Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

August 23, 2013

DIGITECH REFRESHES PAPERFLOW CAPTURE

Some products are too good to be put to rest. Think Coca-Cola Classic, which was brought back by popular demand. PaperFlow has experienced a similar renaissance, as **Digitech Systems** has released a new version of the batch capture software application more than four years after it was seemingly being phased out in favor of company's PaperVision Capture line.

"There are still tens of thousands of PaperFlow users out there," stressed Sean Morris, director of sales at Digitech, when talking about the software product the helped launch the company back in the mid- to late 1990s. "The product was never discontinued and we never stopped supporting it.

"But in 2008-2009, we developed a more advanced, higher-end capture product with some distributed capabilities. And while PaperVision Capture has been successful, especially at service bureaus with a national footprint and multiple locations, we received feedback from a lot of customers that they liked the ease of use of PaperFlow. We heard that, and we went back to work and rewrote PaperFlow on a .NET platform. In addition, we have added a number of capabilities."

One new feature is a Job Set Up Wizard that walks users through a step-by-step process to help them configure functionality such as page breaks using bar codes and zonal OCR. "Our Wizard is fairly groundbreaking in comparison to a number of competitive products," said Morris. "Literally, if you hover your curser over a step, a window will pop up explaining how to implement that step. Inside of five minutes, we think most users should be up and scanning on

HSA Looks at Where Capture is Headed

The document capture software market grew 8.2% in 2012, according to the latest numbers released by industry analyst group **Harvey Spencer Associates** (HSA). This brought worldwide revenue (estimated in prices paid by end users) to $2.7 billion, up from $2.5 billion in 2011. The growth, however, was slower than HSA had originally projected and significantly slower than the 13% growth HSA reported for 2011.

"Sales really slowed down in the second half of 2012," explained Harvey Spencer, principal at HSA. "There were some deferrals of big orders during that time frame, on top of that the economy in Western Europe slowed down. Also, I think government expenditure, especially in the U.S. market, started to tail off. In the long term, I expect more governments worldwide to transition to subscription sales."

Harvey Spencer, principal, HSA

Spencer noted that in 2012, he did not see any significant decline in software capital expenditure due to a transition to subscriptions, but he expects the effects of that transition to begin to show up this year. HSA is modest in its growth projections for 2013, predicting a single-digit revenue jump, similar to 2012's final growth rate.

As usual, Spencer released his numbers in advance of HSA's annual Capture Conference, which is being held Sept. 11-12 at the Glen Cove Mansion on Long Island. It's the ninth such event, and somewhere around 100 industry experts, insiders, and generally good people are expected to be on hand. Spencer will elaborate on HSA's numbers and be joined by a number of other interesting and cutting edge speakers. This year's topics include big data platforms and applications (*InformationWeek*), semantic understanding (**Nuance**), over reliance on BPM (**TD Bank**), and the Dodd Frank Act (**Kaitlin Hassett Associates**).

DIR Editor Ralph Gammon will once again present his predictions and review last year's prognostications. When we spoke with Spencer earlier this week, he said the conference was filling up, but there were still some spots available.

New market segmentation

As usual, Spencer's presentation will include more details on HSA's numbers, including a breakdown of revenue into four market segments. In 2012, the renamed on-demand (formerly ad hoc) transaction segment (think automated data capture utilizing MFPs for scanning) had the fastest growth rate at 22.7% to reach nearly $500 million. In contrast, the batch image segment grew only 6%, down 10 percentage points from a year earlier, while the on-demand image capture segment showed just 1.2% growth.

"The transaction segments are obviously growing faster than the image capture segments," said Spencer. "I expect that to continue as the need for more information increases, along with the desire of users to better understand their content."

This year Spencer will also introduce some new segmentation into his market review— involving input sources, as well as output destinations for captured images and data. "More than three-quarters of the input for capture applications is still coming from paper, through a combination of scanners and MFPs," said Spencer, who noted that the amount of paper being captured with MFPs is on the rise. "We saw big growth in MFP capture in 2012, for a couple reasons. The MFP channel is maturing with regard to selling capture solutions, and the hardware is beginning to make more sense for scanning. There have been improvements like more usable control panels, which are becoming more browser-based (this makes them more programmable). We are also seeing better feeders, and HP even introduced double-feed detection on some of its models."

