

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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July 19, 2013

THIS JUST IN!

AWARD-WINNING INTEGRATOR'S VISION GOES BEYOND CAPTURE

Australian-based systems integrator **Efficiency Leaders** played a key role in the deployment of three solutions that were awarded first place at this spring's **Kofax** Transform Conference. As *DIR* Editor Ralph Gammon served as a judge for these awards, he had special insight into the details of each solution—which were impressive to say the least. Even more impressive, however, may be the vision of Lee Fisher, Efficiency Leaders' CEO and co-founder.

You see, even though Efficiency Leaders has had plenty of early success as a Kofax reseller and integrator, Fisher's vision goes far beyond capture and business process automation (BPA). "When we founded the company back in April 2009, one thing that was on every potential customers' lips was their desire to increase efficiencies," Fisher told *DIR*. "They were frustrated by what they felt were unnecessary steps needed to complete business processes and were crying out for a pragmatic partner to address their needs."

"We carefully considered their wants and crafted what we considered to be the right vehicle to address their business challenges. Initially, we have focused on this one area around capture and BPA, however, we didn't want to be pigeonholed as only offering that type of solution.

"To avoid that, we wanted to come up with a brand name like 'Apple,' or 'Microsoft,' or 'Nike.' With a brand like that, people associate what the company offers based on their engagement /interaction with the brand. A brand can be many different things to many people and it was important to us that our brand would have this flexibility. 'Efficiency

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Global Directions Tackles Leading-Edge Issues

Kodak DI Gears up for educational conference

September promises to be to be a big month for **Kodak Document Imaging**. On Sept. 3, the sale of Kodak DI, along with Kodak Personalized Imaging, to the U.K. Kodak Pension Plan (which was recently approved by the U.S. Bankruptcy Court) is scheduled to be completed. Then, less than three weeks later, Sept. 22-25, Kodak DI will be hosting its second annual Global Directions Conference at the Gaylord National Resort and Convention Center in Washington D.C.

The event features a keynote by Ray Kurzweil, the noted technology inventor, author, and visionary who is currently employed as the director of engineering at **Google**. Kurzweil, who is probably most widely known for his work on artificial intelligence, but was also an early pioneer in the area of applied OCR, will talk on "The Next Wave of Intelligent Information Management." According to the Global Directions Web site, the talk "sets the stage and explores the exponential increase in computing power, computing intelligence, and the inexorable impact they will have on transforming information management for the enterprise."

This is in line with the event's theme of intelligent information management. "We look at Global Directions as an educational conference," explained Tim Palmer, VP of worldwide marketing for Kodak DI. "We want to help advance the thinking of the whole industry around understanding information and taking friction and cost out of business processes."

The other opening day keynotes reflect this broad focus that expands well beyond the traditional areas of business for Kodak DI. In addition to Kurzweil, high level executives from **IBM**, **Google**, **Salesforce.com**, and **Microsoft** will take the dais to discuss topics like big data and analytics, smarter enterprise search, the death of the desktop, and the future of business collaboration. There will also be a panel discussion moderated by Michael Hickins, editor, *Wall Street Journal/CIO Journal*, that will pull together multiple

keynote speakers, including Kurzweil.

“We are taking a very broad view of where Kodak DI intersects with traditional business and new business going forward. We are looking to have our brand and division associated with end users, service providers, manufacturers, resellers, etc., as they think about what they need to do to go to market in the future.

“If you consider the concept of information workflow, traditionally capture for us has meant scanning paper documents. But, we realize that information is coming from more and more sources and the growth of digital information as input is increasing exponentially. In the future, we need to help businesses capture information not only from paper, but from multiple other sources.

“‘Collecting’ is probably a better term than ‘capture,’ when you talk about taking this one large stream of information and getting it all to the right places, routing it, understanding it, semantically and contextually, and making sure you have the right associations and the right conclusions are being made.”

We asked Palmer, if Kodak’s Info Insight platform, which brings semantic and contextual understanding to the table, will be prominently featured at Global Directions. “It certainly fits on the far right of the information workflow model,” he said. “But, the event is focused on themes that are much wider than our current product offerings.”

A look at the agenda

After a Sunday evening reception, the full first day of Global Directions, Monday, Sept. 23, will be full of keynotes presented in a general session followed by an exhibitor showcase where dinner will be served. Tuesday and Wednesday will feature four tracks of breakout sessions, with no more than two or three sessions overlapping at a given time. Tuesday evening will feature a “Monuments by Moonlight” bus tour of downtown D.C.

