Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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THIS JUST IN!

SOME NEWS BRIEFS

A tremendous amount of news moving over the last few weeks, some of which we hope to get to more in depth in our upcoming issues. Here are some recent highlights:

■ **Nuance** recently introduced a new version of its OmniPage desktop OCR application. The new OmniPage Ultimate features a new workflow system to better enable conversions by distributed users. Nuance has also upgraded the text-to-speech technology packaged in Ultimate.

http://bit.ly/OmniPageUlt

Westborough, MA-based ISV **etfile** has released a new cloud-based document management application. Historically focused on direct sales to the insurance industry, etfile's new OfficeScope application targets resellers and the horizontal SMB market.

http://www.officescope.com

Michael's Ziegler's next **Docville** networking and roundtable is scheduled for Tuesday, June 4, in Brussels. Docville events typically draw several top ISV and reseller executives from throughout Europe.

http://www.docville.net/

Document image management ISV **FileBound** has been acquired by **PowerSteering Software**, an Austin, TX-based roll-up of cloud software companies that specialize in "project, portfolio, and work management." In conjunction with the acquisition, PowerSteering, which consists of a handful of companies, changed its name to **Upland Software**.

http://silverbackeg.com/index.html

Kodak U.K. Pension Plan's Bid Trumps Brother

You might call it a Godfather offer. Two weeks after agreeing to a stalking horse bid for its Document Imaging (DI) business from **Brother** for a net of $277 million, **Kodak** got an offer worth a potential net of $3.45 billion from the U.K. Kodak Pension Plan (KPP) for DI and Kodak Personalized Imaging (which was also for sale as part of Kodak's bankruptcy). And KPP, which operates independently of Kodak, was also Corporate's largest unsecured creditor, which Kodak was ordered to settle with as part of its bankruptcy proceedings. You can probably see why it was an offer that Kodak couldn't refuse.

Dolores Kruchten, president Kodak DI, VP, Eastman Kodak

And unlike the Brother offer, which was to be followed by an auction seeking higher bids—the sale to KPP appears to be a done deal. "The KPP offer was certainly of higher value than the one made by Brother and it will replace that bid," said Dolores Kruchten, president of DI. "The KPP offer will not involve an auction. It will go directly to court for final approval and we don't anticipate any problems."

Like the now terminated Brother deal, the KPP deal is expected to close in Q3 of this year. "Because we don't have to deal with an auction, we can start planning the integration immediately," said Kruchten. "So [despite the KPP deal being announced a couple weeks later], we actually gained a couple months."

By all reports, the integration should be fairly painless for the current iteration of DI. Said Stephen Ross, chairman of KPP, in an article appearing in the *Rochester Democrat and Chronicle*, "What we'll do is put a holding company in place. The holding company will have a board that consists of executives and non executives —I imagine I'll be one of those. (Will the pension plan) meddle in day-to-day operations? I don't think so. We will be a positive, friendly shareholder."

Added Kruchten, "We expect a smooth transition out of Kodak and into the new company. We look at KPP as more of a financial buyer rather than a strategic one and the plan is for DI's management to go with the deal. DI has been operating fundamentally as a standalone business since the beginning of the year. We have a leadership team that is focused on driving DI. We expect our product, service, and software strategy to continue uninterrupted."

Added Tony Barbeau, GM for Kodak DI, "The plan is to continue to manage Kodak DI the way it is being managed today. There has been a lot of uncertainty surrounding Kodak recently, and this deal should provide some certainty to our partners, customers, and suppliers about our plans to continue to grow and move forward. We want to convey to everyone that this is good news."

It also should be good news for Kodak Corporate, which in addition to being relieved of $2.8 billion in claims that KPP has against Kodak, is scheduled to receive $650 million in cash and non-cash considerations from KPP. "From a Kodak perspective, the KPP deal checks all the boxes required for Kodak to emerge from bankruptcy," said Kruchten, who is also a VP of Eastman Kodak. "Kodak had to sell DI and PI and settle with KPP. The deal is also generating cash that will help Kodak resolve other issues." [Editor's note: How much of the $650 million KPP will actually pay in cash to Kodak is unclear. According to a Kodak spokesperson, non-cash considerations could include "settlement of the under funded pension liability claim."]

Combined DI and PI generated a reported $1.46 billion in 2012. From what we understand, DI is approximately a $400 million business that employs 1,250 people. PI, which includes photo printing kiosks and consumer film, employs 2,200 people.