Spencer noted that while input from sources like mobile devices and e-mail is growing, it still makes up a very small percentage of the total. "Also, e-forms and social sites are only affecting capture vendors in a very small way," he said. "But, I think there is room for improvement in these areas leveraging IDR.

"For instance, when I go to sign up for a service with Google, I'm asked to do quite a bit of typing. I don't see why we can't use images (captured through scanners or smartphones) of forms like drivers' licenses or W-9s to help fill in this data. Why can't I just upload a bunch of paperwork and have Google utilize IDR to figure it out? I think we are seeing the start of this with some bill paying applications, but there is still a long way to go. The goal should be reducing the effort a consumer needs to put forth."

When we spoke with Spencer earlier this week, he had just returned from a speech recognition conference, where he discussed with some ISVs how that technology is being integrated with CRM systems, related to insurance claims.

"Currently, this is all being done separate of the paper capture associated with claims, but one of my goals is to help bring this all together," he said. "In the future, I hope to focus more on capture-driven processes."

This goal of focusing on processes has led Spencer to look more closely at the output, or the destinations of captured data and documents. "Records management systems are still the most popular destination, with about a third of the capture software purchased in 2012 utilized for that purpose," he said. "Accounting systems are right behind. We also looked at areas like case management, discovery, and payment systems. In addition, we looked at vertical markets associated with these use cases."

The new segmentation is really about taking the same revenue number and breaking it down in different ways. "Related to output destinations, we can see the capture market starting to expand to incorporate some new elements," said Spencer. "The ultimate question is what is capture and where is it headed? And as we get into more real time integration of captured data, how do you differentiate it? For example, procure-to-pay solutions and capture for A/P are very closely related."

All these questions and issues will certainly be addressed further at the HSA conference next month, in addition to much more. Hope to see you there.

For more information:
http://www.hsassocs.com/capture/

MFP Vendors Answer Demand for Cloud & Mobile Apps

I've always been of the opinion that tablets like the iPad and future iterations of easy-to-read mobile computers could be the death of paper. But MFP vendors are not quite looking at it that way. They instead view tablets as yet another device that can be used to produce more printed materials.

Both **Ricoh** and **Toshiba America Business Solutions** (TABS) recently introduced software that enables users to print from their mobile devices. Along with this "follow-me" print functionality, both vendors have introduced some new scanning capabilities. Ricoh's new print and capture functionality is incorporated in a platform known as its integrated cloud environment (ICE), while TABS has packaged theirs in the e-BRIDGE Print & Capture mobile software app.

"Our new app fits the needs we have been hearing about from our dealers for some time," said Tony Venice, manager, strategic product management for TABS. "In addition, we like to bring in our VIP accounts to the TABS corporate office—and nine out of 10 of them have been asking what our plans are for mobile and cloud applications. It's something that's clearly on the mind of all Toshiba's customers."

Let's take at what each MFP vendor recently introduced:

ICE a cool cloud solution

Ricoh's ICE was first previewed for us at the vendor's Convergence dealer event two years ago [*see* <u>DIR</u> *6/10/11*]. It's a set of technologies hosted by Ricoh that can be used to upload scanned documents to a number of cloud environments including collaboration sites like Box.net, Dropbox, and Evernote, as well as Ricoh's own Document Mall, CRM system Salesforce.com, and expense management application Concur. Non-cloud applications like SharePoint can also be destinations.

"In all, we have 16 connectors that we have developed," said Ron Albeck, senior manager, advanced technology marketing, Ricoh Americas, Corp. "Customers can pick whichever ones they have a use for. We feel we have one of the largest selections of business-type applications available for a cloud scanning app.

"We are also working on other connectors and developing an SDK that will enable ISVs and systems integrators to write their own connections to ICE."

The ICE scan functionality is accessed through a browser on a Ricoh MFP. (According to Albeck, it will work with devices up to four to five years old). Before being released to third-party apps, the images can be passed through a hosted version of **ABBYY's** OCR technology to transform the documents into searchable PDF, Word, or Excel files. Meta data can also be entered manually for indexing in ECM applications like SharePoint and DocumentMall.

The Standard ICE Module, which includes scanning, lists for $240 annually per device. The printing functionality is licensed on a per user basis and starts at $40 per year for five users. There is an installation fee of $210 per device, for which an authorized technician installs an SD card on the MFP and enters the user's ICE URL address.

