

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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January 10, 2020

## What's Ahead in 2020?

### *Big names, more funding, to drive market forward*

I trust that everyone is well and your 2020 is off to a great start. As you've come to expect, we are kicking off the new year in *DIR* with our annual predictions, which are always preceded by a review of our prognostications from the year before. Who else gives you that kind of accountability?

Let's start by breaking down our predictions for 2019:

**1. RPA ISV buys a capture vendor:** What was not to like about this prediction? The leading RPA vendors were flush with investment capital, their users were calling for integration with document capture technologies, so why not just acquire an ISV with a fraction of your market valuation? Waiting... Well, for whatever reason this didn't happen in 2019, as RPA ISVs decided to invest their cash elsewhere, like hiring and laying off hundreds of people (in **UiPath's** case at least). **Automation Anywhere** has its own capture technology that it claims can compete with the market leaders [see [DIR](#) 4/12/19] and **Blue Prism** launched an intelligent document processing offering in April. Seriously, what gives, why are we trying to reinvent the wheel when there are dozens of capture vendors with mature technologies and

core expertise already out there? **Wrong**

**2. AI acquisition by an ECM vendor:** While everybody continues to talk about the value of adding AI to their solutions, they are mostly doing it through internally developed technologies and introducing AI incrementally. Perhaps this is the right strategy as AI is such a nebulous thing, adding general AI to capture or ECM may not be the best approach. **Wrong**

**3. A scanner vendor gets acquired:** For years, the document scanner market has been essentially flat. Sure, there have been some gains in developing countries but those are offset by the continuing trends of better functionality and higher speeds becoming available at lower prices. Although we have seen some slowdown by a few vendors in the introduction of new products, we basically have the same players in the market that we had 10 years ago. It seemed that with rumors swirling around involving at least three players being up for sale, we might finally see some consolidation in 2019. Maybe, the hardware market is not in as dire straights as people speculate, but that speculation may also be keeping

acquisition bids down. Whatever the case, no movement here. **Wrong.**

**4. ABBYY emerges as enterprise capture market leader:** All you have to do is take a look at the guest list from this year's ABBYY Content IQ Summit to know that this prediction is coming to fruition. As Markus Pichler, ABBYY VP for global partnerships, told us at the conference, "A year ago, we invited a lot of [partners from the competition] to attend, and this year, they really started to show up." [See [DIR](#) 11/15/19]. In recent years ABBYY, which has historically been an SDK market leader, has ratcheted up its focus on capture applications and has steadily been moving upstream. As other capture vendors have diluted their focus, ABBYY has increased theirs and added staff and transitioned its management to help it move forward. Its 2019 acquisition of Timeline PI will only help it further penetrate the enterprise space [see [DIR](#) 5/24/19]. **Correct**

**5. Latin American market primed for growth:** When I made this projection, I was fresh off a trip to Brazil, a country of more than 200 million people that seemed badly underserved by document

capture. And while Infosource has projected an 80% growth in unit sales for document scanners in Brazil in 2019, results for the rest of the region have not been as rosy. Political changes and social unrest in various countries throughout Latin America continue to negatively affect sales, and growth is under 10% overall. Harvey Spencer Associates was also projecting strong capture software sales for Latin America, but more than 40% of software revenue in the region is coming from Brazil. The bottom line seems to be that while Brazil is primed for growth, the prospects for the rest of Latin America are more uncertain. **Partially Correct.**

All totaled, for 2019, we had one prediction right, one partially right and three that were wrong. Admittedly, this is not a great percentage, but I am hoping, that, like what has happened several times in years past, I may just be ahead of myself and some of my predictions will still come true, just not in the first year they were predicted.

Not to be deterred, following are five fearless predictions for the document imaging market in 2020:

**1. Amazon, Microsoft and Google will impact the revenues of capture vendors:** Over the past couple years, all three of these tech giants have introduced cloud based-capture services, that, for the most part, have remained curiosities. That appears to be changing. In April, Google announced Document Understanding AI (now known simply as Document AI), which is currently being utilized by some big name businesses like **Iron Mountain** and Accenture. At Ignite, Microsoft announced a capture service tightly tied in with SharePoint [see [DIR 11/15/19](#)]. With the capture market moving more towards machine learning and AI, the economies of scale that these behemoths bring to the table will be hard to resist.

