

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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August 6, 2010

THIS JUST IN!

IMAGING 411 INTRODUCES SERVICE ALTERNATIVE FOR VARs

The explosive growth in the document scanner market over the last 10 years has been a mixed blessing for value-added resellers (VARs). On one hand, it has certainly created more opportunities for hardware placements. At the same time, along with increasing scanner sales has come an increasing number of channels for purchasing scanners. Many of these newer channels are based on an e-tail model and offer substantially reduced prices.

Pricing pressure has negatively affected the margins VARs can expect for hardware. At the same time, major scanner vendors like **Kodak** and **Fujitsu** have positioned themselves as exclusive service providers for their devices. While these vendors do offer margins for reselling service contracts, some VARs feel they can make more money offering their own service. As a result, they prefer to sell products from vendors like **Canon**, which enables resellers to service its scanners.

In addition, when scanner vendors position themselves as exclusive providers, and do not offer certification to anyone else, they effectively reduce competition for service contracts. This leaves VARs with little choice and little bargaining power. **Imaging 411** is hoping to change that. The Long Island-based organization recently launched its Maintenance VAR Program (MVP), which enables resellers to offer Imaging 411 service on Kodak (including Bell + Howell models) and Fujitsu scanners.

"We are offering a credible alternative to the

CONTINUED ON PAGE 3

Peladon, eGistics Win Major Claims Processing Deal

Combine capture and archiving in a hosted model

In June, we ran an article discussing some of the changes taking place in the market for software for processing health insurance claims forms. Once the killer app for OCR-powered forms processing software, in recent years it has taken a back seat to applications like invoice capture—which offer higher margins (because of the customization required) and a wider breadth of opportunities. In addition, some of the market leaders in claims capture, like Recognition Research, Inc. (RRI) and Dakota, have been acquired by larger companies, which has resulted in changes in their operations.

That's not to say there isn't still opportunity for capture vendors in the health insurance claims market. Most observers feel the transition to electronic claims has somewhat plateaued and paper claims volume remains similar to what it was five years ago. But, it also doesn't mean that capture systems and software developed five years ago are the best method for addressing claims today. In fact, it was a pair of upcoming players with an innovative solution that recently teamed up to win a large contract for a state Medicaid organization.

eGistics and Peladon announced that they have been awarded a multi-year contract with a large BPO to process claims for a large U.S. state Medicaid organization. "To give you an idea of the scale of the contract, this state has some six million participants in its Medicaid program," said Gary Provo, an EVP for eGistics. "We will be capturing all the paper forms, including UB-04s, CMS 1500s, and dental forms.

"Altogether, there are going to be 10-12 different incoming paper forms. In addition, as part of phase II, at the beginning of the second year, we will begin capturing treatment authorizations. All the forms we will be capturing data from are structured, although there will be some attachments to the treatment authorizations, like lab reports and correspondence, to which we will not apply OCR/ICR."

eGistics is a Dallas-based business that offers a hosted archive, primarily in the payment processing space. It advertises HIPAA and SAS (statement on auditing standards) 70 I&II compliance. Its blue-chip customer base includes names like **First Data Corporation, Fidelity Information Services, and Regulus**. In the health insurance-related space, it has customers like **Blue Cross Blue Shield Massachusetts, Pharmerica, and StoneRiver Pharmacy Solutions**.

Peladon is a San Diego-based developer of automated data capture software. Since 2006, it has been owned by U.K.-based OMR specialist **DRS** [see *DIR* 2/17/06]. Peladon's DocXP software can be used to capture both structured and unstructured documents.

"Historically, eGistics hasn't really focused on document capture," said Provo. "We've worked with a variety of capture engines to satisfy our customers' requirements, but in many cases our customers use their own engines. We've known the guys at Peladon for several years, and we liked their technology, so we formed an alliance last year. This is our first major win together, and we think our partnership with Peladon will enable us to go after a larger piece of the value chain."

