v2/index.php>

TIS-J&B, FROM PAGE 1

based ISV that has established a strong market presence in Germany, the U.K., and Japan. It has struggled, however, to establish a foothold in the U.S. market. It will be interesting to see how the J&B relationship works out and what it leads to—as TIS has expressed a desire for some M&A action.

J&B will be exhibiting at this month's AIIM show in booth 2934.

Subscription Order Form for RMG Enterprises, Inc.

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