

# Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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July 13, 2012

## THIS JUST IN!

### ABBYY LAUNCHES CLOUD SDK

In an effort to encourage adoption by a new breed of developers, **ABBYY** has launched a cloud version of its OCR SDK. The ABBYY Cloud OCR SDK has all the features of the recognition ISV's FineReader traditional SDK. Plus, it introduces a Web API to simplify integration into multiple operating systems. It is being hosted on Windows Azure and is currently priced by page volumes.

"Our FineReader SDK has historically been delivered to an audience of very traditional C++ programmers who have accessed the technology that way," said Scott Thompson, a senior product marketing manager at ABBYY USA. "With the Web API, we are addressing an emerging community of developers who are focused on development platforms like .Net, Ruby, Java, as well as mobile operating systems. With the Cloud OCR SDK, Web applications can be integrated with our technology through a single line of code.

"In a sense, we have done some of the application work for the Cloud SDK customers. We have written code that runs behind the scenes and simplifies OCR process for them. For example, we've come up with profiles they can select for different types of applications—like archiving or document conversion. In our FineReader toolkit, there are a lot of dials that can be turned to optimize output. For Web developers, we've pre-tuned these dials and made it more of a black box process."

Worldwide access to the Cloud OCR SDK is currently provided through a European data center, but Thompson indicated other regions would come on board with their own hosted environments as user adoption increases. "We were introduced to Azure through our

**CONTINUED ON PAGE 8**

## Ephesoft 3.0 Advertises Next-Generation Capture

Maybe it's not quite a revolution, but **Ephesoft** is certainly attempting to lead the evolution of the document capture market. A couple years back, the Laguna Hills, CA-based ISV jumped into the market with innovative open source capture software. Last month, Ephesoft released version 3.0, which has new services-centric features that better enable cloud deployment and Web-based application integration.

"We've worked hard to bring some innovation to the capture market," said Ike Kavas, founder and CTO of Ephesoft. "Our auto-classification and separation technology is really good. We think our free-form extraction is on par with anything in the market. And, the new features being introduced in version 3.0 will put us a couple years ahead of the competition. They will now be playing catch up."

For integration with third-party applications, Ephesoft has introduced a REST (Representational State Transfer)ful API. According to the Wikipedia, REST "is a style of software architecture for distributed systems such as the World Wide Web." "We wanted to bring Web services APIs to the capture world," said Kavas.

Ephesoft's RESTful API is designed to enable users to integrate capture as a Web-based service to be called from other Web-based applications. "Historically, our software worked like any traditional capture application," said Kavas. "It did a job—scan and process—and then exported everything to a back-end system. With Ephesoft 3.0, our software can be deployed as a tool to capture-enable existing applications and processes.

"For example, we are working with an insurance company, that has a workflow and document management system in place for managing its claims processes. It is running rules that our capture software doesn't need to know anything about.

"However, when a piece of paper related to a claim comes in, within that workflow interface, the insurer

wants its employees to be able to push a button and capture the image and required data. This can be accomplished by setting up call to an Ephesoft application running on a server. That call could include specific instructions like, 'OCR this TIFF file, and send back an XML file with coordinate information; use the XML to determine the document type; then take the XML and extract the claims data from it.'

"As you can see, this enables a user to execute document and data capture without installing anything on PCs. The insurer could run the software in its own data center or access it through a cloud implementation."

**"From the beginning, it's been Ephesoft's goal to make intelligent document capture a commodity, and this is definitely a step in that direction."**

**— Ike Kavas, CTO, Ephesoft**

To improve the cloud capabilities of Ephesoft, version 3.0 introduces features designed to better enable multi-tenancy. "We already have resellers offering Ephesoft in a SaaS (software as a service) environment," said Kavas. "We have a reseller in Italy, for example, that is hosting our software and making it available to its customers as an invoice capture application. Its customers can either keep subscribing to the SaaS, or eventually, when they get budget approval for an implementation, they can move the software in-house. If a reseller has a SaaS workflow and document management solution, it could potentially set up a whole hosted invoice processing solution.

"With Ephesoft 3.0, we've added some missing features and closed some of the gaps that were preventing our software from being hosted in multi-tenancy environments."

Multi-tenancy basically means that multiple customers in a SaaS environment can utilize the same implementation vs. the software provider having to deploy a separate implementation for each user. Multi-tenancy is designed to be more cost-effectively scalable and easier to manage than single-tenant SaaS deployments. "One thing we did, for example, was enable customers to add users or fields to their individual profiles," said Kavas. "In the previous version, our partners had to make these additions, and this was creating bottlenecks."

