

Document Imaging Report

Business Trends on Converting Paper Documents to Electronic Format

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March 1, 2002

THIS JUST IN!

OTG SOLD TO STORAGE PARTNER

OTG has agreed to be acquired by longtime storage partner **Legato Systems** for \$403 million in cash and stock. While OTG specializes in software for near-line storage, Legato is a back-up software specialist. In 2001, OTG had revenue of \$65 million; Legato's was \$243 million.

OTG shareholders will receive .6876 Legato shares and \$2.50 for each of their OTG shares. The cash portion of the deal approximately covers the amount of cash on OTG's balance sheet. When the deal is complete OTG shareholders will own approximately 21% of Legato.

OTG also develops document imaging and management software and earlier this year assumed the support of the customer base of **Minolta Information Systems** [see *DIR* 7/20/01]. In a conference call following the initial announcement of the proposed acquisition, Legato's plans for OTG's imaging technology were not specifically addressed, although an OTG spokesperson said the company plans to continue to support its imaging reseller channel.

Legato CEO David Wright mentioned that application specific storage is an important part of Legato's strategy and that content management was one application it would be focusing on. Wright added that he is looking forward to leveraging OTG's reseller channel. "Over 80% of OTG's revenue is generated indirectly, while only 61% of our business currently comes from indirect sales," he said.

The merger is expected to close sometime in the second quarter of 2002. Wright indicated that OTG's executives would be offered jobs with Legato and that the entire OTG operation would likely remain in tact for at least six months. **DIR**

Six Reasons To Be Optimistic About AIIM 2002

The picture shows an executive burying his face in his hands. The caption reads, "I know the attorney's on the phone... I can't find the #@* document."

That's the composition of the ad **AIIM** is running in the San Francisco and San Jose dailies, as well the local business journals to attract attendees to the AIIM Exposition and Conference set for March 5-8 at San Francisco's **Moscone Convention Center**. The ad is a great way to illustrate some of the real-world value of the technologies that will be presented at the show. Unfortunately, a similar photo might also be appropriate to illustrate the way AIIM exhibitors will be feeling if enough attendees don't show up.

After all, aren't we in the midst of a recession that has hit the technology market particularly hard? And, hasn't business travel been severely curtailed since the terrorist attacks of Sept. 11? And, didn't *TradeshowWeek* recently publish a report citing trade show attendance in the fourth quarter of 2001 as down 20% compared to trade show attendance in the fourth quarter of 2000—the biggest quarterly drop in the 29 years the publication has been putting out quarterly reports?

On top of all that, isn't AIIM 2002 being held just 10 months after AIIM 2001—giving most vendors nary enough time to come up with new product releases to create hype for the show, and attendees little time to recover from last year's event? And, hasn't AIIM itself run into issues involving the mailing of its marketing materials in the wake of terrorist attacks, anthrax scares, and the subsequent Christmas season? And, hasn't the show's attendance already been in steady decline for almost a decade?

Yes, yes, yes, yes, yes, and yes. It's all true. So, as an exhibitor, why don't you just bury your face in your hands right now? It will save you the agony of having to watch three days of the stillness that is usually reserved for the afternoon of the third day. ... Well, hold on, not so fast; there may actually be a couple of things you'll want to see at this year's show. It appears to us at least, that after

hitting rock bottom, AIIM, with the help of its new partner **Advanstar**, may be turning things around.

Following are six reasons we think this year's AIIM show will be a success:

■ **Former AIIM VP of Global Sales and Industry Relations Brian Randall (who is now a group show director for Advanstar) is predicting total attendance of between 24,000 and 26,000.** While this is a far cry from the peak of 42,000 the show hit in 1994, it's still a pretty good draw in comparison to other shows. Advanstar, which recently bought the show from AIIM [see *DIR* 1/18/02 and 2/1/02], runs some 20 IT shows in North America. According to Kerry Gumas, Advanstar Technology Communities VP, "This is going to be one of the largest events we run in North America."