"Both businesses are profitable today," said Kruchten. "For DI, we were certainly projecting growth driven by scanner and software sales. We put together our assumptions considering the investment stream we'd have as part of Kodak. With KPP, we will be dealing with a different investment stream that may improve our projections, but there is still a lot of work to be done in that area."

According to Kruchten, KPP has approximately $1.5 billion in assets. "It certainly has the capacity to invest in and actively support the DI business," she said. "We will be well positioned to fund the business in both the short and long term."

Ross has indicated that KPP's investment in DI in PI is part of a long-term plan. "We have no immediate need to be paid," he said in the *Rochester D&C* article. "You do my job thinking of 20-year cycles, while the normal business cycle is a year to five, at the most. That's how we view our requirements to meet our obligations."

"KPP has given no indication that they are interested in

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DIR is the leading executive report on managing documents for e-business. Areas we cover include:

1. Document Capture
2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
6. Document Output
7. Storage

DIR brings you the inside story behind the deals and decisions that affect your business.

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selling either DI or PI," added Kruchten.

Kruchten said that details, like where the management team will be based, have not been determined. "PI is a very different business from DI with not a lot of market overlap, so we expect the units will continue to be managed separately, but some of that is still being determined," she said. "This is a worldwide deal that will affect Kodak entities in more than 100 countries. As a result, there are some legal steps we have to take in each individual country."

Kodak's manufacturing facilities are not included in the sale, however the brand is. "DI does not own manufacturing buildings," Kruchten said. "However, the people, the capabilities, and everything else associated with manufacturing is included. KPP also received perpetual rights for Kodak's brand names, as well as the ability to have Kodak as part of the name of the company going forward. We are excited to keep the value of the heritage of the Kodak brand while being under new ownership."

A triple win

The bottom line is that this deal seems like win-win-win for Kodak Corporate, DI & PI, and KPP. For Kodak Corporate, it provides a clear path out of bankruptcy and into the next stage of its life as a commercial printing-focused business. The transition to a print focus has been a clear goal since 2005 when Kodak named former **HP** executive Antonio Perez as its CEO. The decks have now been cleared and Kodak is ready to head full bore into this very competitive space.

For DI and PI, KPP provides a seemingly stable landing spot for two cash-generating businesses that did not fit with Kodak's future plans. If you remember, last year when Kodak announced its first restructuring, DI (as well as at least part of what is now PI) was listed as a "core business,"—meaning it was generating cash that was being used to help fund Kodak's "growth businesses." With the need to fund money-losing operations out of the way, it would seem to open up new avenues of investment for the profits of DI and PI.

Of course, some of those profits will likely be needed to pay off Kodak's U.K. pensioners, which we're assuming was part of the reason for the acquisition. It may seem that trading a potential $3.45 billion in assets for a $1.4 billion business that is not generating extraordinary growth or profits is not a good deal, but KPP's back was kind of against the wall. How much of the $2.8 billion in claims KPP could have expected to realize if it did not do this deal is up for debate, but we're guessing it was considerably less than 100%. [If you get a chance, read the aforementioned *Rochester D&C* interview with Stephen Ross, who provides some insights into the process that ended with KPP pulling the trigger to acquire DI and PI: http://bit.ly/Rossinterview.]

Finally, from *DIR's*, standpoint, we are looking forward to continuing to work with a revitalized Kodak DI well into the future.

For more information:
http://www.documentimagingreport.com/index.php?id=2412

Brother Will Be Back

Brother may be out as a potential buyer of **Kodak DI**, but we may still hear noise from them in our industry down the road. If you remember, last year we ran a couple features on Brother's expansion (from the MFP and mobile scanner space) into the desktop document scanner market [*see DIR 6/8/12 and 11/9/12*]. One of those stories included a quote about how Brother would be adding more document scanning models. We figured acquiring Kodak DI was one way to do that [*see DIR 4/26/13*].

In response to Kodak's acceptance of a bid from its U.K. pension plan, which trumped Brother's bid, Brother issued a statement, which indicated, "Brother remains committed to its policy to execute strategic investments for M&A and business alliances in each business segment and region to achieve its mid-to long-term corporate vision, 'Global Vision 21,' and the strategic roadmap to realize Global Vision 21 called 'CS B2015,' and is determined to carry forward this policy more actively."

Specially, under CS B2015, Brother has discussed developing a new "Network Imaging Device Unit." It made this statement last year, "We will focus on the document application business, which supports the digitization of documents and database creation, and the remote collaboration business, which generates new value by combining network technologies with competitive Brother products. These new businesses will be promptly established and made commercially viable through proactive M&A and alliances."

