September 6, 2002

MATSUSHITA STRIKES BACK

Its OEM agreement with **Kodak** clearly in danger, **Matsushita** is striking back. With Kodak's new self-manufactured line of low-volume production scanners scheduled to ship this month, Matsushita subsidiary **Panasonic** has announced an intriguing low-volume product. The KV-S2045C is rated at 42 ppm/76 ipm (duplex) at 200 dpi in black-and-white and 19 ppm/34 ipm at 150 dpi in color. It lists for the incredibly low price of $3,799.

The duplex version of Kodak's low-volume production model, the i260, starts at $6,200, which we thought was an incredible price when it was announced. Yes, the Kodak model offers color speeds rated the same as its black-and-white speeds, 40 ppm/80 ipm at 200 dpi. However, the KV-S2045C is an attractive alternative to users who only want to scan exception documents in color—a practice which vendors like **Fujitsu** and **Canon** say is the norm in the market.

According to **InfoTrends Research Group**, Fujitsu has historically been the market leader in the low-volume production segment, owning a 45%-55% share in 2001, with Canon a distant second at 15%-25%. The Kodak and Panasonic products, which are priced more like workgroup models but rated to perform like low-volume production scanners, should put some pressure on the leaders.

Panasonic has announced a more traditional workgroup scanner as well. The KV-S2025C is rated at 24 ppm/42 ipm at 200 dpi in black-and-white and 10 ppm/18 ipm at 150 dpi in color. It lists for $1,799.

For more information: Charles Vidal, **Panasonic Digital Imaging Solutions**, Secaucus, NJ, PH (201) 392-6193, e-mail: vidalc@panasonic.com.

Captiva At A Crossroads With Pixel

Departure of co-founder, potential conflict of interests put lucrative subsidiary in jeopardy.

Its success could make or break **Captiva**. So, it's no wonder some people want to see **Pixel Translations** fail. And Pixel is not without challenges following the merger of its parent, **ActionPoint**, with forms processing vendor **Captiva**. For one thing, some of Captiva's competitors are Pixel customers. In addition, Captiva must carry on following the resignation of Pixel co-founder and longtime general manager Steve Francis. Francis left Pixel once before, and the ensuing results were not pretty.

Steve Francis, co-founder and former GM, Pixel Translations.

Pixel is a developer of document capture tools. In 2001, it accounted for $6.2 million in revenue for ActionPoint. This represents just over 13% of the combined revenue of ActionPoint and Captiva. The majority of that revenue came from Pixel's ISIS driver business which connects production document scanners with scanning applications. Because ISIS is a de facto standard in the industry, it requires little marketing. So, we're assuming that $6.2 million was also very profitable. Even with Pixel's results, ActionPoint and Captiva combined to lose some $1.6 million in 2001 before interest and taxes. Indeed, the future for Captiva without the continued positive contribution of Pixel would seem bleak.

However, as we said, that continued success is by no means guaranteed. ISIS is not the only driver on the market. **Kofax** offers an alternative through its Adrenaline line of controller boards. There is also a TWAIN standard for production scanning, which is not connected to any vendor and involves no licensing fees.

Departure Leads To TWAIN Challenge
TWAIN is popular in desktop and low-volume scanning applications. It first gained support as a production driver

during the mid-to-late 1990s. It is no coincidence that this was the same time that Francis first left Pixel.

Francis left Pixel after it was acquired by monitor vendor **Cornerstone Imaging** in 1994. Cornerstone correctly saw that surviving as a vendor of specialized monitors was not a viable business plan going forward, and acquired Pixel to help its transition to the software business. The company used the Pixel toolkit to develop the *InputAccel* image capture application that (two company name changes later) remained ActionPoint's flagship software heading into the merger with Captiva.

