May 6, 2011

FLEXICAPTURE FEATURES ENTERPRISE UPGRADES

Scalability, auto-learning, distributed capabilities, and integration with third-party apps are four of the hottest trends in the document capture market. Recognition software specialist **ABBYY** has addressed all of them in the latest release of its FlexiCapture software for automating data extraction. FlexiCapture 10 is based on the technology that will be included in the upcoming edition of the ISV's popular recognition toolkit.

"Many of our reseller partners have been asking for these sorts of capabilities as they begin to target enterprise-level opportunities," said Dean Tang, CEO of ABBYY USA.

According to a press release, "ABBYY FlexiCapture 10 includes enhancements for….distributed processing across multiple CPU cores simultaneously. "We've tested it on dozens of CPU cores running 24/7," said Julia Levites, product marketing manager for ABBYY. "We've also changed the architecture to be more compatible with the **Microsoft** Cluster and now provide better fault tolerance and failover when running in that environment."

FlexiCapture's new auto-learning is designed for semi-structured forms. "In our previous version, you pretty much had to go through each field and manually create your templates," said Levites. "Now you can run FlexiCapture on several documents [as few as three to five, according to the press release] and in some cases, you'll have an automatically created template." According to the press release, "FlexiCapture 10 provides administrators with direct access to, and complete control over, generated document descriptions. That enables users to manually change those descriptions if

Start-Up Helps Archivists Meet Quality Standards

We spend a lot of time in *DIR* talking about image processing to improve the quality of scanned documents. We talk about crisper, clearer documents and improved OCR results. But, what about standards? Aside from standards for check images used in Check 21 transactions (which are very low, in fact), we almost never discuss specific measurements used to test for high quality images.

That doesn't mean that there aren't standards out there. In 2004, the **National Archives Records Administration** (NARA) updated its Technical Guidelines for Digitizing Archival Materials for Electronic Access: Creation of Production Master Files - Raster Images. More recently, under the auspicious of the Federal Agencies Digitization Guidelines Initiative (FADGI), the Still Image Working Group has published new Technical Guidelines for Digitizing Cultural Heritage Materials: Creation of Raster Image Master Files.

Typically, these standards are being used by archivists and service bureaus working with heritage materials like bound books, maps, microfilm, catalogues, and periodicals. And that is the market where a Rochester-based start-up, **Certifi-Media**, has had its initial success. "Those are the markets with real needs for image quality measurement," said Chris Hosinger, co-founder and CEO of Certifi-Media.

Certifi-Media has developed a suite of products designed not only to test image quality, but then to automatically adjust images with software so they more closely meet standards.

Basically, the company has developed test targets that can be scanned either before a batch of images or with each image being scanned. The test targets help measure image attributes like noise, sharpness, tonality, true DPI, color reproduction, and exposure level. Certifi-Media's measurements can be used to accomplish two major goals: testing the scanning environment and/or automatically adjusting images to

meet quality standards. Its technology is currently optimized to work with grayscale or color images.

If the scanning process is not producing optimized images, Certifi-Media's technology provides feedback on deficiencies, so scanner operators can make adjustments. The whole image quality assessment process happens very quickly. Information related to image quality can be packaged in an XMP header as meta data, so users have a permanent record of the quality attributes of a captured image.

As an addendum to its image quality improvement process, Certifi-Media has developed some specialty technology in the area of page-splitting, cropping, and deskewing. These features are aimed specifically at book scanning. "When we started working with service bureaus in the heritage market, we saw how much manual labor was being used for these processes, so we began to focus on removing some of it," said Paul Jones, co-founder and CEO of Certifi-Media. "It helps that our image processing technology is able to produce a consistent image for our software to work with every time.

"Eventually, we think this ability to produce a consistent, high-quality image might be valuable to other image processing tools vendors. Couldn't it help with OCR and data extraction results, for example?"

Jones also sees potential riding the wave of Web 2.0 adoption. "Many publishers have an increasing interest in monetizing their archival materials through interfaces like e-book readers," he said. "We think our technology could be a huge asset in that type of conversion process."