"Historically, our repository receives images after all the capture has been done. Working with Peladon, we now can bundle an entire package—like we did to win this recent contract. It was a greenfield opportunity in which the BPO provider went in with our technology and was able to win a bid against two other contractors, including an incumbent."

One of the features the end user liked about Peladon's software is its ability to process a batch even if it includes a form that has been mistakenly classified. "Our software is transaction-oriented, not batch-oriented," said Noel Flynn, COO of Peladon. "With their previous software, if they had one error, they had to re-scan the whole batch without the erroneous document. With ours, you can just delete the image."

According to Provo, only about 10% of the total volume of the state's Medicaid claims come in on paper. "However, each paper claim costs 10 times as much to process as an electronic claim," he said. "In total, we will be capturing between 1.5 and 2 million paper claims per year. After the data is captured (with the help of some deep business rules provided by the state that we have integrated the application with), we will have a clean transaction we can post to the state's adjudication system. The images remain in our repository for reference."

"In addition, we are storing the electronic claims the state receives in a human readable format in our archive. We also store copies of all the reports the state is running. We are able to parse these reports so certain sections, such as information about a single patient, can be isolated and viewed separately."

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

Areas we cover include:

1. Document Capture
2. Image Processing
3. Forms Processing/OCR/ICR
4. Enterprise Content Management
5. Records Management
6. Document Output
7. Storage

DIR brings you the inside story behind the deals and decisions that affect your business.

Vol. 20, No. 15



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DIR is published 24x per year, on the 1st & 3rd Fridays of the month, by:

RMG Enterprises, Inc.
4003 Wood Street
Erie, PA 16509
PH (814) 218-6017
<http://www.documentimagingreport.com>

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“One of the appeals of our system to the BPO was that, with Peladon, we were able to offer so much functionality in a single package. Traditionally, the BPO would have had to use one vendor for forms processing, another for a document repository, and a third for report management. We’ve eliminated the effort required to integrate that bundle.”

Because of its hosted delivery model, eGistics bills its customers through a subscription model. “I believe this is the first time somebody had bought a large complex data capture system as part of a bundled, hosted environment,” said Provo.

eGistics and Peladon do not plan on it being the last. “I’m here in Dallas right now, discussing with eGistics where else we can take our partnership,” said Flynn. “In particular, we are looking at EOB (explanation of benefit) forms and invoices. While deployed software is never going to go away, I think you are going to see a growing demand for hosted services. It significantly reduces the up-front capital investment an end user needs to make in a solution.”

For more information:

<http://www.documentimagingreport.com/index.php?id=1923>;
<http://www.egisticsinc.com/>;
<http://www.peladonsoftware.com/>

MVP SERVICE, FROM PAGE 1

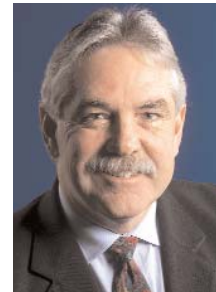
major manufacturers for service,” said Don McMahan of **MCM Consulting**, who is helping Imaging 411 develop its channel strategy. “MVP is one of the few programs available to the channel that is not coming from a manufacturer. We think we will be able to offer a more cost-effective solution that can put more money in the pockets of the resellers.”

Imaging 411 was co-founded in 2003 by Gary Armstrong, who was previously the GM of the Eastern Region Maintenance Division of document imaging specialist **Lason**. “The Imaging 411 staff has multiple Kodak trained technicians,” said McMahan. “And, as you know, most new scanner development is evolutionary, so it’s not rocket science for these guys to get up to speed on new scanners.

“Imaging 411 already has a great track record working with the Federal government, where it has won some big service contracts for scanners. It has previously sold its service primarily direct, but is now moving exclusively to a reseller model. In addition to lower prices, we’re offering deal registration—which I don’t think manufacturers are offering for service.”

Imaging 411 will focus on low-volume production (\$4,000-plus) scanners and above. “That’s really where people buy maintenance for their scanners,” McMahan said. “We will offer most of the same service options as our competitors, including 24 x 7 response and care kits. Imaging 411 has technicians in most of the major metro areas and will use contract labor in other areas. We also offer guarantees.”