In the meantime, Francis retired to Hawaii to enjoy the surf. While he was gone, Pixel's support for ISIS deteriorated. Drivers weren't completed on time, they were too expensive, support issues were left unresolved.... In response to these issues a group of scanner vendors got together and launched an initiative to develop a TWAIN production driver. Fortunately for Pixel, early TWAIN versions did not handle the batch requirements of production scanning very well. Although TWAIN gained some momentum, Francis returned to save the day for Pixel before TWAIN could unseat ISIS.

Dennis Clerke, president and CEO, Cardiff Software.

"When Steve came back, we saw a huge improvement in Pixel," recalled Dennis Clerke, president and CEO of **Cardiff Software,** a Captiva competitor and long-time user of the ISIS tools. "Pixel really got behind its technical support, increased communication with its vendors, and reenergized support for ISIS. Prior to Steve's return, **Fujitsu's** Pam Doyle had been on kind of a wild run through the industry galvanizing support for TWAIN."

Where's TWAIN Today?
With Pixel back on track, production TWAIN, while continuing to be developed under the direction of the **TWAIN Working Group**, lost some of its visibility. However, it quickly resurfaced after the Captiva and ActionPoint merger was announced at this year's **AIIM** show. In the wake of that announcement, Clerke, for one, said he would immediately begin looking at alternative capture drivers.

Chuck Jackson, president and CEO, Microsystems Technology.

Five months later, cooler thoughts have evidently prevailed. "ISIS is a good driver with good code," Clerke told *DIR.* "TWAIN is also a good driver, but the fact is most of our higher-volume installations use ISIS. The bottom line is that we can't let business matters [like having to license ISIS technology from a competitor] jeopardize our customers. While I may not like the business structure, until another

driver becomes more pervasive in the industry, we will continue to support ISIS."

According to Clerke, the biggest drawback to using TWAIN is the lack of a formal support organization. "I don't mind paying for support if I can make a call and get a human being to talk to," Clerke said. "If a TWAIN driver is not working, you are faced with the prospect of opening it up yourself and using your engineering resources to try to fix it."

Ironically, Chris Thompson, EVP of forms processing vendor **Recognition Research, Inc.** (**RRI**), said support issues are one of the reasons he plans to switch to TWAIN. "In general, the scanner manufacturer writes the TWAIN data source and is responsible for its maintenance," Thompson told *DIR*. "This eliminates the finger-pointing that can go on between scanner and driver vendors. I know people who have lost their careers over both ISIS and Kofax drivers not being totally up to snuff."

Chris Thompson, EVP, Recognition Research, Inc.

According to Thompson, RRI actually quit using ISIS drivers after Francis left Pixel the first time, and has since been relying mainly on Kofax. Curiously enough, **Microsystems Technology**, another vendor that relies on Kofax drivers, is also currently considering switching to TWAIN.

Conflict Of Interest

"After Steve came back to ISIS, the scanner vendors got what they wanted, so they quit making so much noise about TWAIN," Chuck Jackson, president and CEO of Microsystems, told *DIR*. "And at the time, TWAIN couldn't run production scanners at rated speeds. However, since Kofax has started to compete in the forms processing market, we've been giving TWAIN a second look. And I'm convinced the current TWAIN drivers can keep up."

Jackson is adamant about not wanting to buy technology from either Kofax or Captiva. "Why would I want to feed money to my competitors?" he asked. "And no matter what they say, Kofax is competing in the forms processing market. I think eventually every forms processing vendor is going to have to move to TWAIN. It's the only way to keep the playing field level."

The Pressure Is On Captiva

Clerke, however, told us that Cardiff will support ISIS as long as Captiva can support it effectively. "The question is, 'Will Captiva be able to provide the support and proper independence relative to its competitors?" he asked. "As long as Captiva plays like Steve did, I think most of Pixel's current customers will continue to support ISIS. If Captiva plays it differently, it will be jeopardizing its entire company."