**2. More venture funding for capture:** Do you all realize that in October, San Francisco-based ISV **Instabase** received \$105 million in venture funding, which valued the company at over \$1 billion. According to a press release, Instabase's "platform comes equipped with the tools for reading documents, data extraction and classification, natural language processing, and optical character recognition." Also in 2019, **OCRolus**, a New York City-based ISV that specializes in capturing data from bank statements, announced a \$24 million series B round [see [DIR 8/30/19](#)], and last January, **HyperScience**, which develops machine learning based document capture, received a \$30 million round of series B funding [see [DIR 2/26/19](#)]. There are more. Document capture is currently a hot technology to invest in, and we expect this to continue through at least the next year. Wouldn't it be really neat if a venture firm took a stake in an ISV with a proven install base?

## Document Imaging Report

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

Areas we cover include:

1. Document Capture
2. OCR/ICR, AI and Machine Learning
3. RPA
4. ECM
5. Records Management
6. Document Output
7. BPM

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

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**3. Network scanning reaches the tipping point:** The TWAIN Direct specs have been made available for public consumption [see [DIR 9/27/19](#)], **Fujitsu** continues to invest in ISV partnerships for its NXT platform [see [DIR 11/15/19](#)] and Alaris recently introduced its impressive INfuse platform [see [DIR 10/18/19](#)]. All these developments, along with the gradual transition towards accessing capture through cloud services, leads me to think that a significant increase in the adoption of network scanning is on the horizon. It just makes too much as sense—as document imaging becomes mainstream technology, why continue to access it through esoteric drivers?

**4. Spike in capture related sales to the U.S. Federal government:** At the 2019 Harvey Spencer Associates Capture Conference, Markus Most of the **National Archives and Records Administration** presented on a memorandum issued this summer by the **U.S. Federal Office of Management and Budget** that states, “After December 31, 2022, National Archives will no longer accept new transfers of analog records for storage by the Federal Records Centers Program.” Is this going to eliminate paper records at government agencies? No, there are storage options other than NARA, but it is a clear step toward achieving the federal government’s goal of transitioning to electronic records management. We will have more on this in an upcoming issue.

**5. Intelligent Automation gains traction as a market:** This is a term I first heard used by **Kofax** earlier this year and it combines technology like capture, RPA, and BPM. To date in the automation market, we’ve primarily had piecemeal solutions by vendors in each of these categories, but to maximize enterprise automation potential, a combined offering with an underpinning of AI and machine learning would be optimal. You are already seeing RPA vendors bleeding over into capture. BPM, which is a bit more complex due to the level of human decision making often involved, is probably next. Of course, one promise of AI is to assist and replicate human decision making—this is the “intelligence” factor in this emerging market niche. DX is a nice catch all, but I think Intelligent Automation might be a subset of DX that better describes what many of the players in our space bring to the table.

That’s what I got. I hope you find it helpful, or at least enjoyable. We will continue to try and provide you with the most important and relevant market insights throughout the year.

## New Epson Scanner Addresses High-Volume SOHO Niche

As the market for document imaging continues to expand, **Epson** has recognized an emerging need—a higher volume offering for the SOHO and small business user. At a rated color speed of 65 ppm/130 ipm, Epson’s new WorkForce ES-865 offers the performance of commercial grade scanners, with a list price of \$750—aimed at the retail market. The ES-865 features a 100-page ADF and slots in above Epson’s ES 400 and 500 models, which are rated at 35 ppm, have a 50-page ADF, and list for \$300-\$500, depending on the features. The ES-865 also features a 7,000-page recommended peak daily duty cycle, compared to 4,000 pages for the ES 400 and 500 models.