McMahan said the early feedback he’s received from the channel has been positive. “I think Imaging 411 really added to its credibility when it became the North American distributor for **Hitachi’s** new scanner [see *DIR* 5/21/10],” said McMahan. “We are currently in our first round of substantial evaluations with prospective customers for that product. The MVP service offering is now the second foray into the VAR channel.



Don McMahan,
principal, **MCM**
Consulting, on behalf
of **Imaging 411**

“I don’t think Kodak and Fujitsu are going to like our new offering very much, and we don’t expect them to make it easy for their resellers to switch. But, there are a lot of resellers out there, and MVP will give resellers of Kodak scanners, for example, an option for servicing Fujitsu scanners, and vice-versa. Also, because we aren’t going through distribution, we’re cutting out some of the overhead resellers are typically paying for manufacturer service.”

For more information: <http://www.imaging411.com/>;
<http://www.documentimagingreport.com/index.php?id=1926>

Is Scanner Market on the Rebound?

After disastrous 2009, Moyse predicts growth for 2010

Has the document scanner market hit rock bottom? If so, is it on the way back up? These are two of the questions analyst Susan Moyse attempts to answer in her new report: “*2010 Document Scanning Market Forecast and Analysis*.”

“2009 is the first time I have reported negative growth for the document scanner market,” Moyse told *DIR*. “When we had our last recession, we were in a big growth pattern and then, in 2001, the market grew only like 1%, but it didn’t decline. 2008 was a tough year, but not a decline. In 2009, however, we saw a 3% overall drop in unit sales and

an 8% drop in revenue.”

Moyses tracks single-function document scanner sales in the North American market—95% of which is in the United States. Only scanners with ADFs are included. They range from the personal segment, which features scanners rated below 15 ppm and priced less than \$750, to the high-volume production segment, which includes high-end tabletop devices by vendors like **Kodak**, **Fujitsu**, and **Canon**, as well as standalone open track scanners from **IBML** and **BancTec**.

“Although the market declined, based on the economy, I thought it would have declined more,” said Moyses. “All-in-all, I think the market held its own. We now have more than a half-million units shipped annually. That’s a pretty tough number to hit and grow—especially during a significant recession.”

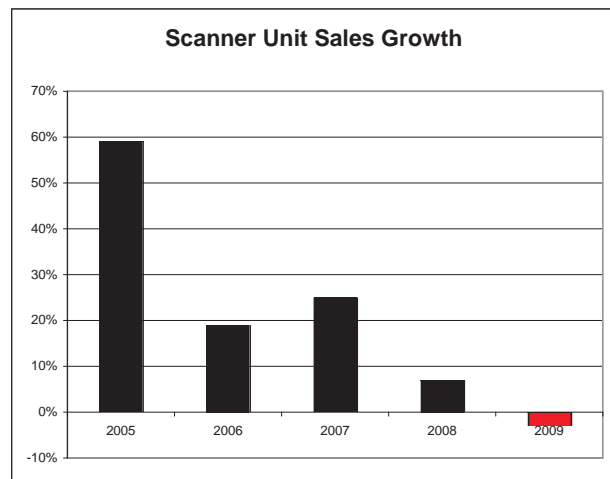
Moyses credited Fujitsu Products of America (FCPA) with keeping the market afloat. “Perhaps the biggest news is that FCPA was actually able to grow its business, while almost everyone else declined,” she said. “At the lower-end, there were a lot of price/performance improvements, and Fujitsu drove this. That’s why it came out ahead. FCPA did a lot to package more features and higher speeds in lower-priced products. It’s pretty evident that is how you get people to buy in a down economy.”

According to Moyses, 95% of all units sold fall into the distributed categories of personal, desktop workgroup, and departmental. The other 20,000 scanners represent production units, which are priced higher than \$4,000 and rated at more than 50 ppm. “Although there was only a 1% decline in production units sold, it was a really tough year for the production segments,” Moyses said. “The only reason they held their own was due to the large number of scanners purchased for the 2010 U.S. Census [see [DIR 2/19/10](#)].”

