June 2, 2006

NEW CHAIR SHARES VISION

The next 12 months should prove to be an interesting year for the **AIIM** organization under the guidance of recently appointed Chair Don McMahan. McMahan, the EVP of sales and marketing for scanner vendor **Visioneer**, was officially named Chair at the recent AIIM Conference in Philadelphia. McMahan briefly discussed his vision with *DIR*, including plans for increasing membership and broadening AIIM's reach.

"My intention is for AIIM to become more mainstream and along those lines to continue to push out into the more general IT space with education and training programs," said McMahan. "For example, you're going to see us really advertising our ECM and ERM Certificate programs. I've already made it a requirement for Visioneer salespeople to get their ECM Certificates.

AIIM Chair Don McMahan

"In addition, it's always been a pet peeve of mine that AIIM has not been more aggressive in partnering with vertically-focused trade associations. We recently participated in a **HIMSS** [Health Information Management Systems Society] event and got great response. These shows introduce AIIM to communities that don't know we're out here. AIIM should be positioning itself as the go-to organization for compliance concerns. We should own the market for compliance with regulations like HIPAA and Sarbanes-Oxley."

"Finally, VARs are not nearly as connected to AIIM as they should be. You might see a couple of top ones at a chapter meeting, but I'd like to see some more reseller depth and participation."

SOA, Microsoft Hot Topics At AIIM On Demand

PHILADELPHIA – There's a battle brewing in the information technology world, and the first shadows could be seen gathering on the walls of the Pennsylvania Convention Center last month. That was the site of **AIIM On Demand 2006**, where more than 400 exhibitors and 20,000 visitors got together to discuss enterprise content management (ECM), and print/output technology. Both **Google** and **Microsoft** exhibited, and they represent the major players in this upcoming IT battle. The spoils: no less than the user desktop.

The big story at AIIM On Demand seemed to be Microsoft's upcoming release of *SharePoint Portal 2007*, which is tightly integrated with *Office 2007*. This combination advertises beefed up ECM capabilities, including integrated records management tools. According to a press release quoting Jeff Tepper, general manager of Microsoft's *Office SharePoint Server* group, "*SharePoint Server 2007* is moving beyond intranet portals to become a unified platform for information management and collaboration. We're delivering significant ECM functionality."

We had a conversation regarding this new functionality at dinner with a well-known ECM consultant who had recently briefed with Microsoft. His theory is that, basically, Microsoft perceives Google as a threat to its dominance of the desktop, and that by integrating ECM functionality tightly with its desktop applications, Microsoft will give users a reason not to move to the Google desktop. The potential for combining *Outlook* with back-end records management, seems especially attractive to us.

Google's presence at AIIM actually wasn't as obviously pervasive as Microsoft's. No, Google's influence was a bit more stealth. It could be felt in

the undercurrent of SOA (service oriented architecture)-based applications introduced at the show.

Yeah, we know Microsoft also claims to be part of this SOA-movement. But, it also seems to us at least, that a true SOA infrastructure wipes out the desktop as we know it. In a pure SOA-environment, all applications are run on the server. So, where does that leave Microsoft? Competing with Google in Google's world. Who do you think wins that battle? A parallel could probably be drawn between **IBM** competing with Microsoft for the PC OS 20 years ago.

So, what are we telling you to do? All we're saying is to choose your partners and your platforms carefully. Yes, *SharePoint 2007* seems like the be-all and end-all when it comes to next generation ECM. And Microsoft has made it very clear it doesn't plan to tackle this space alone. Another one of Microsoft's AIIM press releases stated, "Our vision for ECM includes providing an integrated platform that partners and developers can use as a basis for creating value-added services and products."

Microsoft clearly wants you on board—wants to fully lock you into their platform, their ECM infrastructure. But, if you look a little past 2007 and see where the future of corporate computing is going, does that future really include *SharePoint*? Or does it include something more powerful? Maybe it includes your application running in an SOA-environment, talking to an ERP system, talking to a CRM system, and talking to the Google desktop. And maybe Microsoft is nowhere to be found…. Now, we realize this is a far-fetched scenario, but back in '85, so was a start-up from Redmond knocking its one-time partner, Big Blue, out of the PC-game. All we're saying is that weird things happen in this here technology inderstree…, so be prepared, don't put all your eggs in one basket, don't tug on Superman's cape, and of course, don't ever take your eyes off Google.

