

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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July 8, 2011

THIS JUST IN!

BANCTEC RAMPING UP EOB OUTSOURCING EFFORTS

Over the last few years, the transition from paper to electronic medical records (EMR) has received a lot of attention. Transitioning to EMR, however, does not eliminate the massive amounts of paper used in healthcare organizations. According to the business management journal *McKinsey Quarterly*, (as quoted in a **BancTec** white paper) more than half the transactions that take place in the U.S. healthcare industry are paper-based.

This includes processing explanation of benefit (EOB) forms, which basically explain to healthcare providers what has been paid by insurance companies. "Federal government incentives related to EMR have certainly increased visibility around the effort to bring more efficiency to the healthcare industry," said Arvella Hill, a healthcare business analyst for BancTec. "There has been a lot of talk about utilizing EMR to improve patient care. And, while healthcare organizations have to provide good patient care, they also have to get their payments posted and turned into usable income to keep their operations running."

According to Arvella, paper EOBs present multiple obstacles to most healthcare organizations. "The major challenge is linking the information on the paper to the information in patient billing systems," she said. "Basically, if one part of a process is automated [like linking data from electronic EOBs to billing systems], but something else [paper EOBs] related to the same process is not, you have a broken system."

BancTec, which has offered hardware and software around payment and transaction

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Imaging Remains Strong Focus for Iron Mountain

Iron Mountain is out of the software business, but not the document conversion services market. That is basically the net result of the recent sale of "selected key assets" of its digital division, including "archiving, eDiscovery and online backup," to **Autonomy** for \$380 million. According to Chris Churchill, VP of document management solutions, the document storage giant's efforts around document capture services remain stronger than ever.

"I don't think we communicated very effectively what our strategy was coming out of the sale," Churchill acknowledged to *DIR*. "The typical reaction by the media and many customers was 'Iron Mountain is getting out of the digital business.' That is very far from the truth.



Chris Churchill, VP of document management solutions, Iron Mountain

"We sold Autonomy a very calculated set of assets. This consisted of software for which we owned the intellectual property. Basically, we decided that it was a losing proposition to try and compete with the likes of **IBM, Oracle, Microsoft, Google, and Apple** in the software market. We were spending tens of millions on product development, but they were spending hundreds of millions.

"Our focus going forward is to continue to offer best-in-class software as a service (SaaS) [or as part of a service], but we will license it from third-party vendors. This has always been the case with document capture and management, for example, where we have licensed **Kofax** capture for our scanning needs and have a hosted repository based on IBM's Content Manager. One advantage to this third-party strategy is that if a better software application comes along than the one we are using, we can switch to it."

Anticipating the Cloud

According to Churchill, Iron Mountain's decision to

enter the software business had to do with the vision of Chairman and CEO Richard Reese. "He was really ahead of his time in seeing the market moving toward cloud-based applications," said Churchill. "To fulfill this vision, Iron Mountain purchased best-in-class software and made it available as a set of hosted services."

Iron Mountain's hosted offerings included system and PC back-up, e-mail archiving, and litigation review. "When we bought software products, most of them were in **Gartner's** upper right-hand quadrants in their respective markets," said Churchill. "However, recently, our products had begun to slip. The financial investments we would have had to make to restore them to their former market positions were too great to justify given the size of our digital business."

It was pressure from some of Iron Mountain's largest institutional investors that directly precipitated the sale to Autonomy, but Churchill feels the outcome was inevitable. "Eventually, I think the board would have made the decision on its own to go down the same path," he said. "Of course, because the area I'm in charge of is digitally driven, I felt some angst as we went through the whole process. But, really there was never any question that we were going to keep our imaging and hosted archive services."

A breadth of digital document services

When we spoke at the AIIM show this spring, Churchill told us Iron Mountain had in the last year "at least doubled" the volume of paper documents it was scanning. Almost all of Iron Mountain's paper storage facilities are equipped with some kind of scanning equipment and somewhere around 20 are set up to handle higher-volume production jobs.

"Document capture continues to be a growth area," Churchill said. "But, we won't buy any software. Instead of hiring software developers, we will focus on systems integrators that can help us develop the best services utilizing third-party tools."

The document imaging services offered by Iron Mountain are concentrated in two areas. "We offer basic capture and archival storage, as well as more complex services that include application-specific workflows," Churchill said. "There is some crossover of markets into both areas."