Ephesoft is also now hosting a cloud deployment of its software that it is making available to resellers, as well as end users on a very limited scale. "Some resellers don't want to host our software as a service themselves, so we will enable them to license it as a hosted service from us," said Kavas. "They will pay a fee to us and they can mark that up, and even put their own branding on it. We use the **Amazon**

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**Subscriptions:** \$597 (electronic) or \$670 (paper) per year.

cloud service and depending on the contract the reseller signs, they can either have their own instance of Ephesoft on our cloud or share it with other resellers.

“We are also planning on launching a ‘public-cloud,’ service. The model would be similar to a Gmail or a **Dropbox**—users should be able to sign-in and start using it in seconds. There will be a limited number of CPUs available, and because of priority settings, documents might not be processed immediately. But, from the beginning, it’s been Ephesoft’s goal to make intelligent document capture a commodity, and this is definitely a step in that direction.”

Kavas said that there would be no fee charged for Ephesoft’s public cloud service. “It’s a freemium model that will enable potential customers to try out our software without having to download anything,” he said. “This should help us market more effectively to line of business users vs. the IT department. Training will be available through YouTube videos, and IT won’t have to be engaged to do things like set up virtual machines for testing.

“Basically, we’re hoping that line of business users will like the results they get from the public cloud and push for an upgrade to our Enterprise Edition.”

This is not Ephesoft’s first go-round with a try-and-buy model. As an open source developer, Ephesoft makes a Community Edition available, as well as a trial version of the Enterprise Edition. According to Don Field, Ephesoft’s CEO, about 70% of Ephesoft’s sales come from upgrades.

Technically, Ephesoft’s Enterprise Edition software is also free, but users have to sign an annual maintenance agreement. The Enterprise Edition features some technological upgrades over the Community Edition, such as support for commercial-grade OCR, scalability and high-availability features, image clean-up and enhancement options, and certified integration with several batch capture products. The Enterprise Edition also offers a Java module for browser-based scanning with TWAIN devices.

According to Field, there have been about 5,000 downloads of the Community Edition to date. Per the Ephesoft Web site, “It is recommended for developers and highly technical enthusiasts in non-mission critical environments. Ephesoft makes resources available on-line like users’ manuals and

tutorials, and it also sponsors a public discussion forum.

The Enterprise Edition is primarily supported by Ephesoft resellers who also provide professional services. “We have about 48 partners in 14 countries,” Field told *DIR*. “They come from two worlds, and it’s about an even split. Half are from the traditional document capture world. They are typically gold- or platinum-level resellers with another capture vendor and are looking for an alternative product.

“The other half come from the open source community. Many work with **Red Hat, Nuxeo, or Alfresco** open source content management products and want to add complementary software. We have about the only capture software that can run on a Linux server.”

Field said that the traditional capture resellers have been easier to work with for Ephesoft. “They

#### **BI-DIRECTIONAL CMIS INTEGRATION**

One of the improvements in **Ephesoft 3.0** is two-way CMIS (content management interoperability services) integration. Approved in 2010 and administered by **OASIS** (Organization for the Advancement of Structured Information Standards), CMIS is a standardized way for mapping content so that it can be understood by multiple content repositories. Organizations that have participated in the development of CMIS include **Oracle, SAP, Open Text, IBM, Nuxeo, EMC, Alfresco, and Adobe**.

“Since last year, we’ve been able to release documents into multiple repositories, with a single CMIS plug-in,” said Ike Kavas, founder and CTO of Ephesoft. “But, we had some cases where users already have documents in a repository and wanted to export them into our capture system for processing. They can now leverage CMIS to do that.

“For example, we have a customer receiving invoices through fax. Because the customer tracks everything that comes in, the fax transmissions go straight to a repository, where they are tagged with meta data. With the previous version of our software, the customer could transfer these documents to Ephesoft for data capture, but it was clumsy. With the new version, they can utilize a CMIS interface not only to export documents into Ephesoft from repositories, but from e-mail inboxes as well. Ephesoft can then process the images and use CMIS to put them back in the repositories.”

