April 9, 2004

Digital Mailroom Dominates AIIM Discussion

Nearly a year after **Captiva** wowed audiences with the first live demo of its *Digital Mailroom* application, capture in the mailroom remained a hot topic at the recent **AIIM 2004 Conference and Expo** held last month at the **Javits Convention Center** in New York City. Captiva has yet to announce any *Digital Mailroom* sales, but made news by announcing that, within the application, it had replaced **Kofax's** Mohomine document classification technology with technology from **Autonomy**. Captiva also released the results of a commissioned study that showed interest in mailroom capture remains high, even if end users don't have a clue about how exactly to implement it.

Captiva competitors **dakota** and **ReadSoft** also announced mailroom capture applications, while payment processing specialist **BancTec** joined the party by announcing it is targeting its *eFirst* document capture application at mailrooms. Other capture players like **AnyDoc**, **Recognition Research, Inc**. (**RRI**), and **Kofax** continued to keep their distance from the mailroom hype, while focusing on more immediate revenue opportunities. And **Adobe** shook things up with the announcement of a 2-D bar code-enabled e-forms application targeted at markets served by OCR-based applications.

Following is a look at AIIM 2004 news from some of the significant players in the forms processing/document capture space:

Captiva Expects To Announce First Customer Soon

Even though it has tempered its *Digital Mailroom* expectations for 2004, Captiva is still the furthest along of any player in the mailroom space. "So far, all we have are beta and pilot sites," said Jim Vickers, chief marketing officer for Captiva. "We haven't recognized any significant revenue yet. Hopefully, we'll have a customer moving into full implementation in April. At that point, their investment will be huge."

It's the huge potential of the mailroom that makes it so attractive to vendors. Although Captiva doesn't have any *Digital Mailroom* customers, it does have one customer using elements of its technology for a mailroom capture application—and the results have been impressive. The financial advisory group of **American Express** has implemented document capture and classification technology to reduce the number of employees in its mailroom from 95 to 45.

"American Express is not using any intelligent classification—the Mohomine or Autonomy stuff," Vickers told *DIR*. "Still, we estimate their mailroom cost savings on labor alone will be $1.5 million per year."

According to a Captiva case study, the American Express application involves "3,000 client folder batches per day." And that's just paper. The full potential of the digital mailroom includes the capture of e-mail and e-forms—areas where the market is headed, according to a report recently published by **Byline Research** (www.thebylinegroup.com).

Organizational Chaos Hinders Adoption

At AIIM, Captiva released a 12-page white paper published by Byline. The key finding in the report seems to be that, while the digital mailroom sounds like a great concept to end users, they are skeptical about their ability to effectively implement it. For the report, Byline talked to 50 businesses, mainly in the financial services/insurance market—a market that represents a good portion of Captiva's *InputAccel* user base. Although two-thirds of the respondents viewed the digital mailroom as important to their success, and 22% felt it was critically important, just 14% said they planned an implementation in the next three years.

The key hindrance to adoption seems to be the businesses' own inability to organize the processes related to their incoming documents. According to the study, "Very few respondents resort to the excuse that a lack of adequate technology is to blame."

Instead, the blame fell on discrepancies such as the fact that only 8% of the businesses surveyed put their CIO or IT director in charge of postal operations, while 44% put them in charge of e-mail. Obviously, until IT takes responsibility for incoming mail, it's going to be hard to implement a digital mailroom system.

For more information: **Captiva**, San Diego, CA, PH (858) 320-1000, www.captivacorp.com

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-- From a study by Byline Research

Analyst Favors Inside-Out Approach

Analyst Harvey Spencer of **Harvey Spencer Associates** thinks Captiva is missing the mark by going after the corporate mailroom. It's his opinion that the market is best approached by attempting to widen the parameters of existing document imaging applications. "In areas such as healthcare claims or remittance processing, for example, customers have already recognized the value of imaging technology," Spencer told *DIR*. "It makes sense to determine what other types of paper are coming in with these structured forms and then to apply intelligent document recognition (IDR) technology to process these additional documents."

Spencer pointed out that Captiva's AIIM announcement regarding beta site **IAC's** use of the *Digital Mailroom* to process documents related to the Bush-Cheney re-election campaign actually represents an expanded remittance processing application. "Political campaigns are all about raising money," he said. "Most of the Bush-Cheney mail will involve a payment that needs to be processed."

