

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

4003 Wood Street ● Erie, PA 16509 ● PH (814) 866-2247 ● <http://www.documentimagingreport.com>

August 7, 2009

THIS JUST IN!

EDITOR HOSTING SHAREPOINT PANEL

This week, the annual **TAWPI Forum and Expo** is being held in Washington D.C at the Walter E. Washington Convention Center. The event will run Aug. 2-5 with the Expo kicking off with a Sunday night reception and running through Tuesday. Conference sessions run Sunday through Wednesday.

On Tuesday, Aug. 3, from 10:30-11:30 a.m., *DIR* editor Ralph Gammon will be moderating a panel discussing how users can expand their use of *SharePoint*. One of the topics covered will be how *SharePoint* (which prior to Microsoft's release of the 2007 version was viewed primarily as a portal and/or a collaboration tool) fits into today's capture and ECM environments. Panel participants will include executives from **KnowledgeLake**, a leading *SharePoint* imaging ISV; **KeyMark**, a leading document imaging SI/VAR; **GoScan**, a capture ISV with some specialized *SharePoint* technology; **AvePoint**, an ISV with several applications built around *SharePoint*; and **Portal Solutions**, a *SharePoint* integration specialist.

For more information: <http://www.tawpi.org>

Interest In Capture For SharePoint On The Rise

Perhaps we should call it *SharePoint* creep. Although, to date, we haven't seen an overwhelming amount of imaging applications built primarily on **Microsoft's** ECM platform, the momentum for imaging-based *SharePoint* seems to be increasing. Last issue, we detailed some of the success of **KnowledgeLake**, probably the market leader in imaging for *SharePoint*. However, KLake is an anomaly because its *SharePoint* focus goes back to Microsoft's 2003 version.

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Wide Footprint, Narrow Focus Drive Databank's Success

Back in the late 1990s, imaging service bureau roll-ups were all the rage. ImageMax was one of several companies involved in acquiring regionally-based conversion service providers and attempting to create a national business from them. Even though ImageMax failed, at least partly due to the high debt it ran up, it turns out elements of its vision might not have been so bad after all.

Nearly 10 years later, **Databank IMX**, which in 2005 acquired the assets of ImageMax, has found a niche as a privately owned national provider of imaging services. "We are in a fairly unique position as a family-run business with a national footprint that focuses solely on document management solutions," said Bob Zagami, Databank's general manager for its New England region. "On one side you have business process outsourcing giants like ACS and EDS. On the other side are local service bureaus that are focused on scanning for a specific region or vertical market. What makes us stand out is that while, like ACS and EDS, we have contracts with multi-billion dollar, multi-national companies, like the small guys, we also gladly service the document management needs of \$25 million to \$250 million businesses."

New blood, new guidance

Of course, Databank didn't become a successful business without an extensive overhaul of the assets it acquired. This was completed under the direction of industry veterans and company co-founders Dick Aschman and Chuck Bauer, the CEO and COO, of Databank, respectively. "I had been out of the document management industry for a few years, but in 2005, we saw that document management systems were starting to become very affordable at the departmental level," Aschman told *DIR*. "That led us to believe there was going to be a market shift and rapid growth. The common thread across document management solutions is that everybody needs to scan and index their paper, making it electronic, before placing it in a management solution. That's why providing these services represented a good place for us to start."

According to Aschman, several locations that were acquired were operating successfully with strong management in place and had good customer bases. "ImageMax just didn't have consistency across its organization or the resources to invest in building the state-of-the-art facilities needed to establish a true national operation. We had the financial resources to make major changes to meet the requirements of our new business model.

"One of the first things we did was invest in infrastructure improvements. We now have eight production centers across the United States, and they all use the same hardware and software. This makes it easier for us to distribute jobs across multiple sites. For example, we are currently working on a large conversion project for a school district involving 10 million documents with very rapid conversion requirements. We've been able to set up four production centers, with identical business processes, to simultaneously handle the scanning and indexing requirements for the customer. We've also invested in building what we believe to be the most secure network in the industry for moving images and information and among our sites.



**Dick Aschman, CEO,
Databank IMX**

"Also, we've established centers of excellence at different sites that specialize in specific types of services. Our Chicago facility, for example, handles the majority of our microfilm and microfiche scanning. We have another site that specializes in book scanning and another for large format or engineering drawing and aperture card scanning."

On top of its national conversion services, Databank has added resources for selling and installing document management systems, as well as providing customers with hosted software options. "We saw a real opportunity to differentiate ourselves by developing elegant solutions at the departmental level," said Aschman. "This involves not only conversion services, but software and hosted environments that can be customized to meet specific client needs and workflows."