For more information:

<http://www.cmis-solutions.com/companies/ephesoft>  
[https://www.oasis-open.org/committees/tc\\_home.php?wg\\_abbrev=cmis](https://www.oasis-open.org/committees/tc_home.php?wg_abbrev=cmis)  
<http://docs.oasis-open.org/cmisis/CMIS/v1.0/cmisis-spec-v1.0.html>

understand the market and the business processes associated with capture, as well as how to explain the ROI," he said. "The open source people are typically more focused on Web content than paper-based information. Sometimes we'll recommend that these open source integrators partner with traditional capture resellers."

Field estimated that Ephesoft has 50 implementations worldwide, with about 70% in North America and 30% in Europe. "Europe is a few years ahead of North America in terms of open source adoption," he said. "We'd like to leverage those market conditions to help us get closer to a 50/50 split. We also have some resellers in the Middle East and AsiaPac regions."

Ephesoft is being used in a variety of application types. "Our software is being used for mortgage processing, insurance, invoice capture, all sorts of things," Field said. "Banks are using it for the paperwork involved with opening new accounts. We've had some recent success with medical records. Invoices are a strong market for capture and some of the improvements in 3.0 will help our customers better process line items. We try to handle any capture needs a customer might have."

Ephesoft does not price based on page volume. "At the low-end, you can get into our software for about \$20,000 per year," Field said. "That includes an unlimited number of users and volume of documents. There are some inherent hardware restrictions that may force a user to buy additional server licenses."

"But our software does scale very well. We've tested it at over 200,000 images per day and haven't had any problems. We've also done stress tests at 1,000 images per minute."

In fact, Field noted that **Iron Mountain**, which is using Ephesoft for a mortgage document classification application [see *DIR* 6/8/12], has some very high volume requirements. "Our average yearly contract is typically around \$40,000-\$50,000, which supports enough software for a high-availability, as well as testing/development environment. Most of our success, to date, has come in the mid-market, but we think we can also address the higher end."

"Our big focus right now is on getting more exposure. One of the ways we hope to do that is through hiring more salespeople."

For more information:

[www.ephesoft.com](http://www.ephesoft.com);

<http://www.ephesoft.com/solution/productinfo/whats-new-with-ephesoft-30>;

<http://tinyurl.com/Ephesoft3PR>

## Alfresco Enjoying Open Source ECM Success

It's no secret that **Ephesoft** hopes to piggyback on some of the success **Alfresco** has been having in the open source ECM market. Launched in 2005 by a group of former **Documentum** employees [see *DIR* 1/20/06], Alfresco has grown to a 200-employee company with more than 300 partners and 2,200 implementations of the Enterprise edition of its software worldwide. Ephesoft is a technology partner with Alfresco, which also recently announced an alliance with **Kofax**.

"Imaging has always been an area in which we've integrated with third-party products," said Joe Tong, channel marketing manager for Alfresco, who *DIR* caught up with at the recent **info 360** event in New York. (Viewing ISV **Deaja** and capture ISV **EzeScan** are also listed as Alfresco technology partners.)

**Zia Consulting**, of Boulder, CO, was recently named "Partner of the Year" by each Alfresco and Ephesoft. "Software subscription sales revenue is the primary factor in our selection but we also value partner focus, creativity, and commitment to the Ephesoft platform," noted Don Field, Ephesoft CEO, in a press release. "We first met Zia at Alfresco's DevCon event in 2010, and Zia immediately understood the synergy and potential of working together. Zia further impressed us with its dedication to quickly mastering the product and their rapid deployment in a wide range of engagements from mailroom automation to invoice processing."

While the Ephesoft integration is a natural marriage of open source products, the Kofax partnership seems primarily driven by customer demand. According to John Powell, CEO of Alfresco (as stated in a press release), "Kofax and Alfresco have numerous mutual customers eager to increase the ROI from their existing infrastructures."

In 2011, Alfresco reported that its channel sales (which produce 70% of its revenue) were expected to grow 40%. Alfresco has a similar model to Ephesoft in that it makes a Community edition available for free, while its Enterprise edition requires a support contract (the price of which is based on the number of CPUs being utilized in an implementation). "There have been more than 4 million copies downloaded of our Community edition," said Tong. "About 70% of our Enterprise customers started out with our Community edition."

Alfresco uses one strategy that is the opposite of Ephesoft's—it releases new versions of its Community edition prior to releasing new Enterprise

versions. For example, Alfresco Community 4 was introduced last fall, with Enterprise 4 coming out this February. “We have a great dialogue with our users who help us decide which features we need to add,” said Tong.

