

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

4003 Wood Street ● Erie, PA 16509 ● PH (814) 866-2247 ● <http://www.documentimagingreport.com>

June 8, 2012

THIS JUST IN!

CVISION NAMED BY RED HERRING

CVision was recently selected by **Red Herring** as one of the leading 100 privately held tech companies in North America. CVision presented last month at the Red Herring Americas forum [see *DIR* 5/18/12]. Red Herring is a publishing venture that brings together “promising private technology ventures” and potential investors.

Said Alex Vieux, publisher and CEO of Red Herring, in a press release, “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners.”

For more information:

<http://www.redherring.com/red-herring-americas/americas-2012-top-100-winners/>
<http://www.cvisiontech.com>

Kofax Partners with Alfresco

Kofax has signed a technology alliance agreement with open source ECM software provider **Alfresco**. “By using an integrated Kofax-Alfresco platform, customers can benefit from the improved productivity and efficiency provided by capture enabled BPM, coupled with the simplicity of open source ECM,” said Jim Vickers, senior VP, OEM and partner strategy for Kofax, in a press release.

<http://www.kofax.com>; <http://www.alfresco.com/>

TIS Opens New York Office

Top Image Systems (TIS) has opened its new North American office in New York City’s Plaza district. “The New York offices will act as our North American center for sales, implementation and customer support, and we have ambitious plans to rapidly expand our activities,” stated Omri Gelb, newly appointed as TIS’ North American General Manager.

<http://tinyurl.com/TISUSOffice>

Cranel Evolves with Market

VAD continues to grow in challenging space

COLUMBUS, Ohio—The value-added distribution (VAD) business around the document-imaging market has certainly gone through some changes. Remember names like Optical Laser, Law Cypress, and Headway? Over the years, the herd has definitely thinned, as pressure from direct market resellers (DMRs) and other forces have driven some companies out.

Cranel, however, has evolved and continues to thrive. The Columbus-based organization offers a combination of hardware, software, and service to more than 1,000 North American reseller partners. It recently held its 11th annual North American Executive Partner Event (NAEPE), which had more than 125 attendees and was 20% larger than its 2011 event.

“We are a growing business, and the balance of our portfolio is what drives that growth,” said Scott Slack, Cranel’s VP of marketing. Slack has been with Cranel for more than 15 years—as the company has evolved from being primarily focused on storage products, through its transition to imaging-centric hardware, to where it now offers a combination of imaging hardware, software, and service—with the service managed by Cranel’s Versitec subsidiary.

“I agree that the margins on some hardware products are pretty slim these days,” said Slack. “But, all hardware needs service, which can be sold at the point of sale, as well as throughout the product’s life. In addition, we are building more software into our portfolio, which is a more complex sale that offers higher margins.”

Diversified hardware

Cranel took a blow late last year when **Fujitsu Computer Products of America (FCPA)** ended its relationship with the distributor. But, Cranel has moved on and is aggressively trying to replace FCPA hardware and service agreements in the market. “We’ve had some success doing that, but there are situations, of course, where the technology is designed in and customers can’t turn on a dime,” Slack said. “But, we have the advantage of knowing where a lot of Fujitsu scanners

are, in addition to the service contracts we sold with them.”

Cranel seems to be on very good terms with **Kodak** despite that when Kodak filed for bankruptcy back in January, Cranel was listed as one of Kodak’s 50 largest unsecured creditors, being owned some \$1.65 million. “We are good with Kodak,” stressed Slack. “A lot of that debt had to do with rebate dollars related to registered deals, and some back-side dollars that were owed to us. Since the bankruptcy, Kodak has done nothing but make good on its commitments, and Kodak hardware, software, and service sales are a healthy piece of our business.”

Kodak, in fact, was a platinum sponsor of NAEPE. So was **Epson**, which signed on as a Cranel partner in March. At the event, Epson was advertising a pair of new scanners that will be introduced later this summer.