The printing functionality enables users to upload files to the Ricoh Print Cloud from any computer

and then print them at an ICE-enabled device utilizing a six-digit code associated with the document. In Box.com, for example, a user would select Ricoh's Print Cloud from their printing menu and the file would be uploaded, while at the same time, the user would receive their six-digit code via an e-mail or SMS message. Files can also be e-mailed to the Print Cloud.

Documents can be stored on the Print Cloud for up to a week and each user has up to 2 GB of storage available. There are also collaboration features and security to prevent sharing with unauthorized users. ICE data transmissions are secured by 128-bit SSL encryption. Ricoh's storage and OCR data center is SAS 70/SSAE 16-compliant.

Albeck said delays in the release of ICE, which was originally targeted to hit the market in 2011, were caused by Ricoh's determining its positioning as well as its overall cloud strategy, rather than any technical difficulties. He said he hopes for more announcements involving ICE at this fall's upcoming Ricoh dealer meeting.

TABS app offers mobile print and scan

The TABS e-BRIDGE Print & Capture mobile software app enables users to capture images directly to mobile devices utilizing the scanning capabilities on Toshiba MFPs. It also enables user to print documents from their mobile devices with networked MFPs.

Users can connect their mobile devices to the MFPs through wi-fi networks. QR codes can be created through the app that can be printed and affixed to the MFPs to enable easy identification of the device. Users can also select a device through a menu of available MFPs or by entering the IP address.

"Device log-in is handled the same way it would normally be," said Venice. "Users don't have to change the settings on their MFPs, and they aren't losing any security. If a site supports LDAP, the MFP can leverage the user's network log-in to authenticate him. If the device requires a separate log-in, our app supports that."

The new TABS app is a free download and currently is available only for Android devices. "Toshiba's tablet computers run the Android OS, so it made sense for us to start there," said Venice. "We plan to introduce support for iOS later this year, but with iOS devices there is no way to store scanned files locally. That is something we need to come up with a workaround for. Currently, once an image is captured with our app, it can be uploaded from the

mobile computing device to a cloud site, but initially at least, it is being stored locally."

Venice said one use case that comes up among Toshiba customers is that of remote sales or service people. "Someone might be visiting at a customer location and there is a contract or document that needs to be signed," he said. "This new app would enable the visitor to utilize a Toshiba MFP to capture the document immediately and upload it to a cloud site through their mobile computer, so their co-workers could immediately begin processing it. Or, they could save the image on their device and print it later at another Toshiba MFP.

"In addition, in this increasingly BYOD world, our customers receive a lot of requests from people who come into their offices and want to print something from their mobile devices. With this new app, all the visitor needs is access to a wireless network, and they can print.

Tony Venice, manager, strategic product management, TABS

"In the education space, for example, we are starting to see a lot of schools issuing tablets to their student bodies. The largest school district on the U.S. West Coast, for example, is a Toshiba MFP customer and just announced it is going to issue 60,000 iPads to its students for the upcoming school year. Our new app would potentially be an ideal way to enable those students to print from those devices."

Venice added that the new app will be complementary to mobile print technology TABS already offers from partners **HP** and **Drivve**. "Those are more corporate, enterprise type applications," he said. "We were getting a lot of demand from our dealers and end users for a simpler, more basic print app. We now have that and have introduced scanning capabilities as well."

That said, a premium version of the app will be on the way. "We are calling this initial app our Lite version," Venice said. "We will add some more paper handling and finishing capabilities for print jobs— such as the ability to create booklets," he said. "On the scanning side, we'll introduce OCR and the ability to create secure PDFs. However, we plan to keep the price of the paid app under $5."

For more information: http://www.ricoh-cloud.com/; http://www.documentimagingreport.com/index.php?id=2449

EPM to Focus on Film

Crowley takes over hardware sales

Eastman Park Micrographics (EPM) has refined its business with the recent launch of a wholly owned subsidiary, Eastman Park Micrographics Equipment (EPME). EPME will focus on the distribution of EPM's Imagelink hardware and software. In addition, EPME has signed on the **Crowley Company** to handle all its sales and marketing. EPM, meanwhile, has narrowed its focus to distribution of microfilm media.

EPM acquired **Kodak's** micrographics business, which included the Imagelink equipment and film lines, in 2011 [*see DIR 4/22/11*]. "EPM has spent a lot of work over the past couple years focusing on being a reliable media distributor and complementing that by getting our own equipment out into the market," said Tim Mortenson, VP of global operations for EPM. "When we made the initial deal with Kodak, it called for us to distribute the film they were manufacturing for us, as well as take over the equipment business.