The fastest growing distributed segment was the departmental segment, which is on the upper end of those categories. “Some segment growth numbers are affected by price/performance changes that cause certain models to change segments from one year to the next,” Moyses cautioned. “But, I will say, 2009 was a tough year at the very low-end, or personal segment. I think there is some thought that if you spend \$100 more you can get a really great desktop workgroup model.”

MFP scanning trends

Moyses said 2009 was another tough year for the emerging network scanning market. “There was a little more traction for multi-unit sales, so that was



In 2009, for the first time since at least 1993 (when Susan Moyses began tracking document scanner sales in North America), there was a decline in unit sales. Only five years ago, Moyses reported close to 60% growth. (Source: Moyses Technology Consulting)

promising—but overall scanner vendors have had a tough time breaking into the office dealer/MFP channels, where network scanners would seem to be a good fit,” she said. “Document imaging is not an easy sell to that channel, because you’re talking about dealers used to recurring revenue streams, who do not typically have the technical expertise required to support document imaging applications. Also, if you look at MFP vendors like **Toshiba** and **Xerox**, while they carry traditional document scanners, they don’t carry network scanners, because they see them as competitive with MFPs.”

Moyses is seeing a new trend emerge for integrating MFPs with document imaging applications. “We’re starting to see document imaging value-added resellers (VARs) embrace MFPs,” she said. “Distributors like **NewWave** and **Synnex** are offering MFPs and educating VARs on how to branch into business office solutions.

“Of course, imaging VARs have always snubbed MFPs. But working with MFPs will help VARs broaden their markets and provide end users with someone who sees the big picture, someone who understands the difference between MFPs and scanners and brings knowledge of imaging applications to the table. Scanner vendors might initially be a little alarmed by their channel embracing scanning through digital copiers. But, it could turn out to be a foot in the door to introduce more scanning.”

Moyses, who accurately predicted a slight decline in unit shipments in 2009 [see [DIR 6/19/09](#)], is guardedly optimistic about a market rebound in 2010. “I haven’t looked at any 2010 numbers from the vendors yet,” she said. “But, so far, I have heard some positive comments. There are definitely

pockets of optimism. As a result, I've forecast modest growth of 7%."

For more information: <http://www.moysetech.com/>; susan.moyse@moysetech.com; PH (781) 834-7947.

ReadSoft Positioning Itself For Economic Recovery

ISV reports improved profits in second quarter

Like many other document imaging vendors, **ReadSoft** painted a stronger picture for the second quarter of 2010, as the doldrums brought on by the worldwide recession appear to be lifting. For the three-month period ended June 30, the Swedish document capture ISV reported revenue of \$22.4 million. In actual currency, this represented a slight decline compared to the second quarter of 2009, but this was because of fluctuations in relation to the Swedish kronor. In local currencies, ReadSoft reported a 4% revenue increase.

More importantly, ReadSoft's operating profit for the quarter was \$2 million—almost 10 times greater than the profits from the previous year's second quarter. "The increased profits had a lot to do with an increase in software licenses as a percentage of our business," said Bob Fresneda, president of ReadSoft North America. "Software is a higher margin business than services.

"We are seeing some growth, but we're still challenged. We are starting to see deals that were delayed come through. However, if anyone tells you the economy is not impacting their business, they're not telling the truth. We're still seeing both big and small companies afraid to spend money—even if you can show them an impressive ROI."

That doesn't mean ReadSoft isn't aggressively positioning itself for growth. "We are making changes and bringing people onboard, so that when the economy gets better, we will have the footprint to really make a push," said Fresneda.

Driving indirect sales

One change ReadSoft North America has made is to open up its indirect sales channels. In the past year, it has signed partnerships with **Hyland** [see *DIR* 10/2/09], **Altec** [see *DIR* 12/4/09], **KnowledgeLake** and **Ariba** [see *DIR* 3/19/10]. It has also been shoring up its relationships with global systems integrators like **Accenture** and **Deloitte**. "Close to 60% of our U.S. transactions are now being done through indirect channels," said

Fresneda. "A year ago, that figure was about 45%. Because the direct deals can be larger, this translates to about 50% of our revenue coming indirect, compared to 25% a year ago."