Termination terms

Apparently, for legal reasons, Kodak had to announce the Brother bid, even while its deal with KPP was in the works. "As soon as we had a deal with Brother in place, by law we were required to announce it," said Dolores Kruchten, president of Kodak DI and a VP at Eastman Kodak. "Clearly, Brother wasn't the only potential buyer we were working on a deal with, but we could not announce the KPP deal until it was signed. As you know a deal

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is not done until it is signed."

So, how did Brother feel about being pushed aside in favor of KPP? "They understood they were a stalking horse and that if a deal like the one with KPP came up, where we had the opportunity to bundle DI and PI together, it would supersede their bid."

Kruchten did not know if a termination fee is being paid to Brother—as is often the case if a stalking horse bidder is outbid.

As for Brother, the statement from the $5 billion worldwide electronics manufacturer said, "Brother will consider its actions while it observes the development of this case."

For more information:
http://www.brother.com/pub/en/news/2013/130509_k_e.pdf

Vendors Unleash New Enterprise Capture Software

Although paper use in business is declining, the early results of a survey being conducted by **Mark Brousseau and Associates** indicate that the capture software market should remain healthy at least for the next couple years. Nearly 70% of early respondents to the survey indicated that in two years they expect to be capturing a higher volume of documents annually than they are now. A third of the early respondents expect there to be a significant (over 10%) increase.

It's this type of market sentiment that is the driving force behind the introduction of a pair of new enterprise capture software offerings that we were briefed on during a recent swing through the southeastern U.S. **ibml**, which is best known for its ImageTrac high-volume scanners, previewed the new synergetics module for its SoftTrac Capture Suite (SCS). And **ReadSoft**, a Swedish ISV known for automated data capture, showed us the Xbound enterprise document capture platform that it acquired last year with foxray. Technically, Xbound is not a new product, but ReadSoft's plans to market it aggressively in North America are.

When combined with each vendor's current offerings, the new products can be used to create multi-channel, enterprise-wide, end-to-end capture solutions. Both solutions can be implemented in high-volume environments, but are flexible enough in design to enable service providers and shared services centers to deploy multiple jobs in a single instance. Following is a closer look at what each vendor showed us during our recent visits:

ibml Jumps into IDR

BIRMINGHAM, AL—ibml's new synergetics software will make its public debut next week at the **Institute of Financial Operations'** (formerly IAPP-TAWPI) Fusion show, which is being held in Orlando. ibml has been a long-time participant in TAWPI-sponsored events because of its heritage in high-volume capture. synergetics, which is auto-classification and indexing software, plays to the IAPP heritage of the event due to its ability to automate invoice capture.

synergetics is designed to complement and increase the current capabilities of SCS. "SCS has always had the ability to do in-line classification and extraction," said Dan Lucarini, CMO of ibml. "But, there are limitations to what you can do during an in-line process on a scanner. We saw the opportunity to sell software to our customers that can provide additional extraction and classification. The bottom line is that when you take the speed and quality of output from our ImageTrac scanners and add some really hot advanced classification, you should get the highest throughout in the industry with the greatest accuracy."

ibml really started to expand its software focus last year when it brought in Lucarini, an experienced software sales and marketing executive. Historically, SCS has offered functionality like image enhancement, quality control, PDF creation, and more recently an analytics module for monitoring performance across multiple scanners. However, when it came to heavy lifting like advanced classification and extraction, SCS always passed on images to third-party applications from vendors like **Kofax**, **Captiva**, **AnyDoc**, **Fairfax**, and others.

"We surveyed our customer base, and you would think that a high percentage of high-volume scanner users would be taking advantage of IDR (intelligent document recognition)," said Lucarini. "But, that was not the case."

Lucarini stressed that ibml will continue to work with third-party capture ISVs. "We're not going to compete with ISVs like Fairfax, which has a very specialized application for tax processing," he said. "We are going to be offering a very horizontal application. And if ImageTrac customers prefer to use Kofax, Captiva, or any other third-party software, SCS will still be able to hand off to their software.

"But, we are really excited about some opportunities we see with customers who are seeking a total capture solution from a single vendor. We can provide some unique functionality by taking

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the data captured through our in-line capabilities and utilizing it in our post-scan capture processes. We've always said we could do this with third-party software, but the truth is that rarely did anybody take advantage of it."

