

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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July 2, 2010

THIS JUST IN!

LASERFICHE, MICROSOFT COMPLETE DOD 5015.2 TESTING

Laserfiche has moved to the forefront of **Microsoft's** records management (RM) strategy. It was recently revealed that the Long Beach-based ISV has partnered with Microsoft to complete DoD 5015.2 compliance testing with the Joint Interoperability Test Command (JITC). Testing was completed on June 22, and 5015.2 certification is expected to be upcoming.

This is significant because, earlier this year, it was revealed that SharePoint 2010, although it includes vastly upgraded RM capabilities, does not have all the functionality required by the JITC for 5015.2 compliance. Microsoft downplayed the significance of this and said it would go to market with partners to meet the standard—which is required by most federal government agencies for RM implementations, as well as many state and local government entities [see *DIR* 5/7/10].

Laserfiche is slated to become the first partner to earn DoD5015.2 certification with SharePoint 2010. "Microsoft made an announcement to this effect at their RM3P [Records Management Preferred Partners Program] conference [held in June in Washington, DC]," said Andy Wang, Laserfiche's director, ECM strategy. "We were not even invited to this conference last year, but it's definitely the place to be if you want to play with Microsoft in the RM space."

Wang believes there is significant demand within the federal government for 5015.2-certified RM solutions that utilize SharePoint. "Many states also require the certification for RM, while at the local level, having 5015.2 certification serves as a badge of honor for

CONTINUED ON PAGE 8

AnyDoc Finds BPM Dance Partner

Signs OEM deal with Appian

AnyDoc has become the latest capture vendor to pair up with a BPM/workflow partner. The Tampa-based ISV has announced it will be developing and selling solutions combining its technology with that of **Appian**. Appian is a Reston, VA-based developer of BPM and portal software.

"We may be a bit later to the game, but we are working with a better BPM solution than any of our competitors," said Sam Schrage, president of AnyDoc. "Most of our competitors are working with, what I would describe as, document-centric workflows. In contrast, Appian's roots are around people and information.



Sam Schrage,
president, AnyDoc
Software

"Most of the workflow products linked with capture products need a document to launch a process. This restricts their capabilities. Appian's software can be used to monitor information and react to changes in that information—regardless of its format. Sure, that information could come in the form of an image, but it could also be an Office document or a change in a database."

Schrage indicated that invoice processing is one of the solutions being developed by AnyDoc. "That is an example of a more document-centric solution geared around routing and approval," he said. "We are looking at being able to process invoices that come in any format—fax, e-mail, or even data through an EDI transmission or from an Excel spreadsheet. We also want to be able to get vendors involved in the process."

Appian's roots are as a portal vendor, so, leveraging its technology to develop a portal that enables vendors to check on their invoices and resolve disputes would certainly be a natural. According to Malcolm Ross, Appian's director of product management, the company,

which was founded in 1999, introduced BPM technology in 2003. "Our portal technology is still in widespread use," said Ross. "For example, it's used in the Army Knowledge Online portal, which has 2.5 million users. However, as the portal market started to become commoditized, we started to focus more on BPM."

2009 saw Appian, which has 200 employees worldwide, report a 67% increase in revenue from software licenses. "Probably 40-45% of our revenue is generated through the U.S. federal government," said Ross. "Our technology is embedded in almost every government agency, including the DoD, the Justice Department, Health and Human Services, and the FDA."

The company also reports that 30% of its annual revenue comes from international sales. Big name customers include **UPS, Boeing, Raytheon, and Enterprise Rent-A-Car**. "Content is a big part of the processes we automate, as content often is what gets routed around," said Ross. "As a result, capture technology has been utilized in several of our applications."

"For example, our software is used by **AGF Trust** to process mortgage loans. To determine an applicant's eligibility, there is a certain amount of paperwork that has to be collected. Part of what our software does is make sure that paperwork has all been captured before the mortgage application advances to the review step."

"We also are connected with capture software as part of an invoice processing application at Enterprise. That one includes ingesting OCR/ICR information."

Ross noted that AnyDoc is the first officially recognized automated data capture partner Appian has had. "We signed a partnership with **Ricoh** earlier this year that will enable our software to be integrated with their MFPs through their java SDK, but that is more for document than data capture," he said. "The AnyDoc partnership will enable us to develop some deeper solutions around data capture. We were actually engaged with AnyDoc for about a year-and-a-half prior to making this announcement."