“We’ve made some improvements, like increased the daily duty cycles over our current models, and also upgraded the software,” said Bill Gates, Epson’s business development manager for imaging. “We’ve also increased our prices slightly. But, the most important thing is that we’ve built in improved margins for resellers.”

Cranel had another new hardware partner at NAEPE in **Imation**—through its acquisition of the assets of ProStor Systems last year. Imation acquired ProStor’s InfiniVault business; InfiniVault is a potential replacement for imaging VARs who formerly sold optical jukeboxes [see *DIR* 7/16/10]. It is based on patented RDX magnetic disk technology, which was invented by ProStor. The RDX business was sold to **Tandberg Data** early last year.

“With Imation, InfiniVault now has the backing of a very financially strong organization,” said Slack. “Imation is a good fit for us as a partner, because they really focus on the SMB. Imation also brings some back-up and other storage technology to the table that our partners can leverage.”

Finally, on the hardware front, Slack mentioned that Cranel’s sales of check imaging hardware continue to increase. In this market Cranel works with vendors **Burroughs** and **Canon**, who both exhibited at NAEPE. “Our balanced portfolio really gives us the opportunity to go multiple ways when working with our customers,” Slack said.

Broad-reaching software

On the software side, **Digitech** was a platinum sponsor of NAEPE. If you remember, at Digitech’s Makin’ Moolah reseller event earlier this year in Denver, Cranel was announced as the exclusive distributor for Digitech’s aggressively priced PaperVision Capture Desktop software [see *DIR* 1/20/12]. Cranel has also taken on the rest of Digitech’s product line, including PaperVision Capture for higher volume scanning, ImageSilo, a SaaS-delivered document and image management system, and PaperVision Enterprise for on-premise document management.

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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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“Working with Digitech has the advantage of providing us with multiple solutions through one vendor,” said Slack. “We have a similar relationship with **EMC**, in that we offer several products from its portfolio.” This includes several EMC Captiva products, as well as EMC’s ApplicationXtender document image management software, for which Cranel acts as one of two distributors in North America.

ApplicationXtender has a rich history with VARs, dating back to the days when it was introduced by OTG Software. (OTG was acquired by Legato, which eventually became part of EMC.) Several VARs who were at NAEPE continue to represent ApplicationXtender, even though it has been several years since EMC has released a new full version of the product. EMC, does, however, continue to make improvements, including recent SharePoint and Windows application integration features.

Cranel also has a broad reaching software relationship with **Nuance**. “We’ve offered Nuance’s eCopy technology for several years, and now we’ve added the Equitrac print management software [which Nuance acquired last year]. These Nuance products are helping us expand deeper into the MFP dealer channel.

“Our vision has been that the ad hoc imaging capabilities of MFPs need to be incorporated into production capture environments. It’s taken awhile, but I think that vision is finally starting to be realized. If you look at the places where Nuance’s eCopy and Equitrac technology is being sold, they might be a good fit for Digitech’s ImageSilo. We think a hosted document management application like ImageSilo can be packaged as part of a managed services solution—which is the direction the whole MFP market is heading.”

Investing in professional services

Slack added that these types of product synergies increase the professional services opportunities for Cranel. “As we continue to build out our software business, we are increasing our investment in consulting and technical services that can be sub-contracted to our partners,” he said. “For example, there are dealers that might be great at selling MFPs, but need help with installing an eCopy or Equitrac solution. Or, a smaller imaging reseller might sell a larger deal that it doesn’t have the on-staff resources to handle.

“Our role is to backstop our partners. We want to help them win deals and provide them with the resources they need to successfully implement them. We also are in good position to understand the skill sets of our partners, and we want to do a better job

putting our resellers in position to help one another.”

The Versitec organization basically acts as a clearinghouse for managing service related to multiple products. “It’s especially useful in multi-vendor environments,” said Slack. “Versitec can take the first call and help a reseller determine which hardware or software support organization they need to follow-up with. It can also help resellers manage service contracts with multiple vendors.”