Advanstar recently announced that in 2003 it will collocate AIIM with its ON DEMAND Digital Printing & Publishing event. Both shows will be held at the Javits Center in New York, April 7-10, and are expected to draw a combined 40,000 attendees.

■ **AIIM is making an effort to size its hall to fit the expected crowd.** AIIM had originally booked both the North and South Halls of Moscone but will now utilize only the South Hall. This should create a cozier and more urgent feel than the cold feeling one often got in the cavernous Javits Center the past couple of years. Granted, this is a cosmetic change, but one we applaud nonetheless. Appearances should not be underestimated.

■ **Even if this year's show fails miserably, things are already looking up for next year.** That's because Advanstar recently announced that in 2003 it will collocate AIIM with its **ON DEMAND** Digital Printing & Publishing event. Both shows will be held at the Javits Center in New York, April 7-10, and are expected to draw a combined 40,000 attendees. The combination of the events is in line with the natural convergence of the document input and output worlds and should at least provide interesting fodder for discussion at AIIM 2002. Randall told *DIR* that billion-dollar software vendor **Adobe** was so excited about the collocation next year that it signed up to exhibit at AIIM 2002, just so it wouldn't lose its priority position with AIIM for next year.

■ **Adobe is not the only big name vendor returning to, or joining, the fold for AIIM 2002.** In fact, the AIIM exhibitor list is starting to look like a who's who of content management with the likes of **Documentum, FileNET, Open Text, Interwoven, Vignette, and Hummingbird** among the 250 exhibitors.

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DIR is the leading executive report on managing documents for e-business. Areas we cover include:

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3. Integrated Document Management
4. Content Management/XML
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■ It's been awhile since AIIM has visited San Francisco, since 1995 to be exact; however, according to Randall, that year was also one of AIIM's most well attended shows. "A lot of people think that because the economy is down, all the start-ups in Silicon Valley (San Jose) and Silicon Alley (San Francisco) have gone away," said Randall. "That's just not true. A lot of the hype has gone away, but the San Francisco and San Jose area is still one of the most technologically fertile regions in the country."

■ And then there are those great ads AIIM is running to attract local attendees...

All in all, AIIM 2002 should be an exciting event. It's the first year Advanstar is running the show, and the announcement involving ON DEMAND is both forward thinking and innovative. We are looking forward to seeing what kind of stamp Advanstar puts on AIIM 2002. And, of course, we are looking forward to seeing all of you there!

For more information: Brian Randall, **Advanstar**, Silver Spring, MD, PH (301) 755-2669. [DIR](#)

E-Forms Vendors Hope Partners Can Stem The Adobe Onslaught

With **Adobe's** \$72-million bid to acquire **Accelio** acting as the igniter, the heat has been turned up in the e-forms market. In the month following the billion-dollar publishing software vendor's announcement that it would be throwing its full weight behind Accelio [see [DIR 2/15/02](#)], competitors **Shana**, **PureEdge**, and **Cardiff** each announced alliances with document imaging/workflow software vendors that will presumably keep them from withering away. Shana was probably the biggest winner of the three, recently finalizing an OEM agreement with \$400 million **FileNET**. PureEdge, meanwhile, has signed a comarketing agreement with Australian-based giant **Tower Technology**, while Cardiff recently inked a partnership with long-time player **Optika**.

Workflow seems to be the key to both the Shana and Cardiff agreements, while the PureEdge/Tower agreement is built on Tower's *WebCapture* electronic records capture software. Tower, however, is also known for its workflow technology. Accelio has had its own workflow component since 1996 when it bought the **Delrina Group** for \$100 million.

"Enterprise workflow capabilities are necessary in

e-forms applications where it's very important to have the right form, in the right format, in front of the right person at the right time," said Don Murphy, president of Shana. "This is especially important where you have compliance requirements that call for an audit trail."