According to Schrage, one of the solutions will be around on-boarding employees in human resources departments. "That's not a document-centric solution," he said. "It's centered on the person being hired. There's no document needed to start that process, but there might be paper captured along that way."

AnyDoc and Appian are currently working with about a dozen accounts. "One or two were existing Appian customers, three were ours, and the rest are new to both of us," Schrage said. "We are training our whole team on Appian's software, and the plan is for us to handle our own sales and installations, unless it's a very large opportunity and/or an area that represents a new avenue. Appian is not currently reselling our software."

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Editor: Ralph Gammon
4003 Wood Street
Erie, PA 16509
PH (814) 866-2247
FX (412) 291-1352
ralphg@documentimagingreport.com

Managing Editor:

Rick Morgan
PH (814) 866-1146
rickm@scandcr.com

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Schrage concluded that the convergence of BPM and capture is a natural progression. "Once you get information off a document, something we are very good at, it makes sense to do something with it to help an organization become more efficient," he said. "We were looking for a BPM partner, did an analysis of who is out there, and Appian rose to the top of our list."

For more information:

<http://www.documentimagingreport.com/index.php?id=1916>;
<http://www.appian.com/>;
<http://www.anydocsoftware.com/>

EDITORIAL

Capture and BPM Markets Converging

The **AnyDoc** and **Appian** partnership is hardly the first partnership between a BPM and a capture vendor that we've covered in recent months. In fact, the trend of capture merging with BPM is becoming more and more prevalent. It used to be that capture vendors were considered perfect partners for ECM software developers, but, as FileNet realized early on in the game, it's not capturing and storing content that provides the fastest ROI—it's the ability to electronically manage the processes associated with that captured content that produces the payback.

I remember a conversation with FileNet founder Ted Smith, who told me that workflow was an integral part of FileNet's first installation [see *DIR* 3/2/01]—and that was back in the mid-1980s. In the mid-to-late 1990s [when I started with *DIR*], we saw the introduction of integrated document management [IDM] suites—which included a combination of imaging, electronic document management (EDM), workflow, and COLD/ERM (enterprise report management). Most of the ISVs who offer imaging also offer some form of document capture, but there continues to be a market for standalone capture software, traditionally integrated primarily with these IDM suites.

In the early 2000s, we saw a full-fledged convergence of the document and data capture markets, and, as IDM players added Web content management, some of them, like Documentum, picked up their own robust capture platforms. But, for the most part, capture continued to be developed by specialists, who branched into areas like IDR (intelligent document recognition) and automated document classification.

In the meantime, a healthy standalone BPM market

has emerged outside of the ECM space and, for various reasons, it seems that capture vendors are gravitating toward these BPM specialists. In the past nine months, we've seen a host of new partnerships including **Banctec** and **Palette** [see *DIR* 8/21/09], **ReadSoft** and **Hyland** [see *DIR* 10/2/09], **Brainware** and **Perceptive** [see *DIR* 10/2/09], **KnowledgeLake** and **Global 360** [see *DIR* 11/20/09], ReadSoft and **Altec** [see *DIR* 12/4/09], Brainware and **Oracle** [see *DIR* 12/4/09], Brainware and Hyland [see *DIR* 12/4/09], and now AnyDoc and Appian. This is not even mentioning **Kofax's** acquisition of BPM specialist 170 Systems [see *DIR* 9/18/09] and **IBM's** purchase of **Lombardi**.

From my view, it's probably **Microsoft's** threatened commoditization of the repository market with its *SharePoint* technology that is doing the most to drive these partnerships—as both capture and BPM vendors fill important holes in Microsoft's ECM platform. Then again, as capture and BPM/workflow have always provided two of the most obvious areas of ROI for imaging and document management implementations, it was probably destiny that the two technologies would converge—especially in down economic times when ROI is more important

TIMELINE OF CONVERGENCE

Following are some of the most significant events I've tracked in the convergence of the document capture and BPM markets:

- 2001:** eiStream acquires ViewStar, which becomes the basis for Global 360's BPM software [see *DIR* 5/4/01].
- 2003:** FileNet releases P8, its BPM-centric ECM platform [see *DIR* 1/24/03].
- 2005:** **EMC** acquires Captiva to complement the Documentum ECM business it acquired in 2003 [see *DIR* 10/24/03].
- 2005-2006:** ReadSoft acquires Conisit, an Oracle workflow development specialist.
- 2006:** EMC acquires ProActivity to boost Documentum's BPM capabilities.
- 2006:** IBM buys FileNet to pair with its content management business [see *DIR* 8/18/06].
- 2006:** ReadSoft acquires SAP workflow specialist Ebydos [see *DIR* 10/20/06].
- 2008:** Oracle acquires Captovation to pair with the Stellent/Optika content management suite it acquired in 2006 [see *DIR* 3/21/08].
- 2008:** **Open Text** acquires Captaris in order to pair Captaris' Document Technologies' capture software with the Optura workflow it acquired in 2005.
- 2009:** Kofax acquires BPM specialist 170 Systems to pair with its capture technology [see *DIR* 9/18/09].
- 2009:** **IBM** acquires **Lombardi**, a pure-play BPM specialist.