Captiva's Chief Marketing Officer and the new General Manager of Pixel, Jim Vickers, ensured *DIR* that things will be different at least, from the way they were the first time Francis left. "For one thing, Steve will be nearby and continue to help me when I need him," Vickers told *DIR*. "He remains a major shareholder in the company and sits on the board of directors, so he has a vested interest in Captiva's success."

Although Vickers is relatively new to the production scanning world, he does have plenty of experience in an area with a business model similar to Pixel's. In the late 1990s Vickers was VP of OEM sales for chip manufacturer **Electronics for Imaging**. "I have a huge amount of experience in the MFP market," he told *DIR*. "In many cases, I dealt with the same contacts that Pixel is using as it tries to expand into that space."

Vickers concluded by saying that contrary to rumors that have been circulating throughout the industry, Pixel is not for sale. "We see Pixel as a core part of our product suite and go-forward strategy," he told *DIR*. "So, we have absolutely no interest in selling it. We wish people would stop asking us about it and spreading rumors."
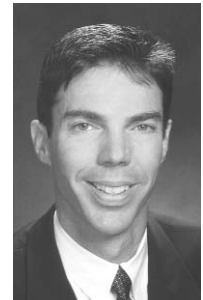
Jim Vickers, chief marketing officer, Captiva Software; general manager, Pixel Translations.

Do Vickers' comments fall into the category defined by the Shakespeare quote, "The lady doth protest too much, methinks." For Captiva's sake, we sure hope not. Captiva's numbers have not shown the company can be a profitable concern minus Pixel. And one look at Pixel's partners proves what a valuable resource it is to the industry. Heck, if Captiva is going to sell Pixel, we wish they'd let us know first.

All kidding aside, Captiva clearly faces some challenges in continuing Pixel's success. But at least it's got something good to start with, which is more than can be said for a lot of businesses.

For more information: **Captiva Software**, San Diego, CA, PH (858) 320-1000; **Pixel Translations**, San Jose, CA, PH (408) 325-3800; **Microsystems Technology**, Tampa, FL, PH (813) 222-0414; **RRI**, Blacksburg, VA, PH (540) 961-6500. □□

Is Image Archiving A Booming Market?

A little less than a year ago, we e-mailed a request to our readers asking for their stories related to the horrible events of September 11, 2001. As you well know, the world has still not recovered from the effects of those events. The damages have been emotional, as well as economical.

IT spending continues to suffer as companies that overspent during the boon of the late 1990s are now tightening their belts. Steve Milunovich, senior technology strategist at **Merrill Lynch** has been credited with saying, "This year, CIOs are being paid to spend nothing."

Certainly, Web-related spending is down. Just look at the revenue of Web-content management (WCM) market leaders **Interwoven** and **Vignette**. Through the first six months of 2002, their combined revenue is approximately half of what it was through the first half of 2001. As we detailed last month, vendors in the document management space have at least managed to hold their ground [*see DIR 8/2/02*].

There is one segment of the enterprise content management (ECM) market, however, about which some people seem absolutely bullish. This is document imaging for archival purposes. "In the months following 9/11, there's been a real awakening about the need for disaster recovery solutions for documents that are critical to continuing business operations," Ken Rubin, VP of marketing for paper storage giant **Iron Mountain**, told *DIR*. "In addition, in the wake of recent, well-publicized financial scandals, there is a confidence crisis in corporate America regarding the management of information that may be asked for in litigation. These two factors have come together to bring some momentum to the concept of digital archiving."

Iron Mountain is among a handful of big companies that have recently embraced the image archiving market. **Documentum**, the $200 million electronic document management specialist, recently announced it is increasing its archiving efforts [*see story on page 6*]. Interest in this space by $5-billion storage giant **EMC** has also been well chronicled in *DIR* [*see DIR 5/17/02*].

So, what gives? While all these traditional industry outsiders are jumping up and down about the potential of the market, traditional imaging vendors seem comparatively quiet. Yes, there was the disaster recovery keynote at the **AIIM** show that played to a full house including coverage by **CNN**. Aside from that, we just haven't heard much from most of you about an increased demand for archival systems. Does this demand really exist, or is it hype? Have these imaging newcomers been sold a bill of goods?