"Now that Kodak's film manufacturing operations are winding down, we have signed (in January) an agreement with **Agfa** to distribute their film under our Imagelink brand. This ensures we will have a steady supply of film for the market. EPM's goal now is to focus on being a worldwide provider of media.

"And while it's nice to have film, that business will only work if you have a full portfolio of equipment to use it with. Focusing on equipment is a little different than focusing on media, so we launched EPME and brought in Crowley for its sales and marketing expertise in micrographics equipment. Crowley also has some equipment of its own, some of which EPME would like to OEM to augment the current Imagelink product line."

Basically, going forward, Crowley will handle all marketing, pre-sales, sales support, and sales of Imagelink branded hardware and software. All orders and back office functions will be managed by EPME. EPM has traditionally worked through a reseller channel for its hardware, which Crowley will maintain.

According to Mortenson, the mechanisms for hardware service will remain unchanged. "It will primarily stay spread throughout a number of resellers," he said.

Mortenson said that EPM has only a small U.S.-based sales staff that has primarily focused on media sales. "The equipment has been going through

VARs, and like most people in the micrographics industry, many of them have been in the market a long time. They know our products pretty well and are fairly sophisticated about selling them. They really don't need much support."

That said, Crowley plans to increase its support for EPME's resellers. "With the EPME products, we will continue to focus on a reseller channel, and, in fact, we already share quite a few resellers with EPME," said Matthew McCabe, VP of sales and marketing for Crowley. "Our goal is to leverage our partner reps to assist Imagelink resellers in their communication and product knowledge. To manage our expanded channel and product line, we are looking to add some seasoned internal sales reps and some more reseller channel reps."

EPME's product line consists of the Imagelink 9600 Archive Writer Series, the Imagelink Archive Processor, and two ImageLink DV Plus models for on-demand viewing, printing, and scanning of microfilm images. EPM, and Kodak before it, primarily marketed these devices as complementary to digital imaging systems—a strategy Crowley will continue to follow.

"We view film as an augmentation to a digital strategy," said McCabe. "We think users digitize material they need quick access to, but if their need is long-term preservation and retention, like 500 years, then film is the better option. How many times have organizations had to migrate digital data from different types of storage media—from 18-inch optical platters, to 5.25-inch discs, to some form of RAID, etc? These migrations can be costly and there is data loss each time you migrate. The ultimate back-up is microfilm, for which all you need is a light to see the images, and you can always scan to convert the images to digital if you need to for accessibility."

Mortenson added that the micrographics industry has stabilized over the last 10 years as users have determined where the technology is best utilized as an alternative to digital imaging. "I think that most of the applications that could have migrated to digital are already there," he said. "You look at markets like vital government records, where document retention periods might be longer than in your typical application, even back-up of digital systems, in those areas users are purchasing media and equipment to create more microfilm."

McCabe added that commercial users in markets like financial services, insurance, and pension management are also big microfilm users. "They all have documents they need to keep in perpetuity," he said. "In addition, there are service bureaus that

address these markets."

McCabe said demand is strong for the Archive Writer Series, as well as the Imagelink DV Plus models. "We are also seeing demand to augment the DV Plus series with an entry level microfilm scanner, like the ones manufactured by Crowley's Wicks and Wilson group," he added. "That may be the first EPME Imagelink OEM product."

Crowley, which was originally founded as a reseller that expanded into services, acquired U.K.-based Wicks and Wilson in 2011. Crowley first entered the manufacturing business with the 2003 acquisition of high-speed micrographics scanner vendor Mekel.

"The EPM products are not competitive with the current Crowley product line," said McCabe. "The ImageWriter is a fairly unique product and our scanning products are higher volume than the DV Plus models."

Mortenson concluded that the initial feedback EPM has received from its customer base regarding the launch of EPME and the partnership with Crowley has been positive. "It reaffirms to our customers and partners that there will a long-term supplier of Imagelink micrographics equipment," he said.

For more information: http://bit.ly/EPMElaunch; http://bit.ly/EPME-Crowley

FALLING STORAGE PRICES DRIVE MICROGRAPHICS SOLUTIONS SALES

nextScan is Crowley's biggest competitor when it comes to high-speed micrographics scanners. Based in Meridian, ID, and launched in 2002, nextScan puts a lot of focus on workflow, software, and document throughput when converting film to digital images. It was long-time partner of **Kodak Document Imaging,** and until June, of EPM. EPM had been acting as a European reseller of nextScan equipment—a relationship that has been discontinued.