“This scanner is aimed at SMB and SOHO users that need more power and speed than they are getting with traditional retail scanners,” said Greg Newcombe, associate product manager, scanners, for Epson America. “Right now, we think these users are typically going online and buying **Fujitsu** fi-7160s or something like that to fit their needs. With the ES-865, we are offering the power of a commercial grade device at a more affordable price.”

According to our **Infosource** numbers, in the U.S. and Canada, where the ES-865 is being initially released, the fi-7160 is projected to be the top selling distributed model in 2019. (The distributed grouping includes Infosource’s personal, workgroup and departmental segments, which include scanners with an approximate list price of below \$3,000 and rated at 65 ppm or less). Second is Fujitsu’s ScanSnap iX1500, which is rated at 30 ppm/60 ipm and lists for \$495. Together, these scanners have helped Fujitsu hold a nearly 40% share of the distributed scanner market, with Epson in second place at 28%.

Epson sees the ES-865 as combining the best of the 7160 and the ScanSnap. “Like the ScanSnap, the ES-865 is designed to be very easy to use for novices,” said Newcombe. “[Utilizing the bundled ScanSmart capture application], when a user scans a document, they can view all the pages front and back, and once they have everything they want, they can choose where to send the images and whether to apply OCR. There is even some

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intelligence, and ScanSmart can suggest file names based on a document's header information."

ScanSmart incorporates **Kofax NDI** OCR and can be used to output searchable PDFs, as well as Microsoft Word and Excel files. It can run on PCs and Macs. "We feel this versatility sets us apart, as a lot of higher-volume, faster scanners are only Windows compatible, and with SOHO and small business users, there is a good chance of them having Macs," said Newcombe. "In addition, the ES-865 has a TWAIN driver to connect to third-party capture applications, which differentiates it from the ScanSnap models."

The ES-865 also includes a 30-day free trial of Epson's ScanSmart Accounting Edition software, which can be used to automatically capture data from receipts and invoices and export it into applications like QuickBooks, Quicken, and TurboTax. "If the users are doing the higher volume type of scanning we expect them to be, we figure they will have receipts and invoices they will want to take care of," said Newcombe. "For a \$100 one-time fee, they can add the Accounting Edition for as long as they have the scanner. There is no recurring subscription charge, and it runs on their computer so their financial information is not floating around in the cloud."

The ES-865 is built on the same hardware as Epson's commercial DS-870 model, which was introduced a year ago [see [DIR 2/1/19](#)]. It can scan documents as thick as an ID or credit card and includes a color LCD display. "The display shows information on what users are doing as they scan, as well maintenance information," said Newcombe. "It will show when they should be changing rollers, as well as instructions on how to do it and also on how to do things like turn on the double-feed skip to accommodate Post-it Notes. This increases the ease of use for SOHO users."

The ES-865 has a different software bundle than the DS-870 and also a one-year warranty compared to a three-year for the commercial model. There is an extended warranty available for up to five years. The ES-865 will be available in February, shipping primarily through Epson's e-tail channels, including **Amazon**, which Newcombe indicated is Epson's biggest reseller of retail scanners. "In addition to the SOHO and SMB markets, we see the ES-865 as being attractive in certain markets where ECM has not been heavily adopted, such as law firms, who

are often just simply making PDFs for archiving, but who have higher volumes, which make the ES-865 a better fit than other retail scanners on the market," said Newcombe.

For more information:

<https://www.documentimagingreport.com/?p=6694>

## Ephesoft Enjoys Growth in Asia-Pac

Historically, in the *Document Imaging Report*, we have primarily focused on the Americas and European markets. Partially because of time and language differences, Asia-Pac has received less attention, but according to **Harvey Spencer Associates** (HSA), the premier analyst firm covering the document capture software market, in 2018, Asia-Pac accounted for 15%-20% of worldwide capture software sales, showing 15% growth, outpacing the larger and more mature North American and EMEA markets.

