June 30, 2017

HSA CAPTURE CONFERENCE APPROACHING

The **Harvey Spencer Associates** Capture Conference is just over three months away. The annual gathering of industry leaders has been moved back to early October this year in an attempt to reduce scheduling conflicts. It will once again be held on a Wednesday and a Thursday at the Glen Cove Mansion on Long Island, NY.

This year's topics include Blockchain, XBRL, robotics process automation, cloud ERP, voice capture and recognition, data discovery, and vertical market case studies. As usual, HSA will present on the state of the capture market and its evolution into Capture 2.0. There will also be plenty of opportunity for networking with top industry executives.

For more info: https://www.hsassocs.com/capture/

Panasonic HV network bundle

Panasonic has bundled two products it released last year to create what it is billing as "two new **Intel** Core i5-Tablet powered high-volume network scanners." The new bundles, the KV-S827M100 and the KV-S847M100, feature Panasonic's mid-volume production models, the KV-S8127 and the KV-S8147, bundled with its M100 network scanning utility. The 120 ppm/240 ipm-rated KV-S827M100 carries a list price of $22,292, while the 140/280-rated KV-S847M100 lists for $24,075.

The M100 was introduced last year to enable high-volume network scanning with Panasonic devices [see DIR 2/5/16]. The KV-S8127 and the KV-S8147 came out later in the year [see DIR 11/25/16].

http://bit.ly/PanasonicHVnetworkscanners

A Look into the Future of the Market

WASHINGTON, DC—No one will ever accuse Scott Swidersky of not looking forward. The executive director of document imaging-focused service bureau and integrator **Quality Associates, Inc.** (QAI) and president of **DocPoint**, an ECM-centric SharePoint services subsidiary of QAI, often talks about his companies' need to grow and evolve. Earlier this month, Swidersky put his money where his mouth is— hosting the largest ever QAI and DocPoint Users Conference at the Gaylord Resort in the National Harbor, just outside Washington, D.C.

Scott Swidersky, executive director, QAI, president DocPoint

The venue was a natural fit, as both QAI and DocPoint do quite a bit of business with the U.S. federal government. The Gaylord also had more capacity than the locales of QAI's and DocPoint's eight previous conferences. This capacity was needed to fit the more than 200 people who were at the event. This year's conference featured more than 15 sponsors, including returning vendors like **Nintex** (at the Platinum level), **Kodak Alaris**, **Kofax**, **Gimmal Group**, **eSignLive by VASCO**, **ibml**, and **NewWave**. There were also new exhibitors like **PSIGEN**, **Concept Searching**, and **Meridian**—an Alexandria, VA-based MFP dealer that, like QAI and DocPoint, was acquired by **Konica Minolta** last year [see DIR 10/7/16].

"At today's conference, we have lined up speakers that are going to focus on where the industry is going," Swidersky told attendees during his introduction. This proved to be true. The keynote address was delivered by Kyle Lacy, VP of Marketing at **Lessonly**, an ISV focused on the relatively new concept of "team learning software." Lacy also co-founded a content marketing start-up that was eventually sold to **Salesforce** and has authored three books. He spoke on "closing the

knowledge divide," which he defined as the gap between those that can "find, process, and disseminate information and those who are impaired in that process."

There was also an interesting presentation from Tanja Vandenbossche, Lead, Client Engagement, at Konica Minolta Business Solutions USA's Business Innovation Center (BIC), located in the Silicon Valley area. Launched in 2014, BIC has five locations across the world and is focused on creating new products. The common point that both presenters touched on was the need to produce quality data and manage it in a productive way.

Lacy surmised that one way to close the knowledge divide between highly successful companies like **Apple, Facebook, Google**, and **Amazon** and the rest of the world is through employing more consumer-like technologies in the workplace. Yes, this is something we've often heard in relation to ECM (historically one of the most non-consumer-like applications I can think of), but Lacy did a good job crystalizing some examples of how this consumerization can be accomplished. For instance, he presented the case of the California Food Stamps program that increased its usage significantly by moving from an expensive, legacy, browser-based enrollment process to a mobile app.