According to Dennis Clerke, president and CEO of Cardiff, the ad hoc workflow that Cardiff packages with its *LiquidOffice* e-forms suite is good enough for approximately 75% of e-forms transactions. "However, for the situations that span across departments, or where you require a structured, more complex workflow, we will leverage partnerships," he said. "Optika is the first one we've announced, but we are talking with at least 10 other vendors of process automation as well."

Clerke added that Cardiff's goal is to form a large number of partnerships so it can leverage whatever systems its customers already have in place. "Although it's good for a vendor to be able to say it has its own workflow, many of our potential customers are already using workflow from vendors like **BEA**, **IBM**, **Documentum**, and **FileNET** for mission critical applications. We'd like to help them leverage those investments," he said.

Cardiff was actually one of the vendors that FileNET considered for its recently launched OEM e-forms line; however, Shana's four-year history with FileNET gave it the edge. "Last July, Shana released a version of its product integrated with our e-process engine," Bruce Tierney, senior product manager for FileNET's business process management products, told *DIR*. "And the response was overwhelming. We've had some of our salespeople actually travel to Canada and complete training on Shana's software to help them with their FileNET sales. As a result, we've already had six or seven months of proven market interest in a combined Shana/FileNET solution. And because of all the integration work Shana has already done, by going with Shana, we reduced the amount of time it took to bring a product to market."

So, the e-forms battle is heating up, and it seems that everyone agrees a good workflow package is necessary to stay competitive. Another thing everyone seems to agree on is that the entrance of Adobe into a recently stagnant market could be both a sign of, and a catalyst for, explosive growth over the next few years. "Having a player like Adobe step in and promote the issue of automating forms adds credence to the message we have been preaching for years," said Shana's Murphy. "We can use Adobe's help in getting our message out. For years, we've been second in the e-forms market to Accelio. Now we will be second to Adobe. That

should help boost our sales.”

For more information: **Shana**, Edmonton, Alberta, PH (780) 433-3690; **FileNET**, Costa Mesa, CA, PH (714) 327-3400; **Cardiff**, Vista, CA, PH (760) 936-4500. **DIR**

Cardiff Promoting Combined Product Line As Trump Card

Its e-forms technology spurned by both **Adobe** and **FileNET**, Cardiff is counting on its current channel to drive sales of its *LiquidOffice* product line. Once viewed as a completely separate application from its flagship *Teleform* forms processing line, Cardiff is now promoting *Teleform* and *LiquidOffice* as a combined capture and e-forms management solution. Throw in the company's *AudienceOne* document assembly technology and Cardiff is advertising a suite of products “to automate human intervention with business processes,” according to President and CEO Dennis Clerke.

In other words, Cardiff is focused on managing the

interface between people and e-commerce, and this interface typically comes through paper or electronic forms. So, what's the advantage of combining product lines? The potential for larger sales, of course, which is right in line with the direction Cardiff has been moving. Last year, Cardiff eliminated its low-end, *Standard*, version of *Teleform*. And according to Clerke, over the past three years the size of the average *Teleform* software sale has increased 100%-150%. Clerke added that by adding *LiquidOffice* and the *AudienceOne* technology to their mix, Cardiff resellers can potentially increase the average size of their software sales between 300% and 400%.

“We have one reseller who recently signed a deal with the State of North Dakota to process tax forms using *Teleform*,” Clerke told *DIR*. “The reseller went back a month later and sold a *LiquidOffice* application to handle all the state's online tax forms. Now, the state is considering installing an e-mail confirmation system based on *AudienceOne*. A couple years ago, the reseller would have made a *Teleform* sale, and that would have been it.”

According to Clerke, the integration of all three

RESELLERS, MARKET DRIVING CARDIFF UPSTREAM

Cardiff built its reputation selling low-end forms processing solutions but has recently been making an effort to swim upstream. “We grew to \$8 million basically selling \$1,500 forms processing software solutions,” Dennis Clerke, president and CEO of Cardiff, recently told *DIR*. “However, especially in North America, we've seen that market dissipating.”