SharePoint 2007: The Partner Perspective

As we mentioned in our opening editorial, **Microsoft** and *SharePoint Server 2007* were the talk of last month's **AIIM On Demand** show. Specifically, Microsoft is advertising improvements and/or new functionality in the areas of search, workflow, scalability, security, document management, and records management. Because all this functionality is going to be tied so closely to Microsoft's popular *Office* desktop applications, many are predicting it will spell death for today's ECM market leaders.

This, however, is contrary to what Microsoft itself is saying. Microsoft actually had several ECM partners in its booth, which was on the AIIM side of the show, and touted alliances with several other vendors. **Hyland Software**, for example, which develops its ECM application on the Microsoft platform, does not see *SharePoint* as a threat.

"Our customers like *SharePoint* as a portal framework to give users a single point of contact for several applications—ours being one of those," said Bill Priemer, EVP and COO at Hyland. "We've developed a set of Web Parts that you can drag and drop onto a *SharePoint* page. These offer access points into our *OnBase* system. Microsoft loves that approach. We love that approach."

Long-time Microsoft partner **Captaris** has also leveraged Web Parts to integrate its *Alchemy* document imaging and management application with *SharePoint*. Web Parts represent an API for integrating third-party applications with *SharePoint*. "We see *SharePoint* being used typically for collaboration around electronic documents," said Eric Bean, senior director, products group, for Captaris. "Microsoft is talking about adding some archiving and records management in future releases, but there is nothing there today.

"Our Web Parts interface enables users to take any group of documents from within *SharePoint* and archive them into an *Alchemy* repository. Conversely, you can retrieve documents from within *Alchemy* and make them available across *SharePoint*. We've also enabled users to do integrated searches across both repositories."

Both Captaris and Hyland also plan to leverage the BizTalk, Web services-based protocol that Microsoft has introduced for *SharePoint*. "We are trying to take advantage of every complementary point we can," said Hyland's Priemer. "However, we will not be recommending that our customers store anything long-term in *SharePoint*, or that they manage versions of their documents in a *SharePoint* repository."

When pressed about some of the improved ECM functionality in *SharePoint 2007*, Priemer said it will still be a far cry from the functionality of Hyland's *OnBase*. "If it turns out that *SharePoint* has a nice offering for managing business content, it will still be a long way from addressing what we do when it comes to transaction management," he told *DIR*. "Just look at all the modules we offer specifically to address vertical markets like insurance, financial services, and healthcare, or for processes like high-volume imaging, workflow, or accounts payable processing. If it turns out customers like what Microsoft is doing on the business content side, they can make the choice to leverage two repositories— because *SharePoint* can't address transactions like we do."

KnowledgeLake already riding SharePoint
While ISV **KnowledgeLake** might agree that *SharePoint* can't handle high-volume transaction applications out of the box, the St. Louis-based vendor certainly doesn't believe adding a second repository is the answer. "**Open Text**, **FileNet**, **Hummingbird**, and everybody else's *SharePoint* strategy seems to involve a dual-repository approach," said Bob Bueltmann, VP of sales at KnowledgeLake. "But, no sane systems administrator is going to make a conscious decision to support two repositories if he doesn't have to."

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>
> **– Bill Priemer, Hyland**

KnowledgeLake's claim to fame is being the only vendor we are aware of to add high-volume imaging and robust document management capabilities directly into *SharePoint '03*, the current version of the product. KnowledgeLake is a former **Documentum** and FileNet reseller that got fed up working for The Man and decided to come up with its own software offering. KnowledgeLake leverages the *SharePoint* repository that many of its customers already have enterprise licenses for, but were having trouble using.

KnowledgeLake first started working with *SharePoint* in 2003 and since then, has image-enabled some 300 customers and is approaching some $10 million in annual revenue. Its flagship offering is an imaging module for *SharePoint* that introduces capabilities like content-centric workflow, streamlined meta data search, image viewing and mark-up, and audit trails. The company also has a high-volume capture module and the ability to ingest electronic documents generated by non-Microsoft applications.

"What's especially exciting is that this year's AIIM show really represented the coming out party for Microsoft as far as the ECM market goes," said Bueltmann. "Until recently, when you said ECM to somebody at Microsoft, you'd probably get back a blank stare. For the past two years, we've been alone in carrying the banner for *SharePoint* as an ECM repository. We've been winning deals on our guts, product offering, and knowledge of the industry. We've been beating big-name competitors like Open Text, FileNet, and Documentum. Now,

with Microsoft actively announcing its intention to go after this market, it's only going to provide us with additional momentum."