For more information: **Harvey Spencer Associates**, East Northport, NY, PH (631)368-8393.

dakota, ReadSoft Announce Mailroom Apps

It seems that both ReadSoft and dakota have also adopted this inside-out approach to mailroom capture. In addition to announcing a new platform that includes mailroom technology, ReadSoft released stories on two digital mailroom beta sites. One involves a Swedish insurance company that began its implementation with technology for processing structured damage claims forms. The other is at a large financial services organization that will start by using ReadSoft technology to capture and index documents for archiving purposes.

"We view the implementation of a digital mailroom as a

three-step approach," explained Jan Andersson, president and CEO of ReadSoft. "We have many customers worldwide that currently use our technology to process invoices. We think there is an opportunity to expand those applications."

In a demo we saw of the ReadSoft mailroom application, it appeared like it could be optimized to categorize 10-20 different document types. ReadSoft is targeting general availability of *Documents for Mailrooms* for the third quarter.

Jan Andersson, president and CEO, ReadSoft AB.

dakota, which in recent years has specialized in processing healthcare claims, has announced that the first version of its *DocIT* mailroom capture application will target the healthcare industry. "Our customers were asking for a high-quality solution that could do for their mailroom what dakota's *Transform* did for claims processing," said dakota CTO Pradeep Goel, in a press release. "With our new product, customers will be able to electronically capture and prepare everything they receive—including claims, legal correspondence, solicited correspondence and enrollment documents."

dakota's and ReadSoft's focus on expanding existing applications may have to do with their background in forms processing vs. document capture. This history of forms processing has always centered on specific document types, while document capture is by its nature more broad-based. While Captiva also has a rich history in forms, its *Digital Mailroom* product actually grew out of the *InputAccel* document capture line that Captiva picked up when it merged with **ActionPoint** two years ago.

For more information: **ReadSoft**, U.S. headquarters, Metairie, LA, PH (504) 841-0144, **dakota imaging**, Columbia, MD, PH (410) 381-3113, www.dakotaimaging.com.

BancTec Growing From Remittance Roots
BancTec, which has a background in several areas related to document imaging, seems to be taking an approach closer to Captiva's. BancTec's *eFirst* application is based on technology acquired a few years back from federal government systems specialist **ManTech**. According to Freelann Clark, BancTec's business development manager, the company currently has 40-50 *eFirst* installations worldwide.

"A few years back, paper checks started disappearing in parts of Europe," he said. "At that time, we realized we needed to expand our lines of business. We originally were working with vendors like **Mitek**, ReadSoft, and Captiva, but once the opportunity came along to buy our own product, we jumped at it. When working with someone else's technology, you are at their mercy. We've invested considerably in the R&D behind *eFirst* and are now making a major marketing push in the States."

According to Clark, *eFirst* is capable of the auto-classification required in mailroom applications. In fact, he told us about an installation at **BT** (formerly British Telecom) where *eFirst* is being used to process 30,000-50,000 general correspondence documents per day. "This includes items like address changes, complaints, and questions about bills," said Clarke. "*eFirst* can put documents in a workflow queue or send them to an e-mail address based on their content. We can also build in data extraction capabilities."

Despite BancTec's recent introduction of its high-speed DocuScan 9000 [*see DIR 3/26/04*], Clark told *DIR* that *eFirst* remains hardware independent. "We also have our own document repository, or we can release images to any ECM system our customers desire," he said.

For more information: **BancTec**, Irving, TX, PH (972) 579-6087.

Newcomers Go With Own Classification
The interesting thing about this trio of new mailroom capture applications is that they all seem to rely on internally developed document classification. Digital mailroom pioneer Captiva has, of course, chosen to license classification, first from Mohomine, now from Autonomy.

"The classification technology developed by vendors like Mohomine and Autonomy is text-based," said ReadSoft's Andersson. "Because of this, it relies on OCR, which is not 100% accurate. Leveraging our experience dealing specifically with document imaging, we've been able to develop classification that considers the structure of the images. We think this makes our classification more fault tolerant."

There may be a disadvantage, however, to relying on image-based classification when efforts are made to expand the digital mailroom from just ingesting paper to including the full breadth of documents as defined by Byline. As ReadSoft and others expand their applications, they may find supplementing their systems with technology from a classification specialist is a necessity. Captiva has taken this

approach from the outset and recently made a move to upgrade its technology in this area.