According to Clerke, the low-end forms market has moved mainly to electronic forms. “When you add the hardware costs of a server and a scanner on top of the forms processing software, it has become more cost-efficient for companies at the low-end to use electronic forms,” said Clerke.

Evidence of Cardiff's recent upstream movement could be seen at the company's recent Connections reseller conference held at the **Miami Hyatt Regency**. Cardiff arranged briefings for *DIR* with pair of resellers, and both of them were

handling some pretty ambitious projects using *Teleform*.

OpenScan, which was founded by former **Microsystems Technology** sales executive Nadine Lange, specializes in exception processing for remittance applications. OpenScan recently formed a partnership with Cardiff reseller **Radian Solutions** to handle forms that are found in wholesale lockbox applications. According to Lange, OpenScan, which was launched in 1999, has grown its customer base to 20 including **Bank One**, **Verizon**, and five states processing child support payments.

“The key to our solution is that we can take the data off any piece of mail coming into an organization and balance it against the information on enclosed checks,” Lange told *DIR*. (Lange, a dynamic salesperson, recently hired former **Parascript** executive Denny Chrismer as COO.)

At Connections, we also met with **NSC TechWorks**, a Cardiff reseller that has developed its own Web-based document imaging and

management ASP solution. NSC has developed an unstructured forms processing application using *Teleform* and has an installation with energy vendor **Exelon**, in which it extracts 50 fields from each invoice that Exelon receives from its customers. NSC also has an application for the trucking industry.

According to Clerke, Cardiff's higher-end focus has enabled the company to deploy its resources in such as way as to encourage partner development. “We've opened up our product and now have something like 25 or 30 integration points that enable our resellers to connect *Teleform* to other applications,” said Clerke. “When you're focusing on \$1,500 sales, you just don't do that kind of development. And, our resellers themselves are doing so much integration, we are in the process of building an online catalog of the connections that are available through them.”

For more information: **Open Scan**, Denver, CO, PH (303) 333-7444; **NSC TechWorks**, Elk Grove Village, IL, PH (847) 364-2000.

Cardiff product lines has been made possible through an XML connectivity schema that the company is introducing this year. "Last year, we didn't encourage our partners to carry our entire suite, because it was a lot of work to integrate them efficiently. Now that we've developed point-and-click connections between the products, by the end of the year we expect 25% to 35% of our worldwide reseller channel of 350 dealers will be certified on our whole suite."

As of early February, Cardiff had 60 resellers signed up for *LiquidOffice*, with just over a dozen either having installations or pilot projects ongoing. Of those resellers, 40 are also *Teleform* resellers. "We are on track with our initial plans for building a *LiquidOffice* channel," Emmanuel de Boucaud, VP of worldwide channel sales for Cardiff, told *DIR*. "Overall, we'd like to increase the percentage of VARs that comes from outside our *Teleform* channel. However, it's always harder to sign up new resellers than it is to work with existing ones."



Emmanuel de Boucaud, VP of worldwide channel sales, Cardiff.

de Boucaud added that only Cardiff's top *Teleform* VARs typically meet the criteria for selling *LiquidOffice*, which starts at around \$15,000 per installation or almost three times as much as a low-end *Teleform* sale. "We have requirements based on size and technical training," de Boucaud told *DIR*. "To be successful with *LiquidOffice* requires understanding of the Java and J2EE platforms, as well as the ability to integrate with enterprise applications from vendors like **SAP, PeopleSoft, and Oracle.**"

Cardiff is also mining the **Accelio** channel for converts to *LiquidOffice*. It even went so far as to issue a press release warning end users about the dangers of being stuck with proprietary technology should Accelio be acquired, which now appears is about to happen.

According to Clerke, Cardiff also has about twice as many installations of *LiquidOffice* through its direct sales force as it currently does through its reseller channel. As expected, at least partially due to the Government Paperwork Elimination Act, much of Cardiff's early success with *LiquidOffice* has come in the government sector—at all levels. Cardiff has also landed installations in the retail, insurance, education, and telco markets.