An example of this type of data integration would be capturing a bar code on an envelope to identify the type of form inside. This information could be used in conjunction with synergetics' auto-classification to double-verify the document type. That is just one example, and ibml customers will certainly come up with more complex combinations.

Dan Lucarini, CMO, ibml

synergetics is powered by **Ephesoft's** Intelligent Document Capture platform. Based in Orange County, CA, Ephesoft first made a name for itself by offering an open source capture alternative [*see DIR 10/22/10*]. The latest version of its software features a very modern Web-services-centric architecture [*see DIR 7/13/12*].

"synergetics is really a third-generation intelligent document recognition (IDR) product, which I think the market is ready for," said Lucarini. "It's all Web-based and has a cloud-ready architecture." (Lucarini clarified that initially, ibml will not be offering a hosted version of synergetics, but it is certainly something its partners can offer.)

synergetics is fully integrated with ibml's SoftTrac analytics. "This integration provides users with a full end-to-end view of their document processes," said Lucarini. "From a single module, they can track their documents from the time they arrive, through the scanning process, and through every step of the IDR process. They can view information like throughput, users' keystrokes, accuracy levels, etc."

synergetics integration with the SCS suite also enables functionality like the scanner outputting both color and bi-tonal images and using the bi-tonal image for data extraction and the color for manual verification. Or, if the OCR confidence levels on a bi-tonal image are too low, submitting the color image for enhancement in the synergetics platform to optimize it for OCR.

synergetics features learn-by-example, as well as rules-based technologies for classification. It can utilize full-text OCR, zonal OCR, and image information. It can also do auto-separation of multi-page documents

Synergetics can extract type, handprint, and mark-sense information. "We think it is very strong on unstructured forms," said Lucarini. "It can take advantage of anchors, values, and patterns to find information."

synergetics can deal with multiple types of input including documents received through fax servers, e-mail, and even captured on mobile phones. "This is the first time ibml is really doing multi-channel capture," said Lucarini. "We think our experience with high-volume environments makes us very qualified to handle the increased volume that comes with increasing the number of capture channels."

On the back end, synergetics features pre-written connections to several ECM systems from vendors like **EMC**, **IBM**, **Alfresco**, and **Microsoft**. synergetics also offers XML output of captured data, PDF image output, and CMIS compatibility. "This is the first time SCS will have the ability to integrate directly with ECM systems," said Lucarini. "Previously, it had only integrated with capture applications."

When we visited ibml, its engineers were working closely with the Ephesoft staff to get fully trained on implementing synergetics. "We will first go after our install base of ImageTrac users," said Lucarini. "We think a lot of them might be waiting for a true third-generation solution before adopting IDR. We will also be offering SCS with synergetics as a standalone software solution to users with fleets of other vendors' scanners."

The SCS synergetics module will be available in July. Like all of the SCS technology, it will be priced per server, which should serve to further differentiate it from the majority of IDR products on the market.

ReadSoft to roll out foxray in U.S.

NEW ORLEANS—Like the combination of SCS with synergetics, Xbound integrated with ReadSoft's data capture technology creates an end-to-end solution that can handle high-volumes of documents. "As we bring the foxray software into the mix, it changes the solutions we will be offering" said Michael Henriksson, VP, product and business management, for ReadSoft. "The foxray solution sits both above and below what we have today."

On the above side, it enables ReadSoft to offer a true multi-channel capture platform. (If you remember, ReadSoft was conspicuously absent from **Forrester's** initial Multi-Channel Capture Wave vendor rankings, which were published last year, see *DIR* 8/31/12.) "The Xbound platform is ready for any type of input," said Susanne Richter-Wills, product manager, enterprise solutions for ReadSoft.

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"This includes paper, electronic, mobile, multi-media, etc., from multiple locations. It has the ability to normalize this input. This involves standardizing it as part of a process independent of where or how it comes in.

"On the other side, we can adapt the output to target any system. We have already written multiple adapters and can write new ones if needed. We can integrate with on-premise systems and ones in the cloud."

ReadSoft's legacy technology comes into play in the middle of the Xbound solution. foxray, which is a spin-off of the German airline **Lufthansa's** IT department, built Xbound to be able to take advantage of multiple recognition technologies. It's reminiscent of the original concept behind InputAccel, which is now owned by EMC Captiva.

Historically, Xbound has been integrated with data capture technologies from vendors like Kofax, **Paradatic**, **ABBYY**, **Open Text** and others. Now, it seems that ReadSoft's recognition will be the preferred capture engine, although others will not be excluded.