Let us know what you're experience has been. Is image archiving and management a booming market? Last year, we received a number of emotionally inspiring responses to our request. This year, we are looking for more economically inspiring, or uninspiring stories, as the case may well be. As we said earlier, the effects of 9/11 linger, and we at *DIR* appreciate your continued support of the industry.

Please e-mail any feedback to dir.ralphg@verizon.net.**DIR**

Ironing Out The Wrinkles In The ASP Model

Billion-dollar paper storage giant Iron Mountain upgrades digital offering; maintains focus on archival documents.

Don't call **Iron Mountain** a document imaging ASP, or SSP, or even xSP. Although it offers a valuable service, the $1.2-billion paper storage giant does not want to be characterized as a fill-in-the-blank service provider. "The xSP market had one major flaw," Peter Delle Donne, president of Iron Mountain's Digital Archives Division, told *DIR*. "It counted on people taking their most active, transaction-oriented data, and moving it off site. This is something businesses will not, and should not, do."

Peter Delle Donne, president, Digital Archives Division, Iron Mountain.

Iron Mountain knows all about off-site storage. Founded in 1951 as a secure vault designed to protect vital paper records against the threat of atomic attack, Iron Mountain now has some 150,000 customers who store documents at its 550 records centers. While the threat of atomic attack may seem less imminent than it did during the days of the Cold War, the threat of another type of attack has driven Iron Mountain to offer a new type of secure storage. "Ever since the events of Sept. 11, businesses are taking a hard look at the need for on-line, back-up of data and documents that are vital to business continuity," Ken Rubin, Iron Mountain's executive VP of marketing, told *DIR*.

Shooting For $200 Million In Four Years

Last November, Iron Mountain launched a digital

archiving service for its customers. The service features an image-on-demand option for paper storage customers, and full scanning and electronic image archiving capabilities for customers looking for business continuity insurance. Delle Donne expects 25 customers to be utilizing the scanning and archiving capabilities by the end of the year. "We've committed to our investors that our Digital Archives business will be generating $200 million in revenue by 2006."

According to Delle Donne, the majority of that revenue will come from services recently added to the Digital Archives program. These are e-mail and enterprise report archiving. "Two years ago, we interviewed 100 CIOs," Delle Donne told *DIR*. "At that time, 95 of them told us they thought archiving consisted of backup recovery and retention. We recently spoke with those CIOs again, and 30% have changed their views. They realize that a backup system just isn't a good enough archive anymore."

In addition to business continuity concerns, Delle Donne said there is a growing concern among businesses about making documents accessible for potential litigation. "Searching a backup tape for a particular document can cost as much as $2,500 per tape," he said. "If you're a large broker/dealer and the SEC requires you keep up to three years worth of e-mails on file, you can have as many as 30,000 backup tapes."

Delle Donne estimated that the number of inspections being done by regulatory agencies has increased 10 times in the wake of scandals at companies such as **Enron** and **WorldCom**. "Regulatory compliance has moved from the back room to the board room," he said. "Businesses in areas like financial services, healthcare, and insurance are required to keep information for long periods of time, and many don't have the resources to manage it on their own."

Iron Mountain's archiving system makes seven electronic footprints of each file being stored. Those copies are kept on a combination of **EMC** hard drives, **StorageTek** high-performance tape, and mid-range LTO or AIT tape. A range of retrieval times and WORM options are offered. "We envision a system that will manage 20 petabytes of data," Delle Donne told *DIR*. "Optical storage currently just can't handle that sort of volume."