Tong said many users look at Alfresco as a less expensive alternative to a traditional ECM system. “Most organizations already have multiple repositories, but when they are expanding into new areas, they find that expanding those repositories might be cost prohibitive,” he said. “So, they’ll download our Community edition and maybe eventually upgrade to our Enterprise version.”

To us, this sounds similar to the way many organizations end up implementing SharePoint for ECM applications. “Our software integrates with SharePoint, but it can also compete with it,” said Tong. “One major difference is that while SharePoint is built on a .NET architecture, our software is Java-based. Many organizations prefer to work with a Java stack.”

Tong, who is based in Atlanta, is charged with continuing to build Alfresco’s North American channel, which currently consists of about 65 systems integrators.

For more information: <http://www.alfresco.com>; <http://www.kofax.com/news/article.asp?id=1311>; <http://www.ziaconsulting.com/>

## DocPoint Evolves into SharePoint SI

We’ve spilled a lot of (virtual) ink in *DIR* discussing how SharePoint is affecting the ECM industry. Overall, our conclusions have been a mixed bag. On one hand, we are certainly seeing increasing adoption of the **Microsoft** platform for ECM applications. On the other hand, this adoption hasn’t seemed to have had a negative effect on many imaging-centric ECM ISVs.

The main reason for this, in our opinion, is that while SharePoint can certainly be utilized for imaging applications, if you want to use it as a repository for mission critical processes, SharePoint typically requires considerable customization, including third-party ISV add-ons. Often, it’s simpler, and probably less expensive, to just install an out-of-the-box document imaging system and be done with it.

That said, there are certainly plenty of successful document imaging implementations with SharePoint

as the repository. **KnowledgeLake** has built a thriving ISV business image-enabling SharePoint (dating back to SharePoint 2007). **Kofax** claims to have hundreds of capture installations where SharePoint is the back end and recently put its money where its mouth is by acquiring a BPM ISV to complement its scan-to-SharePoint focus [see *DIR* 11/16/11].

And, then there is **DocPoint Solutions**. DocPoint is one of probably less than a handful of traditional document imaging resellers that has made a successful transition to supporting SharePoint implementations. But, calling DocPoint a “traditional imaging reseller,” is likely a misnomer. Technically, DocPoint is a spin-off of a successful imaging reseller and service bureau—**Quality Associates, Inc.** (QAI).

What QAI did differently from most of its counterparts was to create a SharePoint-focused subsidiary—DocPoint, which is projected to reach more than \$9 million in sales for 2012. Being solely focused on SharePoint has enabled DocPoint to make the necessary adjustments for success in a market that, when you come down to it, is quite different than the traditional document imaging space.

“With traditional document imaging sales, you go in with a laptop and a demo and hope the customer will buy into what you are selling,” said Scott Swidersky, president of DocPoint and executive director for the Information Systems Division at QAI. “In contrast, most of our DocPoint customers already own the heart of the technology we are going to be working with. They typically have an enterprise agreement with Microsoft that includes SharePoint. We certainly have some third-party brands that we bring in to complete a solution, but, for the most part, we’re talking to our customers about improving their business processes.

“When we introduce a product like **Nintex** for workflow, for example, we’re talking about selling a piece of software from a \$20 million ISV to someone like the U.S. State Department. In the grand scheme of things, that product brand really doesn’t mean anything to customers. The State Department just wants to know that we’re going to be able to solve its workflow problem. Fortunately, we’ve built up enough trust, especially within the federal government market, through some of our past performances (which includes work done by QAI), that they have faith we understand their processes and can get the work done.”

QAI’s assistance has certainly enabled DocPoint to hit the ground running, especially with the **National**

**Institutes of Health** (NIH), which recently signed a “second consecutive” five-year contract with QAI “to provision a broad scope of document scanning, conversion, and electronic content management related services.” As part of the \$18 million contract, “DocPoint will spearhead the design and installation of a comprehensive end-to-end SharePoint ECM.”

Swidersky noted that when selling ECM solutions built on SharePoint, there are two areas that must be addressed. “First we have to explain how the SharePoint solution is going to save the customer money,” he said. “Related to that, we have

to explain why SharePoint will be more cost effective than their current ECM system, which they are likely paying a fortune to maintain.”

### **Transitioning to a services-led model**

The difference between DocPoint and QAI’s traditional business model is basically the difference between functioning as a value-added reseller and functioning as a systems integrator. In other words, like **Ricoh** discussed doing at its recent Convergence conference for dealers [see *DIR* 6/22/12], DocPoint is taking a “services-led approach.”