"With Xbound, if a user has already made an investment in automating a process with a certain vendor's technology, or multiple processes with multiple technologies, we can incorporate those in an enterprise capture system," said Richter-Wills. "Xbound can utilize multiple data capture engines, but still have users work with a single verifier."

Xbound also offers system-level reporting. "It's a true multi-tenancy environment," said Richter-Wills. "Xbound can run multiple processes simultaneously, and it employs the concept of secure rooms. They are not separate rooms, but each process can be audited separately. This helps with security.

"And even though you are running multiple processes, you can track them through a single monitoring interface, which helps enforce enterprise standards. All processes share a common statistical database so users can get enterprise level reporting on things like confidence levels, data processing speeds, where documents are in a process, etc. Users can also track changes to a process and who made them. They can also view and check on progress against various service-level agreements and see where bottlenecks are."

Said Bob Fresneda, president of ReadSoft North America, "ReadSoft's legacy capture technology is like a well-tuned Porsche that can hum right through processes at a high rate of speed. However, if something goes wrong, we need a mechanic like Xbound to help us figure out what is the matter and piece it back together."

Piecing processes together in the first place is another one of Xbound's strengths. "Users can create a library of re-usable rules and processes that can be pieced together through a GUI," said Richter-Wills. "They can basically drag and drop pieces and configure elements to create a capture application. We want to deliver on the promise of rapid deployment of capture by enabling users to copy components rather than having to do programming for each application they set up."

ReadSoft is attempting to introduce some more reusability into its data capture technology as well, which will benefit users running multiple processes within Xbound. It is developing a "shared knowledge store" that will enable multiple processes to take advantage of the learning that takes place in the document classification and extraction process. For example, if a service bureau sets up automated data capture for an invoice from vendor ABC for one its customers, if another customer also deals with vendor ABC—even though that second customer's documents are running through a separate process—capture from the ABC invoice could be automated without any additional set-up. [Editor's note: On some levels, this is similar to what **DocuWare** is doing with its Intelligent Indexing features in DocuWare 6, see *DIR* 3/29/12].

Henriksson concluded that ReadSoft is trying to expand its focus. "We want to get away from leading with brand names like Invoices or Xbound," he said. "We want to lead with the problems we can solve and then introduce the solutions portfolio we can use to solve them."

For more information: http://www.ibml.com/softtrac-document-software.php; http://www.foxray.com/

ibml Building on Strong Fiscal Year

ibml's expansion of its software business through the introduction of IDR technology is certainly not being done out of desperation. Rather, it appears to be an effort to build on some of the momentum the manufacturer has built in the high-volume scanning and capture market in recent years. In its fiscal 2013 (ended March 31), ibml had one of its most successful years ever, with growth in both hardware and software sales, as well as a 6% increase in overall revenue and 7% increase in profitability.

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CMO Dan Lucarini shared some details of ibml's success. "Even though many market analysts are projecting low single-digit growth at best for the high-volume production scanner space, ibml grew its year-over-year unit sales by 11%," he said. "In addition our software license sales grew 36% year-over-year."

Lucarini was brought in specifically to improve software sales and his work is paying off. "Historically, because our software growth was so dependent on hardware sales, both parts of the business grew at about the same rate," he said. "Last year, our strategy to expand the capabilities of our SoftTrac Capture Suite (SCS) was validated with some key purchases by large organizations in markets like financial services, insurance, and healthcare."

ibml also continues to aggressively pursue scanner sales. In calendar 2012 (fiscal '13) it introduced its first desktop model, the ImageTracDS 1150—which is still a high-volume production device rated at 150 ppm. "We had our first sale of the DS 1150 to an importer that is using it to complement an ImageTrac Lite that it also purchased. We are currently bidding on a couple more deals involving the 1150.

"We've marketed the DS in our traditional markets like state government, remittance processing, and service bureaus. Most prospects are currently using our larger ImageTracs and are considering the DS as a device to enable them to do more distributed capture. But, the DS has also helped us market downstream. Whereas in the past, we were really targeting users with 5,000 pages per day and up in a mixed batch, we can now talk to users with as few as 2,000 pages per day. Our minimum potential sales size for hardware and software has dropped from over $100,000 to around $40,000."