Constantly improving portfolio

Slack concluded that Cranel will continue to listen to its partners as it evolves its portfolio. “We base our portfolio on what our customers are telling us they want and they need,” he said. “We spend a lot of time assessing the products we carry. When considering taking on a new product, we’ll ask questions like ‘Where does it fit in our market?’ ‘Does anyone need it?’ and ‘How well does the manufacturer market the product?’

“We want to stay away from competing on pricing and logistics, which is where the DMRs have advantages. We want to specialize in products to which we can add value.

“Scanners are always going to be key for us, and capture software has to be included as well. On the document management side, we will continue to assess what is out there. The same is true with storage.

“Sometimes, our existing vendor partners will even bring new products to us. Kodak, for instance, has been moving more heavily into software. Nuance brought us the Equitrac product line. Our relationships with vendors, as well as channel partners, are important.

“We are the only VAD in the market that still has a field sales force. It’s important for us to have representatives out in the field, sitting across the table from our reseller partners. This helps us understand what is working well, as well as where our resellers need help. This type of feedback helps us continue to evolve.”

For more information: www.epson.com/imageway; <http://www.digitechsystems.com/product/index.htm>; <http://www.cranelimaging.com/>

VISIT DOCUMENT IMAGING TALK

DIR editor Ralph Gammon will be on the road next week at **Ricoh** Convergence and info360. Please visit our blog (<http://documentimagingreport.blogspot.com/>) for updates.

Iron Mountain Introduces Hosted A/P Workflow

Iron Mountain continues to expand its document processing services business. At last month's **IAPP-TAWPI** Fusion event held in Nashville, the paper storage giant debuted a hosted invoice processing offering designed to automate accounts payable (A/P) processes. Branded as the Iron Mountain Electronic Invoice solution, it adds hosted workflow technology to Iron Mountain's exiting paper invoice capture.

"We received a lot of positive feedback at Fusion, which was great, because we always wonder how accepting customers are going to be when, with our history as a box storage company, we introduce more sophisticated solutions," said Chris Churchill, senior VP and general manager, document management solutions for Iron Mountain. "For the last few years, we have been scanning a lot of invoices and extracting header data.

"We've then been feeding the images and data to a BPO or directly into our customers' systems. Hosting a software application, in which we can provide our customers with workflow around invoices, was a natural next step."

In accordance with the plan Churchill laid out for us following Iron Mountain's sale of "selected key assets" of its digital business last year [see *DIR* 7/8/11], Iron Mountain is licensing its workflow application from a third-party ISV. Iron Mountain's partner is **Corcentric**, a McLean, VA-based ISV. Corcentric advertises more than 3,000 organizations as utilizing its software "to automate their business commerce needs." Corcentric's biggest vertical to date has been transportation.

"Corcentric is hosting the workflow solution for us," said Churchill. "We selected its software after an exhaustive review because it really was the type of technology we were looking for. The base solution is vertical enough and can scale to handle the variety of customers we expect to be using it. A lot of the software we looked at was focused on specific verticals. Corcentric enables us to be vertically agnostic."

Part of this is because of the application's ability to be mapped to a variety of ERP and accounting systems. "There were a lot of applications that only focus on a single ERP provider," said Churchill. "It was important for us to find a product like Corcentric that can be mapped quickly and easily to different ERP systems. That's because we expect our sweet spot to be the mid-market.