Kodak is hoping for 300-400 attendees, or about double the number from last year’s inaugural Global Directions, which was held in Las Vegas [see *DIR* 9/28/12]. “We are looking to make a giant leap forward with this year’s event,” said Palmer. “We felt last year was pretty successful, and we definitely learned a lot, but this year we feel we are really offering a world class conference.

“We think we have a strong enough program to attract senior IT executives at end user organizations and business process owners. Primarily we are marketing to end users with the understanding that if they show up, systems integrators and resellers will certainly follow. We are marketing the event throughout the U.S., as well as internationally. We expect a decent turnout from Central and South America, and our team in Europe is looking to bring over some top end users customers—at least a double-digit number. Just because of logistics, we think it may a little tough to attract attendees from Asia-Pac.”

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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

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Kodak is working with AIIM to promote Global Directions, and AIIM President John Mancini will be a speaker. "But, we are also reaching out directly to IT execs and their business process owner counterparts," said Palmer.

Kodak is also looking for sponsors and exhibitors. It is looking for a total surpassing 20. "Anyone that believes they can make a contribution to the future of intelligent information management is encouraged to exhibit at Global Directions," said Palmer. "We expect plenty of end users to be on hand looking for those types of partners. We are taking a broad view of this conference as an educational opportunity, and we are looking for a similarly broad representation of exhibitors.

"The bottom line is that I think we are at the beginning of a very exciting period of time that will play out over the next 5, 10, and even 25 years. I sense another revolution in the way we are going to use information. With the presentations and networking at Global Directions, we hope to help attendees bridge the gap between this revolutionary vision and the practical first steps that need to be taken. We are hoping people are able to come away from our event energized and with at least a few things that they can put into action when they get back in the office on Thursday [Sept. 26]."

New organization name in the works

In addition to being introduced to a long-term vision for information, at Global Directions Kodak DI customers and partners should be introduced to a new long-term vision for DI, because, as we mentioned, the sale to KPP is targeted to close on Sept. 3. "Over the least few weeks, we have been really focused on reassuring our customers and partners that the sale is going to happen and that this is going to be a great development for DI," said Jonathan Ghent, public relations director for DI. "We are trying to communicate that they can expect the same level of commitment to their partnerships and to growing our business.

"This is not a short-term fix, but is really focused on the long term. When you talk about being owned by a pension plan, you look at 20-year horizons as opposed to running your business on a quarter-to-quarter basis."

Ghent hinted that we can also expect a new name for the organization to be announced around Sept. 3. "We've licensed the Kodak name, and it will be part of the name of the company, and we will still have Kodak branded products," he said.

As for the new name, Ghent didn't offer any suggestions, but perhaps something like Kodak

Information Management might be appropriate. I suppose we will see. As we said, look forward to a busy September for the company currently known as Kodak DI.

For more information:

<http://www.globaldirections2013.com/>

<http://bit.ly/KPPcourtapproval>

Imaging 411 Pumps Life into Hardware Service Market

There are several components to a document imaging sale. We typically talk a lot about the hardware, software, and professional services associated with a deal, because those items typically produce the big upfront price tag. (Unless of course it's a SaaS or MPS driven deal—but, while gaining momentum, those are still exceptions rather than the norms in our market.) But, there is also typically recurring revenue that can be earned through software maintenance and hardware service contracts.

One difference between these recurring revenue sales and the upfront sales, however, is that while any number of vendors may be competing for the upfront sales, the number of options for maintenance and service is typically limited. Software maintenance, for example, because of the nature of the beast, is usually offered only by the ISV who developed the software. As a result, the ISV typically gets to set the terms with no questions asked.

Hardware service has historically been somewhat more flexible, and at one time many resellers were actually certified to service scanners, which enabled them to control their own pricing. However, while some scanner vendors like **Canon** still certify VARs, other market leaders like **Kodak** and **Fujitsu** have increasingly encouraged resellers to offer only the manufacturer's authorized service at a price dictated by the manufacturer. The result has been successful service programs for the manufacturers, which has helped them offset some of their falling margins on hardware sales, but it has also put the squeeze on resellers who also have to deal with falling hardware margins and now have to deal with more restrictive service margins as well.

Imaging 411 is attempting to reverse that dynamic and once again make scanner service an important profit center for VARs. The Long Island, NY-based organization is offering scanner service packages to VARs—advertising significantly higher margins than the VARs get reselling similar service packages from

leading scanner manufacturers. Imaging 411 recently brought on board long-time scanner industry sales and marketing executive Don McMahan as its VP of sales to help it drive some aggressive channel growth.