Part of this approach has meant revamping DocPoint’s personnel structure. Swidersky introduced *DIR* to Martin Hardy, who was recently brought onboard as DocPoint’s director, technology and solutions. Hardy is a former DocPoint customer, and he has helped reshape the company into the type of solutions provider he would have liked to work with.

“This is kind of like airing your dirty laundry in public,” said Hardy, “but two-and-a-half years ago, when I was service manager at **Maxim Healthcare**, we did business with DocPoint, and I saw some of its shortcomings. For example, after we engaged with DocPoint, we provided a list of requirements for a SharePoint project, but we didn’t hear back for six weeks. Suddenly, we received a list of deliverables and it was like, ‘Here you go.’ DocPoint’s lack of communication was disappointing.

“Now that I’ve joined the company, I have an understanding of where DocPoint was at the time. Basically, it was short on personnel. The developer was also the business analyst, the project manager was a trainer and a bit of a business analyst and a bit

of an engineer... every significant person had a mix of roles.”

Hardy has been busy re-organizing and hiring new staff. At the top now is a technical lead. “He knows just about every project that is going on,” said Hardy. “He also has to understand SharePoint, as

well as be the guru for all the third-party add-ons we work with.

“We’ve also recently hired a senior SharePoint architect to split some of the technical lead duties. This increases our bandwidth, and we don’t have a single point of failure—which protects us

if our technical lead should win the lottery tomorrow. Plus, as we grow, we can’t expect a single person to continue to be an expert on everything.”

Beneath the technical leads are project managers, business analysts, and consultants. To fill these roles, DocPoint, which currently employs 11 people as technical staff, utilizes a combination of full-time employees and contractors. “We are looking for employees that can cover three main areas,” said Hardy. “Those are SharePoint administration, which involves setting up and maintaining a SharePoint infrastructure; SharePoint development; and SharePoint support, which involves providing training and doing lower-level administrative tasks.”

Hardy indicated that DocPoint would like to reach the point where its technical workforce is made up of at least 80% full-time employees (it’s currently at about 50%). “That’s not just for financial reasons, even though you typically make a larger profit by deploying your own employees vs. contractors,” said Hardy. “There are other factors like employees being more flexible in regards to overtime because of contractors often being double- or triple-booked with jobs.

“Having more full-time employees will also help us develop experienced teams, on which each employee know his or her role. As we move into bigger projects, it will be important to place teams that can hit the ground running. It’s a big difference to see a team that has worked together in the past vs. a team that is just meeting the first day of a deployment.”

According to Hardy, DocPoint is currently engaged in 11 projects. “These range from simple, once-a-week engagements where we are basically making sure a system is working, to full-blown deployments

**“Often times, after users get a taste of SharePoint in one area, they’ll expand into another application. That’s why it’s very important, as a systems integrator, that we do our first job well.”**

**—Martin Hardy, DocPoint Solutions**

of a team including a business analyst and a project manager, working 40 hours per week at a customer site. These latter are the types of larger engagements we'd like to focus on in the future.

"Although we will continue to provide them with quotes, doing work for companies with 10-20 employees is really not our sweet spot. We'd prefer to work with organizations that have large server farms."

### **Expanding past imaging**

To increase the size of its potential market, DocPoint has expanded outside its historical focus of document image management. "We have been doing work with Microsoft Project Server," for example. "Project Server is software that enables organizations to manage hundreds of projects in one system. It helps users optimally deploy their resources. We are working with a customer that has a very static implementation of Project Server, and we are improving their change processes and also discussing integration with SharePoint for governance.

"Project Server 2010 is fully integrated with SharePoint 2010, which has helped open some doors for us. Microsoft is also doing more to integrate SharePoint with its CRM technology. As Microsoft continues to extend SharePoint to integrate with its other technologies, it has obvious benefits for us.

"We have expanded from ECM into areas like Project Server, CRM, and intranet development and will be revamping our Web site to reflect that. The site currently does a great job explaining our expertise in scanning and ECM, but we now do more than that."

Hardy sees the opportunities for SharePoint systems integration work continuing to grow. "If you look at some of the plans for SharePoint 2013, Microsoft wants to expand its use to include Internet sites, as well as intranets," he said. "Up to this point, SharePoint's use for Internet sites has been limited by its pricing, which is based on users. They are looking at putting some different models in place.