"There are basically two models of ERP integration for invoice workflow. One is tighter integration that can require a year of work to set up and hundreds of thousands of dollars of professional services. That doesn't work in the mid-market. We had to go for a looser integration that makes sense when budgets are smaller and the variety of back-end systems is greater. It's not that Iron Mountain doesn't have enterprise customers. It's just that they tend to buy their own workflow systems or outsource their entire A/P process to a BPO. "



Chris Churchill, senior VP and GM, document management solutions, Iron Mountain

Some logistics

There are two ways for Iron Mountain customers to get invoices into Corcentric. One is through Iron Mountain's capture software services, which utilize **Kofax** technology to automatically extract header data. Customers can also have their vendors sign up for an e-invoice supplier network, which enables electronic submission. Once invoices are in its workflow, Corcentric provides functionality like automatically matching them against purchase orders and routing for approval.

Churchill estimated the average set up time will be eight to 10 weeks. "That time is mainly spent educating customers," he said. "The amount of time we spend configuring the system is relatively small compared to discussions about workflows, such as who is approving which invoices and defining the cutoff and exception processes."

Pricing is based on a combination of set up fees and the volume of invoices being processed. Said an Iron Mountain spokesperson, "We try to make pricing easy by giving one per-invoice price that includes invoice receipt, workflow, integration to the customer's ERP system and image repository, short-term storage, and destruction of the paper invoice. Our solution becomes even more cost effective when customers adopt e-invoicing. There are no fees to set up our supplier network and no fees for vendors to submit invoices."

The Corcentric invoice processing offering is only being offered in the U.S. When we talked, Churchill said about 10 customers were using it. "In Europe because of VATs, there are more requirements for line-item capture and processes that Corcentric doesn't handle as well," said Churchill. "We are looking at some other software products."

Electronic Invoice continues to build on the document-centric solutions that Iron Mountain

began rolling out a couple years ago with a litigation support offering [see *DIR* 6/4/10]. Iron Mountain also has a practice image-enabling EMR (electronic medical records) systems, and it recently introduced a mortgage document classification service that utilizes technology from **Ephesoft**.

"I think it's important to note that we are not a BPO," said Churchill. "We won't take over someone's entire process, like their A/P. We'll assist them with their document processes, but we won't make decisions on what to pay."

Churchill concluded that Iron Mountain is continuing to execute on the strategies and markets he laid out for *DIR* last year. "We have been really focused on adding features and functionality and creating more robust offerings in the markets we discussed," he said. "We will continue to do this, but in 2013 we also plan to introduce some new vertical markets and applications."

For more information: <http://www.corcentric.com/>;
<http://www.storeaccessmanage.com/content/accounts payable>

Kodak DI Regains Momentum

Kodak Corporate's bankruptcy filing seems to have been a mere speed-bump in the progress of its Document Imaging business unit. A few weeks following a conference call put together with ECM trade organization **AIIM** to update partners and customers on the status of Kodak DI, executives of the Rochester-based scanner manufacturer and capture software developer got together for a more detailed discussion with *DIR*. According to Tony Barbeau, Kodak's general manager for Document Imaging, after a two-month slowdown, Kodak DI's sales have rebounded to their former healthy levels.

"We feel like our business is very much back on track," said Barbeau. "In 2011, we expected to grow 15-20%, and we hit that, although it was probably closer to 15%. That growth represents our digital business. Even though we sold ownership of our micrographics business last year [see *DIR* 4/22/11], we are still active as a supplier to that market, and also help with sales outside the U.S. The micrographics market is definitely in decline, but we are now able to operate our business in that area profitably.

"After Kodak announced its bankruptcy in January [2012], sales in February and March were definitely slower than what we'd expect for those months. There are people outside the U.S. who don't understand Chapter 11, so we had some companies

that thought the filing meant that they couldn't do business with us. We worked through that, and things began to pick up at the end of March. April and May were very solid. We're back to not being sure if we can ship all the orders we got in May, which is a nice problem to have."

Barbeau stressed that any inventory shortages are not due to problems with Kodak's suppliers, many of whom were affected by the bankruptcy. "Right after Kodak filed, we had to contact all our suppliers," he said. "We had multiple conversations and have worked through it. All our suppliers are fully on board, and we are able to get everything we need. If we can't get something, it's due to the normal supply and demand issues that we had to deal with even before the bankruptcy."