Although Ephesoft is a comparatively newer capture ISV compared to most of the market leaders, it has always had a global focus. Ephesoft recently made two significant announcements regarding the Asia-Pac region. The first is a collaboration agreement with the insurance company **Tokio Marine Asia**, along with Thailand-based Tokio Marine Life Insurance, to work on solving "language, data and document challenges that are prevalent throughout Thailand." The second pertained to the implementation of an Ephesoft Transact capture solution at **Alliance Bank Malaysia Berhad**, a leading servicer of small and medium enterprises (SME) in Malaysia.

*DIR* recently caught up Stephen Lee, Ephesoft's sales director for Asia and India, to discuss these developments. "The collaboration with Tokio Marine Asia is really designed to open up the Thai market for us," he told *DIR*. "Malaysia, in contrast, is already a pretty mature for capture."

Before joining Ephesoft in late 2017, Lee spent four years with **Kofax** as business development manager for Asia-Pac. "I was familiar with Alliance Bank from my days with Kofax, so I knew what they were trying to do," he told *DIR*. "But not until after I joined Ephesoft did they get really serious about exploring different capture vendors. They had quite a large number of vendors do a proof-of-concept, and we won.

“Alliance is very much on the path to becoming a tech bank—using technology to optimize the overall experience for their customers. They were looking for a vendor that was agile and had a flexible platform like Transact. They also liked that we have an experienced support team of capture experts in Malaysia .”

Alliance’s initial implementation of Transact is for centralized processing of loan origination documents. “Classification is a huge part of their use case,” said Lee. “When an SME corporation is looking for a loan, in addition to the application form, it has to submit items like identification, proof of address, financial statements, etc. Once Alliance is completely trained on Transact, they want to add customized features like fraud detection. It was important for them to have a platform that is easy to use and customize. They have a strong roadmap and have plans to embed our mobile SDK in their app once they get outside of loans and start to scale across other departments.”

Lee noted that while Ephesoft has had several large enterprise deals in Asia-Pac, the contract with Alliance, for a five-year subscription, is the longest.

Both Singapore and Malaysia, which utilize primarily English documents in business transactions, have been especially strong growth areas for Ephesoft. “Not only have we had success in financial services, we’ve also had some wins in healthcare, logistics, and a couple of conglomerates in Malaysia,” he said. “We are also working with a lot of audit companies involving tax practices. Organizations are really starting to get more creative with how they are utilizing document capture.”

Lee said that historically the capture market in the region has been dominated by larger, more established players like Kofax, OpenText, IBM, and ABBYY, but that recently financial services and insurance companies have been opening up to smaller ISV with more agile profiles. “They are starting to look for more best-of-breed solutions,” he said. “They are not looking to be tied in end-to-end with a single vendor. What they like about Ephesoft is that all we do is intelligent capture and that they can use various other solutions, like UiPath or Automation Anywhere for RPA, or K2 for BPM, and that our software is plug-and-play with those platforms.”

Lee indicated that sales in the region are still mostly on premises. “The market in Asia is

behind the U.S. when it comes to public cloud adoption,” he said. “You do have some customers running their own private clouds and they will put Transact on top of that, but Asia is still probably a year or two away from really looking at adoption in the public cloud.”

Lee noted that most of Ephesoft’s early and larger sales have been direct but that the ISV is currently in the process of growing its partner channel in the region. “At Ephesoft we are continuing with our mission to democratize and modernize document capture,” he said. “In Asia, like everywhere else, users are increasingly looking for solutions that are lean, agile, and easy to use.”

For more information:

<https://www.documentimagingreport.com/?p=6658>;

<https://www.documentimagingreport.com/?p=6609>

## Reveille Expanding Security Footprint

### *Partnership with OpenText leads to integration with Guidance EnCase*

As an application performance management (APM) specialist, **Reveille’s** software has always had the ability inform users on how well their capture and ECM systems are working. While performance continues to be an important metric for these users, in recent years, Reveille’s customers’ concerns around security have been increasing. To help their customers address these security concerns, the Atlanta-based ISV has recently announced partnerships with two leaders in the endpoint detection and response (EDR) market. An endpoint is essentially a computing device, such as PC or laptop, that is connected to network. EDR software is designed to continuously monitor these devices for advanced threats.

