

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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New Wave Of Capture Solutions Washes Over AIIM

BOSTON—In many ways, the **2008 AIIM Conference and Expo** marked a renaissance, or a rebirth, in the document capture software market. Yes, document capture has consistently been a big part of the event, at least as long as we've been covering it (since the late 1990s) and probably well before that. But, this year we saw an unprecedented wave of new capture applications, perhaps designed to take advantage of one of the few growing markets in our recently stagnant economy.

The new offerings ranged from a capture-to-*SharePoint* application from fax server market leader **Captaris** [see story on page 5] to a full-blown production imaging platform developed by recognition specialist **I.R.I.S.** Scanner hardware vendors also seem eager to get into the software act, as **Visioneer**, **Kodak**, and **FCPA** (Fujitsu Computer Products of America) all showed new capture applications and/or bundles. Even market leader **Kofax** came out with a new branding for its capture platform, as well as a new version.

DR for SMBs

Artsyl Technologies is one of the upstart ISV looking for a piece of the capture market. Artsyl was founded by a pair of OCR/ICR veterans who are looking to bring IDR (intelligent document recognition) downstream by making it more accessible to the SMB space. Just before AIIM, Artsyl introduced its *SimpleCapture Pro* and *SimpleInvoice* applications.

According to Chris Riley, Artsyl's VP of sales and marketing, the

SimpleCapture line is targeted at a perceived hole in the market. "The reason most people install OCR-based data capture is to eliminate the manual labor associated with key entry," he told *DIR*. "However, expecting to achieve this goal right off the bat is unrealistic for many users.

"Until you really fine tune an OCR system, you run into problems with accuracy. False positives can be especially problematic. If you have a \$35 invoice and your system misidentifies the invoice number of '1162' as the amount, you can have real problems. The bottom line is that it's tough to know the full benefit of an automated data capture system until you've completed professional services work and had it in production for a couple months."

With its *SimpleCapture* products, Artsyl is offering a stepping stone to fully-automated data capture. *SimpleCapture* is based on Captaris Document Technologies' *Single-Click Entry* [SCE] engine. SCE basically enables users to pre-define data fields for specific classes of documents and then click on the appropriate fields on document images, which populates the data fields [see *DIR* 7/7/06].

"We are doing a lot of things on the front and back ends of SCE that differentiates our product from anything on the market," noted Riley. "For one, in the background, we are learning the documents as users capture data. This means that when users are ready to upgrade to a fully automated capture system, they've already done most of the setup—

while also receiving an ROI due to reduced keystrokes.

"We also offer features like multiple export options for data streams, redaction capabilities, and a verification screen. We will be adding export modules for specific ECM systems. On the front end, *SimpleCapture* can automatically recognize document classes and call up the appropriate data entry fields."

SimpleCapture Pro, which is designed to address multiple document types, lists for \$5,500 per seat with unlimited page counts. *SimpleInvoice* lists for \$3,500. These represent the initial product offerings from Artsyl, which has historically played primarily in systems integration. The company's founder, Artur Vassilyev, has been featured in *DIR* for his work with **ABBYY's** OCR/ICR/IDR tools. Also, Artsyl was featured last year for a large distributed forms processing installation with international humanitarian organization **World Vision** [see *DIR* 8/3/07].

"We are making the transition from a customer project-oriented company to a product company," said Riley, who received a distinguished service award from AIIM at the organization's annual awards banquet. "I'm thrilled that we were able to hit our product release dates and have software ready to debut at AIIM. We have a very aggressive roadmap going forward."

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