According to Ernesto Pinal, nextScan's VP of international business development, nextScan's business has been moving more toward digital imaging solutions, and away from the skill set of the hardware-oriented EPM. "The market is more about solutions now than equipment," Pinal told *DIR*. "Hardware is only half of what is required, and this has motivated us to develop data management solutions which require a new type of distribution network.

"Traditionally, we used a lot of resellers that came out of the microfilm world, like EPM. But, as the technology has evolved, and new tools have been introduced, we need more systems integration-type resellers. They understand software and how to configure solutions that incorporate scanning of microfilm, as well as paper. They have the knowledge of how to put everything in a repository and provide proper access to end users."

Steve Butterfield, VP of sales and marketing for nextScan, added that EPM is really not in the same business as nextScan. "EPM's mission is to promote the use of film for long-term archiving; ours is to retire film by converting existing rolls to digital images," he said. "It's our position that as the cost of digital storage continues to fall, it is creating new, cost- effective opportunities for scanning microfilm and putting the information on in-house systems and online databases."

For more information: http://www.nextscan.com/

Virtual Solutions Flourishing under Lionbridge Flag

When **Lionbridge** acquired crowdsourcing data entry specialist **Virtual Solutions** late last year, it stated that one of its goals was to expand the acquired company's task management platform into other applications [*see DIR 12/7/13*]. Seven months later, it sounds like that plan is right on track. During an investor call this month discussing Lionbridge's impressive Q2 results, CEO Rory Cowan discussed some new opportunities the Virtual Solutions platform is creating for Lionbridge.

"In the past few months, we've taken the task management platform we acquired with Virtual Solutions, and coupled that with a global platform for managing tasks," said Cowan. "We've also refined our market strategy and launched solutions for data cleansing and data enrichment. The market response has been very positive. We've recently converted two proof-of-concept programs into contracts. We've established a strong pipeline of new opportunities, particularly in a new end-market for us—information services.

"It looks we can scale many of these programs in to $700,000 to $1 million per year recurring revenue programs. It's clear that large enterprises are looking for this as a new alternative to traditional offshore BPO solutions. For enterprises, we deliver compelling output-based productivity at a much lower cost. For Lionbridge, this is a powerful offering that will further our growth in '14 and beyond."

DIR caught up with Don Mackenzie, former VP and GM at Virtual Solutions, who is now, director, Enterprise Crowdsourcing at Lionbridge. He provided some details on the transition his former

company is going through. "Over the past seven months, since the acquisition, we have been able to expand the Virtual Solutions platform so that it can now present different types of work," he said. "In the past, we'd focused on sending out snippets of imaged documents to data entry workers.

"Now, we've found that the front end imaging and data capture piece isn't necessary. That has been our great breakthrough. We've been able to take our task management platform and combine it with Lionbridge's project management expertise, which it has acquired over the years through its language translation and search relevance practices, and get into some new areas of business."

Mackenzie explained the specifics of data cleansing and enrichment. "Data enrichment might involve somebody looking for information on public companies in a certain market, for example," he said. "They might want to pick up seven or eight data points on each company, like who is on the board of directors, what are the locations, what are the annual revenues. Fundamentally, it's still data capture, just not from scanned documents.

"Data cleansing might involve sorting through information related to everyone that has signed up for a free trial with a software company. With larger ISVs you can end up with millions of free trials. The goal is to figure out which ones are worth following up on. Some narrowing down, like de-duping, can be automated. But there are other factors you need a human to take a look at. Traditionally, that could only be done by sending the data to a BPO. We can now executive it with a crowd, and this is attractive to some larger enterprises who don't want to deal with the overhead of a traditional BPO."

Mackenzie said that Lionbridge has access 100,000 individuals who can perform data entry, up from the 10,000 Virtual Solutions had before being acquired. "Lionbridge also has a worldwide sales force that covers regions like Europe, Asia, and South America that we weren't able to reach on our own," he added. "Looking at the tax processing market, for example [where Virtual Solutions specialized pre-acquisition], the way taxes are done in the U.S. is much different than in Europe, but there is still a lot of manual data capture being done in countries like the U.K. and France—so we see quite a lot of opportunity."

