Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

August 10, 2012

SPENCER REPORTS STRONG CAPTURE SALES

Buoyed by a strong North American market and increasing use of MFPs for scanning, the worldwide document capture market grew by 13% in 2011 to reach $2.5 billion. These are the figures recently released by **Harvey Spencer Associates**. Principal Harvey Spencer will expound on these numbers and other topics at the annual HSA Capture Conference scheduled for Sept. 5-6, in Long Island, NY.

"Overall, growth was a little stronger than I had anticipated," said Spencer. "Geographically, North America was the strongest region with 19% growth. I also think capture from MFPs is driving a lot of business, which I'd be worried about if I were a scanner vendor."

Related to MFPs, Spencer reported the "ad hoc transaction" segment as the fastest growing of his four segments—at 25%. He divides the market into ad hoc and batch categories, as well as transaction (data-centric) and image capture (archive-centric). Ad hoc transaction includes a lot of the much discussed mobile capture technology, but Spencer said actual sales in that specific area were minimal in 2011.

Batch transaction capture, which includes traditional forms processing as well as IDR, made up the biggest slice of the pie among Spencer's four segments. It accounted for 40% of the total market and showed 10% growth in 2011. **Kofax**, which is the overall market leader, is a leading player in batch transaction, as are **EMC**, **ReadSoft**, and **Open Text**, which also rank in the overall top five. **Nuance**, which plays primarily in the ad hoc segments, ranked second behind Kofax in total software sales. (Spencer ranks vendors based on the prices end users are paying for software, so companies

Crowdsourcing Brings Twist to Data Entry Market

"Crowdsourcing" is becoming a popular buzzword in the digital economy. It basically involves employing home computer operators for tasks like designing products, developing ad campaigns, fundraising, and data entry. But, the idea of crowdsourcing is really not new in our industry.

Over the years, we've written about solutions from ISVs like **virtualsolutions** and **Orbograph** that employ many crowdsourcing concepts. Basically, these organizations develop software that enables home computer users to securely enter data from imaged forms [*see DIR 4/6/07 and 11/20/09*]. *DIR* recently caught up with virtualsolutions to discuss some new developments in its technology, which are driving its continued growth.

As should be expected, driven by the current buzz around crowdsourcing, there are also new players utilizing a home-based workforce for data entry. **Captricity** is one such organization, and it recently won the "Best Technology" category at the March LAUNCH Festival for start-ups. Captricity has a Web-based application for data capture from forms.

Let me start out by saying that both Captricity and virtualsolutions consider themselves ISVs with software that has image processing, security, and data management capabilities that enable them to utilize home computer operators. Neither one advertises itself as a straight crowdsourcing player. But, it is interesting how two companies with such dissimilar backgrounds have come up with similar solutions—even if they are currently targeting different markets.

virtualsolutions expands scope

We've profiled virtualsolutions before. Based near Harrisburg, PA (in Camp Hill), the **Pennsylvania Dept. of Revenue** is one of its largest customers. In fact, its primary customer base is state revenue departments. Its vcapture software is attractive to this market because of its security—which includes breaking down images into snippets that can show individual fields, or even pieces

of fields (such as half a social security number); this way keyers aren't able to put data in any context that could possibly lead to fraud or theft. virtualsolutions also has a network of U.S.-based keyers whose geographical location is important to many government organizations.

"We try to handle pretty much every tax form," said Don Mackenzie, EVP and general manager for virtualsolutions. "This includes personal and corporate, sales, labor and industry, 1099s, the various schedules, etc. Recently, we introduced support for W-2s."

Even though virtualsolutions relies on double-blind key entry, it still needs to set up templates for its forms. Because keyers aren't getting data in any context, they can't be relied on to identify the field type. "Our software has to understand what type of data is being keyed from each snippet," said Mackenzie.

Because of its reliance on templates, virtualsolutions has historically not been able to process semi-structured forms such as W-2s. "There's a movement among government tax agencies to close the gap between the information they are getting from e-filings and the data they are getting from paper forms," said Mackenzie. "There's a pretty big reduction in the number of paper filings every year [according to the IRS, in 2010, there were 99 million people (70% of all taxpayers), that used the U.S. government's e-file service for their taxes]. But, there are still a significant number of paper filings.