"One key to our success is our focus on applications. We target industries with a lot of paper and focus on applications within those industries. We develop models to satisfy the requirements of those applications and have a strong reference base. We'll act as a systems integrator, sell software, and even create a virtual mailroom. We'll do whatever our customers need. We've modeled our application business so that we are able to respond to the way our client requirements evolve."

Changing with the market

One way Databank responds is by embracing emerging technology like IDR (intelligent document recognition) and SaaS (software as a service). "IDR has helped reduce our costs because it enables us to more efficiently capture meta

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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.

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data,” said Aschman. “And while SaaS is still not the dominant method for delivering document management, it’s becoming a higher percentage of the market every day. Contributing to SaaS adoption are the lower capital investment requirements and rapid implementation times vs. traditional software, as well as the fact that we are seeing less direct control by corporate IS over decisions being made to outsource at the departmental level. Also, the security and redundancy around SaaS have improved dramatically over the past few years.”

Databank has also embraced security standards for its conversion services operations. It holds Statement on Auditing Standards (SAS) Type II and Payment Card Industry Data Security Standard certifications. “SAS certification is almost always a requirement when we go into a financial application,” said Zagami. “For example, if you’re a major manufacturer and PricewaterhouseCoopers is doing your auditing—if you decide to move your invoice processing out of house, PWC is going to require that your service provider meets their auditing standards. This likely means your outsourcer has to be SAS Type II certified.”

Zagami explained that there is a major difference between SAS Type I and II. “Type I merely means that you have documented your processes,” he said. “Type II means your processes have been verified by an independent auditor. This is an expensive and time consuming process, which means many smaller service providers can’t afford it. It involves a lot of documentation and training. And you have to get recertified every year.

“It’s our opinion that in three to four years these types of certifications are going to be table stakes for a lot of applications. If you want to do applications with confidential financial or personal information for a client’s organization, you’d better have them. If you look at the information we’re dealing with, like birthdates, social security numbers, and financial information, it all needs to be protected.

“That said, we know we can’t overlay our security certifications. When it comes down to it, the quality of our work, the people who work for us and our application knowledge will continue to be very important. It’s an advantage, for example, that our average production person has more than eight years of experience.”

Moving upstream

Databank focuses on a variety of vertical solutions in markets like healthcare, financial services, education, and state and local government. It also offers a number of horizontal solutions in areas like accounts payable, human resources, and contract

management. “We have a healthy mix among those markets,” said Aschman. “So, we’re not overly affected by weakness in a single sector.”

According to Aschman, the downswing in the economy has been a mixed blessing. “It has definitely increased the number of applications people are willing to let go to reduce costs—making outsourcing and SaaS more acceptable,” he said. “However, in A/P, for example, we’re seeing declining volumes because large manufacturers that contract with us are doing less business and, as a result, receiving fewer invoices.”

Aschman said that the bottom line is that Databank has to continue to focus on moving more deeply into its customers’ day-to-day operations. “Although there are still some nice opportunities for back-file conversions, we really look for opportunities in which we can assist businesses in dramatically improving their everyday processes,” he said. “This means that we are getting more deeply involved with mission-critical, ongoing, operations. As a result, the percentage of our revenue related to recurring business processes continues to increase. If all we were doing was scanning, it would be a very challenging market.”

For more information: <http://www.databankimx.com/>

AIIM Chair Reflects On Market, Organization Changes

Having spent the last seven years serving on the **AIIM** Board of Directors, **Databank IMX’s** Bob Zagami has seen the trade organization go through a lot of changes. However, you get the feeling that Zagami, who has served as chairman of the board since the spring of 2008, would like to see even more. “AIIM is dramatically different today that it was five to 10 years ago,” Zagami told *DIR*. “And five years from now, it will be vastly different from what it is now.”

The biggest difference in the past decade, of course, is that in 2002 AIIM sold its trade show to Advanstar. “That sale happened under my predecessors,” Zagami noted. “But, they knew what was happening with big trade shows. Any trade organization that counts on big trade shows for its main source of revenue is going to be seriously challenged financially.

“Since then, AIIM has successfully turned into an education-focused organization that offers programs, materials, and certifications to a myriad of people.

We've also successfully increased our number of associates to 65,000, which is a great way to help our trade members generate leads."