Kyle Lacy, VP of marketing, Lessonly

"The idea is to apply a consumer mentality to design, which will enable systems to perform better and data to be managed at a higher level," Lacy said. He added that we also need to move away from using data as a way to keep score and towards using it to drive better actions. "Too often we use numbers to say we did a good job vs. using them to determine what we should do in the future."

This is in line with the predictive analytics solutions we are hearing about more and more in the ECM market. These solutions are incorporating emerging machine learning and artificial intelligence technologies. Lacy went on to talk about another data-related topic very relevant to our industry—cleanliness. He cited a **Forrester** study that said 70% of technology implementations fail because of bad data. He illustrated the importance of feeding clean data to AI applications by showing a picture of the infamous Terminator robot from the movies as an example of what can happen when automation is driven by corrupt data.

Dating back to its legacy in forms processing, our industry has always been about capturing the most accurate data possible. I feel this domain expertise in purifying data has been somewhat overlooked as Big

Data solutions have come to the forefront of the technology market, and only recently has capture's expertise with data begun to be recognized. **Captricity**, the Oakland-based crowdsourcing start-up with roots in a Cal-Berkeley doctoral thesis, was one of the first in the capture market to recognize that the future lies in data not documents. Now, others, like **Ephesoft** with its Insight application and even Kofax with its First Mile concept (both of which put an emphasis on analytics), have started to follow suit.

Konica Minolta's BIC also recognizes the importance of data going forward. "In today's world, data should be a company's greatest asset," said Vandenbossche.

BIC is Konica Minolta's advanced development arm, comparable to Xerox PARC. Its mission is to "expand and transform Konica Minolta's core expertise by harnessing new and powerful technologies." "We focus on progressing from adjacent technologies to innovative solutions to moonshots," said Vandenbossche. "To accomplish that, we engage with customers early and often, which helps us respond to the market. We also meet with start-ups and academia to detect trends early and determine what might grow into a significant value proposition."

Konica Minolta views the printer of tomorrow as having "increasing intelligence." "We view it as a workplace hub for connecting people, places, and devices in a hybrid environment," said Vandenbossche, who also discussed the creation of "cognitive MFPs." "When you add AI to a solution, it enables devices to react to what is going on and potentially trigger another process. For example, the printing of a visitor's pass could trigger a cue for a robotic process to begin somewhere else."

Like Lacy, Vandenbossche stressed that the collection of data by cognitive devices is not enough. "We are working with one of the U.S.' largest non-profit healthcare plans who told us basically that detection (for collection of data) is not enough," said Vandenbossche. "They want to be able to dig into that data and use it to streamline the way they manage patients."

A leader among hardware vendors

All this talk about data management and adding intelligence to MFPs bodes well for the future of QAI and DocPoint within Konica Minolta. After all, the acquisition was clearly made with an eye towards the future, as the MFP vendor looks to move more heavily into solutions and services to offset declining hardware revenue and margins. QAI's expertise in data capture and ECM fits nicely with a strategy that involves increasing the intelligence related to Konica's MFP implementations.

Tanja Vandenbossche, Lead, Client Engagement, Konica Minolta Business Innovation Center

If you remember, a couple years ago, we issued a report card on hardware vendors attempting to make the transition to solutions and services, and Konica Minolta, along with **Xerox**, received the highest grades of "B." [See DIR 7/17/15]. Of course, the Xerox grade was based partly on the integration of ACS into its business model, which has since blown up, so it's probably safe to say that Konica Minolta now has the leadership position to itself. Since we issued that report, the $9 billion Japan-based vendor with U.S. headquarters in Ramsey, NJ, hasn't done anything too radical, but it has continued down the path of acquiring services-centric organizations and building out its domain expertise in markets adjacent to the MFP space.

QAI and DocPoint fit into this profile perfectly, and in addition to immediate opportunities, like bringing capture and ECM solutions to the Konica Minolta install base, the potential to partner with BIC on creating advanced solutions with increasing intelligence has to be attractive, as it meshes well with Swidersky's vision to keep advancing. Like everyone in the MFP market, Konica Minolta still has some ways to go before it becomes a true high-tech company and outgrows its roots as a hardware vendor, but it's steady measured approach seems to be gaining momentum, and we expect a lot more noise from Konica Minolta in the ECM market before it's all said and done.