On the software side, Iron Mountain is relying on the **Kofax** platform for image-on-demand jobs and has contracts with several service bureaus to support its archiving initiative. Toronto-based incubator **CDP** is licensing Iron Mountain its full-text indexing and COLD/ERM capture platform. A **Veritas** HSM system is also used, along with an **Oracle** 9*i* database. "**Mobius** was really the only archival vendor we looked at," said Delle Donne. "Most document imaging software on the market is workflow-centric and designed to help businesses process transactions. That is a very different business from the one we're in."

It's Iron's Mountain's focus that Delle Donne

BLENDING PAPER AND DIGITAL STORAGE TO CREATE AN ARCHIVING SOLUTION

As the world's largest service for storing paper records, **Iron Mountain** has a huge captive market for its Digital Archives service. "We look at digital archiving as a component of an overall records storage solution," explained Ken Rubin, EVP of marketing at Iron Mountain. "We recently signed a digital archiving contract with **Aramark** [a multi-billion dollar service provider]. Aramark already uses us for several other services including traditional archiving and retrieval, and statement printing."

Peter Delle Donne, president of Iron Mountain Digital Archives, added that many customers may choose to digitally archive only a single type of document. "These might be documents which a business needs constant access to in order to continue operations. These might be maintenance manuals for an airline or financial statements for a bank."

To help customers make the transition to digital archiving, Iron Mountain has set up a pricing structure that runs parallel to its pricing for traditional storage. "For paper storage, there is typically a charge for transferring documents to our facility, a charge for keeping them, and a charge for retrieving them. For digital archiving, the scanning charge is analogous to the transfer charge. Then we charge 1/10,000th of a cent to store each image, which calculates to approximately the same annual fee per document as the $3 we charge to store a box of paper documents. For electronic reports, we are charging per gigabyte used, with different rates based on how quickly a customer wants access to those reports after we receive them," said Delle Donne.

In addition to a similar pricing structure, Delle Donne added that customer contacts for digital and paper archiving are also similar. "Our main contact for paper records storage is typically a facilities manager," he said. "For digital archiving it's typically the compliance executive, the office of general council, and the IT department. Since paper storage typically involves records management, the legal people usually know about us, and we are already regarded as a trusted third party."

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believes will help his company succeed where many xSPs failed. "I was with **Compaq** when the xSP boom was happening, so I helped fund a lot of it," he told *DIR*. "Because the xSPs focused on transactional data, they needed a higher performance, and much more expensive, infrastructure than the one we are building. In addition, who is going to trust a start-up with valuable data? Iron Mountain has the brand recognition necessary to succeed in the off-site storage market. We've been around a long time, we're trusted, and we're not going anywhere."

For more information: **Iron Mountain**, Boston, MA, PH (617) 535-4766, FX (617) 350-7881.□□

Documentum Embraces Image Archiving

Leader in management of electronic documents increases its image capture capabilities.

As we mentioned in our editorial piece on page 4, **Documentum** is one of the vendors that has recently seen the image archiving light. Documentum, which began life as a vendor of software for the management of electronically-generated documents, has steadily been adding to its content management portfolio since redefining itself two years ago. First there was Web content management, then there was support for multimedia. With the latest release of its ECM platform, which it is calling *Documentum 5* (the last version was known simply as *4i*), Documentum has announced increased support for what it defines as "fixed content."

We were first introduced to the term "fixed content" when storage giant **EMC** announced its WORM hard drive platform [*see DIR 5/17/02*]. Documentum was one of the multitude of software vendors that came out in support of that platform. "Our repository has always supported the search and retrieval of fixed content, just like any other content," explained Lubor Ptacek, director of product marketing at Documentum. "With *Documentum 5*, we've increased our ability to get that fixed content into our system."

To do this, Documentum has "invigorated" its reseller relationship with **Captiva** and developed its own COLD/ERM component. Documentum has also signed an OEM agreement with a records management software vendor [*which we believe to be* **Tarian Software**, *featured in our 8/2/02 issue.*]

"Since Sept. 11, a lot of companies have had to rethink their policies on how to deal with the security and safety of data," said Ptacek. "This includes issues like disaster prevention and business continuity, which can mean keeping important fixed content in an active electronic repository like ours."