But Zagami added that AIIM's evolution is hardly complete. "[AIIM President] John [Mancini] and his staff have done a great job embracing new communication outlets like blogs, LinkedIn, Twitter, SlideShare, YouTube, and our own Information Zen networking site," he said. "But, the single most important thing we've done in my tenure as chairman is to fund more than \$1 million in infrastructure improvements.

"Often times, an organization gets so focused on external deliverables that its own IT infrastructure starts to fall apart. AIIM is a small business in the B2B market. Yes, we run conferences and seminars, but the bottom line is that we provide education to people who use the products and technology that AIIM members offer. To better perform that function, we need to take advantage of some of the technology our members offer. This includes Web content management, portals, and document management systems.

"We realize that we are in the middle of a recession and many trade organizations would not be willing to make this sort of investment, but we want to have the best technology so that we're ready to grow when the recession ends. We want to be a very aggressive and topical organization, so we're acting much like our members who are investing in their own products while waiting for the recession to pass.

"We want to be so strong in terms of infrastructure and process that when companies decide to spend money on education and marketing, they will be attracted to the new products we are delivering. We want the organization to grow every year by consistently providing better services."

Improving online presence

Zagami stressed that AIIM's online presence has to become the destination for people seeking information and education on ECM. "John and his staff have done a tremendous job transitioning from the *eDocs* publication to the new *Infonomics* [<http://www.aiim.org/Infonomics/>]," said Zagami. "But, we have to maintain a blend of communication avenues. Three years ago, who was talking about stuff like *SharePoint*, Twitter, LinkedIn, or any of that? At the rapid pace that social media is growing, you can make the argument that you can find anything



Bob Zagami, general manager, New England region, Databank IMX; AIIM chair, 2008-2009

you want, online, when you want it.

"We need to keep AIIM relevant and exciting. Years ago, people came to trade shows because they were looking for vendors that sold technology they needed. Today, they can do that through Google. While the next generation of Google may be great, it should not define our industry; only AIIM should do that. We want AIIM's Web sites to be used when people are looking for information and training on ECM."

2010 watershed year for show

That's not to say AIIM is abandoning the annual conference and expo that is now owned and run by Advanstar spin-off **Questex**. Questex and AIIM have extended their name licensing agreement for at least one more year. And AIIM will once again hold its annual Awards Dinner in conjunction with the show in 2010. (The show is scheduled to run April 20-22 at the Pennsylvania Convention Center in Philadelphia.)

"Last year was tough for the show," acknowledged Zagami. "It took place in the middle of a recession when trade shows were already being challenged by market dynamics. The real test will be 2010. That will be a better barometer of where our industry and trade shows are going.

"Hopefully, by then we'll be working our way out of the recession. Also, Questex is trying to make some changes. The show organizers have met with the board and agreed to reduce prices for conference attendees. They are offering different types of programs and options and working feverishly to prepare for next year."

Terms now in sync with calendar

One change that AIIM has made in relation to the show is that board elections and officer appointments will now be made at a December meeting instead of during a meeting held at the event. As a result, the appointments will run in sync with the calendar year instead of the year between events. "People on the board have so many obligations during the AIIM event, such as meetings with clients and partners, that it really wasn't fair to them to hold an important board meeting and appointments during the show," said Zagami.

As a result of the change, Zagami will end up serving 21 months as chair, instead of the usual 12-month term. He will be succeeded in December by current Vice Chair Lynn Fraas of systems integrator **Crown Partners**. "From a personal standpoint, it's been a great opportunity for me to work with some brilliant executives who are part of the AIIM organization," he said. "And, professionally, we've

accomplished a tremendous amount of business during the overlap at meetings.”

AIIM has also changed the terms of its board members from the possibility of two consecutive two-year terms, to a single three-year term that can be extended if a board member is appointed as an officer. There have also been some changes made related to automatic appointments. “The result is that for first time in a long time we are going to have major turnover, with six board positions opening up in each of the next two years,” said Zagami. “I’m excited because this gives us an opportunity for an influx of new blood.

“One thing I’d like to see is for us to potentially go outside of AIIM for a director. Why not bring in a social media expert or a senior-level executive at a healthcare organization? A lot of people might think this is sacrilegious, but I think it would add credibility to our programs and services. It would be wonderful to get someone from the Office of Management and Budget who has insight into how our federal government stimulus dollars are being spent. Ideally, we’d like a good mix of industry veterans and new people coming in.”