"With e-filing, all the data is already in an electronic format, so it's fairly simple to transfer it into a back-end system. With paper filings, especially those including W-2s, many tax agencies find they aren't capturing the same level of detailed information.

"When it comes to applying automated captured, the problem with W-2s is that [like invoices], although they all contain basically the same information, organizations that issue them print them almost any way they want. But, there are some patterns they typically follow. On W-2s, vcapture now has the ability to look for boxes and then for patterns and connections between the boxes."

According to Mackenzie, state revenue agencies will typically begin working with virtualsolutions on a single type of form and expand from there. "Indiana, for example, is now using vcapture on more than 100 different forms,'' he said. "The PA Department of Revenue is essentially utilizing our software to act as a service bureau for other state agencies."

Mackenzie stressed that virtualsolutions specializes in data, and not document, capture. For document capture, the company typically partners with ISVs like **J&B**, **Fairfax**, **EMC Captiva**, **Scan-Optics**, **Kofax**, or **IBM**. "Exceptions are typically managed through our partners' software," he said. "Exceptions could be caused by poor image quality, or vcapture not having a high enough confidence level in identifying a field. That said, last year, when we introduced a

desktop version of vcapture, we put in some workflow and exception handling, because we couldn't expect the smaller volume customers we were targeting to have their own advanced document capture."

Targeting service bureaus

For expansion beyond state revenue departments, virtualsolutions has begun more aggressively targeting service bureaus. Because service bureaus don't necessarily face geographical restraints regarding key entry personnel, virtualsolutions can offer them less expensive international keying options. "Everybody who keys for us is an independent contractor," said Mackenzie. "But, the rates we can pay our international contractors can be less than half what we pay U.S.-based keyers. We can pass those savings along to the service bureaus."

Virtualsolutions' work on capturing data from W-2 forms dovetailed into the ability to capture data from other types of unstructured forms. "We can now handle a much wider range of forms," Mackenzie said. "Historically, we have been held back because we were so focused on structured forms. Now, a service bureau can basically tell us what they are looking for, and we can capture it.

"This could be invoice header data such as name, date, and total, or it could be indexing information appearing in the right hand corner of the first page of a multi-page document. Because the data on many documents is not as sensitive as that on tax forms, we can also send out larger snippets. For the indexing application, for example, we can include the upper third of the page to make sure the needed data is included. For everybody's system, using a partial page is still usually better than making a full page available for key entry."

Mackenzie said virtualsolutions can save service bureaus the effort of having to create elaborate templates for each different type of job. "Template creation can really slow them down, and service bureaus typically want to move through jobs as quickly as possible," he said. "vcapture also provides them with more control than if they are sending images overseas for keying. With many overseas services, you upload your images and then wait for the results to come back. With vcapture, service bureaus can track every step in the process.

"Our typical window for turning around a job is 24-48 hours, although work will be sent to our customers as soon as it's done. Basically, it will arrive as it's completed. The initial data may be returned in a couple hours with a steady flow after that."

> ## "Our goal is to utilize best of breed technology for each type of data entry and decrease the amount of human keying we are doing in favor of machine learning."
>
> ## — Kuang Chen, co-founder, Captricity

Mackenzie indicated that virtualsolutions' business with service bureaus has started to accelerate over the past quarter.

Start-up launches cloud-based app

While virtualsolutions is an established business with some history in document imaging, Captricity is a start-up with roots in a PhD project on "data-centric approaches to increase the efficiency of low-resource organizations, so they can better serve their disadvantaged clients."

Co-founder Kuang Chen did some of his graduate studies in sub-Sahara Africa, where he learned about the challenges to capturing data from paper forms in the third world. "I'm a database guy, and my goal was to come up with a database application to help organizations in the third world that were struggling to provide services," he told *DIR*. "I didn't know exactly what I was going to do, but I convinced my professor to let me go to Africa. He gave me permission as long as I could find funding, which I received through some fellowships, as well as from Yahoo! and another organization.

"I was doing a study on how to make data entry more efficient, when I observed a clerk in Uganda bent over a low-powered computer running off a solar panel typing information into a medical records system. The typing patterns he was using reminded me of coding. And this is where I got the idea to do something to make data entry more efficient."