"One of SharePoint's strengths is its versatility. For a very reasonable licensing fee, users can use it for ECM, intranet, and even Internet projects. It might not be the best-of-breed for any one of these, but it does all three well. Often times, after users get a taste of SharePoint in one area, they'll expand into another application. That's why it's very important, as a systems integrator, that we do our first job well."

### **Partnerships fill gaps**

DocPoint works with several third-party software products to flesh out its solutions. These include **Psigen** for capture, **Vizit** for viewing, **AvePoint** for administration and back-up and recovery, **Bamboo Solutions** for a variety of Web Parts, and KnowledgeLake for document imaging and management. Recently, DocPoint was nominated as a finalist for the Nintex Marketing Impact award.

"Nintex is one of the tools we can bring to bear, but if someone has another workflow in place, we can adapt and work with that," said Hardy. "Initially, we'll try and do what we can with SharePoint out-of-the box, but if it gets too complex, we'll bring in third-party software."

DocPoint is also not above bringing in other systems integrators to help in areas where it hasn't developed expertise. "Related to one of our Project Server jobs, there was a requirement for report writing using business intelligence data," said Hardy. "We don't have those capabilities in house, so we've partnered with another consultancy."

### **Building staff**

As DocPoint continues to ramp up its staff, Hardy concluded that the organization is looking at hiring and developing a younger breed of staff. "We are considering one person, for example, who is 25 years old and has been working with SharePoint at a healthcare provider for a couple years," he said. "We think if we take him and provide the right environment, in a year-and-a-half or so, we'll be able to place him at a customer site. Hiring younger employees will help us develop our own workforce and grow without having to hire too many contractors.

"One benefit of working for us is that our employees get to work on a variety of SharePoint implementations. In contrast, if they are working for an end user, they might only get to learn one type of SharePoint application."

Hardy noted that as DocPoint grows, it is starting to be contacted by some experienced SharePoint consultants looking for work. "This is a recent development," he noted.

DocPoint, which is based in Fulton, MD, currently operates primarily in the Washington, DC, and Baltimore regions, but has done projects in other regions and would like to continue to expand geographically.

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

## CLOUD OCR SDK, FROM PAGE 1

partnership with **Fujitsu**," said Thompson. "A lot of the hardware utilized in Azure is provided by Fujitsu."

Although there will likely be some crossover with existing customers, Thompson sees the Cloud OCR SDK as primarily helping ABBYY reach a new market. "A lot of our FineReader customers in the ECM market are jumping into the cloud, but for security and control purposes, they are typically embedding our traditional SDK in their own cloud deployments," said Thompson. "We see our Cloud SDK being used more by vertical or horizontally focused ISVs that may want to build something unique into their applications. For example, it could be used by an ISV that wants to capture data from business cards and then dump it into a social media application like LinkedIn."

Thompson noted that the Cloud OCR SDK had a fairly long beta-testing period. "We wanted to make sure the technology was solid before we launched," he explained. "But, the most difficult part probably was coming up with a pricing model."

The current model starts out at \$.10 per page and scales from there. "One of the targets is mobile app developers (the Web SDK includes ABBYY's mobile image processing capabilities) and to effectively target that market, we probably need to come up with a price per application model," Thompson said. "Eighty percent of the mobile app market is based on fixed application pricing, so volume-based pricing is not going to be the best fit. Our pricing will evolve with time."

"For now, our main goal with the Cloud SDK is to basically remove the barriers to adoption of our technology for the new breed of Web developer. We hope to increase their awareness of ABBYY as a leader in recognition technology. Hopefully, when these developers get jobs at an enterprise, they'll have the ABBYY brand in their head and look to run it in a more commercialized environment."

"Also, we felt it was important for us to have the hosted solution for developers checked off on our product list. By limiting our technology to a traditional SDK, we felt we wouldn't be as competitive in the market going forward."

For more information: <http://ocrsdk.com/>;  
<http://tinyurl.com/CloudSDKPR>

### KODAK, ALFRESCO IN ECM PARTNERSHIP

For years, **Kodak** has talked about getting deeper into services surrounding document management. Its recently announced alliance with **Alfresco** seems to transform some of that talk into action. It sounds like state and local government will be a primary target market for this new alliance.

"Kodak is aggressively moving beyond scanning to participate in more sophisticated content and document management services," said Robert Colangelo, Kodak's GM for Worldwide Services. "For example, we're creating modern databases and repositories so citizens can access information such as land records online quickly and efficiently."

We plan more on this in an upcoming issue.  
<http://www.documentimagingreport.com/index.php?id=2305>

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