For more information:
http://www.uc2017qai-docpoint.com/

WCA—an emerging market definition

One other note from the conference: As has been the case for the last several QAI/DocPoint events, I was asked to serve as a moderator for a panel of vendors discussing the latest trends in the capture, ECM, and SharePoint markets. This year, one of the panelists was Steve Witt, a territory manager from Nintex, who introduced

me to the phrase "Workflow and Content Automation." The WCA market has been defined by **Aragon Research** as the combination of the legacy BPM and customer communications management (CCM) markets, which are also two of the technologies key to Kofax's KTA First Mile platform. One of the use cases highlighted by Aragon for WCA in fact is loan origination, which is also a key market for KTA.

I'm not sure whether WCA will rise up as a legitimate alternative to the smart process application (SPA) market that Kofax worked with Forrester to define, but, which, after failing to gain significant traction, has been mostly dropped. But, Nintex, which began life in 2006 positioning itself as a workflow provider the SharePoint space, is certainly enjoying some success. Since its inception it has added e-forms and document creation capabilities to its portfolio, and after 25% growth in its fiscal 2016 (ended in June), was reportedly on a greater than $100 million run rate for 2017. And even though the ISV moved its headquarters from Australia to Bellevue in 2013, it is attempting to broaden itself from its Microsoft-centric roots.

Capture is not a key area of focus for Nintex, as it seems to be focused on eliminating paper by implementing entirely electronic processes, but essentially Nintex is operating in a market, WCA, where Kofax also wants to play. With pundits currently discussing whether or not ECM is dead, it's at least worth taking a look at a market definition that may be able to take up some of the slack and is not as broad-based as Digital Transformation. If you're interested, here's a link to a Nintex site for downloading an Aragon white paper on WCA:

https://info.nintex.com/CNT-CORP-AragonWCAPaper-Sep2016_LP.html

M-Files to Incorporate ABBYY AI in ECM Platform

M-Files differentiates itself in the ECM market by focusing on a meta-data centric approach. Basically, the Finnish-based ISV's vision is to be able to manage content, regardless of where it sits, based on the meta data associated with it. To date, M-Files has focused primarily on data stored in its repository as well as data-centric applications integrated with that repository. With the upcoming release of M-Files 2017, however, that focus will expand to include data stored in other vendors' repositories, file shares,

and EFSS systems.

"The next version of M-Files is being designed to be repository neutral," said Greg Milliken, VP of marketing for M-Files. "For our software to manage them, files will not have to be in M-Files or be migrated to M-Files. They could be in a file share, where meta data doesn't even exist, or in SharePoint, or **Open Text**, or **Box**. The idea is that we can apply our technology to establish meta data-based control without migrations or disruptions to any system or process that relies on documents or data in other systems. This is really a next-generation approach."

Greg Milliken, VP of marketing, M-Files

Of course, the key to being able to manage all this information is that it must have meta data associated with it. "One of the first questions we typically get with almost any M-Files deployment, when we talk about our meta data-based approach, is 'how do you get the meta data?'" said Milliken. "The holy grail would be determining all meta data automatically."

M-Files' recently announced partnership with **ABBYY** will not quite be this holy grail, but it is designed to move down that path. M-Files has licensed ABBYY's Smart Classifier, which it will embed within M-Files 2017. Smart Classifier is an application based on ABBYY's Compreno technology, which incorporates natural language processing (NLP) and semantic understanding of documents [*see DIR 3/4/16*]. Smart Classifier will be combined with proprietary and third-party extraction technology and sold worldwide as part of M-Files 2017.

"Smart Classifier provides unstructured text analysis, utilizing the NLP and artificial intelligence (AI) capabilities of Compreno," said Bruce Orcutt," VP, marketing, for ABBYY's North American headquarters. "It's trained differently than traditional capture, in that there is no manual document splitting, categorization, or building of taxonomies. Smart Classifier relies on deep learning methods to understand the context of documents and how they are relevant to an organization and their relationships to other documents under control of the M-Files system."