Online access drives digital archiving

At least two service providers doing archival book scanning

BOOK SCANNER SPECIALIST KIRTAS ACQUIRED

Kirtas Technologies, a Rochester, NY-based manufacturer of book scanners, has been acquired by French concern **i2S**. i2S has a line of manual, as well as automatic, book scanners. Kirtas, which was launched in 2001, markets an automated book scanner that utilizes a cradle and automatic page turner. It was founded by a former PARC researcher who licensed some of the technology from **Xerox** [*see DIR 4/4/03*].

According to a press release, Kirtas has "an installed base of over 200 units in 35 countries, representing nearly 70% of the world market for robotic scanners. In 2010, Kirtas sold over 40 units of its robotic digitization systems."

From 2006-2008, Kirtas used its technology to help **Microsoft** digitize 150,000 books from public and university libraries as part of the Live Book Search project [*see DIR 3/23/07*].

For more information: http://www.kirtas.com/news.php; http://www.i2s-bookscanner.com/.

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are benefiting from Certifi-Media's technology. "We have been involved with scanning for archives for more than 37 years," said Toya Fisher Dubin of **Hudson Microimaging**, a New York-based service bureau located between Albany and New York City. "We image everything from small bound volumes, up to large atlases. The wide variety of material that comes through our shop makes it a great testing ground for Certifi-Media. Their technology is very good at page splitting and auto-cropping."

Dubin said that interest in online education is driving increasing demand for digitizing historical materials. "We do a great deal of work with museums, libraries, historical societies, and municipalities that have historical records collections," she said. "There have been new opportunities emerging related to their putting information online to improve access.

"It really offers people a way to look at materials in a manner they weren't able to prior to the digital age. For example, we recently did some work for the state library of Massachusetts digitizing 19th century railroad maps that are some 30 feet long. Previous to their digitization, it required 30-foot tables to view these maps, and it put a great deal of wear and tear on the materials to roll them out.

"The challenge, of course, is finding funding. Especially when you're dealing with larger and fragile objects, the cost to digitize can be significant. The funding has been pretty good recently, but, it's going to get interesting over the next 18 months to two years, based on the budget situations we are seeing within the government. We will have to work to get projects funded by private family foundations and individuals, but the economic situation will likely be a problem for all non-profits."

Crowley aggressively pursuing growth

The **Crowley Company**, out of Frederick, MD, is another organization which specializes in creating digital archives. According to a recent press release, Crowley added three new employees to its service bureau, "on the heels of winning several large archive preservation projects."

"We won a large contract with the **Library of Congress** that has multiple task orders," explained Pat Crowley, VP of Crowley Company. "Think of each task order as an individual customer. Under the contract, we might be hired to digitize U.S. Congressional records, for example, or the copyright department might hire us to digitize presidential news articles.

"We also do work individually for government organizations. The **Smithsonian Archives of American Art,** for example, outsources its larger projects to us. We do work with a number of publishers as well. Some of them borrow content from different archival institutions, like presidential libraries. Publishers are constantly on the hunt for new information, basically because they can't keep selling the same stuff. One of our bigger customers is **Ancestry.com**, which scans vital records and obituaries from newspapers, as well as yearbooks, and anything with content relevant to its customer base."

Pat Crowley said that before a recent lull, book scanning was one of the busiest areas of conversion services for Crowley Company, which is also the North American distributor for **Zeutschel** book scanners. "We use the Certifi-Media technology for quality checks, as well as image processing," said Pat Crowley. "It will flag pages or sections of a book where the images do not meet resolution, tonality, or sharpness standards.

"In addition, we use their crop, deskew, and page-splitting technology to save time and money. I would estimate that Certifi-Media's technology increases our throughput per operator by more than 50%. If without it an operator could do 2,500 pages in a day, I expect with Certifi-Media turned on, they could do 4,000."

Pat Crowley concluded that since the economy has recovered in the past year, funding for archiving projects has definitely increased. "Things have loosened up a bit, and there has been more grant funding for archival types of projects," he said. "We've been able to maintain our service bureau revenue, but it was actually growing pretty steadily prior to the economic downturn.

"With the large Library of Congress contract, we expect to at least be able to maintain our revenue stream. We've added some additional resources to help us look for new opportunities. It hasn't always been the case that we had to look actively for archival projects, but it's my perception that the money is flowing a little bit again, and we want to aggressively pursue growth."