McMahan was originally hired by Imaging 411 as a consultant in 2010 when he launched the service provider's Maintenance VAR Program (MVP). "One of the big components of the MVP program is that we offer deal registration," said McMahan. "This signifies that we are not competing with our resellers. In addition, we are offering VARs two to three times the margins they get on service contracts from leading scanner vendors."



Don McMahan, VP of sales, Imaging 411

Imaging 411 was launched in 2004 as a VAR, with the value-add of being able provide its own service. Its co-founders, Gary Armstrong and Joe Paradiso, are former Lason executives who helped manage service for a large conversion services and imaging systems integration business. Over the years, Imaging 411 began to increase its focus on service on both microfilm and document scanner equipment.

"In each of the past five years, Imaging 411 has enjoyed at least double-digit growth in terms of revenue and new accounts," said McMahan. "We've landed some major national accounts with more than 100 locations—including **Databank**, which we publicized last year. We also landed a contract to provide in-house scanner service for one of the biggest office integrators in the U.S."

A lot of the Imaging 411's early customers are former Kodak Service & Support customers. "We went after Kodak customers and partners first because the dollar values associated with some of their accounts are so high and Kodak's programs aren't very flexible," said McMahan. "One of our differentiators is that we pride ourselves on being easier to do business with, such as being more flexible in our ability to schedule preventative maintenance appointments."

Imaging 411 has also taken advantage of some of the well publicized financial difficulties that Kodak has suffered through over the past couple years. When rumors of a Kodak bankruptcy filing started swirling (which eventually proved to be true), Imaging 411 attempted to create doubt in customers' minds as to the value of a long-term service contract with Kodak. With Kodak DI now being sold by Kodak corporate to the U.K. Kodak

Pension Plan [see *DIR* 5/17/13], any doubts about the long-term viability of Kodak Service & Support would seem to be put at rest, but that doesn't mean Imaging 411's marketing efforts weren't successful.

In addition, Imaging 411 has benefited by some personnel moves made by Kodak. "I'm not sure the service market is growing," said McMahan. "I think the market for servicing scanners is worth probably around \$100 million annually, with Kodak and Fujitsu owning 80% of that. And Kodak is fighting declining ASPs for scanners. As more distributed scanners are sold at the expense of production scanners, the potential for service revenue (which is typically based on a percentage of the hardware price), is declining. Distributed scanners typically carry advanced unit replacement warranties, which are less expensive than on-site service contracts.

"To deal with this declining revenue, I think Kodak has been forced to make some personnel changes in their service business. And, who do you typically lay off if you want to save the most money? The most experienced staff. Imaging 411 has really benefited from this by being able to hire a lot of former Kodak field engineers who have a tremendous amount of training and experience on a wide variety of equipment."

This experience and training enables Imaging 411 to advertise certified technicians—a claim which Kodak has been known to dispute. "Kodak may not certify anyone but their current employees to work on their scanners, but that doesn't mean that if a field engineer was certified and they left Kodak, their certification is no longer good," said McMahan. "Basically, it's our opinion that you take your certification with you leave an organization."

Imaging 411 has also benefited from cutbacks in value-added distributor **Cranel's** Versitec service business. The company recently hired former Versitec executive Terry Brereton as its MVP channel manager. "We are also finding former Versitec executives catching on with VARs that want to increase their focus on service," said McMahan. "Once they do that, it makes sense to consider us."

McMahan said that Imaging 411 currently has about 20 reseller partners. "We are definitely growing our channel," he said. "That said, I think 30 partners, that really want to do a good job, would be plenty. My first few months on the job are being spent primarily working with existing resellers and making sure they are optimizing their service business. We want to make sure we give them all the training and support they need. At the same time, we are selectively looking at new partners to fill some holes we might have geographically, for instance."

Imaging 411 offers coverage throughout the United States through a combination of its own field engineers and contractors. It also provides Level II support to supplement its field personnel. "Our price book is basically the same as the manufacturers'," said McMahan. "We match all the service SKUs sold by Kodak, Fujitsu, Canon, etc., and we offer more flexible pricing."

The VAR opportunity

McMahan feels that the market is ripe for converting VARs from vendors' programs to third-party service providers like Imaging 411. "As the scanner vendors have shifted more of their sales on-line through direct market resellers, traditional VARs just aren't as important to them as they were in the past," said McMahan. "As a result, in many cases, their channel programs aren't as attractive."