Microsoft marketing will provide boost
Microsoft's marketing power is one point on which Priemer agrees with Bueltmann. "It will be nice to have Microsoft's muscle behind this space," he told *DIR*. "I don't know if any of the competitors to date, prior to EMC getting in, really had a loud enough megaphone to do a good job."

> **"No sane systems administrator is going to make a conscious decision to support two repositories if he doesn't have to."**
>
> **– Bob Bueltmann, KnowledgeLake**

Of course, as we often see in American politics, being loud doesn't always mean being right. "*SharePoint* is a pretty good collaboration tool, but not a good document management application," said Paul Lord, CEO of document imaging and management ISV **Westbrook Technologies**. "It's my opinion that Microsoft is just going to confuse the market, which, of course, will give us the opportunity to come in and say, 'here's what you really want.' So, no, I'm not worried about competition from *SharePoint*."

Microsoft needs its partners
In discussing *SharePoint's* potential effect on the ECM market, it's also important to remember that Microsoft is not necessarily known for strong direct sales. So, somebody still has to successfully sell and implement *SharePoint* ECM applications. Yes, KnowledgeLake has done a good job of this so far, but they too are finding it challenging to recruit good Microsoft-centric resellers into the very refined air of EMC sales. After all, if these guys are making good money on Exchange installation and support, which is very much a horizontal application, why do they want to move into something as specialized as ECM?

And, one of the challenges of working with *SharePoint* historically has been that despite its being aimed at mid-sized applications, it's not the easiest application to install and work with. "As a Microsoft partner, we looked very closely at *SharePoint '03*," said Thomas Schneck, president of ISV **DocuWare AG**. "However, we felt it was too complex for the mid-market customers [50-500 employees] we target. Microsoft puts together a great white paper, but at the end of the day, somebody still has to

deliver the functionality to the customer."

That is where vendors like DocuWare, Westbrook, Hyland, and Captaris still have an advantage over Microsoft and KnowledgeLake. Each of these companies has spent years cultivating an ECM-centric channel. Hyland has even gone so far as to develop several vertical practices specially designed to support its resellers.

"Hyland provides us with great backfill for any gaps we may have in knowledge of specific verticals," said Roger Tausig, CEO of **Imaging Solutions**, a Wallingford, CT-based VAR. "For example, recently, we were discussing a potential mortgage processing deal with a client, and Hyland brought in an expert in that area. Our customer's secondary mortgage people started talking about post-close audits, and we just stepped back and let the Hyland person handle the conversation. It was a beautiful thing.

"We'll know more about that specific process the next time we run into it, but it really gives the customer a warm-and-fuzzy if you know their business the first time you walk in. Document imaging is a maturing market, and customers don't want to have to teach you about their business."

It's this type of support that Microsoft cannot provide without its current host of ECM partners. So, while *SharePoint 2007* might make some great strides to provide additional ECM functionality, there is still going to be plenty of room for partners to provide solutions on top of it, or in addition to it. This is the strategy Microsoft has preached, and we don't expect it to play out any differently.

And despite the fact that Microsoft is essentially giving away a lot of its ECM functionality, at least to Microsoft enterprise customers, the services and extra software built around this functionality will still command a premium. For example, KnowledgeLake, despite leveraging the *SharePoint '03* free repository, still charges approximately $20,000 to add document imaging functionality on a single-server installation. This is in the same ballpark as what Captaris and DocuWare resellers get for many of their installations.

We're not saying next year's release of *SharePoint '07* is going to have no effect on the ECM marketplace. After all, judging from KnowledgeLake's success to date, SharePoint '03 is even having a significant impact. We are saying that it's not going to be the drastic game-changer some are predicting. Sure, products with lower-end functionality will be marginalized, but that's always been the case in competitive markets. The bottom line is that *SharePoint* still appears to us, at least, as

more of a platform than a completed application. And as a platform, it requires ISVs and SIs to help get it deployed. Is that help going to come from KnowledgeLake? Yes. Hyland? Yes. Captaris? Yes. Open Text? Yes… and so on down the list. That is, unless, of course, SharePoint gets marginalized by Google's SOA-based document management capabilities…, but, really we don't see that coming for at least another 10 years.