Mackenzie concluded that the acquisition of Virtual Solutions has gone very well. "Throughout my career I've been a part of several acquisitions," he said. "The focus that Lionbridge has brought to our offering, as well as the integration has been great.

We are really looking forward to [the former Virtual Solutions business] making a big impact in 2014 to Lionbridge's bottom line.

For more information:
http://www.lionbridge.com/solution-categories/enterprise-crowdsourcing/

DIGITECH PAPERFLOW, FROM PAGE 1

PaperFlow."

PaperFlow is designed to be run on a single PC connected to a scanner with an ISIS driver (although it will also work with other driver types). It offers features to reduce manual indexing like bar code recognition, full-text and zonal OCR, and database matching and merging. Digitech has also introduced Quick Click functionality, which enables users to populate fields by clicking on numbers or words that they want to capture on an image.

"We are also re-introducing a feature that our resellers loved in the past—exporters that we develop," said Morris. "Our older version of PaperFlow came with a ton of export options, and our goal is to build a complete library of exporters for the new version. We have about 10 or so already built, but if a reseller comes to us with a need, and it's an exporter that we think a number of people will benefit from, we plan to build it for free."

Digitech is marketing three versions of PaperFlow, with varying functionality. Per Digitech's traditional pricing model, the software is priced per installation, with no volume-based click charges—a model that service bureaus have traditionally loved.

Morris concluded that the combination of PaperVision Capture and the new, revamped PaperFlow should help Digitech address a wide swath of the capture market. "PaperFlow is a great fit for organizations that need to process one, two, or three jobs daily, and maybe need to break with bar codes and do some limited indexing," he said. "An example might be a doctor's office that needs to capture a couple hundred invoices daily. Then again, we have PaperFlow customers capturing 20,000-30,000 images per day.

"PaperVision Capture, meanwhile, gives higher volume users the load balancing and behind the scenes processing that they require to reduce their manual labor."

For more information:
http://www.documentimagingreport.com/index.php?id=2451

Sandbox Functionality Differentiates TWAIN SDK

Browser-based scanning is a concept that we have promoted heavily in the pages of *DIR* for the past few years. As more capture and document management applications move to browser-based interfaces, it only makes sense to introduce browser-based scanning into the mix.

DynamSoft is a Vancouver, BC-based ISV that offers an SDK for creating browser-based scanning applications. Its Dynamic Web TWAIN SDK enables developers to create browser plug-ins that connect to TWAIN-driven scanners. Dynamic Web TWAIN features Sandbox functionality, which is designed to enable independent processes to communicate with scanners–instead of the browser.

"Sandbox functionality separates the browser function from the scanning function," explained Rachel Jia of DynamSoft. "With this separation, security is increased. Sandbox separation allows each process (the browser and scanning) to run in controlled resources. This enhances performance, stability, and compatibility. The Sandbox process enables our SDK to work well with literally all TWAIN scanners."

DynamSoft also has an ImageCapture Suite that enables image processing features within a capture process, including optional OCR and bar-code reading. DynamSoft's SourceAnywhere software offers version and source control and is available either as a hosted or on-premise solution.

Founded in 2003, DynamSoft counts hundreds of companies as customers, including big names like **BMW, HP, HSBC, IBM, Intel, Johnson & Johnson, Nokia,** and **Samsung**.

For more information:
http://www.documentimagingreport.com/index.php?id=2452

LEXMARK BUYS GERMAN ECM ISV

Lexmark has announced an agreement to acquire German ISV Saperion for $72 million. Based in Berlin, **Saperion** focuses on the BPM and ECM markets. When we last profiled Saperion, in 2006, it was a $20 million company with 75% of its business in German-speaking countries [*see DIR 12/15/06*].

Lexmark expects the deal to close in approximately a month. After it does, Saperion will be added to Lexmark's Perceptive Software business. Saperion's product line somewhat overlaps with Perceptive's ImageNow line, but whereas ImageNow's legacy install base is primarily North America, Saperion's is in EMEA.

"The acquisition of Saperion accelerates several strategic Lexmark objectives, including rapidly expanding our software and solutions footprint in EMEA," said Lexmark EVP and CEO John Gamble in an interview with Lexmark News. "For Perceptive to achieve its strategic goal of being one of the leading content and process software solution providers in the world, we must develop and have a strong brand in this geographic region. Also, strength globally ensures we can fully serve Lexmark's largest multinational customers to support their business objectives and help manage their unstructured information challenges."

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