Chen cautioned that when he began work on what was then known as "Shreddr: pipelined paper digitization for low-resource organizations," he didn't know anything about document imaging or recognition technology. "For better or worse," he said. (If you wish to read more on the evolution of Captricity, Chen's research papers are available through his bio link on the Captricity Web site.)

Chen completed his work as a student at UC Berkley in 2011 and this year helped launch Captricity. Captricity is a Web-based service for capturing data from forms. For a cost of $.20 per page, a user can upload imaged document images,

create templates, and have their data returned in a CSV format.

Captricity offers a 25-page free trial and *DIR* gave it a go with some images sent to us by our friend Brad Paxton at **ADI** in Rochester. The forms ADI sent included hand-print and check-box data.

The template was easy to set up utilizing a blank form. It basically involved key-entering each question and then drawing boxes around the areas where the answer appears. For multiple choice questions, each option needs to be key-entered into the template. There is also a redaction option, as well as a feature for capturing tables.

"We wanted to make it super easy," said Chen. "We didn't want there to be any coding."

Captricity points users toward instructional videos during the set up. There is also a graphical on-line manual. "We see our service as a Web experience and want to make it as self-serve as possible," said Chen. "Think of Survey Monkey. Users don't need to hire anyone for set-up; they should be able to accomplish it themselves."

Once a template is created and a user's completed forms are uploaded, the magic begins. Captricity's technology is a combination of automated OMR/ICR for check box fields and numeric data and advanced key entry techniques for everything else. Like virtualsolutions, Captricity breaks images into snippets before making them available to keyers.

"Say we have 1,000 instances of a document, we will take a representative sampling of 30 to 50 instances of each field," said Chen. "We will then ask three human keyers to enter the answer. When we get an answer on which all three agree, we call that our gold standard, and we'll use that to train a computer vision-based classification algorithm. This algorithm enables us to make predictions at a very high level of accuracy.

"With check boxes, it's almost a done deal, but we still pass them on to a human worker for verification. Using these techniques, we achieve accuracy rates of 99.8%."

For printed letters, hand or machine, Captricity uses double-blind key entry plus reconciliation processes. "Data is being checked up to five times," Chen said. "We also run checks on our keyers," he said. "If they come up with too many wrong answers, they'll be removed from the pool."

Chen said that approximately 60% of Captricity's keyers are based in India, with the other 40% in the U.S. "Most of them, especially in the U.S., work from home," he said.

Captricity is looking into utilizing OCR for machine-print recognition. "We are not a pure crowdsourcing operation and are certainly not trying to duplicate what **Amazon** does with its Mechanical Turk," said Chen. "Our goal is to utilize best of breed technology for each type of data entry and decrease the amount of human keying we are doing in favor of machine learning."

Captricity offers turnaround time of "about a day," even for "large amounts of data." *DIR's* 25-page job was completed in about an hour. Results are displayed in a table and can be exported as a CSV or Google Spreadsheets file. Data can be checked by clicking on the values in the table. This conjures up the snippet from which the data was extracted, as well as a box for corrections. Full-page images can also be reviewed.

According to Chen, in its first three and a half months as an on-line service, Captricity had approximately 1,000 people sign up. "A good portion of those have turned into customers," he said. "Right now, we're still trying to figure out the best way to tackle the market."

Captricity has chosen to keep its pricing model simple. "We charge per page, because we felt it would have been a nightmare to try and explain field- and keystroke-based models," Chen said.

Captricity advertises several hypothetical use cases on its Web site. Its lists applications in markets like healthcare administration, education, survey research, and international development. In keeping with Captricity's roots, one of the featured users written about on the Captricity blog is collecting survey results from farmers in Ghana who are being queried about the results of a program to help them get fair prices for their crops.

To complement its retail cloud offering, Captricity has released an API that enables other ISV to tap into its technology. "We already have about five companies interested," said Chen. "They are all start-ups. One is doing health and safety investigations and is looking at our technology for capturing safety reports.

"Our partners can set up templates specific to their applications and their customers can upload images from their apps. Behind the scenes the images can be transferred to our cloud where data will be extracted. The data can then be transferred into our partners' software.

"Because of our cloud architecture and pool of key-entry personnel, our system has the elasticity to meet rapidly changing volume demands. If a partner suddenly has a request for capturing data from one million documents, we can spin up enough computer nodes to handle it and scale back down when the demand is over."