For more information: http://www.certifi-media.com/
http://www.hudsonmicroimaging.com/;
http://www.thecrowleycompany.com/;
http://www.documentimagingreport.com/index.php?id=2079.

Please check out our blog for some brief thoughts on recent announcements from vendors like **Canon, DocuWare, Pitney Bowes Management Services**, and **DocSolid**.
For more: http://documentimagingreport.blogspot.com/

Ephesoft Gaining Momentum

Open source capture vendor hires ex-Kofax execs, signs up resellers

After 21 years at **Kofax**, Don Field is back with a start-up and loving it. The former Global VP at Kofax is now CEO of **Ephesoft**—an open source document capture software developer that we first profiled in *DIR* last year [*see DIR 10/22/10*]. The company was founded by Ike Kavas, a former colleague of Field at Kofax. Former Kofax and **AnyDoc** executive David Talarico has also joined the team as senior VP of sales.

"I've done the large company routine, but the best days for me at Kofax were the early ones," Field told *DIR*. "It was so much fun in the beginning, setting things up and hiring the right people. I think that is the type of challenge that suits me best.

"I have a lot of respect for Ike and am excited about working with the new technology Ephesoft has developed. Part of the attraction to me was the open source strategy. Before I joined, I did due diligence on the market, and it seems like the open source software category is booming. I looked at **Red Hat** and what they are doing for the Linux market, and **Google** with Android, and even at what's going on in the CRM and database spaces.

"In the ECM space, you have successful companies like **Alfresco** and **Nuxeo**. It seemed every industry has an open source play except for capture. I think demand for open source advanced capture is going to scale very nicely."

An alternative to "bloatware"

Ephesoft, which is headquartered in Irvine, CA (also the home of Kofax), was launched last year. It advertises its software as IDR (intelligent document recognition), which offers automatic classification and extraction. The interface is 100% browser/thin client-based.

"Most of the established capture software platforms were originally developed in the mid-1990s—in the heyday of client/server applications," said Field. "Sure, they have been modified and updated, but I still consider them 'bloatware.' Our technology is 100% browser-based and built from the ground up to run on the cloud.

"Ephesoft's capture was built with IT in mind. IT often has big problems rolling out distributed capture because of all the different operating systems and server environments they have to worry about. Ephesoft makes deployment easy by supporting all leading browsers."

There are two versions of the Ephesoft software, a Community Edition that can be downloaded and run for free. There is also an Enterprise Edition, which can be downloaded for free, but requires a maintenance and service contract to run. In our previous story, Kavas estimated the size of that contract would be similar to the annual maintenance fees charged by current leading capture vendors.

"Open source means a lot of things to a lot of people," acknowledged Kavas. "Basically, it means that anyone can download your software, see the entire source code, and even compile it if they want to. We offer our software under a GPL license. This means it can be used and modified, but if you modify it, the modifications need to be offered back to the community. You also have to keep our logo on it.

"We haven't had any community contributions yet, but some of our partners are working on things. We also have APIs, so users don't necessarily have to work with the source code to write plug-ins to other applications like document repositories. Also, keeping with our strategy of openness, we are offering CMIS (content management interoperability services) integration."

For end users, Kavas thinks open source lowers the risk of being tied to a vendor. "Users own their code, so there is no reason to have to put a copy in escrow and all that," he said.

Building a channel

When we spoke with Kavas in March, he said over 1,000 copies of the Community Edition had been installed worldwide and there were approximately a dozen Enterprise customers. "The goal is to upgrade the Community users to the Enterprise Edition, after they get an idea of what the software can do," said Kavas. "For the Enterprise Edition, we charge a fixed price per server, and you can run as much volume through it as you want. Our pricing is based on up to four cores per CPU."

In addition to different support level options, with the Enterprise Edition, customers receive OCR technology developed by **Open Text Document Technologies**, as compared to the open source Google Tesseract OCR that comes with the Community Edition. There is also a browser-based scanning client with the Enterprise Edition.

Much like Kofax, back when Field and Talarico were coming up, Ephesoft is focused on selling its Enterprise Edition through a reseller partner channel. "We are not a professional services company," stressed Kavas. "We rely on partners to

deliver services around our Enterprise Edition. This includes creating custom plug-ins that help them address verticals they may specialize in."

Kavas noted that partners are not allowed to sell services around the Community Edition. "We train and support partners on the Enterprise Edition," he said.