"Sure, Kodak and Fujitsu are doing what they can to combat our taking their service business, by giving some of the larger VARs especially more incentive to sell their service. And, quite frankly, I'm flattered that they've even taken notice of a smaller company like ours. But, really, when you get below the top level resellers, most of these guys are selling a little bit of hardware from several different vendors, so there is not much the scanner vendors can do to make what we're offering less attractive."

"In addition, some of the top resellers really aren't happy with their hardware margins and are really looking for something like third-party service that has higher margins, to put more focus on. Despite what Kodak and Fujitsu are offering, if resellers do the math, it can still come out in favor of Imaging 411."

"The bottom line is that even if the service market is shrinking, for a smaller company like Imaging 411, the opportunity is too great to pass up. We think the market is plenty big enough to support another major player."

For more information: <http://www.imaging411.com/>

Nuance is working on making its eCopy capture technology more accessible. With the recent introduction of Equitrac Express 5, Nuance has expanded the embedded capture capabilities of its print management software to be accessible through **Xerox** as well as **Ricoh** devices. Nuance also has plans to introduce more cloud capture options through its partners.

"We see capture as a growth area," said Mike Rich, SVP and GM, for Nuance's Document Imaging Division, during a recent call with analysts. "One hurdle has been that historically, capture has been so expensive to deploy. We are now looking at more cost-effective ways to deploy capture in MPS type engagements."

HP Promoting Cloud Collaboration for Business

When SharePoint first started making its mark on the content management market about 10 years ago, there was a lot of talk about how it could potentially be deployed as "ECM for everyone,"—essentially taking a historically niche technology and transitioning it to the mainstream. Of course, there have always been skeptics who suggested that SharePoint was better utilized as a collaboration platform with true ECM left to more dedicated software packages. And while SharePoint has certainly helped drive additional ECM adoption, we have not seen the overwhelming revolution that many predicted, and in fact, in many cases SharePoint is deployed primarily as a very effective collaboration tool.

However, with the increasing adoption of mobile computers, we've seen an interesting shift in the operating systems market that has led to some changes in the collaboration landscape. While **Microsoft** still dominates the desktop space, **Apple's** iOS and **Google's** Android rule the mobile computing space. These dynamics have led to increasing adoption of cross-OS-designed Web services like **Dropbox**, **Box**, and Google Drive for users seeking convenient collaboration across devices. It has also helped that the entry-level pricing for many of these services is free with no professional services required for set up.

We've written in *DIR* before about the potential of integrating ECM software with these collaboration platforms as a way of introducing governance into what are largely unchecked file systems. Most recently, we profiled **etfile's** new OfficeScope Web-based document management service, which is being targeted as an upgrade for Box and Dropbox users [see *DIR* 6/21/13]. We've also written about **EMC's** Syncplicity application for applying "business class administration to files being accessed in a BYOD world [see *DIR* 4/12/13]."

HP is the latest vendor to see an opportunity for introducing some controls into the BYOD, on-line collaboration market. Earlier this year, the Palo Alto, CA-based technology giant introduced HP Flow CM Professional, a hosted collaboration platform targeted at the SMB, which is designed to provide the convenience of consumer-grade apps, but also the security and controls of traditional business software.

"If you look at the collaboration space, services like Box, Dropbox, and others really came from a consumer background," said Aaron Weiss, director

of marketing for LaserJet and Enterprise Solutions in HP's Printing and Personal Systems Group. "They are offering simple on-line storage and back-up capabilities. They are now trying to extend from that legacy and move into the business space.

"HP is coming at it from the opposite direction. We are taking technology that is proven in the enterprise space, from work we've done with products like Autonomy's WorkSite ECM platform, and moving that into a cloud offering targeting the SMB. We think through our legacy of proven success with large enterprise customers, we have learned what works and will not work, which is why we think Flow CM will resonate particularly well with business users."

HP Flow CM Professional starts out at a list price of \$19.95 per month for a single user, with volume discounts from there. The user is basically given a repository through which they can share and collaborate on documents with users both inside and outside their network. They can set permissions, like commenting and the ability to change documents, based on folder and document levels. Complete audit records are available.

HP Flow CM Professional supports more than 1,000 different document formats and incorporates an OCR engine to facilitate full-text searches utilizing Autonomy's IDOL engine. Flow CM can also be integrated with HP MFPs, on which touchscreens can be used to scan directly to Flow CM folders and documents can be retrieved from the repository for printing.