To help drive indirect sales, ReadSoft has hired Bob Monio as its director of channel partnerships and alliances and Tim Dubes as VP of marketing in the U.S. "My history and experience is in chasing big deals and managing marketing and sales for direct accounts," said Fresneda. "We brought Bob onboard to help us expand our relationships with global systems integrators, who require different marketing initiatives.



Bob Fresneda,
president, ReadSoft
North America

"Also, to drive our success with ISV partners and VARs, we need to do marketing in different ways. We need to create lead-generation programs geared around our partners and focus on helping them to help us. Tim has done this type of thing in his jobs with Cardiff, Captaris, and **Kofax**."

Monio was formerly in charge of Global Alliances at **Open Text**, where he competed against ReadSoft in the accounts payable space. "We've struck a few deals with global SIs, but Bob [Monio] will work on expanding our partnerships and really making them global alliances," said Fresneda. "He's starting out focused in the U.S. with Deloitte and Accenture, but the goal is to expand those relationships to other parts of the world. SIs like that our business has a global footprint. We have support in multiple countries in Europe and Asia. None of our competitors have 16 offices around the world."

Invoices and beyond

Fresneda said that 65% of the ReadSoft's revenue is coming from invoice processing applications. "Part of that has to do with the average size of our invoice deals, especially when you add in an **SAP** or **Oracle** workflow component," he said. "We're also starting to see traction in other areas of A/P, such as managing the requisition to P.O. process. This is attractive to SIs who are always trying to figure out how to make deals bigger. As the footprint of SAP implementations continues to evolve, we are able to take on more projects and address additional document types."

ReadSoft has also had some success with its document classification technology on the front-end of KnowledgeLake implementations. "KnowledgeLake has been a big partner for us. We've closed like four deals with them, including

one in the second quarter that was worth six figures,” said Fresneda. “We’ve also gone into three or four new accounts with Hyland. Hyland is especially strong in environments that are using multiple ERP systems and want a single repository.”

With Altec, ReadSoft has had some wins in the SMB space. “Most of the deals with Altec are in the \$10,000 range, so it’s not the biggest market for us today, but it has some potential,” said Fresneda. “KnowledgeLake wants to be able to go after similar size deals.

“To have success in the SMB, we have to shrink-wrap our software and set our users’ expectations. They have to realize that if they want to do two- and three-way matching, it’s going to cost more. But, they also have to ask, ‘do I really need that type of functionality if I only have one person doing data entry?’”

Fresneda concluded by saying that through its new and emerging partnerships ReadSoft has successfully expanded its footprint in the market. “We also balance our risk by operating in multiple countries,” he said. “I think as the economy continues to be weak, we are going to see more acquisitions and consolidation. The stronger companies that can hold out will be a great position when things improve.”

For more information: <http://www.readsoft.com/>;
<http://tinyurl.com/RDinterimreport>

iVina Upgrades Scanning App

Offers ABBYY OCR and one-click scanning to Google Docs

With a target directly on the SMB space, **iVina** has released a new version of the BulletScan Manager software for its line of document imaging scanners. iVina is a Milpitas, CA-based vendor that launched a scanner business last year focused on the sub-\$500 market. BulletScan Manager 2.0 has several new features including **ABBYY** OCR and a scan-to-**Google**-Docs feature.

“Our goal is to offer 15-20% better performance than our competitors at the same price,” said Murray Dennis, the former **Visioneer** CEO who now heads up iVina, “or offer the same performance for 15-20% lower prices. Five of the six scanners we will be shipping by the end of the month will be priced under \$500. We think we have one of the most complete lines in the desktop space.”

iVina’s current line features four ADF models, two with flatbeds, and one that can be converted from a

desktop to a mobile device. With the instant rebates currently being offered, list prices for the non-flatbed models are \$299 and \$399—with both being positioned against versions of **Fujitsu’s** market-leading ScanSnaps that list for \$299 and \$495, respectively. For its \$299 model, iVina advertises close to a 50% higher rated speed than the comparable ScanSnap.