Pricing, Scale Play Role In Captiva's Choice

Ever since it was announced at AIIM 2003 that Captiva competitor Kofax had acquired Mohomine, Captiva President and CEO Reynolds Bish made it clear he was looking for an alternative classification vendor. At AIIM 2004, Bish downplayed the influence the acquisition had on his decision to go with Autonomy. "Clearly, we'd rather not buy from a competitor," Bish told *DIR*. "However, the main two reasons for the switch are that we believe Autonomy has better technology, and they gave us a good price.

Reynolds Bish, president and CEO, Captiva Software.

"When we originally were looking for classification technology, Autonomy did not fully understand our business model and gave us a quote that was rather high," Bish continued. "Mohomine was a local company, and they gave us a better price. However, after we more completely explained our market to Autonomy, we were able to work something out. And when you look at the relative size and resources of Autonomy [over $50 million in revenue in 2003] compared to Mohomine [estimated 2003 revenue well less than $5 million]— the economies of scale are definitely in Autonomy's favor."

Kofax Saw Writing On The Wall

Kofax CTO Sameer Samat, who founded Mohomine, acknowledged that he saw the writing on the wall. "It was inevitable, that Captiva would replace us," he said. "We really thought it would happen a lot earlier. As we see more relationships developing between document capture and classification vendors, such as Captiva and Autonomy, and the recent acquisition of **Cardiff** by **Verity**, it validates the direction we have taken."

Despite owning the Mohomine technology, Kofax has so far stayed clear of the digital mailroom ruckus. The only Mohomine-related product the company has released so far is a resumé processing solution [*see DIR 11/7/03*]. Although he wouldn't share any specifics, Samat made it clear that more Mohomine-driven Kofax products will be announced shortly.

"Kofax has chosen to make a deep investment in the Mohomine technology," he told *DIR*. "It goes beyond an OEM relationship. The Mohomine technology is a core part of our infrastructure and technology stack. The benefits of that will become clearer as we roll out new and additional products, in which the Mohomine technology will be more than just a feature. Essentially, we will be a adding a whole new set of capabilities to the Kofax product line."

For more information: **Kofax**, Irvine, CA, PH (949) 727-1733.

AnyDoc Introduces VAR-Friendly Semi-Structured App

Like Kofax, AnyDoc continues to enhance its capture technology without announcing a mailroom application. "I'm not sure the digital mailroom has been defined properly yet," AnyDoc president and CEO Charles W. Jackson, told *DIR*. "Does it mean that you want to capture everything that comes in the mail, including coupons and newsletters? I think there is an opportunity to do a fine sort in the mailroom. Once you determine which documents are forms like invoices and EOBs [explanation of benefit forms], our technology will be ready to take over."

Charles W. Jackson, president and CEO, AnyDoc Software.

AnyDoc has spent the last few years honing its software for processing semi-structured documents. According to Jackson, the company currently has four EOB implementations using its new platform and nine invoice processing installations, including one picking up line item detail. "We're not by any means limited to invoices and EOBs," Jackson added. "We can set up a system to extract data from almost any type of document you might receive consistently. We recently set up an installation to process mortgage notes, for example. Depending on the state it comes from, a mortgage note can vary in length and structure. It wasn't an easy challenge, but we managed it by working through three phases."

To date, one of the characteristics of AnyDoc's semi-structured forms installations has been a higher amount of professional services than have been associated with the company's traditional structured forms processing software. This has made the new technology a challenge for the company's reseller channel. At AIIM 2004, AnyDoc introduced *QuickApp*, a down-and-dirty version of its semi-structured software targeted specifically at resellers.

QuickApp is designed to capture a handful of

specific fields from semi-structured documents with a minimal amount of administration. Jackson gave us a demo, in which the software captured a half dozen fields from a series of bills. These included phone, utilities, and some medical bills. Fields captured included account number, issue date, name, and balance due. AnyDoc has embedded rules for capturing these types of common fields right into its application.
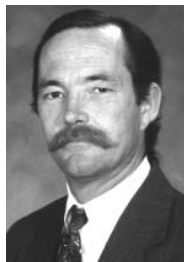
"What's with this herd mentality? Somebody in this space announces a product, and then everybody else has to announce the same thing."

Chris Thompson, EVP, RRI

"*QuickApp* reduces the amount of time it takes to set up a semi-structured forms processing application," said Jackson. "We think this is going to open a lot of opportunities for resellers at mid-sized businesses. *QuickApp* isn't for huge installations where you're processing 100 different types of invoices and using POs for reference. But you don't send a PO to your phone company, for instance. There are all kinds of documents out there, and we want to offer a capture solution for as many as possible."

For more information: **AnyDoc Software**, Tampa, FL, PH (813) 222-0414, www.anydocsoftware.com.