On the basic capture and archival side, Iron Mountain offers cross-industry services in areas like human resources and accounts payable (A/P). It also offers industry specific services related to mortgages, insurance documents and pharmaceutical lab notebooks and work orders. "That is currently the core of our document management services business," said Churchill. "We are seeing a lot of customer interest in those areas, and we are at the point where we can recommend best practices that covers both physical and electronic documents and records."

Churchill noted that Iron Mountain still typically charges separately for physical storage and digital services. "We are

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DIR is the leading executive report on managing documents for e-business.

Areas we cover include:

1. Document Capture
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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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exploring a hybrid pricing model, but customer feedback has been in favor of unbundled pricing,” he said. “Their alternative is typically utilizing multiple vendors, so a hybrid pricing model makes it hard for customers to do apples-to-apples comparisons. I think that as the industry matures and integrated solutions become more the norm, there will be a greater acceptance of hybrid pricing.”

Advanced capture and workflow

At AIIM 2010, Iron Mountain introduced one of its first advanced capture and document management services—in the area of e-discovery. Iron Mountain offers a package that includes document capture and takes customers all the way through to the point where images are ready to be loaded into a review system. Steps in between can include adding bibliographic information and subjective coding, unitization of documents (which determines page breaks and beginnings and ends of documents) and Bates numbering and stamping.

Prior to the sale of its Stratify litigation review platform to Autonomy, it was Iron Mountain’s preferred review platform. “In some ways, not being connected with Stratify opens up the market for us,” said Churchill. “**Concordance**, for example, is a competitor with Stratify, and we are now more readily able to partner with them.”

Iron Mountain also has a fairly advanced practice digitizing healthcare records, which we featured in *DIR* last year [see *DIR* 7/16/10]. “There is a lot of opportunity around digitizing paper records and marrying them up with EMR (electronic medical records) systems,” Churchill said.

Currently in the development stage at Iron Mountain is an invoice processing service that involves extracting data from paper invoices and hosting an exception processing workflow. “We’ll offer everything from setting up a post office box to receive paper invoices to feeding extracted data into an A/P application,” said Churchill. “The plan is to charge by volume and target the mid-market, which we feel is somewhat underserved.

“Organizations like **Capgemini** and IBM offer fairly comprehensive A/P outsourcing,” he said. “We won’t go that far. We want to help our customers reduce labor, but we expect them to retain employees for functions like approval and exception management. It’s just that they’ll be using our tools to perform those functions.”

IBM Content Manager will not be the document management platform utilized in Iron Mountain’s new A/P solution. “Part of the reason the mid-market

has been underserved is that there is such a large number of A/P systems being used,” he said. “With Content Manager, we’d have to develop an interface for each one of those systems. Some of the newer, multi-tenanted, cloud-based document management platforms make it much simpler to integrate with other applications.”

Churchill noted that Iron Mountain is also considering alternative ECM applications to address e-mail archiving. “The e-mail archiving platform we sold to Autonomy was based on proprietary technology we had developed,” he said. “We are looking at ECM platforms that can possibly handle a broader set of assets than what IBM Content Manager is optimized for.”

More in the hopper

Helping lead Iron Mountain’s development efforts around document management is former **ACS** CIO Tasos Tsolakis. “It’s not our plan to go as deep into outsourcing as ACS does,” Churchill said. “But, some of the industry experience Tasos and the people he brought over with him have is invaluable. Iron Mountain has been offering serious imaging services for five years. Tasos and some of his team bring more than 20 years of experience.”

In addition to A/P, Iron Mountain is developing services around insurance and mortgage documents. “In insurance, we are zeroing in on the lifecycle of documents related to both policies and claims, all the way from their initiation, through their approval, through their ingestion into other systems and archiving. We also want to manage any trailing documents.

“In the mortgage market, we’ve always archived loan documents. We’re now looking to move upstream to the day loans are being written, and manage them through the whole process, including their issuance, payment, and transfer. We are basically targeting paper intensive areas where we can add value by maintaining custody of documents throughout their lifecycle.”

Churchill said that while Iron Mountain will not acquire any software vendors to help flesh out its service offerings, adding a services-centric organization is certainly a possibility. “An acquisition could be a way to accelerate our growth in a particular market,” he said.

The Iron Mountain advantage

While Churchill’s discussion focused mostly on the U.S. market, he added that Iron Mountain is pursuing imaging services throughout the world. “Different geographical markets have different solutions being tested,” he said. “But the core of our

business is integrating digital and physical document services in a single package and offering higher, solutions-type functionality around those documents.