In March, Field said the company had signed up 17 authorized partners, including seven in the Americas, seven in Europe, and three in Asia. In April, Ephesoft announced it had signed on a new European partner, **VLC**, which landed an installation with Netherlands based fuel card company, **Travelcard**. According to a press release, "Triggered by a move to a new office, Travelcard has decided to digitize most of its document stream."

Bringing IDR to the masses

Field feels Ephesoft's open source model opens up IDR technology to a new set of end users, as well as resellers. "We don't feel we are necessarily going to be taking market share from existing capture vendors," he said. "We are opening the market to a new segment of customers who can't afford older technologies. Our product is really targeted at the SMB.

"We are also reaching different types of systems integrators. Alfresco changed the ECM market by making its technology available to the masses through open source. Now the same community that has embraced Alfresco's open source technology is looking at open source capture. One reason is that Alfresco competes against **EMC** and EMC has Captiva's capture technology. Now, Alfresco resellers can counter with Ephesoft."

In addition, Ephesoft's Web-based architecture makes it attractive to partners who want to offer cloud-based capture services. "We've built our technology to be very fast when deployed over the Web," said Field. "We have three partners who have deployed Ephesoft on **Amazon's** cloud. Alfresco can run in the same environment, so it's a great fit."

With Field and Talarico now on board, we expect Ephesoft, which is currently privately funded, to continue to increase its visibility and gain momentum. "We haven't gone to any traditional trade shows yet, and we didn't go to AIIM," said Field. "However, in the latter half of the year, Alfresco will be doing something with a number of its partners, and that is the type of event we'd like to attend."

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

New Interface Complements Sharp's Latest Version of OSA

Sharp, one of the pioneers in the area of Web-based application interfaces for MFPs, has released a new version of its OSA (Open Systems Architecture) platform. OSA is utilized by multiple capture and imaging vendors to integrate with Sharp MFPs. The latest version features several upgrades, but perhaps the most intriguing one is its integration with the new interface being introduced on Sharp's latest MFPs.

Unveiled at Sharp Imaging and Information Company of America (SIICA)'s recent national dealer meeting, the new interface was designed with smart-phone technology in mind. According to the Sharp press release, "Sharp's new interface provides easy access to all MFP features, each of which are viewed as familiar icons. Users can perform all tasks using 'flick,' 'tap,' 'slide,' and 'drag' gestures on the color LCD touchscreen."

"We think that when combined with our new 10.1-inch [measured diagonally] color interface, the functionality of OSA 4.0 really sets us apart from everyone else in the industry," said Shane Coffey, director of product management for document products for SIICA. "They combine the power of a large, innovative interface with OSA's ability to integrate a device with back office resources."

Coffey feels the new interface is a natural compliment to the way MFP are now being used. "These devices started out as copiers," he said. "As they have added printing, scanning, and network capabilities, layers have been added to the original UI architectures. Uses are often asked to drill down through multiple screens to reach the device's features.

"This type of activity requires a fair amount of user knowledge. When we surveyed people about how their MFPs were being used, we found there were features they knew they had, but they didn't know how to get to. We designed our new interface workflow to allow easy access to features and give users confidence that they are using them correctly."

One of the cool new features that can be leveraged in document scanning applications is image previewing. With their fingers, users can rotate, flip, delete, and change the order of documents in a scanned batch before there are committed to their final destination. There is also a feature for eradicating areas of a document, although no OCR is utilized. We're not quite sure if OSA partners will be able to do touchscreen-based capture of data

later in a process.

Either way, with OSA 4.0, ISVs' integrated applications will be able to be more flexibly designed with more opportunities for customization to help walk users through a document process.

OSA 4.0 is also more friendly to cloud-based applications. "Formerly, we had some hurdles to overcome when the OSA interface was communicating with a server outside the firewalls of an organization," said Vince Jannelli, associate director, applications and partners within SIICA's product management group. "Now, we no longer need a gateway app, and OSA can interface with cloud-based applications in a manner that is more firewall friendly."

Jannelli added that applications developed in OSA 3 will be able to run on OSA 4.0, "but to access some of the new features, some new code will have to be written."