M-Files has a partnership in place with **I.R.I.S.** for traditional capture software and also

partners with several capture ISVs. "We all know the brand and history around ABBYY's OCR and capture technology, but this partnership is really focused on what they are doing in AI and NLP," said Milliken. "This technology is capable of mining and interpreting information and inferring things that nobody tells it to pursue. We expect this to open up a whole new world of insight for our customers. In the words of our VP of product management (as quoted in the press release on the partnership), this is really like feeding jet fuel to our technology."

Milliken said the range of potential use cases leveraging the Smart Classifier technology is fairly wide. "A primary one that we foresee is simple but crucial to a lot of organizations—that is getting under control the massive number of unstructured file shares they have," he said. "These file shares may have some folder structure, but the documents in them are often categorized very subjectively and they're not even touched when it comes to process optimization like contract or records management. Smart Classifier will be able to make sense of, and organize, the data in these large sprawling file shares.

"In addition, even if businesses have well organized file or ECM systems, the documents in these systems are typically limited to being used in the processes or use cases that the repositories have been built for. For example, a business might have a repository built specifically for compliance with regulations in the life sciences market or it might be using Box for collaboration. Now we can apply technology like Smart Classifier to capture meta data that will enable those files to be utilized in ways the person who set up the original repository never intended them to be. We can add new permissions/restrictions to the files and connect them with new processes—all without disrupting the systems and processes they are already connected to."

Smart Classifier's ability to automate document classification should help unleash power of M-Files' ECM technology on a wider array of files. "The benefit of leveraging AI technology, like what is included in Smart Classifier, is that it's designed to move users away from solutions driven by a heavy load of services," said Orcutt.

Bruce Orcutt, VP, marketing, ABBYY's NAHQ

"One of the challenges with standard classification technology is that it requires large sample sets and human-defined categories and training.

"AI reduces many of the barriers to classification that have caused it to fail in the past, like manual training and model building, by being able to understand content irrespective of how the user categorizes it. With Smart Classifier, we are trying to deliver a level of contextual meaning by utilizing technology that understands documents like a human would. One of the goals is to bring relationships and information to the forefront that had formerly been hidden or locked in other areas of an ecosystem."

Nobody expects the technology to be 100% perfect out of the box, but like forms processing, the ROI lies in reduction of labor. "Let's say I'm in a CRM system and I want to see all contracts related to a particular customer," said Milliken. "Maybe there is a support ticket for a division of that customer that doesn't have exactly the same name as the parent company but still would be relevant. That's the type of document you are going to be able to surface with this, and it's only going to improve over time. The more data Smart Classifier ingests, the smarter it gets."

M-Files is not changing its pricing structure to incorporate Smart Classifier. "We have a relationship whereby ABBYY gets royalties but the pricing for M-Files 2017 will be basically what our customers are used to paying," said Milliken. "There may be some application specific solutions we develop utilizing the ABBYY technology in the future that may incur an extra fee, but we view Smart Classifier as core technology to our platform."

Orcutt noted that M-Files is one of ABBYY's initial ECM partners for Smart Classifier. "We've sold the technology in other markets for other use cases, but ABBYY is definitely leading the way in this area," he said. "I think this partnership has the potential to change the way people think of the ECM market."

The first line of support for the combined technologies will be handled by M-Files. "If customers want some customization of the ABBYY technology, we will work together with ABBYY on that," said Milliken.

Milliken concluded that the incorporation of AI in ECM is a natural evolution based on what he

sees in the technology market in general. "If you look at the consumer world and see how well technology like voice activated commands and speech recognition are doing—I think Smart Classifier fits into that class," he said. "As computing power continues to increase, it's possible to get amazingly good results from AI. This is not technology that is going to do cool things years in the future, it's something we have high expectations for right out of the shoot. We expect customers to be able to see the value and start applying it to their businesses, and over time, we expect more specialized use cases to emerge."

For more information: http://bit.ly/ABBYYM-Files

Kofax, Microsoft Build on Invoices Partnership

Kofax and **Microsoft** have forged a successful partnership around invoice capture that is gaining momentum. The software vendors recently announced that three Microsoft ERP products, Dynamics NAV 2016, Dynamics NAV 2017, and Dynamics 365 for Financials (Business Edition) are now shipping with integration to the Kofax Invoice Capture Service (ICS). ICS is cloud software built on the ReadSoft Online platform.