“Part of our advantage is our worldwide footprint. We have an A/P solution for a global pharmaceutical company, for example, that is spread out across 20 countries. We see similar global opportunities in areas like HR and time and expense.”

Churchill concluded that Iron Mountain will focus on areas where it can differentiate itself from other document service providers. “We play a lot in the mailroom, for example, but in specific solutions in areas like A/P,” he said. “We’re not going to come in and run your mailroom like **Pitney Bowes**. I tell our salespeople not to chase opportunities if we can’t differentiate ourselves through our services in areas like managing chain of custody and physical records, in addition to our digital services.”

For more information:

<http://www.ironmountain.com/documents/management/document-management-solutions.html>
<http://documentimagingreport.blogspot.com/2011/05/autonomy-acquires-iron-mountain-digital.html>

Reseller Hershey Places its Bets on SharePoint

SharePoint 2010 is really starting to affect the document imaging landscape as we know it. No, it has not been the seismic disruption that many people have predicted, but gradually, it seems more end users are turning to **Microsoft’s** would-be ECM platform to fill their document imaging needs. For the second time in a month, we spoke at length with a systems integrator that is transitioning from a traditional document imaging practice to one much more focused on SharePoint solutions.

Hershey Technologies was probably a natural to be one of the first document imaging resellers to go all in the SharePoint game. A few years ago, Hershey leveraged Microsoft’s Windows Workflow Foundation engine to create a workflow server for its own XenDocs Web-based document imaging and management system. Recently, Hershey announced it was sunsetting XenDocs, as well as dropping the **EMC** ApplicationXtender product line in favor of focusing on SharePoint-centric solutions.

“We’ve been a Microsoft Golf Certified Partner for almost three years now,” said Neal Fischer, CEO and founder of Hershey. “When SharePoint 2010 came out, we saw that it was markedly improved from previous versions,” he said. “At that point, we

registered to become a **KnowledgeLake** partner and kicked-off a practice focusing on SharePoint. It was our vision that the combination of our Microsoft and ECM development skill sets could transition into a formidable SharePoint practice. Also, we are now positioned to participate in the market around Microsoft’s fastest growing server product.”

Hershey has eight certified SharePoint specialists. In the last year it has grown its SharePoint services practice from zero to a half-million dollars. “We are probably engaged in close to 20 SharePoint projects, and SharePoint now accounts for more than 10% of our services revenue,” said Fischer. “It also helps drag along software sales for functionality like capture, viewing, meta data search, and BPM.”

Fischer said EMC unwittingly helped with Hershey’s decision to stop selling ApplicationXtender. “With SharePoint 2010, we can certainly do equal or better than what we could with ApplicationXtender,” he said. “EMC was starting to pressure ApplicationXtender users to transition to their Documentum product line. Well, guess what? Documentum is more expensive and it’s not a seamless transition.

“Basically, EMC is putting a lot of sales and marketing effort into Documentum and not so much into AX. Users were finding the roadmap for AX was not so clear anymore.”

Fischer said several factors played into Hershey’s decision to go all in with SharePoint rather than go with another traditional document imaging software product. “First of all, Microsoft Enterprise Agreements promote enterprise licensing of SharePoint, which, in turn, promotes use of Microsoft partners to deploy SharePoint,” he said. “We actually have three projects under way where we are leveraging SharePoint Foundation (for which there is no cost) to meet ECM requirements. We’ve seen cases where customers are looking at SharePoint as a way to save hundreds of thousands of dollars per year in maintenance costs associated with traditional ECM applications.”

But, Fischer added that interest in leveraging SharePoint for ECM is not all about saving money. “Our hourly rates for SharePoint work are higher than the engagement rates we charged for AX,” he said. “In addition to services charges, we have a portfolio of add-on SharePoint Web parts and applications that have software licensing costs and maintenance annuities associated with them. So, deployment costs for utilizing SharePoint for ECM can be equal or higher than those related to traditional document imaging systems.

“However, what many smaller, boutique-type imaging applications like AX don’t do nearly as well as SharePoint is scale. You often run into problems with various modules when you try to expand traditional imaging systems into multiple departments. You can quickly start accumulating additional user, administration, training, and support costs, because you basically end up deploying multiple architectures.

“Ever since SharePoint 2010 introduced improved BLOB storage, we’ve seen that it scales really well. SharePoint offers an enterprise architecture that can be used in multiple applications. For example, it offers records management functionality at the enterprise level. Even in multiple applications, all a user’s records can be managed with the same set of rules. Try doing that with a lot of traditional document imaging systems.”