Kodak DI has also had conversations to ensure its customers that it plans to be around to support them. "Kodak corporate plans to be around for a long time, and so does DI," said Barbeau. "Kodak's plan is to get all its businesses healthy. You can't have three businesses healthy and be spending all your profits to support the other three businesses. Overall, Kodak's future plan involves getting the entire business healthy with the right legacy costs and spending. That plan is coming together and getting support. It's a strong plan to get the company out of Chapter 11, and DI is a big part of that.

"That said, with some customers, we've had to have the conversation that DI can stand on its own for years to come. Not that that kind of thing will ever be necessary, but, DI has the kind of growth and strength that are not going to allow it to go away."

DI business as usual

Barbeau assured us that DI's overall operations were little affected by the bankruptcy. "When we talk about cutting 'legacy costs,' that mainly involves retirement benefits," he said. "Because of Kodak's immense size at one time [in 1988 Kodak employed some 150,000 people] and that we're now down to less than 20,000 employees, the saying is that every current Kodak employee is supporting six retirees. Historically, Kodak has been very generous with its retirement benefits. They have certainly not taken everything away, but have made some alternations. This should help us improve our earnings position, which will, over time, help us invest more in the DI business."

Barbeau said Kodak continues to employ more than 3,000 people in its product service business and that nothing significant has changed in that area related to DI. "We've gotten out of the consumer

camera business, so we were able to scale back service in that area,” he said. “But, on the commercial side, for printers, kiosks, pre-press equipment and scanners, very little has changed. We have made some changes to meet increasing or decreasing demands in specific geographies, but that’s about it.”

Capture Pro 4.0

As we mentioned in our last issue [see *DIR* 5/18/12], Kodak also continues to invest in new product development, on both the hardware and software sides. The latest manifestation of this investment is Kodak Capture 4.0, which was announced this week. It includes improvements in areas like data entry and image processing.

“Capture Pro is now an established product, and we continue to add capabilities to provide more value to our customers” said Mike Proulx, Kodak DI’s current product manager for software. “With version 4.0, we have introduced ‘double data-entry’ indexing, which basically enables double-blind key entry. We’ve also improved Capture Pro’s database look-ups, so users can now utilize them on one or two fields on an image and configure the software to display from five to 500 hits for each field.

“We’ve also improved the Intelligent QC [imaging processing] feature. We’ve added the ability to apply auto-crop and deskew to that process. Also, now instead of having to enhance each image individually, a user can apply enhancements across an entire batch.”

Improvements have also been made in Capture Pro’s PDF capabilities, user interface, batch management, and integration with third-party applications. “We also continue to add to the number of scanners we support, which has now surpassed 200. This includes both Kodak and non-Kodak models,” said Proulx. “Since we’ve introduced Capture Pro in 2008, we’ve seen fairly steady growth that is above the market rate [which **Harvey Spencer Associates** reported as 10% for 2010].”

New program for software resellers

In conjunction with the release of Capture Pro 4.0, Kodak is revamping its software reseller program. “As we expand our software portfolio, we have to act more like an ISV,” said Barbeau. “We want to stay strong on the hardware side, and where it makes sense combine our hardware and software offerings. But, for the most part, we realize that our hardware reseller programs do not fit a software sales model.”

“We have not had a formal software reseller

program,” said Mark Neff, marketing director for Kodak DI, U.S. and Canada. “We’ve had technical certifications, but discounts were not part of our software program. We want to make sure our new program rewards partners specifically for successful software implementations.

“Historically, there has been a large overlap between our hardware and software resellers. In fact, if you did a Venn diagram, it might be a complete overlap. However, going forward, as we move into evolving markets like the cloud and mobile with our software, we are going to pick up some partners that may have no interest in selling hardware.”