than ever. Regardless of the reason, I certainly expect this trend to continue. I look for plenty more integration between capture and workflow in the upcoming months, as well as a continued blurring of the lines between capture, ECM, and BPM.

SAP To Resell EMC-Based Solutions

Capture and workflow technology targets financial services & insurance market

SAP has signed an agreement to resell a series of new solutions based on three components of **EMC's** ECM portfolio integrated with its ERP applications. The announcement was made at SAP's SAPHIRE customer event held in May. The first of the series of five initially planned products, for Insurance Broker Statement Processing, is due to be released in the third quarter of this year.

"We signed the agreement at the beginning of the year, but we thought SAPHIRE was the perfect place to make the announcement," said Whitney Tidmarsh, EMC's Chief Marketing Officer for its Information Intelligence Group. "That's because, we wanted to wait until the first solution was almost ready for the market. Also, these solutions are paramount to the SAP customer base that attends SAPHIRE.

The initial products covered by the reseller agreement will be focused on the financial services and insurance spaces. "SAP has a history of success, and a large install base, in those markets," said Tidmarsh. "This is a worldwide partnership, and the products will be sold through SAP's insurance- and financial services-focused sales force. SAP employees have been undergoing training since the first quarter."

According to Tidmarsh, the plan is for all the products to include elements of EMC's capture, workflow, and document output technology. "Our Captiva software fills a strategic gap in SAP's portfolio," said Tidmarsh. "It can instantly make paper documents available to many people and help move paper processes online. And, we all know there is tremendous amount of paper associated with financial services and insurance."

The workflow component is based on EMC's xCelerated Composition Platform (xCP) case management technology. "Our virtual folder management capabilities were important to SAP," said Tidmarsh. "When managing processes like loan applications or insurance claims, there is often a set

of information that needs to be assembled before you can move to a step like risk assessment or approval. The xCP technology can be used to monitor folders and automate advancement to the next step in a workflow when an information stack is complete. It can also do things like send alarms when pieces are still missing after a set period of time. There are multiple rules that can be set up around the folders."

The output component is based on the xPression technology EMC acquired with Document Sciences.



*Whitney Tidmarsh,
CMO, Information
Intelligence Group,
EMC*

"That technology is all about tailoring communication in a meaningful way between a service provider and its customers," said Tidmarsh. "Banks and insurance companies both have a lot of correspondence that goes to their customer bases.

"A lot of this correspondence comes on form letters like statements. Based on a customer profile and his or her status with the bank, xPression could be used to create a personalized offer included with a statement, for a particular type of credit card or loan. xPression enables communication to be tailored in a personalized way."

Tip of the iceberg

The initial EMC-based solution that SAP will be offering is focused on reducing the manual effort associated with "the insurance broker reconciliation process." According to a press release, "By providing digital capture of broker documents, e-mails and faxes into the reconciliation process, insurance brokers can increase their productivity and reduce the cost of errors and manual workarounds."

A mortgage loan processing solution is also in the works. "Both companies view this partnership as an opportunity to increase revenue by addressing the needs of the financial services and insurance industries," said Tidmarsh. "The partnership was driven by an assessment of strategic opportunities. SAP is investing more in the financial services market, and it wanted more pre-packaged solutions it could offer.

"We think we have some unique technology, especially in the area of enterprise capture, that **Open Text** [which has historically been EMC's go-to partner for ECM technology] doesn't have."

Tidmarsh noted that this represents the first reseller agreement between EMC and SAP. "It's a significant

and groundbreaking agreement,” she said. “The five planned product releases will begin shortly and span through the middle of 2011. That is the first stage of the partnership, but there is certainly room to grown.

“And while we expect to gain traction and have success in the insurance and financial services markets, the partnership is not limited to those areas. We hope to eventually have a widespread penetration into other areas of SAP as well.