"We just released *LiquidOffice* last June and

because it's typically a larger sale than *Teleform*, we've discovered the sales cycle is a little longer," said Clerke, who estimated the *LiquidOffice* sales cycle lasts between three and nine months. "Our pipeline is growing by a million dollars every month, and I expect our sales to ramp up accordingly. In three years, I fully expect *LiquidOffice* sales to outstrip *Teleform* sales in North America. In other parts of the world where the influence of the Internet is not as great, that might not be the case."

Clerke remains undaunted about the prospects of *LiquidOffice*, even in light of the recent announcements about Adobe and FileNET (ostensibly both Cardiff partners) choosing to support e-forms technology from other vendors. "The game is not over when a marketing alliance is announced," Clerke told *DIR*. "When making a purchase the size of a typical e-forms solution, I think customers are still going to ask what else is available and do a head-to-head comparison. In that comparison, I think our product will stand tall."

Clerke added that after investing a considerable amount of R&D in *LiquidOffice*, Cardiff returned to profitability in the second half of 2001 and is in the e-forms market for the long haul. "Our forms processing legacy gives us a unique advantage anytime a customer is using a combination of paper and electronic forms," he concluded.

For more information: **Cardiff**, Vista, CA, PH (760) 936-4500. [DIR](#)

GPEA Opportunities On The Rise For Government Integrator

The Government Paperwork Elimination Act (GPEA) is a valid concern for government agencies and has been the driving force behind some big contracts. At least that's been the experience of Larry Den, VP, Information Technology Division at federally focused systems integrator **Vredenburg**. Vredenburg recently landed a \$2 million contract for a document management system with the **United States International Trade Commission**. A year ago, the company landed a \$4 million deal with the **Office of the Federal Register**. "In both instances the agencies wrote their RFPs with an eye on the GPEA deadline," Den told *DIR*. "GPEA was definitely a factor in both contracts."

GPEA was passed in 1998. According to the **Office of Management and Budget (OMB)** Web site, GPEA "requires Federal agencies, by October 21, 2003, to allow individuals or entities that deal with

the agencies the option to submit information or transact with the agency electronically, when practicable, and to maintain records electronically, when practicable."

According to Den, GPEA didn't have much traction during its initial two years. "Until 2000, everybody was focused on Y2K and what was going to happen when the clock turned over," he explained. "However, within the last 18 months, we've seen a lot more fidelity in our discussions about e-government initiatives. It used to be, the people you talked with would say, 'I'll get back to you.' Now they are asking us when we can get back to them with something definite."



**Larry Den, VP,
Information
Technology Division,
Vredenburg.**

One of the complaints about GPEA has been that it was passed without a provision for funding. According to Den, however, government agencies are starting to feel pressure from the OMB and the General Accounting Office (GAO) to move ahead by making funding available from their current budgets. "Nobody wants to be on record as a laggard in a GAO report," said Den. "Because of this, we are seeing interest at the agency level for document management systems. Historically, we dealt mainly with departments within agencies."

In addition to complying with the GPEA legislation, the salesman in Den points out that document management systems also provide a legitimate ROI. "In addition to that, you can't minimize the effect that September 11 has had on agencies that have paper documents. They realize that if they happen to be at Ground Zero for the next attack, unless they have electronic backups of their records, the disaster will be compounded."

Den concluded that there are more than 120 government departments and agencies, and there is no way they will all be GPEA-compliant by the October 2003 deadline. "There is still plenty of GPEA-related business to be had in the federal government. States and other public sector entities are right behind with their own e-government initiatives. The state of Maryland, for example, has mandated that by next June 50% of its work has to be electronically enabled, and by the following June 75%. Paperwork elimination is almost a universal government mandate."