For more information:
http://www.microsoft.com/sharepoint/,
http://www.onbase.com;
http://www.captaris.com;
http://www.knowledgelake.com;
http://www.docuware.com;
http://www.imagingsolutions.com;
http://www.westbrooktech.com

SOA Splashdown

Several new products make imaging available as a Web service.

As we mentioned, in addition to **Microsoft** and *SharePoint*, SOA, or service-oriented architecture, was the other big story at **AIIM 2006**. SOA involves the use of standards-based calls to enable different software applications to interact. It's about a loosely coupled integration, as opposed to connecting through custom-coded APIs (application programming interfaces).

"Working with an API, it might take days to complete a connection interface," explained Paul Lord, president and CEO of **Westbrook Technologies**. "Levering Web services, the same integration can be accomplished in minutes. That's the big difference."

Westbrook is one of the pioneers of the SOA movement in the content management space. At AIIM, we also saw impressive capture-centric SOA offerings from the likes of **Datacap**, **Kofax**, and the **Sharp Document Solutions Company of America (SDSCA).** All these vendors leverage the particular flavor of SOA known as Web services. In a Web services environment, the communicating applications all sit on servers and are accessed by users through Web browsers.

Kofax appliance raises questions
This thin, or zero-footprint, type of environment is exactly where Kofax' new Document Scan Server is aimed. The Scan Server, which is designed to replace traditional PC-based scanner drivers by acting as a conduit for Web services calls between scanners and applications, created quite a few

differences of opinion at the show. There are many who believe the current scanning driver paradigm works fine and view the Scan Server as overpriced and unnecessary.
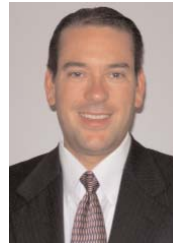
> **"All large organizations with distributed sites have to manage remote software installation anyway. Why are scanner drivers any different?"**
>
> **—Ken Peterka, Captovation**

"If the value proposition is that ISIS and TWAIN drivers are hard to use and people are having problems with them, it's not a very strong one," said Ken Peterka, president and CEO of long-time Kofax partner and capture ISV **Captovation**. "I could grab the latest **Fujitsu** scanner, load the CD with the drivers, and have you up and running in five minutes. I don't think the Scan Server would work any faster."

Captovation specializes in Web-based capture applications, and Paterka took exception to a comment by Kofax marketing VP Anthony Macciola, which appeared in our last issue. The comment was about the large plug-ins required to do Web-based capture in traditional scanning environments. "Our *Captovation Web Capture* client plug-in is only 2.4 MB," noted Peterka. "It downloads very quickly and only needs to be downloaded again if it gets updated on the server."

Peterka went on to say that he has heard no complaints about driver management from his customer base. "**American Home Patient** in Tennessee has more than 300 seats of *Captovation Web Capture*," he said. "They haven't complained about loading drivers at the remote sites. After all, is it that difficult? Somebody still has to physically deploy the scanner. It doesn't take that long to pop in a CD and install the drivers. Larger organizations could deploy the scanner drivers via a remote installation program (e.g., Microsoft SMS). All large organizations with distributed sites have to manage remote software installation anyway. Why are scanner drivers any different?

"In general, users have to have local admin rights to install any application. The security risks are not as bad as Kofax would lead you to believe. Even if the distributed user needed to install the software, they would only have to be granted admin privileges

on their local workstation (not the entire domain).

"As far as administration goes, *Captovation Web Capture* is administered centrally via a Web browser. It allows you to preset the maximum image quality allowed. For example, if a user elected to call up the TWAIN dialog and chose to scan in color, we have a setting on the server that would automatically convert the image to black-and-white."

Another VRS?

We don't mean to single out Peterka as the only dissenter in Kofax' vision for SOA-enabled scanning. He just had the most well thought-out comments that were on-the-record. Macciola compared the initial reaction to the product as similar to the reaction Kofax received when it introduced its Virtual ReScan (VRS) technology back in 1999 [*see DIR 2/19/99*]. By 2005, VRS had found a home on approximately 35% of all document scanners shipped worldwide.

Anthony, Macciola, VP of product marketing, Kofax.

"Largely, when we innovate there are detractors," Macciola said. "With VRS, they told us, 'You're never going to get market share. The scanner manufacturers will never embrace it.' We'll just wait for a few Document Scan Server customer wins to change the doubters' minds."