Neff is talking about a next-generation Kodak software offering that was also previewed in the AIIM call. “We have increased our investment in software and now have a pretty sizeable investment in that area,” said Barbeau. “Traditionally, we’ve had one platform—Capture Pro. Last year, we introduced some scan and viewing technology to run with SharePoint [see *DIR* 5/20/11]. Now, we are looking at addressing more distributed transactions and providing on-demand access. We are making investments in these areas and will have more to say later this year.

“If we were just addressing Capture Pro 4.0, creating a new software reseller program probably wouldn’t be as important. But, we expect some of our new software offerings will be more attractive to VARs and SIs who may understand mobile applications, but have never sold a scanner. This will also present opportunities for our current resellers to form partnerships and provide production document scanning components to some of these new partners. We think there is a lot of untapped potential in this area, and our new software reseller program will be rolled out not just in the U.S., but worldwide.”

Fulfilling a vision

Barbeau concluded that the vision that Kodak laid out for its analyst community in late 2010 [see *DIR* 10/22/10] has begun to manifest itself in Kodak’s current product announcements. “We are following through on what we said we’d do,” he said.

Budd Webster, business director for DI, summed up the company’s strategic direction. “We are certainly not taking our eyes off our legacy in production document scanners, but we are looking at opportunities around distributed capture,” he said. “A lot of the technology we are bringing forward, in both hardware and software, really focuses on that area. We are looking at ways to help businesses capture information and more smoothly

make it part of their business processes. A lot of our focus is around ease of deployment and ease of use for knowledge workers.”

For more information:

<http://www.documentimagingreport.com/index.php?id=2293>

Management Changes Address Global Focus

ReadSoft CEO Per Akerberg, who joined the company late last year, has begun to put his stamp on the capture and business process automation (BPA) ISV. Akerberg recently oversaw a management re-organization in which a separate North American (U.S and Canada) sales region was created and Bob Fresneda, president of U.S. operations, was given a spot on the ReadSoft executive management team. ReadSoft also consolidated the management of its software development labs.

“One of Per’s goals was to make ReadSoft a more field-driven company,” said Fresneda. “The changes he made in the sales management structure will help accomplish this. He also has moved some of our software development management personnel to positions that better suit their strengths.”

Fresneda credits Akerberg for evolving ReadSoft, which is based in Sweden, towards becoming a more global organization. “My role in ReadSoft’s U.S. operations has not really changed,” Fresneda told *DIR*. “It’s just that now I will have more input in corporate decisions. Per has also taken a couple corporate executives and made them managers of subsidiaries.

“Historically, you had a lot of decisions being made by the executive management team that the people in the field, who had to execute these decisions, weren’t really involved in. I think Per has made these kinds of changes at other organizations before. They help take away some of the disconnect between corporate management and people in the field.”

Overall, ReadSoft now has subsidiaries in 16 countries. These subsidiaries are divided into four regions: North America, Northern Europe, EMEA, and Latin America and Asia-Pac. “The new structure is designed to create stronger regional support of the subsidiaries,” said Fresneda. “Resources can now be more readily utilized across multiple subsidiaries.

“North America [which was formerly coupled with the Latin America/Asia-Pac region] being separated

out on its own shows ReadSoft’s commitment to providing this region with the needed horsepower to support our customers. We’re having our annual U.S. user conference this week and expect about 200 people to be in attendance.”

On the software development side, ReadSoft’s SAP and Oracle BPA software labs have been combined under the operational direction of Rowland Archer, who had been leading just the U.S.-based Oracle BPA development team. Carsten Nelk, one of the co-founders of Ebydos, which ReadSoft acquired in 2006, who had been running the SAP BPA development lab, has been freed up to focus more on development as part of the office of ReadSoft’s CTO.



Bob Fresneda,
Senior VP, Region
North America,
ReadSoft

ReadSoft has also been running three separate development labs for its different document capture product lines. Now, development for the legacy foxray (which ReadSoft acquired this year, see *DIR* 2/17/12), legacy ReadSoft capture, and the ReadSoft Online SaaS offering will be combined under one management team.