Documentum originally signed a reseller agreement with **ActionPoint** back in 1998, to sell a departmental version of the *InputAccel* capture platform. Documentum has been marketing the product under the name *DocInput* [*see DIR 8/7/98*]. ActionPoint has, of course, merged with Captiva, but it was not the merger that was the impetus behind the new deal. "We've sold many departmental capture systems," Ptacek told *DIR*. "As we expand our platform to cover the content management needs of the entire enterprise, we want to expand our image capture platform."

Documentum salespeople will now be able to resell the complete *InputAccel* platform. Training on how to sell and market it has already begun. [*We will have more on how this deal will affect Captiva in our next issue. Because an announcement regarding the new relationship is not due out until Sept. 10, Captiva was uncomfortable commenting for this issue.*]

Lubor Ptacek, director of product marketing, Documentum.

Ptacek concluded by saying that the recent activities of ECM competitor and imaging pioneer **FileNET** definitely came under consideration when Documentum increased its support for fixed content. "FileNET recently expanded its capabilities in areas like Web content management and digital asset management," he said. "This made them more competitive with us. We need to make sure we keep up."

For more information: **Documentum**, Pleasanton, CA, PH (925) 600-6800, FX (925) 600-6850.

Documentum Adds Collaboration

Last month we ran an article saying that collaboration has become a hot topic within the ECM market. Following this cue, Documentum announced it was making a collaboration module available with the latest release of its ECM platform, *Documentum 5*. "Collaboration is a natural extension of document management," explained Naomi Miller, Documentum's director of product marketing. "Processes such as research, product development, and product launches are all collaborative. They also involve key documents that require the controls

of a document management system."

Most collaboration applications are currently run as standalone programs. However, ECM vendors are predicting a similar fate for collaboration to the one they predicted for records management: the technology will be swallowed up by ECM platforms.

Steve Pattison, a former Documentum employee and currently the VP of business development at **iManage**, a document management vendor that made an early jump into collaboration, gave us his version of the relationship between collaboration and content management. "Typically, collaborative projects involve unstructured documents stored in a document management system," he said. "Conversely, users want to apply document management controls to the documents they're collaborating on. Connecting the two is a no-brainer."

According to Miller, Documentum already has approximately 150 installations of *iTeam*, a collaboration toolkit it has been offering for three years. "With the new collaboration module, we are adding communication tools like chat, bulletin boards, and easy access to **WebEx** presentations," she told *DIR*.

Pattison said that the allure of a combined collaboration and content management system is that it addresses a market need. "The market for structured transactional hubs has been tapped out by the ERP vendors," he told *DIR*. "But people in industries that deal with a lot of unstructured information, like financial services, insurance, and legal, have been left behind. They need something to help them do their jobs better."

For more information: **iManage**, Foster City, CA, PH (650) 356-1166, FX (650) 627-8751.

Finding Success As An ERP Supplement
Optika was one of the first vendors in the enterprise content management (ECM) space to offer collaborative technology, when it introduced its "Transaction Resolution Network" more than two years ago [*see DIR* 3/3/00]. At the time, Optika was promoting its *eMedia* platform as a way to transition from paper transactions to e-commerce, and investors were eating up the message. Well, like many companies with outrageously overvalued stock in early 2000, Optika may have been a bit ahead of its time.

According to Chris Ryan, VP of marketing at Optika, the company's collaboration tools are just now gaining some traction. "We have a prototype installed at the **Home Depot,**" he told *DIR*. "And,

we are talking about full-blown installations at some major customers including **Best Buy**. One of the things that's helped is the bundling of collaboration capabilities in a vertical solution for accounts payable. This has helped people understand how to use collaboration."

While its collaboration initiative may have been slow to take off, another initiative which was launched around the same time has met with considerably more success. This is the integration of Optika's imaging and workflow software with ERP platforms. According to Ryan, half of Optika's new sales currently involve integration with ERP.