There is integration with mobile devices as well. This includes not only the ability to view and work with files on mobile devices, and have any changes synced if the user is working offline, it also includes the ability to capture images to HP Flow CM Professional through cameras on smartphones and tablets. "This capability has really resonated well with a number of customers," said Weiss. "We've enhanced the capture capabilities of the camera with HP Labs' developed image enhancement technology that we call PageLift.

"PageLift provides some image processing that makes capturing a document with a mobile device a much more satisfactory experience than you get without it. It helps create a searchable PDF document that gets immediately integrated into the Flow CM repository. We've found this type of functionality really resonates with remote workers, like a field sales force that needs to capture documents away from the office."

Another key differentiating feature of Flow CM is

its 256-bit data encryption. "We found that a number of our customers were hungry for improved collaboration capabilities but that security was a concern," said Weiss. "With Flow CM, we have focused on delivering bank-grade security for the SMB. When we launched the product in March, we included 256-bit encryption on any documents or data that were in transit. We have now expanded that to include all data and documents at rest as well."

Even with all this security and administrative capability, Weiss said HP did not lose focus on the importance of ease of use. "IT organizations let it be known to us that they did not want to take on a tremendous training burden for end users," he said. "We created a special UI from the ground up for Flow CM to ensure that it was easy to use and deploy. We've received feedback that tasks like bringing on additional users or adding new groups are extremely easy to execute."

Weiss concluded that the Flow CM is aimed at users that want to improve their collaboration capabilities while maintaining compliance with their traditional IT policies. "We've heard from distributed organizations with a lot of branches and teleworkers, and from organizations that work with a lot of external agencies, partners and vendors, that they need collaboration tools to be more effective and productive," he said. "This desire for collaboration, however, when filled through consumer-based apps, is creating a lot of pain points for IT departments.

"A lot of the cloud-based collaboration solutions on the market today are implemented outside of standard IT policies. Right now, our core focus with Flow CM Professional is delivering to our customers an improved collaboration experience. Over time, we will add more functionality to provide additional controls and security that IT administrators are looking for."

HP going with the flow

HP Flow CM Professional is the latest in a series of products that have been launched around the "HP Flow" brand since last fall. This has also included a several MFPs with improved scanning capabilities designed to move HP deeper into the workflow and document management space.

HP Flow CM Professional is currently being marketed primarily through HP's partners in North America. "There is a free trial available that currently needs to be set up through a channel partner," said Weiss. "However, in the future we will enable end users to be able to start one themselves."

For more information: <http://bit.ly/HPFlowCM>

EFFICIENCY LEADERS, FROM PAGE 1

Leaders' definitely speaks to our initial success in areas like data capture, BPM, and BPA, but it also is broad enough that it can be used to cover other lines of business— to assist both organizations and consumers to be more efficient or obtain more efficient products /solutions in the future regardless of our chosen markets.”

Fisher estimated that Efficiency Leaders currently has 100 customers, most of which it has installed some sort of Kofax technology for. Geographically, its business has primarily come on the east coast of Australia, as well as New Zealand, where it has a branch office. It also recently opened an R&D and project delivery office in India.

Efficiency Leaders has implementations automating a variety of processes involving documents like time sheets, invoices, HR forms, sales orders, expense reports, mortgage applications, and order and inspection forms. It has even done some mailroom automation. “As you can tell, we try not to pinpoint our focus on just one type of application,” said Fisher. “We encourage our customers to create and maintain a long-term visionary approach to automation across an enterprise, rather than just focusing on a departmental level.

“Sure, we identify a pain point as a starting position, but it’s not our goal to build individual, siloed solutions. That said, we ensure that our customers get the most out of their existing investments in IT and business systems and as such, we can certainly work with whatever departmental solutions a user may already have in place and look to improve where appropriate.”

The variety of Efficiency Leaders' work can be seen in summaries of its three award-winning solutions from Transform:

1. **Best Leading Capture Use Case:** Done for an infrastructure services company called **Lend Lease**, this solution involves automating collection of data from weekly time sheets with handprint information coming from a remote work force.

2. **Best Financial Accounts Payable Use Case:** Done for a construction company called **Brickworks Limited**, this is an invoice automation solution that integrates Kofax Capture, KTM, SharePoint 2010, proprietary Efficiency Leaders' workflow, and a complex ERP system.

3. **Most Innovative Use of Technologies:** This is for the development of ELAP Cloud, an on-demand A/P solution, utilizing Kofax extraction technology and providing a cloud-based automation solution targeting organizations globally, regardless of location or volume requirements.