More real-time info in future

Zagami acknowledged that AIIM is not without its challenges. “A recession hits a trade organization even harder than most businesses,” he said. “When businesses are looking to take cost out, the first place they look includes spending on events, publications, and training—areas in which AIIM offers services. We are also challenged by some of the M&A that continues to occur in the market, as it creates fewer trade members.”

We concluded by asking Zagami what he expected to see out of AIIM over the next five years. “I expect AIIM to become a source of more real-time information,” he said. “We’re installing smarter software for better collection and cataloging of data. I also expect the organization to become more involved in standards like PDF/A and PDF/H for storing documents and CMIS for interoperability between different systems and software.

“AIIM will continue to be challenged to develop additional products and services and, as acquisitions continue, transition to a market with fewer, but in many cases, larger, players. We will also be recruiting new companies as they enter our markets.”

For more information: <http://www.aiim.org>;
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J&B Targets A/R Related ECM

A couple months ago, we noted that payment processing software specialist **J&B Software** had hired document capture veteran Joe Crowley as its new director of ECM and business development. Granted, Crowley had formerly worked for **Top Image Systems**, J&B’s document capture and IDR (intelligent document recognition) partner, but we still didn’t understand what a payment processing specialist was doing with a “director of ECM.” I mean payment processing software captures data, posts it to accounts receivable (A/R) systems, and moves on to the next payment, right? Well, if you combine payment processing with ECM, it turns out it might be able to do a lot more.

“There are a lot of touch points into ECM,” Crowley told *DIR*. “Everybody in the IDR space has been harping on about A/P. Everyone under the sun has an ECM solution for A/P. I recommended that J&B try a different angle. There are not a lot of people doing ECM related to A/R, and that gives us a unique position.”

J&B really started to get into the ECM space in 2007 when it became a reseller for Tel Aviv-based TIS [see *DIR* 4/6/07]. The partnership has yielded some significant results. According to Crowley, 11 of J&B’s last 12 projects have involved TIS’ technology for capturing data from semi-structured forms.

“This has included both wholesale remittance payment and government applications,” said Crowley. “One of the government installations involved capturing visa application information, along with the related documentation and payments. All that information can come in at different times, which needs to be managed. We did the IDR piece, and it was worth over a million dollars. However, there was a related ECM piece that was worth 10 times as much. At the time, J&B felt it missed out on a big deal, and that was the tipping point for moving more aggressively into the ECM market.”

Two levels of BPM

Crowley said that J&B is pursuing two levels of ECM solutions. “To address simple processes, we plan to leverage *SharePoint*,” he said. “This might include exception handling in which documents can be accessed where they are stored and users just need a simple archiving tool. We have some in-house skills to manage that type of implementation.

“We are also evaluating about five companies with more mature ECM technology. We are looking at stuff that offers more governance and workflow than

SharePoint. We are also looking to our potential partners for business knowledge that can help us go to market more efficiently in specific verticals.”

Redefining the mailroom

One market J&B will be initially targeting with its ECM technology is customer correspondence. “We also consider this to be mailroom classification,” said Crowley. “You look at verticals like insurance, banking, and telco, and BPO organizations that process mail for organizations in these markets. They have mail coming in that includes applications, change of service forms, change of address notices, etc. A lot of it comes in as unstructured letters, or forms with notes scribbled on them. Once you classify these documents, you really need a workflow and ECM process to manage and integrate them with business processes.

“The ultimate goal is to unify paper processes with CRM functionality. Businesses have call centers and Web-based contact management systems. How do they make a meaningful connection between those systems and back-office paper processes? We think we can help them with ECM technology.”

Addressing A/R exceptions

J&B’s initial market will be its base of 160, primarily A/R, customers. J&B also plans to leverage its ECM technology for developing an improved exception processing system for A/R. “Right now, there isn’t a real good tool on the market that focuses on A/R exceptions,” he said. “If a payment doesn’t check out (and in some applications, you’d be surprised at how high a percentage of payments are incorrect), the user pretty much gets a flat file of data associated with the payment and an image of the remittance. Not only is there a serious labor cost involved with reconciling these exceptions, there are accounting issues involved with not being able to count revenue until a transaction is posted.

“We’ve done some customization of TIS’ software to handle exceptions in A/R, but we’re looking for something we can better productize. We also see having access to this type of application as a competitive advantage for payment processing-focused outsourcing businesses that are owned by our parent company **3i Infotech**.”

J&B and **Regulus**, a leading North American remittance BPO provider that was acquired by 3i Infotech last year, will both be exhibiting at the **TAWPI Forum and Expo**, being held Aug. 2-5 in Washington, D.C. J&B hopes to announce its primary ECM partner shortly after the event.