For more information: **Vredenburg**, Reston, VA, PH (703) 758-2999, e-mail: lden@vredenburg.com. **DIR**

FileNET Endorses WebDAV

To take advantage of basic document management functionality inherent in many widely used authoring programs, **FileNET** recently announced a WebDAV (Web-based distributed authoring and versioning) support module for its *Panagon* content management system. "WebDAV currently provides users with basic check-in and check-out control over their documents," explained Tod DeBie, senior product manager of *Panagon* Web services and WebDAV. "Now people utilizing WebDAV clients in programs like *Photoshop*, *AutoCAD*, or *Dreamweaver* can leverage those controls within a *Panagon* repository without even realizing they are using *Panagon*."

DeBie presented us with the example of the **Pennsylvania Department of Welfare**, which has more than 12,000 pages of policy documents. "The policy documents are all created in *Word*, which is the application the authors are comfortable working in," he said. "The Welfare Department activated *Word's* WebDAV functionality to control the versioning of these documents. However, the organization also wanted to utilize *Panagon* to route the documents for approval and then publish them in HTML."

According to DeBie, for the authors to activate the WebDAV controls requires only that they file their documents to a Web server. "Instead of actually filing to the Web server, however, the authors are filing to a *Panagon* server, but it's transparent to them. *Panagon* then leverages the WebDAV version controls and exercises its own routing and Web publishing capabilities."

DeBie said that within the past year he received around 100 requests from users asking for integration between *Panagon* and various applications that he figures already had WebDAV-compliance built into them. "Eighty percent of the time, leveraging WebDAV would have solved the integration issue," he told *DIR*. "WebDAV is not a perfect fit in every situation, but in an installation like the PA Department of Welfare, it was perfect."

According to DeBie, without leveraging WebDAV, it typically takes three to six months worth of man-hours to integrate *Panagon* with an authoring application. *Panagon WebDAV* began shipping in January and is priced at \$5,000 per server. It currently includes a 30-day trial version of **Macromedia's** *Dreamweaver* Web authoring tool. "We wanted to provide users with an application that they could get started with right away," said DeBie.

DeBie added that FileNET has been on the

WebDAV board for a number of years and is currently encouraging the addition of more content management functionality to the standard. "We would like to add things like security features," he said.

Document imaging industry consultant Harvey Spencer of **Harvey Spencer Associates** has long been a proponent of WebDAV. "WebDAV creates a standard way of managing version and authoring control over the Internet," he told *DIR*. "Anytime you can implement standards like WebDAV, it creates transportability for your technology, which should encourage its adoption."

For more information: **FileNET**, Costa Mesa, CA, PH (714) 327-3400; **Harvey Spencer Associates**, Northport, NY, PH (631) 368-8393. [DIR](#)

Why You Should Fear Interwoven

Make no mistake about it, **Interwoven** still wants to eat your lunch. After gaining early success as a developer of software to manage the content of Web sites, Interwoven is coming after the document management market. And, its recent deal with **Venetica**, which we previewed for you last fall [see [DIR 10/5/01](#)], is the latest maneuver in its attack.

"There was a time and a place for stand-alone document management systems," Chris Cummings, Interwoven's director of solutions marketing, told *DIR*. "But ultimately businesses want to manage all their content in one area. This includes documents, Web-site material, code, etc. The advantage of putting all this information in one system is that it enables businesses to use the same elements in several initiatives."

According to Cummings, Interwoven has more than 900 customers, mostly in the ranks of the Global 2000. "The majority of companies that size have legacy document repositories that they installed during the 1990s. This ranges from **Lotus Notes** repositories to purer document management systems like ones from **FileNET** and **Open Text**. Our customers are asking us to help them leverage these repositories more effectively by tying them in with

our *TeamSite* content management software."

Historically, the only option for integrating those repositories with *TeamSite* was to move the documents wholesale from the legacy repositories into *TeamSite*. However, as anyone in the document management industry who has worked with legacy repositories knows, this can involve difficult and expensive conversion of meta data. Venetica's specialty is offering an alternative to conversion by connecting disparate repositories.

Interwoven has signed a deal to resell a version of Venetica's *VeniceBridge* software that will enable its customers to access documents in other vendors' repositories through their *TeamSite* interface. "The end users won't even realize they're searching other repositories," Cummings said. "Then once they access the documents, they will have the option of filing them as part of their *TeamSite* repository."