For more information:

<http://www.sap.com/press.epx?PressID=13272>;

<http://www.emc.com/products/detail/software/documentum-xcp.htm>;

<http://www.docscience.com/products/xpression.htm>.

Lexmark Promises Laissez Faire Approach to Software

Recently acquired Perceptive Software will operate as standalone entity

With the copier and printer market suffering a tough year in 2009, **Lexmark** felt it was time to further diversify its business. That was the main driver behind the May announcement that the \$4 billion hardware vendor would be acquiring document imaging software specialist **Perceptive Software** for \$280 million. Perceptive represents Lexmark’s first venture into software not designed specifically to support its hardware.

“The strategy behind our acquisition of Perceptive is one of growth,” explained Kevin Goffinet, VP and GM, Global SMB sales at Lexmark—a Lexington, KY-based IBM spin-off that manufactures laser and inkjet printers, copiers, and MFPs. “Projections say the hardware market is not expected to grow much. We see ECM software as a high growth opportunity that we wanted to participate in.”

Perceptive is a Shawnee, Kansas-based ISV known for its success in accounts payable and other back-office applications, as well as the higher education and healthcare verticals. Its fiscal 2009 [ended June 30, 2009] revenue was reported at \$84 million, a 22% increase over 2008. Perceptive has primarily sold direct, with 90% of its sales coming in the U.S.

“We’ve been in this business for a long-time, and, with a CAGR of around 40% for the past several years, we’ve managed to grow faster than the market,” said Cary DeCamp, EVP of marketing and communications at Perceptive. “We’re very confident that with Lexmark’s infrastructure and expertise, we will be able to accelerate our growth

even faster, otherwise we would not have agreed to the acquisition.”

Software remains separate

Ever since the acquisition has been announced, Lexmark has made it clear that Perceptive will continue to operate as a standalone business under the Lexmark umbrella. This point was reiterated by Goffinet. “We’ve increased our strategic flexibility, but Perceptive will operate as a standalone entity,” he said. “Previous to the acquisition, we already employed hundreds of software developers worldwide. But, they have been focused on drivers and tools in areas like managed print services that are centered on our hardware.”

One of the primary synergies cited for the acquisition is that, while only 10% of Perceptive’s revenue currently comes from sales outside the U.S., Lexmark does a whopping 60% of its sales internationally—possibly creating new opportunities for sales of Perceptive’s ImageNow software. However, while there apparently will be some attempt to leverage Lexmark’s large-account focused sales team, Goffinet indicated that the Perceptive sales force will remain separate.

“While we’re still working out the details of our sales structure going forward, we do not plan to leverage too many existing Lexmark salespeople to sell ImageNow,” Goffinet told *DIR*. “Yes, we’ve spent years building a large account sales teams, but its focus is on selling hardware and supplies. That’s quite a bit different from selling software solutions. If there is a need to increase our software sales footprint, we will likely hire externally.”

At the same time, DeCamp noted that Perceptive is excited about being able to leverage some of Lexmark’s resources. “We can definitely benefit from Lexmark’s infrastructure,” he told *DIR*. “For example, while we have been advancing across Europe, you could compare it to doing it with a couple of Jeeps and a Humvee. Now, it will be like having a whole army behind us.

“In addition, we will take advantage of Lexmark’s management experience and leverage its back office systems. That all said, Lexmark’s recognition that our software business is different from its traditional business, and that Perceptive can focus on growing as a standalone software entity, is key. We all know about some of the challenges large hardware companies have faced when they’ve bought small software businesses. We’ve observed what has gone on historically and will try and avoid the pitfalls.”

Product development plans

Prior to the acquisition, there was no relationship

between Lexmark and Perceptive. Lexmark offers a basic document management system called DocMP that can be run on its eSF (embedded solutions framework), which was introduced into its MFPs in 2006. Lexmark also has an eSF SDK that can be used to integrate third-party applications with its MFPs.

“We’ve had a play on the front- and back-ends of ECM implementations, utilizing our MFPs as digital on- and off-ramps,” said Lexmark’s Goffinet. “We have some capture software and can integrate our devices with ECM applications through multiple avenues—either on the device through eSF or through a server-based implementation. We’ve written integrations into ECM software from vendors like Hyland, Documentum, and FileNet, and ISVs and partners have written their own integrations utilizing our tools.

“What we’ve been missing, and the key for us to be able to offer the end-to-end solutions our customers want, is our own ECM solution. Quite honestly, that’s where the most value is.”