RRI Continues To See Opportunity In Healthcare Claims

As we mentioned, RRI has also steered clear of the digital mailroom. "What's with this herd mentality?" questioned Chris Thompson, EVP of RRI. "Somebody in this space announces a product, and then everybody else has to announce the same thing. There really aren't that many forms processing companies. It just seems like there are because they are all trying to do the same thing."

According to Thompson, privately held RRI has enjoyed 15-20% annual growth focusing primarily on the health insurance market. "A lot of our wins are replacement deals where a competitive product just can't handle the breadth of documents we can," Thompson told *DIR*. "We've also seen growth in the niche market of processing Workers' Compensation forms. As far as our ambitions are concerned, we still see plenty of opportunity in healthcare claims."

A couple years ago, there was some concern that the implementation of HIPAA (Health Insurance Portability and Accountability Act) standards would put an end to paper healthcare claims. "HIPAA has had very little effect on our business," Thompson told *DIR*, "except maybe increasing the number of paper claims we are processing. In some states, for instance, paper Medicaid claims are up 30-40%. This increase is really caused by a lack of understanding of what it takes to be in compliance with the HIPAA electronic submission policies."

According to Thompson, of the paper claims that are submitted to insurers, nearly half are still sent offshore for manual data entry. "This includes all the claims at the three largest insurers, which account for a million forms per day," he told *DIR*. "It frustrates me to no end to talk to someone who is paying 28 cents a claim, and the best they're getting back from their offshore data entry operation is exactly what is printed on the form—with very little or no data validation. In some cases, I think insurers are just too large to want to take on the task of processing claims internally."

Thompson added that RRI's vertical focus helps it continue to move further away from being an OCR vendor. "OCR has always been a commodity," he said. "In today's market you have to move beyond that."

For more information: **RRI**, Blacksburg, VA, PH (540) 961-6500, www.rrinc.com. 🄳🄸🄍

Adobe Introduces 2-D Bar Code Technology

Adobe's latest e-forms introduction is designed to make OCR even more of a commodity. At **AIIM**, Adobe became the second vendor we're aware of to introduce a PDF417 2-D bar code solution for PDF forms. The **IRS** has signed on to pilot the technology.

A couple months ago, we profiled software from Spanish start-up **Dataintro** that has similar functionality [*see DIR* 2/6/04]. Like the Dataintro solution, the Adobe technology creates a 2-D bar code based on information entered on an electronic PDF form. A printed version of the form can then be processed with 2-D bar code reading technology. This system is designed to eliminate data keying and/or the errors and correction process associated with OCR.

The technology is designed for applications where electronic forms cannot be submitted on-line.

Because of their various rules regarding on-line submissions, tax collection agencies are a natural market. One of Dataintro's initial sales was to the **Missouri Department of Revenue**.

"We also see potential in applications where a written signature is required on a form, or where paper documentation has to be submitted along with the form," said Dan Baum, entrepreneur in residence at Adobe. "We are currently exploring applications in areas like motor vehicle registration, voter registration, insurance policy applications, and money transfers. Eventually, we think the technology could apply to any type of form currently processed through OCR."

Baum added that currently Adobe's bar code system can't deal with hand-filled or free-form fields.

Adobe is offering two options for designing bar-code enabled forms. One will be a plug-in for *Acrobat Pro 6*. The other will be a future version of *Adobe Designer*, which will be available later this year. Both options will enable the form creator to add intelligence such as automatic calculations and field validations to the forms.

Filling in the bar-code enabled form will require either a new version of *Adobe Reader* or a plug-in for *Adobe Reader 6*. Additionally, if the creator of the form uses *Adobe Document Server for Reader Extensions* (*ADSRE*), the filler will have certain privileges. These include the ability to fill in and save the forms offline and the ability to add comments or annotations. Full-version *Acrobat* users have similar capabilities. Adobe introduced *ADSRE* for its standard e-forms package in 2002 [*see DIR 11/1/02*].

E-Forms Moving Offline

In addition to **Adobe's** 2-D bar code solution, two other vendors have made recent announcements that represent the blurring of the lines between paper and electronic forms processing. The former **Cardiff Software** has announced the release of an HTML-based off-line forms capability for its *LiquidOffice* line. Meanwhile, at the recent **AIIM 2004** show, **Pen&Internet** introduced version 2.0 of its *riteForm* digital pen- or Tablet PC/mobile computing-based forms solution.