For more information: <http://www.jbsoftware.com/>;
<http://www.3i-infotech.com/>

Imaging Vendors Improve Desktop PDF Apps

Once dominated by **Adobe’s Acrobat**, the market for PDF creation software continues to mature. In fact, today there are hundreds of available applications for creating PDFs. Obviously, just creating PDFs isn’t enough anymore. As with any maturing market, vendors are differentiating themselves by targeting their applications at specific segments of the PDF market.

Nuance and **eCopy** are two such vendors. Both are long-time document imaging software developers, and both have created desktop PDF applications targeting business users. As document imaging has traditionally had most success as a business-focused application, this makes sense. Both companies have also included integration with ECM in their PDF offerings—another natural feature for an imaging vendor.

PDF Converter Adds Imaging

Nuance has been marketing its *PDF Converter* application for more than five years and in addition to creating PDFs from desktop files, it can go the other way and create *Office* documents from PDFs. With the latest version, *PDF Converter 6.0*, Nuance has introduced features like scanning directly to PDF, an improved interface for creating PDFs from multiple documents, the ability to create searchable PDF files from images with a single-click, batch workflow processing, and support for XFA forms.

“For the first time, we’ve included some of our document scanning technology in *PDF Converter*,” said Michael Angelo, senior product manager for PDF products. “Historically, we’ve not wanted to cannibalize our other desktop products, so we’ve left it out. We still offer additional functionality in our other products, like our SET (scanner enhancement technology) tools in *PaperPort*, and we expect to integrate *PDF Converter* more tightly with future versions of *PaperPort*.”

PDF Converter 6.0 also has the ability to recognize PDF images, and a pop-up will ask users if they wanted to make the images full-text searchable. The application can also leverage Nuance’s market-leading OCR technology to create PDF Normal files (with editable electronic text) from images. Nuance has also introduced the ability for users to convert just a selected area of a PDF document into an *Office* document—such as converting a table on a PDF page into an *Excel* file.

You can find all the new features in *PDF Converter 6.0* listed here: <http://tinyurl.com/PDFCv6>.

"We consider our conversion and document assembly capabilities as differentiators from *Acrobat*, along with our lower price," said Angelo. *PDF Converter Professional 6.0* lists for \$99.99 for a single seat, with volume discounts.

PDF Converter Enterprise, which lists for \$149.99, includes Bates Stamping and redaction capabilities along with integration to document management systems from **Open Text**, Interwoven, Hummingbird, and **Lexus Nexus**. With the new version, *SharePoint* integration has also been introduced. "Basically, you can now open files directly from *SharePoint* libraries with *PDF Converter* and save new files directly from *PDF Converter* into *SharePoint*," said Angelo. "This is similar to our integration with other ECM systems."

For more information:

<http://www.nuance.com/imaging/>

eCopy revamps desktop application

eCopy's new *PaperWorks* product is actually the next generation of its *Desktop* application. "Instead of *Desktop 10.0*, because of the number of changes we've made, we thought it was a good time to change the product's name," said Tim Durant, eCopy's VP of business development worldwide. "The biggest changes have to do with the level of our connection to back-end systems."

Desktop 9.0 featured vastly improved PDF capabilities, as eCopy introduced Adobe's *PDF Scan Library* [see *DIR* 7/7/06]. It also included PDF creation from *Office* files. With *PaperWorks*, eCopy has improved the PDF capabilities further. This includes an improved interface for creating PDFs from multiple files.

PaperWorks was originally announced by eCopy last fall [see *DIR* 11/14/08], but its launch was delayed due to feedback from customers. "At that time, we were still marketing *Desktop*, and we announced two versions of *PaperWorks*. It ended up being too confusing," said Durant. "So, we took a step back, before moving forward. We are now launching the product with a much simpler message."

While eCopy had an SDK for connecting *Desktop* with back-end applications, according to Durant the *PaperWorks* SDK offers a lot more functionality and flexibility. "Leveraging connections made through the SDK, users can check in and check out documents from their document management systems through the *PaperWorks Plus* interface," he said.

When documents are in *PaperWorks*, users can apply commenting, redaction, and Bates stamping. "In addition to back-end connections, the SDK can

be used to create services within *PaperWorks*," said Durant. "For example, if a vendor wants to enable some sort of customized Bates Stamping, they could do that."

eCopy has built four back-end connections for *PaperWorks* that are included with the product. These support integration with *Documentum 6*, Open Text *eDocs*, **Autonomy WorkSite**, and *SharePoint*.