Peterka did acknowledge that if he sees customer demand, he will embrace the Scan Server. "Captovation has developed software on other Kofax drivers, and ISIS and TWAIN, as well. We provide a solution that is non-biased and allow our resellers and customers to implement what is right for them."

SOA-based capture

So, where will this demand come from? Likely, initially from larger corporations that want to standardize on a Web services environment throughout their IT department. Here's an interesting quote we picked up at the AIIM event: "I think you have to have an SOA-based product in the next three years or enterprise customers are going to question whether they want to work with you. The vision is ahead of the market today. But people want SOA for its lower total cost of ownership, ease of deployment, and enhancements to centralized administration of processes."

Ironically, it was Reynolds Bish, head man at Kofax-rival **Captiva Software** that made that comment when discussing his company's transition to SOA. We were talking about how Captiva's flagship platform, *InputAccel*, was designed with a modular architecture similar to the way an SOA-environment should work. The major difference, of course, is that *InputAccel* is proprietary, instead of standards-based, like SOA.

Bish said Captiva is in the process of developing an SOA version of *InputAccel*. Competitor Datacap is already there and at AIIM showcased its *Taskmaster Web Service* edition. "We have decoupled our rules-based engines from the *Taskmaster* platform," said

Scott Blau, CEO, Datacap.

Scott Blau, CEO of Datacap. "These engines no longer need to be fed directly by our *Taskmaster* capture program. Rather, they can be invoked with an XML command sent by any application."

Datacap has assembled what Blau termed a "smorgasbord" of capture-related capabilities that users can invoke. This includes rules built around OCR and ICR, batch processing, and exporting images to a database. He gave us an example of how a real world deployment might play out. "We are working with a college that has several different capture applications it wants to implement around its campus. In a traditional environment, they'd have to buy separate systems for each process. This creates a huge barrier to entry.

"Leveraging SOA, the batches can be scanned anywhere and show up at a centralized server, complete with XML commands that invoke the appropriate services. Because all the processes sit on the same server, the user only has one installation to worry about. It doesn't matter to the server where these documents originated."

Taskmaster Web Service can break down these processes to very granular levels. "The great thing about SOA code is that it's flexible and reusable," Blau said. "For example, if you write a rule for checking that a number in a Social Security field has nine digits and the government switches the protocol to 10 digits, you don't have to do any recoding to change your rule. And you can invoke the rule fairly simply on any type of document, no matter what the source."

Blau envisions *Taskmaster Web Service* components eventually being embedded in several types of intriguing workflow situations. "Say, you reach a

point in a workflow within your accounting system where a decision has to be made based the amount of an invoice," said Blau. "The accounting system could invoke a Web services call to initiate an OCR process on the 'amount' field of an imaged invoice, and make a decision based on the XML feed it received back from *Taskmaster*. We're not there yet. We're still concentrating on capture and see a lot of opportunity in that area, but Web services will open up additional opportunities."

How about making a call from *Taskmaster* directly to the Kofax Scan Server? "We are very excited about Scan Server," said Blau. "Such an integration would mean a user could hit a scan button from within a line-of-business application and get back meaningful data they could immediately use."

Ascent ramping up SOA

Interestingly enough, Kofax itself has not gone as deeply into Web services with its *Ascent Capture* platform as Datacap has with *Taskmaster*. "We've had the ability to make Web services calls from the *Ascent Collection Server* since last year," said Macciola. "With every release of *Ascent*, we are introducing more Web services capabilities. It's an ongoing process. The technology we recently acquired with **LCI** [*see DIR 3/17/06*] has Web services built into it already. We are looking at how we can leverage that."

Sharp launches SOA platform

Sharp has also created the potential for some interesting Web services-based capture. At AIIM, Sharp officially launched its Open Systems Architecture (OSA) platform and partner program. OSA is about more than capture, as it enables any Web-based application to communicate through services calls with Sharp digital copiers and MFPs. Early members of the OSA partner program include capture vendors Kofax and **eCopy**, as well as document imaging systems specialist **Liberty IMS**.

OSA partners receive an SDK for integrating their applications with OSA-enabled hardware. Partners have the ability to create customized interfaces that are accessed through Sharp's touchscreens. We saw an application with which a Sharp dealer had embedded the ability to order consumables online through the touchscreen.

Sharp touts ease-of-integration as giving OSA an advantage over java-based embedded application toolkits from competitors **Canon** and **Ricoh**. "We felt working with standards-based calls would reduce overhead costs and encourage more partners to participate," said Tom Davis, VP, marketing applications development for SDSCA.