For more information:

http://documentimagingreport.blogspot.com/2011/03/sharp-introduces-new-mfp-interface.html

Kofax Expanding APAC Sales Efforts

In fiscal 2010, **Kofax** saw 45% growth in sales in the Asia-Pacific region, but EVP of Field Operations, Alan Kerr is not satisfied. To help drive sales in this emerging geography Kofax has hired a new senior VP of software and solutions sales for the region. Owen Taraniuk joins Kofax from **Open Text** where he had plenty of experience as a senior VP in worldwide markets.

According to a Kofax press release, "In both roles [at Open Text] Taraniuk was instrumental in transforming his regions from promising, but fledgling, markets into predictably productive sales operations contributing to the company's year-over-year revenue growth." This would certainly be in line with Kerr's goals for Kofax in the Asia Pacific region.

"When I joined the company three years ago, if you looked at our worldwide markets, we had a strong business in Europe, and we were strong in America but needed to be stronger," Kerr told *DIR*. "However, we were relatively weak in Asia Pacific. At the time, I brought in Peter Murray, who'd been in that region for a long time with several software companies, including **Captiva**. He cleaned up things for us and put the organization in place to be relatively successful, especially in Australia and New Zealand.

"Peter did a great job, and now he is retiring. Owen has a tremendous pedigree as a high level enterprise software executive in several of the geographies we now need to focus on. He brings gravitas and credibility to help us set up the senior level meetings we need to achieve the growth we're looking for."

For its fiscal 2010, Kofax reported $15.5 million in applications software sales and services revenue in the Asia-Pacific region. This represented 46% growth over fiscal 2009. The 2010 figure represented approximately 8% of Kofax's overall applications software revenue.

Alan Kerr, EVP, Field Operations, Kofax

The numbers were boosted by several large deals in Australia, including a multi-million sale to the government agency **Centrelink**. "We're certainly in good shape in Australia," said Kerr, "but I see other opportunities in areas like Japan, China, southeast Asia, and especially India.

"India is interesting on a couple fronts. Historically, most of our business in India has been with service providers that work for Western entities. With inflation making Indian labor more expensive, many Indian service providers are looking at automation to reduce their numbers of keyers. This presents an opportunity for KTM (Kofax Transformation Modules). In addition, organizations that do business within India, like the government, are starting to build out their infrastructures and looking to automate processes to make themselves more efficient.

"I think India is currently the biggest opportunity in Asia Pacific. After that, it's probably Singapore, Indonesia, and Hong Kong.

Kerr added that while there is certainly potential in China and Japan, there are also some challenges Kofax needs to overcome. "The revenue we've realized from both those countries has been small, but we are investing resources into them," he said. "We just hired a new director for our Chinese operations, who is currently based in Hong Kong but will be moving to Shanghai. Shanghai is where most of the banking is run, with the governmental center being in Beijing. However, you don't just want to focus on those two areas, because there are several other large cities with opportunities as well.

"As a foreign company, there are still some challenges related to getting money in and out of

China. That's one reason it's important to build a partner channel. And even though there is an increasing demand for quality Western software in organizations like banks, generally they still want to buy from Chinese organizations. Partly because of the need to work through a channel, we think China can be a strong market for Express."

Kerr said a reseller channel is also required to sell successfully in Japan. "One of the biggest challenges with the Japanese market is education," he said. "The Japanese culture stresses high-quality, so as a starting point, they'll often assume you can achieve 100% recognition rates. Complicating matters is that Asian character sets often make OCR more difficult. Basically, in Japan, we are working on setting up a distribution model through a more sophisticated partner base."

Kerr concluded that he has some high expectations for the Asia-Pacific market over the next few years. "I expect it to continue to increase as a percentage of overall sales," he said. "To do that, it will obviously have to grow faster than our other regions."

For more information: http://www.documentimagingreport.com/index.php?id=2123; http://www.kofax.com/contact/worldwide.asp

OBS Increases Document Imaging Footprint

Océ Business Services has opened a New York-based conversion services center to complement the one it opened last year in the Salt Lake City, Utah-area. OBS is a $650 million-plus subsidiary of printing specialist Océ, which was acquired by **Canon** in 2010. The new imaging center is part of the continuing evolution of Océ's print and mailroom services.