Cummings said that this process enables "knowledge workers" to choose which documents they want to convert to *TeamSite* from their legacy applications. "Standardizing on an enterprise content management repository from one vendor can be a lengthy operation, especially in a Global 2000 organization," he told *DIR*. "You are talking about the possibility of going from department to department and doing numerous repository conversions. The *VeniceBridge* technology provides our customers with a way to get things started immediately by doing ad hoc conversions."

The system also enables *TeamSite* users to check out documents from other repositories, work with them, and then check them back into their original

INTERWOVEN TO SHOW XML REPOSITORY AT AIIM

After getting users to store all their documents and content in *TeamSite*, **Interwoven's** next goal is to get them to convert their content to XML data. To that end, last fall the company licensed some XML-conversion technology from **Liquent** [see [DIR 10/5/01](#)]. At AIIM 2002, Interwoven is scheduled to be showing its *TeamXML* XML-based content repository.

"We've always managed XML in *TeamSite*, but it's been at the document level," explained Chris Cummings, Interwoven's director of solutions marketing. "However, *TeamXML* is designed to manage XML at the object level."

A major advantage of "object-level" management of XML is the ability to use the same object in multiple documents within an XML repository. "Say you had a description of your company that you included on every press release, that was posted on your Web site, and that also appeared in correspondence with partners," said Cummings. "If you are managing that description as an object, if you change that description in one place, it could automatically be changed in every other place within your *TeamXML* repository where it is being used."

repository. "This enables our customers to effectively operate multiple repositories for however long they want to," he said.

According to Cummings, a "handful" of Interwoven customers are in the process of implementing *VeniceBridge* and its complementary *Content Provider for TeamSite* technology. He estimated the average cost of implementation as between \$50,000 and \$100,000, depending on the number and types of legacy repositories an end user is integrating.

Currently Venetica offers only a bridge to other repositories from *TeamSite*. However, according to a company spokesperson, a bridge allowing other repositories to link into *TeamSite* is in development.

For more information: **Interwoven**, Fremont, CA, PH (408) 774-2000. **DIR**

Developer Offers Windows-To-Image Tool

Software developer **Lincoln, Co.**, a wholly owned subsidiary of fax software specialist **Biscom**, has released a product for converting Windows-based files to various imaging and document management friendly formats including TIFF, PDF, HTML, and text-based files. Lincoln is a long-time player in the market for converting PCL and Postscript files into image files for faxing or document management applications. Its current partners

include document management players **SER**, **Mobius**, **Docubase**, and **CEYONIQ**. End user customers include **Fidelity** and **Goldman Sachs**.

Lincoln said that the 10-person development-focused company is currently looking to add to its list of document management partners.

For more information: **Lincoln, Co.**, Chelmsford, MA, PH (978) 244-0250, www.lincolnco.com. **DIR**

FRANCIS PROMISES TO KEEP EXPENSES DOWN

ActionPoint recently turned the trick of almost tripling net profits for fourth quarter of 2001 compared to 2000, despite the fact its revenue decreased 30%. Similar to what document management software vendor **Optika** did [see *DIR* 2/15/02], **ActionPoint** achieved this by greatly reducing sales and marketing expenses—from \$5.4 million to \$3.5 million. So, we were a bit concerned when the company recently announced several new sales and marketing initiatives for 2002.

"Mostly we are redeploying our current personnel," explained Steve Francis, **ActionPoint** president and CEO. "As we look to increase our sales, our first goal is to do it with the people we have. Then we will hire as we go and keep our earnings ahead of our expenses."

One new hire that **ActionPoint** has invested in is Jim Vickers, SVP of worldwide sales. "Jim has very strong contacts in both Asia and Latin America," said Francis, "two areas where we have no current business."

For more information: **ActionPoint**, San Jose, CA, PH (408) 325-3800. **DIR**

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