One interesting note is that all of Efficiency Leaders solutions carry the “ELAP” branding. “That stands for ‘Efficiency Leaders Automation Platform,’” explained Fisher. “The patented ELAP platform encompasses a wide range of technologies to deliver tailored outcomes to our customers, from data capture and validation projects through to complex BPM deployments. Our customers achieve their objectives through partnership with us which ultimately leads to long-term sustainable relationships. Basically, it involves whatever we need to do to solve a customer’s business challenge.”

Fisher himself had limited exposure to capture when he co-founded Efficiency Leaders. “I had approximately 10 years’ experience with some application-based capture, with very simple OCR/ICR technology,” he said. “Our other co-founder, Luke Shaw, however, had been working with Kofax products for close to 10 years. He introduced me to Kofax technology, and when I looked at the other current offerings in the market, I realized that we could certainly fulfill some demands.”

ELAP was conceived in late 2009 to help differentiate the company. “We didn’t just want to be another Ford dealer,” Fisher said. “Our goal is not just to resell Kofax, but to look to add value where the need arises. We ask a lot of questions like what if we do this with the technology, what kind of challenges will we have to deal with and how do we build on that?”

Specifically, Fisher mentioned being able to do things like integrate with a Web portal and being able to call processes using ELAP’s logic rather than having to store business logic for a customer in DLLs. “We’ve tried to take what is good about Kofax’s extraction technology and improve, enhance, and link it to the appropriate places in workflow, exception handling, and business processes,” he said. “Focusing on being innovative, rather than being competitive, is definitely a key driver for us and I personally believe that this is a major contributing factor to our success.”

Expansion through the cloud

To date, most of Efficiency Leaders' success has come from on-premise capture and BPA deployments. “We’ve enjoyed in excess of 100% growth year-over-year for the past 4-5 years,” said Fisher. “This includes selling software licenses, as well as professional services. Our growth has been entirely funded by our own efforts. Everything has gone back into the business to help us grow and expand our team. We’ve invested a lot of our profits in R&D to create our own innovative products to answer challenges the market has yet to meet.”

One of these products is the ELAP Cloud, which was launched this March. Deployed on Windows Azure, incorporating the Kofax Transformation Toolkit, the initial version is targeted at the invoice processing space. "Right now, anyone can go to ELAP Cloud, www.elapcloud.com, create an account, and within seconds be processing invoices into their back-end systems," said Fisher. "We think due to the nature, complexity and required investment of most current invoice processing systems, only about 5-10% of the market is being addressed. That includes only the upper echelon of companies that has the volume of invoices that justifies the financial investment currently required."

"As a result, we see a huge opportunity for ELAP Cloud to answer the processing challenges of all organizations, globally. We've set it up as a transactional, pay-as-you-go model. There are no long-term fixed contracts or commitments, however there are pricing tiers that provide discounts for higher volume purchases."

ELAP Cloud can validate data through techniques like automatically adding line items and checking against the total. Efficiency Leaders also recently introduced automatic matching of vendors, item codes, and line descriptions, as well as an approval workflow. "In our current deployments, we are seeing in excess of 80% field accuracy rates prior to user verification," said Fisher. "The application also has the ability to learn, so accuracy rates should increase with time. In addition to documents, ELAP Cloud also has the capability of processing EDI streams."

Efficiency Leaders has pre-built connectors to

several leading accounting systems from vendors like **Sage** and **Epicor**. "If a client wishes to integrate to a custom or more complex back-end system, we will be happy to accommodate them through professional services," Fisher said. "We also will continue to bring on a variety of back-end connectors over time."

ELAP Cloud is currently optimized to process invoices specifically from New Zealand, Australia, and the U.S., but Efficiency Leaders is working with resellers in other regions to help it move into those markets within the next 12 months.

And, like everything else that Efficiency Leaders does, ELAP Cloud is not limited to one specific area of practice. "The plan is to extend out the system to handle additional processes," said Fisher. "A natural place to start would be with some of the other processes we are already addressing in-house, like time sheets, expense claims all the way through to mailroom automation."

Fisher concluded that ELAP Cloud's flexibility and scalability could make it a perfect resource for BPOs. "Currently BPOs that want to take on a large customer have to do it through paying for increased keystrokes," he said. "With ELAP Cloud, they can stand up an environment in minutes to cater for whatever volume is required, and that type of up and down scalability, not to mention the accuracy and redundancy offered by ELAP Cloud, is unbeatable."

For more information:
<http://www.efficiencyleaders.com/>

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