Goffinet added that Lexmark will continue to make its eSF toolkit available and also to work with capture and ECM ISVs. “It’s important that, going forward, both sides of our business remain product agnostic and focus on customer needs,” he said. “When we go into a large account on the hardware side, and there is an ECM application already in use, we will continue to offer integration with it. On the Perceptive side, they are going to continue to go into sites where products from many hardware vendors are installed, and they will continue to integrate with them.”

According to Darren Knipp, the CTO at Perceptive, the integration between Perceptive’s ImageNow software and eSF is currently being perfected. “eSF has a very rich SDK, and we are in lockstep with Lexmark’s development team,” he said. “We will continue to make improvements and, in time, enable searching our repositories right from the Lexmark devices.”

Knipp indicated that Perceptive also has the ability to integrate with other vendors’ ECM software should it already be installed at one of Lexmark’s “large accounts.” “Even if a large enterprise has an ECM system, it’s typically not utilized broadly throughout the enterprise,” he said. “Typically, our

software will go into an HR or A/P department, because it’s so easy to get up and running and utilize. If there is a legacy ECM software being used as a system of record, we can integrate with it through Web services or a standard like CMIS.”

Knipp added that Perceptive made several improvements in the recently released ImageNow, version 6.5. These include improved e-forms and workflow capabilities, as well as a new retention policy manager. “The retention manager is one of several steps we have taken toward earning DoD

5015.2 certification,” Knipp said. “There are a few more things we need to add, and we are working on earning international certifications as well.

“In addition, we continue to work on translating our product

into more local languages. Our Unicode development efforts continue with a goal towards translating our product to run in Chinese, Japanese, and other Asian languages.”

Some final thoughts

DeCamp concluded our conversation by going over the points he feels will continue to differentiate Perceptive from its competition. “We focus on transactional content in business processes,” he said. “We also offer a fairly unique approach to integrating with line of business applications. Almost all our customers take advantage of ImageNow’s patented LearnMode for non-programmatic integration with Windows desktop applications.

“Also, there is a lot of talk in our market about the ability to scale. Unlike some of our competitors, we offer the option of scaling down, as well as up. Typically, our software is initially installed in one defined area of an organization like A/P or HR and grows out from there.

“In addition, we continue to leverage our domain expertise in targeted markets, like higher education, where we have more than 400 installations, and healthcare, where we have 300-400 customers. Finally, unlike many of our competitors, we have an entirely organically developed product set, not something that has been put together through acquisitions. This creates a consistent user experience.”

Goffinet concluded that the Perceptive acquisition was a natural step in Lexmark’s evolution. “Our current focus is on managed print services and

“It’s important that, going forward, both sides of our business remain product agnostic and focus on customer needs.”

– Kevin Goffinet, Lexmark

offering solutions that revolve around paper—both on the input and output sides,” he said. “For that reason, ECM was a natural place for us to extend.”

For more information:

<http://www.perceptivesoftware.com/>;

<http://tinyurl.com/LexImagenow>

Omtool Strategically Aligned with PBMS

Pitney Bowes Management Services (PBMS) has announced an upgraded reseller agreement with **Omtool**, a developer of document capture and fax server software. PBMS is the \$1.2 billion outsourcing arm of Pitney Bowes, Inc. It focuses on mailroom and document services for large, Global 1000 organizations.

The Omtool software will be handled under the managed print services (MPS) group within PBMS. “Omtool’s software gives us the ability to scan-enable devices in our distributed fleets of MFPs,” said Stephen Cole, global product director of print services for PBMS. “It provides us with a distributed capture tool to complement the other products and services we offer in conjunction with our hardware devices. We also have offerings in areas like cost accounting and print management.”

PBMS has already worked with Omtool for a number of years and has installed its technology at several sites. “We wanted to formalize the relationship and show a commitment to our customer base,” said Cole. “We have similar relationships with vendors like **Equitrac**, **Copittrak**, and **nQueue Billback**, in the cost recovery space. Omtool is the first distributed capture partner we’ve signed to a strategic reseller agreement.

“We felt the timing was right, as we continue to expand our presence in records management and document processing. The formalized alliance enables us to make sure the Omtool solution is marketed and packaged to its best advantage. As part of the program, Omtool will have more opportunities for joint marketing, branding, and access to services like our help desk support.”

Cole stressed that the Omtool partnership is not an exclusive agreement. “We are not OEMing the product,” he said. “One of our big advantages as a systems integrator is that we are not tied to a particular product or platform. We have a toolbox that contains a number of products in each class of assets. We look at a client’s requirements and use that toolbox to put together the best system for that client.”