Collaborating with partners

SharePoint’s versatility has been somewhat of a double-edge sword when it comes to document imaging applications. Microsoft, in fact, basically advertises SharePoint as a collaboration platform. Hershey works with several ISVs including **Kofax**, **AvePoint**, **Vizit**, and **Nintex** to fill in some of the ECM functionality missing in SharePoint out of the box.

Conversely, Hershey has found success in new areas because of its SharePoint skills. “Our strategy is focused on deploying SharePoint for ECM applications,” said Fischer. “But, once you get into an organization, you’ll often start finding other opportunities. For example, we’ve been able to leverage our experience with Microsoft InfoPath to build an e-forms application on SharePoint.”

That said, Hershey also works with multiple partners in the SharePoint space and will call on them when a customer is asking for something outside of their expertise. “There are other SharePoint-focused organizations that specialize in areas like Intranets, search, and business intelligence,” Fischer said. “Conversely, we expect them to bring us in when their customers have needs in imaging and records management.

“There is a real sense of community around SharePoint. We’ve attended some of these SharePoint Saturday events and there have been hundreds of people there. Have you ever seen that type of interest for a traditional ECM product on an off day?

Fischer noted that Hershey also teams with traditional document imaging systems specialists who need help with SharePoint related services.

“We’ve also developed a good relationship with **HP Services**, which is the IT outsourcing provider for the **County of San Diego**,” he said. “When a workflow or case management requirement comes up that is categorized as ‘out of scope’ for HP, we’ll be brought in to build it on the county’s SharePoint platform.”

Hershey also drums up interest in its SharePoint services through traditional document imaging marketing avenues like trade shows focused on accounts payable, and contract and records management. “We are trying to position ourselves geographically as the primary experts for SharePoint ECM in Southern California,” he said.

Talking the talk

Once Hershey secures a lead, it has a variety of clearly defined price engagement options it can present a customer. Hershey offers several “Quick Start,” plans in the areas like needs analysis, farm installation, document management, and workflow. One thing DIR noted about the literature for these plans is that it uses a lot of terms like “site columns,” “document libraries,” “security groups,” and “content organizer,” that speak more to SharePoint users than to traditional document imaging users.

A few months ago, we were talking with SharePoint for ECM consultant Chris Riley, then of **ShareSquared**, and he thought part of the reason SharePoint wasn’t being adopted more rapidly for imaging applications was because of a chasm in communication between SharePoint people and people with traditional ECM backgrounds. “SharePoint actually has a lot of the functionality that traditional ECM systems can do,” he insisted. “But, because it’s described differently, a lot of ECM people don’t realize the capabilities are there.”

Fischer concluded by telling us that the make-up of Hershey is changing as it evolves into more of a services-focused organization and less of a software reseller. “As you move more deeply into services, time and project management skills become more important,” he said. “We’ve had to bring in some experienced project managers who really understand how to meet milestones and set customer expectations.

“We currently have eight people trained on SharePoint and plan to keep adding. Some of those people worked with us on previous document management product lines, but others are new. We’ve also had to let some people go who didn’t adjust to the changing market landscape.

“SharePoint 2010 is just in its infancy. As people start to understand what it can do and additional

Web parts continue to get created around it, we think its potential for use in ECM applications is only going to increase.”

For more information:

<http://www.hersheytech.com/SharePoint.aspx>

Perceptive Software Moving Upstream

When **Lexmark** paid \$280 million to acquire \$90 million ISV **Perceptive Software** last year [see *DIR* 7/2/10], there was no question the \$4 billion printer and MFP specialist planned to aggressively grow the mid-market focused imaging ISV. One target area is Perceptive’s international business, which historically has accounted for less than 10% of the company’s revenue. In March, we detailed Perceptive’s efforts in that area [see *DIR* 3/18/11].

As part of the international ramp-up, Cary DeCamp, a Perceptive co-founder who had overseen North American marketing, transitioned his focus to Perceptive’s global expansion. That opened the door for Perceptive to bring in Glenn Cross as its new VP of marketing. Cross’ roots in our industry run deep, as he was at one time the director of marketing at Macrosoft, a Detroit-area ISV that was acquired by the German document management specialist **SER** in the late 1990s.