BulletScan Manager 2.0 is now shipping with all iVina scanners and available as a free upgrade to current BulletScan users. It can be launched through the buttons on the iVina hardware, and the application features a dumbed-down version of the administrative interface to accommodate entry-level, occasional users.



Murray Dennis,
president & CEO,
iVina

“There are a lot of button scanning applications on the market with great features, but they can be very cumbersome to set up,” said Dennis, who helped pioneer button-scanning with Visioneer’s OneTouch. “With BulletScan Manager 2.0, we wanted to address users who don’t know anything about scanning, as well as more advanced users who know what they’re doing.

“To do that, we’ve created an ‘easy’ mode, in which all the controls appear on one screen. Also, instead of using terms like ‘simplex’ and ‘duplex,’ we use plain English and say ‘front side’ or ‘both sides.’ The advanced mode is for people who understand terms like ‘DPI,’ but we’ve made that easier to use too. It utilizes a workflow-driven set-up instead of a bunch of menus and sub-menus like you find in other applications.”

BulletScan Manager 2.0 features bar code reading capabilities both for document separation and for naming files. Other advanced features include automatic straightening, cropping, color- and blank-page detection, and text-based orientation. “These are features you’d expect to find on scanners priced \$1,500 or more,” said Dennis.

Addressing a burgeoning space

With the SMB space in mind, BulletScan Manager offers a button-scanning option for capturing documents into Google Docs. “For SMBs, the cost to acquire and support a hosted application like Google Docs can be considerably less than that of installing traditional software,” Dennis said. “The **City of Los Angeles** recently made a decision to standardize on Google Docs for more than 30,000 employees, and more organizations are following suit. We also see Google Docs as a valuable tool for

mobile professionals who require Web-based applications for collaboration.

“We have the first document scanner with direct integration into Google Docs. Other capture applications I’ve seen require 10 steps to scan a document into Google Docs. BulletScan requires pushing a button on the scanner.”

In addition to BulletScan Manager, iVina scanners now include TWAIN, ISIS, and WIA drivers. They come bundled with ABBYY FineReader and **NewSoft’s** Pestro! PageManager and BizCard Reader.

“When I retired from Visioneer in 2008, I learned how difficult it is to build a SOHO infrastructure when you don’t have the IT support of a 50-person company,” said Dennis. “About the same time, I went to an AIIM road show, where a representative from one of the major vendors was discussing the need to make scanners easier to use. That’s when it struck me that the industry was stagnant. Whether it was a result of the economy causing a lack of investment in R&D, or what, I realized that, for the most part, vendors weren’t addressing the feature set important to the SMB.”

Scanner market analyst Susan Moyses of **Moyse Technology Consulting** said that the personal scanning market, which features scanners priced below \$750 and rated at 15 ppm or less, had a tough year in 2009. “That segment’s numbers were way down, but I think that was caused at least partially by the economy,” she said.

Moyses acknowledged that there is certainly a growing interest in scanning in smaller and SOHO businesses. “But, I think many of the vendors get caught up in the production world and don’t address the characteristics of the personal users,” she said. “I think there may be an opportunity for a company that can deliver a tight, simple package, with both hardware and software that is easy to use.”

For more information: <http://bulletscan.com/>;
<http://www.prweb.com/pdfdownload/4330064.pdf>

Improved Scanning, Accuracy, Featured in PDF Converter 7

Nuance continues its aggressive pursuit of the PDF market with the recent release of PDF Converter 7. Advertised as number two in market share behind **Adobe** Acrobat, the new version of PDF Converter features improvements in areas like scanning,

document assembly, and accuracy. And with a \$99 list price for a single seat of the Professional edition and a \$149 list (with volume discounts encouraged) for the Enterprise version, it remains an attractive Acrobat alternative for business/office users who don’t require all the graphics capabilities of Adobe’s product.