Davis indicated that Sharp does not plan to sell OSA-applications itself. However, Sharp is encouraging its partners to market their OSA-based products through two avenues:

1) their own channels, which could leverage Sharp hardware

2) Sharp dealer channels, and there is a marketing program in place to assist partners in reaching these dealers.

Westbrook looking for beta sites

While Sharp, Datacap, and Kofax each introduced new SOA products at AIIM, Westbrook CEO Lord discussed his company's continuing journey down the SOA path—one which started as far back as 2003. That's when both Lord and CTO Marshall Pimento were hired to lead work on a .NET initiative. This eventually morphed into the *Fortis SOA* product, due to be released for general availability early next year.

The company is currently mining its customer base for beta sites. "We are really looking to stretch the application at our beta sites," Lord told *DIR*. "This means working with sites where there are a high number of users and that might be doing distributed capture. We are also looking for organizations that have a strategic direction to adopt SOA and are prepared to put some effort behind it."

Paul Lord, president and CEO, Westbrook Technologies.

Lord added that because one of the key advantages of SOA is ease of integration, the company is hoping to showcase that at its beta sites. "We are already working with one customer that has standardized on **SAP's** services calls and another working with the latest version of **Oracle's** services," he said. "We are also talking with a large grocery store chain that is considering integrating *Fortis* with a **JD Edwards** installation."

According to Lord, the company has taken on millions in additional investment and currently has 27 people working full-time on its SOA initiative. In addition, Westbrook will continue to develop and support new versions of its current *Fortis* product, which will be known as the *Fortis Channel* edition. "We just had a record quarter and a record month for sales," he told *DIR*. "We felt it was important to have a big presence here at AIIM after not exhibiting the last few years. We think this helps increase the branding of *Fortis*. We don't want our partners to have to walk into a customer and explain for 10 minutes what *Fortis* is."

Lord said that Westbrook currently has about 35 North American partners, including digital copier super dealer **IKON**. "About 60-65% of our current revenue is driven through copier dealers, including IKON," he told *DIR*. "Our revenue from IKON is still not at the level it was prior to their naming EMC its tier-one partner ahead of us [a situation that has since been rectified by Westbrook's also being named a tier-one partner], but that's okay. In lieu of a potential IPO, I was worried about too much revenue coming from one partner.

Lord acknowledged that *Fortis SOA* will likely require a new sales channel. "We will look at direct sales when that makes sense," he said. "We think large systems integrators will also be attracted to an SOA product because of the vacuum for services that it creates. Finally, we think we can re-educate some of our current channel partners to sell the SOA application.

"Typically, when you mention SOA to someone in the SMB (small-to-medium business) space, they think it's not for them. That's because all the publicity talks about the SOA market being worth billions of dollars. However, when you ask a CIO if they would rather buy a software package that is interoperable with other applications or one that's going to sit on its own, SOA makes sense to them. You just have to be very careful about how you use the term SOA."

For more information: http://www.kofax.com; http://www.captovation.com; http://www.datacap.com http://www.sharpusa.com/products/business/copiers/OSAProduct/; http://www.westbrooktech.com

We asked McMahan if there was any truth to rumors about AIIM merging with, or acquiring, **TAWPI** or **ARMA**. "We have a lot of common ground and are looking at creative ways to partner and broaden our base," said McMahan. "As far as mergers, we will do whatever makes sense for the organization and the industry. We definitely have plans to continue to grow."

Speaking of growth, we asked McMahan about the recently announced **ECM West** event, scheduled for Nov. 6-8 in San Jose. Like the annual AIIM show, ECM West is being put on by **Questex** with conference content provided by AIIM. "The AIIM Trade Members felt it was important to work on some regional shows in addition to the show being held annually on the east coast," said McMahan. "They prompted Questex for ECM West. It will be our first effort at something larger than our road shows, but smaller than the big event."

McMahan added that some milestones have been reached in AIIM's contract with Questex pertaining to the annual show. Questex is a spin-off from **Advanstar**, which bought the show in 2002 [*see DIR* 2/1/02]. "There are some decisions to be made about our relationship with Questex in the upcoming year," said McMahan. "We have some choices and some opportunities."

McMahan concluded that he is excited about working closely with the new board.

For more information: http://www.aiim.org; http://www.ecmwest.com

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