Cross moved on to positions with larger ISVs **Symantec**, **Open Text**, and **CA** before landing squarely back in our industry through his appointment with Perceptive last month. Coming from these larger companies, he brings an informed perspective about where the market is heading and where Perceptive fits in. “Basically, at Perceptive, although we have our own document repository, we don’t care where content lives,” he told *DIR*. “Our focus is taking content and putting it into context.

“Perceptive understands how people use content and the processes they use it in. Our software operates between content repositories and applications in areas like ERP, HR, and marketing. We serve up content, and try to anticipate what content is needed in processes related to those applications.”

It’s Cross’ view that software titans like **Microsoft** will dominate the repository business in the future. “We’ll let the big guys fight over the content silos,” he said. “If we were to start our business today, I think we’d probably just leverage the SharePoint repository. At the end of the day, we want to

enhance what SharePoint does, not compete with it.

“SharePoint has a lot of features that traditional ECM software does. But, even Microsoft will agree that it’s not a transactional content management system. SharePoint can’t handle the high volume of documents related to processes like human resources or financial services. Managing these back-end processes is our strong suit.

“We bolt on strongly to SharePoint, and if users need our repository as part of their process management, then by all means, we’ll provide it. But, we absolutely see the advantage of integrating with SharePoint to help users take advantage of the collaboration benefits of their Microsoft investment.”

Perceptive, in fact, recently published a brief, to-the-point, white paper discussing five areas of synergy between its ImageNow software and SharePoint. Perceptive encourages use of ImageNow for document capture and process management and SharePoint for collaboration and Web-based access to documents. This is basically in line with *DIR*’s message that intelligent document capture (IDR) and BPM are the two hottest areas of growth for our industry going forward.

On the IDR front, Perceptive has a partnership with **Brainware**, which coincidentally, was part of SER when SER bought Cross’ former employer. “IDR has certainly come a long way, and I think intelligent ECM is the next big trend,” Cross said. “To draw a parallel, before IDR, we couldn’t automate capture and most document classification and data entry was done manually. I think for ECM to become more intelligent, we need to start predicting and anticipating what documents and information users are going to need.”

Interestingly, this concept of more intelligent “access to content” was mentioned in an article we did last week on **M-Files** and its decision to launch a SaaS practice on the Windows Azure platform [see *DIR* 6/24/11]. “About four months ago, Perceptive created a whole new business unit focused on the cloud,” Cross added. “But, we are just starting to ramp that up and work out the details.”

North America growth strategies

In addition to hot points like SharePoint and the cloud, Cross discussed Perceptive’s plans for driving North American growth. They include leveraging Lexmark’s footprint and increasing channel sales. “The Lexmark acquisition has not changed Perceptive’s business fundamentally,” said Cross. “Basically, Perceptive continues to operate independently as a software division of Lexmark.

“What the acquisition has done is enable Perceptive to become part of a larger organization to help fuel its development and growth. Conversely, Perceptive is helping Lexmark transform from a hardware vendor into a true technology company.”

According to Cross, Lexmark’s footprint has enabled Perceptive to get into some larger accounts and new markets that it didn’t previously have access to. “Lexmark has some relationships with large enterprise-level accounts that Perceptive could not penetrate on its own,” he said. “In addition, while Perceptive has done very well in vertical markets like healthcare and education, Lexmark’s presence in retail and financial services has proven to be a nice entry point. Basically, Lexmark has enabled Perceptive to get into new markets and realize significant revenue from them faster than it could have on its own.”

As far as channel goes, Perceptive, which has historically sold primarily direct, is looking for both VAR and OEM partners. “For us, establishing a VAR channel is more about selecting the right resellers, not having a ton of them,” Cross said. “We may end up with only a handful of VARs, partly because we want to minimize conflict with our direct team.

“We are also looking for OEM partners that want to add imaging and process management to line of business applications. This might be an ISV that specializes in facilities management software, for example.”

Cross concluded that from a marketing perspective, it’s his ultimate goal to increase the percentage of engagements that Perceptive turns into software sales. “I think we’ve done a good job letting people know about Perceptive,” he said. “But, we need to do a better job explaining what we can do for them in the context of their businesses.”