“EDR software has the capability to collect forensic artifacts from end points,” explained Brian DeWyer, CTO of Reveille. “It can take snapshots of the state of devices at different times and use those to compile a timeline that enables the EDR software to determine if a device has been modified inappropriately. Typically, EDR applications are looking at the network layer. We complement that by looking at the application layer. We can gather data on who has accessed content, and when and where. Once we determine that something

looks suspicious enough that a user would want to take action, we can leverage EDR products to do that.”

At the recent **Microsoft** Ignite event, Reveille demonstrated its new integration with Microsoft Defender Advanced Threat Protection (ATP), an EDR application for Office 365 users. Working through Defender ATP, devices that are determined by Reveille to be responsible for suspicious activity related to SharePoint files can be scanned, frozen, isolated and disabled, depending on the level of the threat [see [DIR 11/15/19](#)].

Reveille followed that up a couple weeks later with an announcement at **OpenText's** Enfuse 2019 security-focused event about an integration with EnCase from Guidance Software [which OpenText acquired in 2017]. This integration builds on a relationship that included Reveille joining OpenText's Global Partner Program as a Solution Extension partner in 2018. OpenText and its channel are now acting as resellers of the new OpenText Content Security for EnCase by Reveille. “This fills a big gap for OpenText,” said DeWyer. “It's really the missing link between EnCase and OpenText's content repositories.”

OpenText states that EnCase is deployed on more than 40 million end points at more than 500 customers. “EnCase customers have a similar profile to Reveille APM customers,” said DeWyer. “They have high value digital asset repositories and need to protect what is going on in somebody's workspace.

“Reveille is not only able to detect if there is a content access breach in these repositories, it can notify EnCase as to the severity of the breach, so it knows what type of action to take. If it's low severity, EnCase may want to alert an analyst to take a look. If it looks like it's really bad though, and something like 15 documents have been downloaded from a critical repository at three in the morning from an unusual account, the responsible workstation can be isolated, removed from the network, and the user can be disabled. EnCase can then look at other things that may be happening on that device. In today's environment, it's typically better to take action first and ask questions later.”

Content Security for EnCase can be used with OpenText's Content Suite and Documentum products, as well as any additional ECM repositories that Reveille has integrations with,

including Box and SharePoint.

DeWyer noted that the move into security is a natural step for Reveille. “We break down what we do into three areas: see, know and protect,” said DeWyer. “Seeing is understanding how users access a system. It includes monitoring activities like volume and user adoption. Knowing is understanding service levels—baseline and performance. Those are the metrics we use to address APM.

“To address security, we have extended what we do to detecting when there is abnormal or suspicious access to content. Protection is the area we have entered into through our partnerships with EDR vendors. They enable us to take action. We help close the loop for them because unless you are observing a repository constantly, you are not going to know what constitutes unusual behavior.”

Going forward Reveille is looking at creating more depth and bi-directional capabilities between its software and EnCase. “OpenText has a nice API and we are looking to improve the integration between the product families,” DeWyer said. “We are also looking at other providers in the EDR marketplace because we really do fill a gap for them. Security is always a major part of the conversation when we are talking to customers. Performance is important, but it does not have the urgency around it that security-related issues do.”

For more information: <http://bit.ly/ReveilleEnCase>

### **CROWLEY RECEIVES AWARDS**

The **Crowley Company** was recently given a Platinum honor in the 2020 Modern Library Awards presented by **LibraryWorks**, an information resource for library operations. Based in Frederick, MD, Crowley offers scanning services and solutions targeted at the cultural heritage market, which includes libraries. Crowley was recognized for its Imaging repository, its Mekel MACH-series high-speed microfilm scanners, and its Zeutschel zeta book scanner.

All entries were ranked and scored by direct end-users. Only customers having experience with the products or services were permitted to judge.

Crowley was also recently selected as one of the Top 50 Workplaces in Frederick County.

For more info <https://www.documentimagingreport.com/?p=6706>