By far Optika's most successful ERP partnership has been with **J.D. Edwards**, an $800 million software vendor that, like Optika, is located in Colorado. According to Ryan, Optika has between 15 and 20 installations where its software is integrated with J.D. Edwards' ERP systems. Optika also has a large **PeopleSoft**-integrated installation and recently integrated with an **Oracle** ERP system in an installation at **Airborne Express**.

In an ERP environment, Optika's software is typically used to digitize and reconcile paper documents related to transactions managed by the ERP system. This can involve workflows that take documents to users outside the ERP environment. Optika's COLD functionality can also be used to archive reports produced by the ERP system. "An imaging and workflow installation typically costs 15% to 25% of the ERP installation and shows an ROI in one-tenth the time," Ryan told *DIR*. "If more ERP installations utilized imaging, more of them would be successful."

In addition to moving ahead with its collaboration and ERP integration initiatives, Optika continues to expand its platform into areas already embraced by other vendors in the ECM space. Optika expects to add full-text indexing capabilities by the end of this year, and is currently negotiating deals to add both records management and Web-content management functionality.

For more information: **Optika**, Colorado Springs, CO, PH (719) 548-9800, FX (719) 548-7915.

Are ECM Platforms Growing Out Of Control?
At least one enterprise content management vendor is not impressed with its competitors' continuing efforts to add more features to their platforms. "Many ECM applications are starting to look like Frankenstein's monster," said Dave Cadoff, VP of marketing at Swiss-based ECM developer **Day Software**. "The point of ECM is not to create more

silos of functionality. It's to create one view of existing content and to be able to manage that content without a whole bunch of new applications."

Day markets something called the ContentBus, which is designed to apply a single set of content management controls to the multitude of data and document repositories that presumably exist within large companies. "The goal of most ECM vendors is to get their customers to move all their content into a single repository. We offer all the benefits of content integration without the heavy lifting it takes to move the content," said Cadoff.

Day boasts of 110 customers worldwide, mostly in Germany and Switzerland. It's North American customers include the consumer electronics division of **Sony** and sportscaster Jim Rome's Web site.

As part of its initiative to manage content in multiple repositories, Day is leading an effort to define a standard API to access content repositories using Java 2. The proposed API is know as Java Specification Request (JSR) 170, and its development effort was launched in February. It is a follow-up to JSR 168, which is a standard to ensure interoperability between Java-based portals and portlets. "Content management vendors like **Interwoven**, Documentum and **Vignette**, as well as major Java application server vendors like **IBM** and **BEA** have told us they will support JSR 170," Cadoff told *DIR*.

For more information: **Day Software**, U.S. offices, Newport Beach, CA, PH (949) 644-2557.

Vendors "Dumb-Down" Interfaces

A couple of weeks ago we ran some comments by **Forrester's** John P. Dalton. He said that true ECM would never catch on because of the difficulty of designing a user interface to satisfy the diverse types of workers found throughout an enterprise. This daunting challenge has not kept ECM vendors IBM and Documentum from trying. Each announced a simpler-to-use interface as part of its latest ECM release.

"In the past, when content management systems were accessed only by workers in specialized departments, there was less fussiness over the aesthetics of the interface," Jim Reimer, Distinguished Engineer and Chief Architect, IBM Content Management, told *DIR*. "For *Content Manager 8*, we put a lot of focus on making the interface usable by a broader audience. This included making the search tools more Web- and text-centric so users can work with something they are familiar with. We spent over 1,000 hours of development time just on our interface for this version."

According to Lubor Ptacek, Documentum's director, product marketing, his company put in a similar amount of effort in its goal to broaden the use of content management. "We've designed our interface to be more accessible to users that are less technical," he said. "In addition, for the first time, we announced support for the Mac platform. This will help us serve marketing departments."

For more information: www.ibm.com/software/data/cm.■