For more information:

<http://www.perceptivesoftware.com/>
<http://tinyurl.com/DIRPerceiveSP>

BANCTEC EOB, FROM PAGE 1

processing for many years, is now moving more heavily into the BPO (business process outsourcing) space [see *DIR* 3/4/11]. One vertical market it is targeting is healthcare, with EOB processing a major focus within that market. “Basically, we can convert data on paper EOBs into an ANSI-standard 835 format that can be understood by patient billing systems,” said Arvella. “BancTec can either accept scanned images from the healthcare providers or ask providers to have insurers send their paper

EOBs directly to us, and we’ll scan it. Either way, we’ll extract all the data, compile it into usable information, and format it as an 835 that can be posted to a back-end system.”

Once the EOB data is posted, the healthcare provider can begin checking to make sure their claims have been paid to their satisfaction. “We also offer tools like a Web portal that enables our clients to access original EOBs, as well as claims and payment data.” said Arvella. “To create this portal, we ask for a duplicate of all the claims our customers send out. We can also use this information, as well as information from patient records, to backfill data that might be missing on a paper EOB. Some paper EOBs actually don’t contain enough information to create a proper 835.”



Arvella Hill, healthcare business analyst, BancTec

Arvella said BancTec is currently working with more than 25 healthcare organizations on a combination of EOB, claims, and medical records capture. “We continue to see an increasing amount of interest in backfile conversion of patient records,” she said. “We scan and index records and can then marry the data with almost any EMR system. It simplifies the process for an end user if they have one provider to handle all their paper capture needs.”

For EOBs, BancTec’s pricing model is based on volume. “We also do work on the healthcare payer (insurance) side converting paper claims, including CMS-1500 and UB-04 forms, to the ANSI 837 format, which is the standard on that side,” said Arvella. “In our operations, we continue to take advantages of improvements in the application of OCR to minimize human intervention as much as possible and keep costs down.”

Chuck Corbin, VP, healthcare industry solutions, concluded by saying that healthcare is an important growth market for Dallas-based BancTec. “Across the board, we are continuing to look at ways to move up the value chain with our clients,” he said. “We do not view our current offering as the end of what we are going to offer to healthcare providers.”

For more information:

<http://www.banctec.com/business-process-outsourcing/healthcare-remittance-automation/>
<http://www.banctec.com/business-needs/healthcare-remittance-automation/>
<http://www.documentimagingreport.com/index.php?id=2066>
<http://tinyurl.com/BancTecWhitePaperHC>

AnyDoc Focused on Driving Channel Sales

Fresh off a stint with a leading document imaging system reseller, Tom Hoffman should be more than ready for his new role with **AnyDoc Software**. Hoffman was recently named AnyDoc's business development manager for the northeast U.S. region. Hoffman, who spent the last three years with **Document Conversion Associates (DCA)**, should actually be doubly ready for the new job, as it's pretty much the same one he held for two years previous to joining DCA.

"Basically, my role with AnyDoc is to help its channel find, groom, and close business," said Hoffman. "The reseller channel is vital to helping AnyDoc win the battle in today's market. And, it's my job to make sure that channel is in love with us."

Hoffman laid out some of his strategy for engaging AnyDoc more tightly with its channel. "I'm definitely going to be doing a lot of traveling and face-to-face meetings," he said. "If I need to go on-site to meet with a customer along with a reseller to close a deal, I'm certainly open to doing that. We also need to work to bring qualified leads to our partners. And we need to make sure they are familiar with our latest and greatest technology and have the tools, and can do the demos, they need to succeed with their customers."

Hoffman said that AnyDoc's intelligent document recognition (IDR) and capture workflow technology has matured to the point where it is more channel ready than when it was first introduced. "Even

though we've been selling invoice processing solutions for awhile, I think there are a wealth of sales still to be made around A/P and A/R," said Hoffman. "It's just a matter of getting our resellers to spend more time on these areas and a little less on traditional document processing.

"We are absolutely the best at traditional capture and can close deals in that space. But to really grow, our resellers need to take our Infiniworx and AnyApp technology and build repeatable solutions on top of it. I think that IDR technology is definitely more mature and people understand it better than they did a couple years ago. There is still work that needs to be done to configure it, but end users now have a better idea of what to do with document classification and data extraction and how to do things like combine data streams captured from paper with their EDI data streams."

Hoffman concluded that he is not looking to add a new slew of resellers to AnyDoc's channel. "Like any organization that sells through the channel, we live by the 80/20 rule, and I believe the strength of our most productive 20% of VARs is off-the-charts good," he said. "Yes, we're always looking to add resellers to add strength in certain geographies or around specific applications, but my focus is going to be helping those resellers who are committed to our product, to really drive more sales."

For more information:
<http://tinyurl.com/AnyDocHoffman>

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