“Our customers continue to tell us they need a PDF product that is significantly less expensive than Acrobat,” said Jeff Segarra, director of product management for Nuance’s Document Imaging division. “They all want PDF functionality to be farther reaching in their enterprises, but find that when they evaluate IT budgets, it takes a back seat to hardware and Microsoft technology. As a result, if they have 500 employees, PDF conversion technology may only end up being deployed on the desktops of the 10 or 20 who really need it. It’s our mission to provide PDF functionality to every employee.”

The new scanning features offer a one-touch workflow for capturing searchable or even PDF Normal files. Automatic highlight and redaction functions can also be invoked. “In the last version, we introduced scanning, but it was only a half measure,” said Segarra. “We have other products, PaperPort and OmniPage, that excel in scanning, and we felt people who needed additional imaging functionality could use those. In fact, at least 50% of our Imaging Division customers have at least two of our products and a third have all three.

“We felt that people using PDF Converter were working mainly in the digital world— converting Office documents to PDF and vice-versa. We were somewhat surprised to find out they wanted us to take scanning as far as we have in our other products. We still haven’t included all the advanced image editing options, but the default mode is good enough for the majority of users. We will consider advancing the imaging technology further in future versions.”

Nuance has also introduced an eCopy ShareScan-to-PDF-Converter option. ShareScan is the MFP capture application that Nuance picked up when it acquired eCopy last year [see *DIR* 10/16/09]. More details on this integration will be available when Nuance introduces the next version of ShareScan next month.

Basically, an icon will enable users to capture documents directly from MFPs to their desktop PDF Converter applications—as an alternative to the PaperWorks desktop application typically installed with ShareScan applications. “Users have been asking for more PDF functionality in PaperWorks,”

said Segarra. "Rather than integrate it all, we thought we'd give them a PDF Converter option. The plan is to keep PaperWorks as kind of a junior brand."

One of the recent features introduced into PaperWorks, when its name was changed from eCopy Desktop [see *DIR* 8/7/09], was an improved ability to integrate it with back-end systems. It sounds like Nuance is also taking PDF Converter in this direction. "PDF Converter has several back-end

connections today, to applications like SharePoint, Open Text, and Interwoven," said Segarra. "We will be introducing more in November and will keep adding after that. Our strategy is to get on par with ShareScan and offer the same connections from the desktop as we do from the MFP. Our vision is to coalesce around our customers' most important system and enable their documents to get where they are going, whether they are starting at an MFP device or their desktops."

Following are some additional improvements PDF Converter 7:

- up to a 21% increase in accuracy, especially when importing tables into Excel,
- the ability to import multi-page PDFs into Excel,
- support for Microsoft Office 10 and Windows 7,
- the ability to combine multiple file types in a PDF portfolio,
- better support for Web browsers, including the ability to utilize FormTyper to create fillable on-line

forms,

■ improved search capabilities, including the ability to search for text/numerical patterns

■ layer control for more efficiently creating multiple views of graphic files—often used in engineering and construction applications,

■ and the ability to "flatten" elements like signatures, comments, stamps, and form fields—preventing them from being changed, but still allowing for additional mark-ups.

"Our vision is to coalesce around our customers' most important system and enable their documents to get where they are going, whether they are starting at an MFP device or their desktops."

— Jeff Segarra, Nuance

Segarra concluded by saying that in addition to meeting its customers' price point, Nuance has done its best to meet their demands in some other areas: "They want software developed by a trusted worldwide ISV that is reliable and won't embarrass them," he said. "They can't have their users, customers, constituents, peers, or partners complaining about missing features or functions. Also, their software has to add value to their current hardware and software investments, in other words, everyone has to play nice together.

"This includes investments in enterprise-wide Microsoft solutions. Lately, we've seen a lot of customers shifting to Windows 7 and Office 2010, after skipping a generation."

For more information:

http://www.nuance.com/news/pressreleases/2010/20100802_PDF7.asp

<http://www.nuance.com/imaging/products/pdfconverter.asp>

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