"Starting with the Salt Lake City-area imaging center last year, we've had some significant success developing off-site production imaging solutions for our clients," said Michael Lawyer, VP, shared service and enterprise accounts, for OBS. "However, because of the location, we were having trouble addressing some needs of our east coast customers. Basically, we have added an imaging footprint in the New York City-area, with duplicate capabilities, so work can be transferred seamlessly between the two sites if need be."

When we profiled the Salt Lake City-area imaging center, we noted that it was using several brands of scanners, as well as capture software from **Digitech** and **Kofax**. In addition to U.S.-based personnel, OBS utilizes data entry resources in Manila, Philippines. OBS offers a number of image output formats [*see DIR 4/2/10*].

OBS has some 1,250 customers worldwide for which it provides a variety of services including print and mail management. OBS considers imaging a subset of its records management business. "The biggest opportunity we have is to capitalize on a hybrid strategy combining our on-site services with our external production platform, including coding and indexing services, to create optimized solutions for our clients," said Lawyer.

One of those solutions has been around processing mail that is returned because of faulty addresses. This mail might be produced through Océ's on-site print and mail services and then processed at an OBS imaging center when it is returned. "We often extract data from the envelopes as well as the first page of the contents," said Cheryl Young, a senior records and information solutions architect for OBS. "Our customers use this information to update their databases and maintain compliance with regulations."

Lawyer noted that the volumes of some imaging jobs OBS has been winning are "much larger than originally anticipated." "We are seeing a ramp-up of larger projects as our sales team becomes more mature in its ability to recognize solutions," he said. "We've done projects with multiple millions of pages. Of course, this fits better with our goal of addressing mainly production opportunities with our off-site resources."

Study shows imaging underutilized
To help its sales team better recognize imaging opportunities, OBS recently did a survey "of records managers and other executives responsible for document management processes." It filtered the results to include its target market of organizations with more than $100 million in revenue. In each of these three areas: operational efficiency (77%), enhancing customer service (72%) and reducing paper (70%), over 70% of respondents reported they were benefiting from document imaging.

"Imaging and records management is one of our most robustly growing areas," said Ken Neal, director, corporate communications, at OBS. "In this study, we tried to focus closely on those two areas. We wanted to look at what companies were doing that were helping them be successful, and we also wanted to look at what they weren't doing and pinpoint areas there might be opportunities to further leverage imaging.

"For example, only 50% of those surveyed indicated imaging was being used to enhance regulatory compliance. Even fewer, 21%, said they were using it to increase their competitive advantage. We can only speculate on the reasons behind this, but we think, in many cases, an organization might be lacking support for imaging outside the records area. Maybe they don't think anything to do with records can be a revenue generator."

"Often times, I think organizations have a perception that it's very expensive to launch an imaging initiative," said Melissa Carlis, director of records development for OBS. "However, if you look at the whole lifecycle of a document, and capture it as early as possible, there is a much greater opportunity for ROI."

Carlis added that OBS takes a consultative approach to selling imaging and records management. "For example, we recently were working with a company on the west coast that was moving to a new headquarters," she said. "They wanted to image all their paper so they didn't have to move it and asked us to take a look at it. When we did, we discovered that they had a set of documents that regulations said had to be kept on-site as paper. Basically, we had to walk away from the imaging opportunity, so we could help them remain compliant in their records policies.

"Looking at the document lifecycle is important when addressing opportunities in areas like accounts payable as well. We start by looking at the procurement process and understanding the meta data that exists there and if it can be leveraged in the payment process. Then we try to optimize payment cycles and set up a single system for managing all of this seamlessly, including exceptions."

For more information:
http://www.obs-innovation.com/;
http://www.documentimagingreport.com/index.php?id=2130;
http://www.obs-innovation.com/news_view.aspx?docid=227

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necessary."

To accommodate distributed capture, ABBYY has introduced completely Web-based verification stations. "When deploying our technology remotely in the past, a client had to be remotely installed on each device," said Levites. "Now, you just open up a browser, and we can completely load a Web-based user interface. We've also introduced single-click installation of remote scanning stations. Finally, we've done a new integration with Microsoft's Exchange and POP3 mail server to enable capture of data directly from e-mail attachments."

On the integration front, ABBYY extended FlexiCapture's Web Service API.

For more information:
http://www.documentimagingreport.com/index.php?id=2122;
http://www.abbyy.com/data_capture_software/

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