LiquidOffice Introduces Offline HTML

If you didn't see it, in mid-March, search engine specialist **Verity** completed its acquisition of forms leader Cardiff. While Cardiff's product lines live on, they now come under the umbrella of Verity's content capture business. Former Cardiff president and CEO Dennis Clerke has been named general manager of that business and a Verity VP.

The *LiquidOffice Offline Forms Option,* as it's being called, is being presented as an inexpensive alternative to offline PDF forms. "To take PDF forms offline typically requires either the use of *Acrobat* by the person filling in the form, or the deployment of *Adobe Document Server*

for Reader Extensions by the creator of the form," said Bill Galusha, senior product manager for *LiquidOffice*. "This creates a pricey solution just to save PDF forms to the desktop."

Cardiff has leveraged ActiveX controls to enable users to save HTML forms off-line. Galusha shared with us an example of an early adopter: "**The City of Boston** has a Web site where citizens file complaints about things like potholes, abandoned cars, or graffiti. The complaints are routed to the appropriate departments, which send representatives to investigate. A representative downloads the complaint form and takes an offline copy with her. She then inputs her comments into a section of the form and resubmits it.

Galusha concluded that offline forms represent another piece of the company's integrated forms strategy. "The City of Boston is a good example of a customer that has fully leveraged our offerings," he said. "They started out with *TeleForm* for paper forms. Then they added *LiquidOffice* for online forms. Now, they are adding offline electronic forms."

The *LiquidOffice Offline Forms Option* starts at $15,000 for a 50 named-user license.

For more information: **Verity San Diego**, Vista, CA, PH (760) 936-4500.

riteForm More Partner Friendly

Pen & Internet is a subsidiary of recognition software specialist **Parascript**. Last fall, we did a story on the introduction of *riteForm 1.0* [*see DIR 11/21/03*]. *riteForm 2.0* offers a number of upgrades, including improved accuracy, broader platform support, and support for German.

The most significant upgrade, however, may be that *riteForm* is now easier for developers to work with. Toward this aim, Pen & Internet has improved accessibility to the electronic ink component of *riteForm*. It has also introduced a custom dictionary builder, which will enable partners to integrate their own lists and vocabulary for data validation.

"Formerly, we had to build the validation lists for our partners," Michael Lunsford, director of marketing for Pen & Internet, told *DIR*. "Even when we released version 1.0, we knew we had to introduce these upgrades to make the product more accessible to partners."

For more information: **Pen & Internet**, Sunnyvale, CA, PH (408) 746-9900, www.penandinternet.com.

Carlos Gonzalez, president and CEO of Dataintro, views the need to download a plug-in as a competitive disadvantage for Adobe. "Our *UltraForms* product doesn't need any external elements, [like plug-ins or *ADSRE*]," he told *DIR*. "Another difference is that *UltraForms* can be filled in with *Acrobat Readers* dating back to version 4.0."

Regarding patents he has pending for his technology, Gonzalez declined to comment. He did, however, take exception to the fact that in a press release, Ivan Koon, senior VP, Adobe Intelligent Documents Business Unit, referred to Adobe's technology as "new." "*UltraForms* was a reality long before Adobe announced its solution," said Gonzalez. "It was shown for the first time in 2002, in several Adobe trade shows held in Spain."

Baum dismissed any potential patent infringements. "There is a big difference between patents pending and patents granted," he said. "We know a lot about patents."

RRI's Chris Thompson sees the 2-D bar code technology as compelling in applications where organizations receiving forms have control over their creation. Because HCFA forms are not created by insurance companies, he doesn't necessarily see healthcare claims as a potential market. "Doctor's offices create HCFAs with their practice management software," Thompson said. "Unless you can give practice management vendors an incentive to embed the technology, it would be tough to drive its adoption."

The IRS, an organization that does control the forms it receives, will launch its PDF417-enabled forms pilot during the second half of this year. The forms will be available either on-line through IRS.gov or on the IRS' Tax Products CD-ROM. "The pilot will include certain 2003 tax forms that have later filing deadlines," said Baum.

Pricing for Adobe's 2-D bar code-enabled forms solution has not been announced. The product is expected to be released for general availability before the end of 2004.