Captricity recently launched a developers' chatroom to support its ISV partners.

Investors interested

Captricity may be a small start-up, but it's utilization of hot technologies like the cloud and crowdsourcing, and its location in the Silicon Valley area, have combined to give it some serious clout with investors. After an initial round of approximately $1 million, which included an investment by **Kapor Capital** (named after partner Mitch Kapor, designer of Lotus 1-2-3), Chen said he was literally choosing between investors after the award at the LAUNCH Festival.

"We were competing against a bunch of social media-type companies, trying to ride the Facebook wave," said Chen. "One of the columnists covering the event called our technology, 'boring,' which wasn't exactly what we wanted to hear ['snorefest' was the exact term used by CNET's Rafe Needleman, who, in fairness, also added, 'The service looks like it's designed well and it takes a big pain point for a lot of businesses and just reduces the pain.']"

Tweeted entrepreneur Matt Tagg from the LAUNCH conference, "Captricity solves a real enterprise need: Capturing paper forms intelligently, with little human intervention."

Capture options proliferate

Yes, the intelligent capture of paper forms remains a real need for many organizations, if not the most exciting one. This theme first emerged in the early 2000s after the e-commerce boom went bust and people began to realize that paper transactions weren't going to disappear overnight. Apparently, it still plays today, even as we are overwhelmed by a mobile computing revolution.

I remember a few years back, Datacap founder Scott Blau (now with **IBM**) and Chris Thompson of Recognition Research used to insist their biggest competition wasn't other data capture software vendors. They said it was offshore keying operations. In recent years, as IDR (intelligent document recognition) technology has improved, there has been talk that automated recognition has evolved to the point where it is clearly more efficient than offshore outsourcing. However,

companies like virtualsolutions and Captricity throw more variables in the equation by combining emerging technologies with key entry.

The bottom line is that there are a lot of great options for making data entry from paper forms more efficient than ever before. And it's great to see a start-up like Captricity generate investor interest in the data capture market by really coming at it with an, if not totally new, at least a revised approach that leverages hot trends like the cloud and crowdsourcing.

Yes, e-forms will continue to replace paper as younger generations enter the working world. But, paper will continue to exist as a least common denominator for collecting data. And having convenient and easy-to-use options for capturing data from that paper will only help extend its life—MFP vendors please take note!

For more information:
http://www.virtualsolutions.com/; http://captricity.com/; http://captricity.com/blog/

Visioneer Continues to Move Forward

Visioneer recently made a couple significant moves to ensure that its business continues to run smoothly for the near future at least. First, the Pleasanton, CA-based scanner vendor announced two significant executive promotions. That was followed up by news that it had extended its trademark licensing agreement with **Xerox** for another five years.

The promotions include VP of marketing John Capurso being named the new president and COO. Also, Jim Tamo was promoted from VP of distribution sales to VP of worldwide distribution and international sales. "We are constantly looking for ways to better align our executive management team to support our vision and growth needs," said Larry Smart, Visioneer's president and CEO, in a press release.

In addition to marketing, Capurso (who has been with Visioneer since 2003) now has the sales and engineering departments reporting to him. "Larry has been really doing two jobs for the past four years [since Murray Dennis left in 2008, see *DIR* 5/16/08]," said Capurso. "This gets Larry back down to a reasonable workload. He is still serving as owner, chairman, and CEO, with the financial, IT, and HR departments all reporting to him.

"Visioneer is not huge, and in a company our size, you basically do what needs to get done. So, in my role as VP of marketing, I was already doing a number of other things. This included working with sales and engineering in areas like product development and defining messaging. I've also had experience with intellectual property, so I've worked with our attorneys and CFO in that area. I've been one of the central people involved in the Xerox relationship— including contract negotiations and expanding our marketing programs and moving into new product lines.

"Basically, there have been a lot of things I've participated in over the years, so the new position is not really a huge change from what I've been doing."

Tamo has added distribution of Visioneer products outside North America to his role. This includes working with Xerox. "Xerox is our most important partner relationship," stressed Capurso. "And like any major account, it touches our company in a number of places.