PBMS will continue to work with capture vendors like **eCopy** and **IPRO**, the latter of which it often utilizes for batch capture implementations. “We are not looking to push any software because it’s tied to a particular hardware product,” Cole said. “That said, we will often take advantage of the document capture technology that comes with a hardware device.

“Omtool comes into play once a customer gets beyond simple requirements like scan-to-e-mail or scanning to a network folder. It’s a good fit when the requirements call for capturing into a document repository. That repository can be Hummingbird or Documentum, or something else. But the requirements often call for a third-party tool that can work in conjunction with MFPs and index and deposit documents in a repository.”

Cole added that one of Omtool’s strengths is its ability to work with any vendor’s hardware. “Omtool is one of the few distributed capture systems that is device agnostic,” said Cole. “It works with any device in our portfolio, which includes products from vendors like **HP**, **Lexmark**, **Canon**, and **Sharp**. Granted, it’s more tightly integrated with devices that have a platform for developing solutions that can run within the hardware, but at a minimum, it can pick up files from any device that can scan to a network folder.

“Plus, Omtool offers routing capabilities to many of the ECM systems being run by our Global 1000 customer base. Omtool’s fax server capabilities can also be utilized. So, in addition to being used at distributed sites for capture, Omtool can be installed in the fax rooms at some of our on-site managed print and mail centers.”

Cole said he comes from a legal market background within PBMS, and that Omtool already has a good presence there. “Legal, financial services, and insurance are three of our biggest markets when it comes to distributed capture, because they have a lot of document processes,” he said. “In addition, we have customers in the public

QAI RESELLING INFINIVALT

Systems integrator **Quality Associates, Inc.** has signed on as a reseller of **ProStor Systems’** InfiniVault. The InfiniVault is a magnetic storage system that can be used for document archiving. It functions somewhat similarly to the optical jukeboxes that historically were popular in document imaging applications. It offers WORM capabilities and features a combination of on-line, near-line, and off-line storage. It utilizes off-the-shelf RDX disks.

<http://www.prostorsystems.com/data-storage/prostor-infinivault>

sector, higher education, life sciences, and energy markets. We are looking to increase our penetration of managed print services in all our markets.”

For more information: <http://www.omtool.com/>;
<http://www.pbmanagementservices.com/>;
<http://www.documentimagingreport.com/index.php?id=1914>

LASERFICHE, FROM PAGE 1

the vendor,” said Wang. “Even in the private sector, it shows a commitment to meeting a standard.”

Laserfiche has had DoD 5015 certification for its own software since 2003. Historically, **Computer Associates (CA)** has been Microsoft’s primary RM partner for SharePoint implementations, and CA is the only Microsoft partner with a current certification that combines its software with SharePoint 2007. However, last month, it was announced that **Autonomy** intends to acquire the CA Technologies Information Governance business, which includes CA Records Manager, the product certified with SharePoint.

“Ever since Microsoft acquired Fast [a search software developer], it has considered itself competitive with Autonomy,” said Wang. “So, the Autonomy acquisition is going to hurt the relationship with Microsoft. **Open Text** [which has a testing date scheduled with the JITC on Sept. 7] will probably become one of our biggest competitors in the SharePoint RM space.”

Shanghai sales office opens

When I talked with Wang, he had recently

returned from helping celebrate the grand opening of Laserfiche Shanghai, a sales office in China.

Laserfiche’s presence in Shanghai dates back to 2004. “China has very strict licensing requirements, and our original charter was only for an R&D facility,” Wang told *DIR*. “We were celebrating our expansion to become a full-fledged sales and professional services operation.”



Andy Wang,
*director, ECM
 strategy, Laserfiche.*

Wang said Laserfiche has fairly aggressive growth plans for the APAC market. “We currently are approaching a total of 30 employees in Shanghai,” he said. “But, we’ve rented a facility designed to accommodate our growth over the next six years, when we expect to add 10 to 20 people per year.”

Laserfiche’s Shanghai team will focus on sales in China, Hong Kong, and Singapore. “We partner with **Ricoh** APAC to handle the rest of the region,” said Wang.

Wang said Laserfiche has localized its software in 11 different languages, including both Chinese traditional and simplified. “There are other American companies marketing products in China, but, partly because the Chinese government promotes nationalism so heavily, local products also have a sizeable presence.”

For more information: <http://jitic.fhu.disa.mil/recmgt/>;
<http://tinyurl.com/LFShanghai>

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