For more information: **Adobe**, San Jose, CA, PH (408) 536-6000; **Dataintro**, Madrid, Spain, U.S. PH (916) 944-3389, www.dataintro.com. ⬛

eCopy Offers First MEAP App

At **AIIM**, **eCopy** became the first **Canon** partner to announce availability of an application for Canon's new MEAP (multifunctional embedded application platform) architecture. MEAP is an open architecture designed to enable software developers to integrate their applications tightly with ImageRunner digital copiers. This includes embedding controls right in the ImageRunner touchscreen, while being able to administer them from a server.

eCopy has taken advantage of these features with *ShareScan OP* (open platform), the latest incarnation of the company's popular *ShareScan* application for document scanning. "The most obvious difference is that with OP, end-users don't have to install a PC and touchscreen at each ImageRunner to run their *ShareScan* applications," Ed Schmid, president and CEO of eCopy, told *DIR*. "Instead, they can install OP on a server and load and administer it from there. Depending on what *ShareScan* is being used for, in beta testing we've run up to eight ImageRunners from one server."

Because a PC is not included with the OP configuration, eCopy has been able to introduce its new application at a lower price than the legacy version of *ShareScan*. For a departmental ImageRunner (50-60 ppm), OP lists for $3,995— $1,500 less than the list for the original *ShareScan*. For workgroup models, OP lists for $2,995—a $1,000 savings. Currently, there are no MEAP-enabled high-speed (72-105 ppm) devices. Also, Canon has not released any color MEAP-enabled devices. At AIIM, eCopy did announce support with its legacy application for two new color ImageRunners.

eCopy has also made an SDK available for developers that want to connect applications with OP. On its Web site, eCopy currently advertises *ShareScan* connections to a dozen different document management systems and a pair of cost recovery applications. Those connections were developed through a combination of internal development and outside work by vendors who have licensed eCopy's SDK. Details on eCopy's developers' program can be found at www.ecopy.com/partners/development.htm.

For vendors that already have connectors to *ShareScan*, integration with OP will require writing new connectors. "So far, our connector program has been wildly successful," Schmid told *DIR*. "Selling *ShareScan* as a scan-to-e-mail application established our company. Now, customers are beginning to understand that *ShareScan* can be used to integrate paper documents with their business processes."

Schmid explained how eCopy's connectors have helped it penetrate 29 of the largest 100 law firms in the world. "By offering connectors to leading cost recovery applications, as well as to document

management repositories from legal-focused vendors like **Hummingbird** and **iManage**, we were able to build a healthy vertical practice," said Schmid. "We are now working with Canon to determine the types of connectors we need to develop to be successful in other key verticals.

"MEAP actually offers some interesting opportunities for vertical application vendors to write their own direct connections with the ImageRunner. Right now, it looks like healthcare might be the next market we go after. We've attracted the attention of a lot of players in that space."

For more information: **eCopy**, Nashua, NH, PH (603) 881-4450.

Kyocera Mita Working With NSi

Don't think eCopy's success with its connectors has been lost on Canon's competitors. At AIIM, **Kyocera Mita America** (**KMA**) announced a partnership with eCopy competitor **Notable Solutions, Inc.** (**NSi**), which will enable KMA to connect its digital copiers to the breadth of applications that NSi supports. NSi is a long-time **HP** partner that recently began promoting its capture software as an on-ramp for networked devices from all vendors [*see DIR 3/5/04*].

"We view NSi as a ticket to the dance in enterprise IT environments," said Michael Pietrunti, VP of marketing for KMA. "We don't want to focus on selling software for capture, routing and document management. Through NSi, we will be able to work with applications from 85 top software vendors."

The partnership with NSi is officially billed as a joint product development agreement. KMA expects to release its own branded version of NSi's *AutoStore* by October. Beta testing is scheduled to begin this summer. "Our product will be priced competitively with *AutoStore* offerings already available from NSi and HP," said Pietrunti.

KMA already offers scan-to-e-mail, scan-to-PDF, scan-to-database, and indexing functionality with its digital copier line. Its products are also TWAIN compliant.

"Connecting with existing IT infrastructures is becoming a necessity when selling scan-enabled digital copiers, especially on the enterprise level," said Bill Cassidy, KMA's product manager for monochrome MFPs. "We've seen a lot of our competitors rush into agreements that lock them in with proprietary document management systems. We think most IT departments have already decided on the document management system they want. They want hardware that is going to fit into that framework."

KMA is counting on the NSi relationship to help it win more large direct sales. "Currently, 95% of our sales go through our dealer or reseller channel," said Cassidy. "However, we expect the *AutoStore* technology to open some doors for us on deals for several hundreds and even thousands, of copiers. To prepare for that, we are making CDIA training a requirement for our direct sales staff."

For more information: **Kyocera Mita America**, Fairfield, NJ, PH (973) 808-8444. DIR

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