"[CTO] Jon Harju maintains any technology transfers [SVP of sales] Bob Scaglia is responsible for working with Xerox's people in the field in organizations like ACS and Global Imaging Systems. I do work on the business and contract relationship. When you have a partner that is such a large part of your business [Capurso would only say that Xerox accounts for a "significant amount" of sales for Visioneer], there is never a single point person. You need multiple points, as you could never funnel that much activity through a single person. But, like any group, we get together and make sure we have a clear strategy."

Visioneer first announced a brand-licensing agreement with Xerox 10 years ago [see *DIR* 9/5/03]. The original agreement was for 3 ½ years. "Our partnership has certainly grown in its scope over the years," said Capurso. "The original goals were more modest and our product line was smaller. Our geography was limited to North America and Europe.

"Over the years, as we have demonstrated new products and solid growth, as well as reliability and customer support, and also a balance with the rest of the Xerox product line, it made sense to grow the relationship. While we started in workgroup scanners, we now have products that scan up to 100 ppm. We've expanded into multiple geographies, including Latin America and Eastern Europe. We

John Capurso, president & COO, Visioneer.

are now Xerox's largest and most successful licensing partner."

Capurso stressed that the trademark licensing agreement, which Visioneer uses to manufacture, market, and distribute Xerox-branded scanners, is the jewel of the partnership. "That gives us the right to develop products that say 'Xerox,'" said Capurso. "Several Xerox sales channels worldwide sell our products, but that's managed separately through our sales, delivery, and support staff.

"We've really hit a rhythm in developing products that fit well with the rest of the Xerox product line. Xerox has printers, copiers, and MFPs that have scanner options, but there's really no conflict with our dedicated document scanners. That's exactly what you want in a partner, someone who has no overlap."

For more information:
www.xeroxscanners.com;
http://www.documentimagingreport.com/index.php?id=2316;
http://www.documentimagingreport.com/index.php?id=2320

Square 9 Introduces RESTful API

With the latest version of SmartSearch, **Square 9 Softworks** has attempted to prepare its software ready for the next generation of content management solutions. SmartSearch 3.3, which was released last month, includes a new infrastructure built on a RESTful (REpresentational State Transfer) API. This new framework should improve performance as well as the interoperability of SmartSearch going forward.

"The RESTful back-end is the framework on which SmartSearch is built," explained Stephen Young, president and CEO of Square 9. "It's responsible for the communication among the various elements of the product, which includes viewing, workflow, and OCR, etc. It also manages communication with external applications through protocols like HTTP."

SmartSearch was originally developed with a service-oriented architecture (SOA), using a simple object access protocol (SOAP). "When we launched SmartSearch in 2005, SOAP was considered state of the art," said Young. "As a result, we felt we were bringing cutting edge features and performance to the market."

The roots for Square 9's decision to move to a RESTful API lie in an app it developed for **Apple's** iOS. "We debuted our iPad app last year at the ITEX

show [*see DIR 4/22/11*]," noted Young. "While we were working on it, we quickly realized that iOS does not lend itself very well to SOAP. So, we started running a subset of RESTful Web services just to interface with iOS.

"When using these RESTful Web services, we saw some significant performance improvements. For example, I remember dragging and dropping a 50 MB image file in the SOAP environment, and we'd be sitting there watching the process bar spinning. With the RESTful framework, that file could be moved in under six seconds. We started doing more with RESTful, and that's really where our R&D focus went last year."

Young said that the RESTful framework enables Web-based deployments to act much more like traditional desktop and client/server applications. "Compared to SOAP, we've seen a reduction in payloads and roundtrips to the server of 50-70%," said Young.

In addition to improving performance, Young said the RESTful API will enable better integration of SmartSearch with future IT environments. "We've all worked with products that have continued to be deployed long past the period their framework was originally designed for," he said. "It gets to the point where the product becomes increasingly difficult to support because the technology around it has changed so much. Then development starts to slow down because you're trying to retrofit new technology to an old platform."

Hybrid environments in demand

Historically, the Web client for SmartSearch has been called Web XChange. With SmartSearch 3.3, the Web client is known as GlobalSearch. It is being made available for free to anyone paying maintenance on Web XChange. "We felt the new name denotes the extensibility of the new Web client, especially when coupled with the RESTful

API," Young said. (Young indicated that leveraging these technologies, Square 9 will likely make a SaaS offering available within the next year.)