ReadSoft recently announced an almost 2 million Euro sale of the legacy foxray software to German private health insurance provider **Debeka**. At its U.S. user conference, ReadSoft also announced the availability of ReadSoft Online in its North American region. Deployed on Microsoft Azure, the SaaS document capture offering does not include any BPA technology. It was launched last year in northern Europe and earlier this year in the U.K.

For more information: <http://www.readsoft.com/>;

<http://documentimagingreport.blogspot.com/2012/05/readsoft-restructures-organization.html>;

<http://documentimagingreport.blogspot.com/2012/06/readsoft-lands-large-capture-deal.html>

Brother Enters Desktop Scanner Market

Brother recently launched its first desktop document scanner, a 24 ppm/48 imp workgroup model that lists for \$399. The ADS-2000 includes an impressive software bundle with products from **Presto!** and **Nuance**. It also should be on display at your local **Best Buy** store.

The ADS-2000 follows up Brother’s successful entrée into the dedicated document scanner market last year with a set of mobile sheet-fed units. “The ADS-2000 represents that first time we have come

into the desktop scanner market full force,” said Steve Feldstein, marketing director of laser and scanner products for Brother. “Our focus has always been the SMB and workgroups. We have addressed those markets from the printing perspective for a long time.

“It was a natural extension to add scanning functionality to our printers to create all-in-ones. Now, we are porting some of that technology over to standalone units. We started with mobile scanners and are now beginning our journey into the desktop scanning space. As our scanning business grows, we will be looking to further expand it.”

Feldstein said a lot of the internal mechanics on the ADS-2000 are similar to those used for scanning on Brother’s MFPs. “The desktop scanner has some additional scanning-centric features, such as multi-feed detection, auto-deskew, blank-page deletion, and background removal, that are not included on our MFPs,” said Feldstein. “Also, the feeder, which can hold up to 50 pages, is designed more for dedicated scanning.”

The ADS-2000 also has some cool, innovative features like the ability to scan directly to a USB stick, as well as to an Android phone or tablet using a USB cable and a downloadable app. As with all Brother products apparently, users receive free technical phone support for the life of the scanner.



The ADS-2000 represents Brother's first serious entry into the desktop document scanner space. It features dual CIS image sensors and is rated at 24 ppm/48 ipm.

The ADS-2000 advertises a 500-scan per day recommended daily duty cycle, which Feldstein said is deliberately on the conservative side. It has a card-scanning mode and can capture documents up to 34-inches in length. There is also a continuous scanning mode, enabling users to capture batches of more than 50 documents and a “carrier sheet” for capturing oversized documents, like 11 x 17-inch sheets, as a single image.

The ADS-2000 includes TWAIN, ISIS, and WIA drivers. Brother also includes ISIS drivers on its higher-end MFP models [see [DIR 4/3/09](#)]. The software bundle includes Nuance’s PaperPort and PDF Converter, as well as Presto!

BizCard. Presto! PageManager is included for Mac deployments.

Brother will initially make the ADS-2000 available through **Best Buy**, before releasing it to its other channels. According to Feldstein, Best Buy has agreed to feature the product in an end-of-the-aisle display. “The Brother brand resonates very well with the SMB, even better than some of the traditional leaders in the document scanning market,” said Feldstein.

For more information:

<http://www.brother-usa.com/Scanners/ModelDetail.aspx?ProductID=ADS2000#T9IR8VK517s>

http://www.documentimagingreport.com/fileadmin/DIR_Press_Releases/2012/ADS-2000PressRelease.pdf

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Charge My Credit Card (Charge will appear as RMG Enterprises.)

____ AmEx ____ Visa ____ MC ____ Discover _____ card number _____ expire date

Bill My Organization (Purchase order # optional.) _____