PaperWorks also comes with a TWAIN driver so it can be installed separately from eCopy's flagship *ShareScan* product. "Historically, we've marketed *Desktop* primarily as a bundle with *ShareScan*," said Durant. "While we will continue to bundle *PaperWorks* with *ShareScan*, we will be looking at more opportunities to sell it on its own."

A 10-pack of *PaperWorks* with a three-year maintenance agreement lists for slightly less than \$250 per seat. ISVs can set their own prices for connectors and services that they develop for *PaperWorks*. *PaperWorks* will be distributed through the same channels as *ShareScan*, which includes most of the major digital copier vendors in North America and Europe, as well as value-added distributors that sell to VARs. "We've already seen some traction outside North America selling *PaperWorks* into applications where *ShareScan* is not being used," noted Tim Crawford, eCopy's director of business development for *PaperWorks*.

For more information:

<http://www.ecopy.com/products-eCopy-PaperWorks.asp>

SHAREPOINT CAPTURE, FROM PAGE 1

Most imaging vendors focusing on *SharePoint* hopped on board with the much improved 2007 version, and we are just now starting to see the fruits of their labor. Batch capture specialist **Psigen** is an example of one such vendor. The Irvine, CA-based ISV has been in the document capture space for more than 10 years. It offers output to more than 30 back-end systems. However, according to Stephen Boals, Psigen's VP of sales, 60-70% of the company's current Web traffic comes to Psigen's *SharePoint* page.

"From a capture technology standpoint, connecting with *SharePoint* is similar to connecting with any back-end ECM system," Boals told *DIR*. "However, there are some things unique about the market for *SharePoint* capture solutions.

"First of all, *SharePoint* has huge momentum. With the first version, people took a look. With the second version, more early adopters started to get on board. With the third version, Microsoft really hit

it out of the park. We are starting to see IT departments embrace *SharePoint*. Now they are looking for solutions to fill in voids to make sure they have a *SharePoint* solution that addresses all their documents—both digital and paper.

“Also, because *SharePoint* is being utilized primarily as a collaborative application, it demands that capture be done in a distributed fashion. Traditional imaging is very centralized, but organizations deploying *SharePoint* typically want to enable everyone to get information into the system. We offer both a client/server-based architecture for scanners connected to PCs and a watched-folder option for MFP-based scanning.”

Advanced indexing

SharePoint is one of eight ECM systems for which Psigen offers advanced integration. “Through an import function, with a couple clicks, users can download their *SharePoint* libraries, all the columns and fields, and our product will be auto-configured so it can capture effectively to those libraries,” said Boals. “We can also auto-create libraries on the fly, based on indexing information. For example, if a user files invoices based on vendor names and a new vendor comes in, our product can automatically create a new folder within *SharePoint*. We also offer data lookups from *SharePoint*.”

Boals told us that the sale cycle for capture for *SharePoint* applications is often shorter than that for traditional document capture solutions. “Instead of including capture as a part of a complete ECM installation, most *SharePoint* users already have their ECM platform installed and just need an on-ramp for their paper documents,” he said.

Putting together the pieces

Boals acknowledges that *SharePoint* plus capture does not equal a complete imaging solution. “In addition to capture, users need to add viewing technology and additional search capabilities, such as the ability to do column-based searches or search for meta data,” he said. [We’ll add, that to handle any significant volume, users may also need to add technology for moving BLOB (binary large object) storage outside of the *SharePoint* database where it inherently resides. Thanks to Microsoft’s EBS (External BLOB storage) option, included in a Service Pack for *SharePoint* released earlier this year, accommodating BLOB storage is a lot more straightforward than it used to be, and vendors like **BlueThread** are offering those capabilities out of the box. See *DIR* 7/17/09.]

To address *SharePoint*’s imaging shortcomings, Psigen is busy forming alliances to fill in the gaps. Last month, it announced a partnership with **AtalaSoft**, developer of the *Vizit SP* viewer [see *DIR* 10/17/08]. “To date, the market for *SharePoint* imaging has been restricted to a few companies able to provide a viable solution,” said Boals. “With the AtalaSoft partnership, we are working toward that goal by putting together best-in-class capture and viewing.”

Boals added that Psigen has been in talks with some “key Microsoft partners.” “They have seen our technology and are developing solutions wrapped around it,” he said. “I really don’t know the percentage of our current sales related to *SharePoint*, but I can say it’s on a massive upswing.”

For more information: <http://www.psigen.com/>

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