That said, ibml's fiscal 2013 hardware growth was almost entirely driven by sales of its traditional open track scanners. "In the U.S., we had our best year ever that did not include sales related to the Census," said Lucarini. "And in western Europe, for the first time, we were ranked number one by infoSource in market share for units sold in the high-volume production (over 100 ppm) space. This was helped by two huge sales, one in the U.K. in the healthcare market, and one in Germany to a government organization."

ibml is also in the process of rolling out the DS 1150 in Europe where it is working through three primary distribution channels—**Kodak**, **Dicom**, and **Spigraph**.

ibml also has plans to complement the 1150 with the introduction of the DS 1085, a similar model that includes two output trays for sorting, as well as a bundled SoftTrac capture package. However, as the name indicates, it will be rated at 85 ppm and will carry a lower price than the DS 1150. "For the first time, this model will enable ibml to compete in the mid-volume production scanner space," said Lucarini. "By introducing both DS models, we figure we have increased our addressable market size 10 times from when we were only offering traditional ImageTracs."

ibml is also focused on geographic expansion of its hardware sales. It recently introduced Arabic language sorting on its ImageTracs, which has enabled it to expand its business in the Middle East, in particular, in Saudi Arabia. ibml also recently received CCC (China Compulsory Certificate) compliance for its ImageTrac scanners—meeting a safety standard that will enable it to ramp up its business in China.

Overall, while imbl's hardware-related sales remain strong, it's not a big surprise that it is expanding its software offerings by adding IDR. Many major hardware vendors in our market, including Kodak and **Fujitsu**, as well as MFP vendors like **HP**, **Lexmark**, **Canon**, and **Ricoh**, have expanded their document imaging software and solutions efforts in recent years. And, as evidenced by its recent growth, ibml continues to be a trusted supplier in many high-volume capture environments—exactly the kind of place where IDR could be a great fit.

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

ReadSoft Looks To Expand Role in Financial Processes

The introduction of foxray's technology into its North American portfolio is just one way that **ReadSoft** is attempting to expand the market it addresses. The Swedish ISV, which is best known for its invoice processing technology, is targeting automating other processes within accounts payable, as well as expanding into accounts receivable automation. ReadSoft also recently acquired an e-invoicing network provider.

"A/P is where we have really made our money in recent years," said Michael Henriksson, VP, product and business management, for ReadSoft. "We feel to continue to grow and expand we need to broaden our horizons in that space. We are focused on

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solutions that address the full P2P (purchase-to-pay) spectrum. These include processing requisition forms, delivery notes, order confirmations, etc."

ReadSoft addresses invoice with capture and workflow technology that runs within leading ERP systems from **SAP** and **Oracle**. It also recently introduced a cloud-based option integrated with **Microsoft** Dynamics ERP systems [*see* *DIR* *4/12/13*]. ReadSoft further fleshed out its A/P offering with the recent acquisition of **Expert Systems**.

According to the press release, "Expert Systems has one of the leading cloud-based networks for exchanging e-invoices and other electronic documents in Sweden." Bob Fresneda, president of ReadSoft North America compared Expert Systems to **OB10** and **Ariba**, two e-invoicing vendors that ReadSoft has had partnerships with. "Their technology is very complementary to what we are doing in A/P," Fresneda told *DIR*. "We will integrate it with our workflow."

Expert Systems had 27 employees and Fresneda estimated its revenue was between $2 million and $3 million (all of it recurring because of its SaaS model). "We paid $6 million to acquire the company," he said. "For the next year or so, we will continue to market the technology primarily in the Nordic region, where Expert Systems has had its most success. Eventually, we plan to roll it out worldwide."

As far as A/R goes, ReadSoft sees it as an opportunity primarily because even though it may be run by a different person than A/P, they both ultimately answer to the same person. "Improving efficiencies is important across the financial operations of any business," said Blake Evans, director of SAP technologies for ReadSoft North America.

Mobile re-scans?

Like everyone else in the capture space, ReadSoft is developing a mobile strategy. It has introduced a mobile monitoring tool for its Xbound capture platform. It is also introducing mobile approval for invoices.

"In addition to ad hoc capture, we see an opportunity for mobile capture in some re-scan processes," said Evans. "We think there are a lot of times when a batch of documents is scanned, like for a mortgage application, and then downstream an organization notices that a form is missing or something hasn't been signed. We see an opportunity to send a text to the customer, who has probably left the office where the scanning was done, to notify them that the form is missing, and then have the customer be able to capture and submit the form with their mobile phone."

This is certainly in line with what we have seen as some of the early successes related to mobile capture—that it is often most effectively deployed as a complementary piece of a larger capture operation.

For more information: www.ReadSoft.com

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