SmartSearch will also continue to offer a thick, desktop client, which utilizes the same back-end as GlobalSearch. "We could have chosen to develop separate Web and desktop products, as we've seen some of our competitors do," said Young. "But, if you do that, you typically end up with a Web-based product that doesn't contain the same set of functionality as your client/server product. This forces your customer base to choose between the two.

We think it is important to offer both interfaces within the same framework, because many customers want to work in a hybrid environment— like *DIR* discussed in its article about Cabinet NG (which was recently renamed **Cabinet**, see story below) [*see DIR 5/18/12*]. A Web-based interface certainly provides broader access, but many times, a customer might have five users in accounting that need a client/server environment to do all the scanning and coding they need to get done. That said, our goal is to close the gap between the client/server and browser interfaces."

GlobalSearch's Web interface can be added to SmartSearch for as little as $1,500.

Young concluded that Square 9 is already doing plenty of replacements of competitive products on which architecture was not kept current. "After five to seven years, many organizations consider a software application to be a sunk cost," he said. "This often gives them budget to invest in something new. With SmartSearch 3.3, we think we've positioned SmartSearch to remain relevant for the next 10 years."

For more information:
http://www.documentimagingreport.com/index.php?id=2313;
http://www.square-9.com/news/july2012

INDUSTRY BRIEFS
DocuWare Launches SaaS
DocuWare has launched DocuWare Online, a SaaS version of its popular document management software platform. The new offering is the result of a development effort that began more than two years ago [*see DIR 2/5/10*]. Pricing models are based on the number of documents being stored—with the number of users unlimited. A 30-day free trial is available.

http://www.documentimagingreport.com/index.php?id=2326

TIS Has Strong Q2
Top Image Systems (TIS) announced another

strong quarter, reporting $8 million in revenue for the three months ended June 30. This represented 14% growth over Q1 2011 and brought TIS to $15.7 million in revenue through the first half of 2012. It was also TIS' 14th consecutive profitable quarter and brought its cash in the bank to $4.5 million with no debt.

Commented CEO Ido Schechter in a press release, "We continued to implement our growth strategy through strong up-sales to digital mailroom, extended services to customers and numerous proof-of-concept design to new prospects in the banking sector, and important new partnerships signed with technology vendors and BPOs, as well as with mobile application providers. Regarding mobile, we have several opportunities in the pipeline, both for mobile banking and for mobile non-banking business."

Kofax finishes fiscal year strong

Kofax also pre-announced its year-end 2012 (ended June 30) results. The Irvine, CA-based capture and BPM ISV said final 2012 revenue will be $261-263 million with EBITA of $40.2. On a conference Call, CEO Reynolds Bish commented, "We met or exceeded all of our expectations for the fourth quarter."

Kofax will report its detailed annual financials on Sept. 3. (Yes, that's Labor Day in the U.S., but Kofax still trades on the London Stock Exchange.)

To keep up with industry news as it occurs, please visit our blog: http://documentimagingreport.blogspot.com/ and follow us on Twitter @DIREditor

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like Kofax and Nuance, which work through multiple channels, have sales that are higher than reported in their financial statements.)

Spencer has projected a CAGR of 11% through 2016, which should bring the market to $4.2 billion. This is 2.5% lower than the five-year CAGR he projected at this time last year. Spencer cites concern about the "macroeconomic effects of a slowdown in the world economy" as influencing his projection.

Spencer will cover all this during his talk, "The State of the Document Capture Market 2012–2016," on Thurs., Sept. 6, at the HSA Capture Conference. *DIR* Editor Ralph Gammon will also present his annual predictions for the market. Other speakers include Dr. Arif Esa, the solution manager for business finance software at **SAP**, who will discuss, "Designing Applications to Win in the "New Normal;" and Mark Hakime, the lead architect for **TD Bank's** Digital Platform, who will discuss, "The Potential That Mobile and Improved Pattern Understanding Can bring to Improve Business Processes."

As always, the Capture Conference should be a great networking event with somewhere around 100 of the top movers and shakers in the document capture software industry attending. The event will once again be held at the stately Glen Cove Mansion. For more information, contact Erin Dempsey at (910) 483-0638 or erin.dempsey@hsassocs.com. ; http://hsassocs.com/

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