"The relationship between the companies has been in place since October 2015, when Microsoft started shipping Dynamics NAV 2016," noted Bob Monio, director, global alliances, at Kofax. "That was before ReadSoft was part of Kofax. The recent announcement was really about continuing what has been a successful relationship with Microsoft OEMing our service. We want everyone to know that we are going to continue to carry forward with the product integration, the partnership engagement, and everything else that goes along with the relationship."

According to the press release, "Throughout 2017, Kofax will participate with Microsoft at a number of partner and customer events to showcase how the products work together to achieve accounts payable automation savings. These events include Partner Directions, NAVUG Customer SUMMIT, and regional NAVUG group meetings—beginning with Directions Asia in Bangkok, Thailand (which was held in March).

ICS is hosted by Kofax on Microsoft's Azure cloud. Dynamics NAV is an ERP application targeted at the SMB. It can be installed on premises or deployed on a cloud. Dynamics 365 for Financials is the version of NAV that Microsoft hosts on Azure and makes available through a SaaS model.

ICS is included as an option for both cloud and on premises deployments. A user basically needs to register for it, provide some basic information, and then they can start submitting invoices. Set-up is designed to take about 10 minutes.

ICS accepts a wide variety of invoice formats including images, electronically generated documents, and e-invoices. The service is run in the background and results are returned into Dynamics NAV within minutes. Users can view images of their invoices adjacent to their Dynamics NAV screen to perform validation. Once the invoices are captured, they can be incorporated into Dynamics NAV workflows and the images can be stored in whatever repository a user might be utilizing with Dynamics NAV.

"We've worked with Microsoft to enable capabilities that make ICS more than just ReadSoft Online," said Monio. "We are working with Microsoft's marketing, sales, and engineering teams on a long-term roadmap and will continue to add features. E-invoicing is an example of an option we are considering."

Capture of header fields for up to 75 invoices per month with ICS is available at no charge. For greater volumes or additional features, like line-item capture, there is a monthly subscription fee. Customers contract directly with Kofax for their subscriptions. "Kofax provides support, and we have made materials such as videos available online to help customers through their adoption journeys," said Monio.

There are also sales and marketing materials available online for Microsoft partners who want to incorporate ICS into their businesses.

According to Simon Collins, Kofax's industry manager, finance, the OEM relationship with Microsoft is somewhat unique for Kofax. "It's the result of two companies with a similar vision that were able to work quickly together to bring a solution to fruition," he said. "ReadSoft Online has the ability to connect to other ERP solutions, and we will continue to build that out, but with Dynamics NAV the conditions were right to put

together an OEM relationship."

Monio is excited about the direction Microsoft is taking with its ERP software. "Microsoft's footprint with ERP continues to grow and if you look at what they are doing with Dynamics 365 for Financials, that should give you an idea of where they want to go. I think the success we are having with the Microsoft partnership proves that the investment we made early on in ReadSoft Online is paying off. That provided us with a leadership stake in the market and we are now expanding on that position."

Collins concluded that it's an exciting time for Kofax to be partnered with Microsoft in this area. "ICS is an example of what is exciting in ERP today," he said. "ERP software is typically used to handle the bulk of financial transactions in an organization but it inherently doesn't have any capture and validation capabilities. By integrating proven technology like ICS directly into Dynamics NAV, Microsoft is making its ERP processes more efficient and not reinventing the wheel to do it."

For more information: http://bit.ly/ICSDynamicsNAV; http://bit.ly/ICSSupport

Filling in the Holes in EMR

GRM's Patient Chart Management Platform covers what EMR systems don't

Remember in 2009, when, as part of the American Recovery and Reinvestment Act (a federal stimulus program), $19.2 billion was earmarked as reimbursement money for electronic medical records (EMR) implementations that met Meaningful Use standards [see DIR 8/21/09]. Eight years later, almost every healthcare practice is now running EMR, but it has not proven to be the solution for improving efficiencies that everyone hoped it would be. That's one of the reasons **GRM**, a physical and digital records management specialist, is enjoying success with its cloud-based Patient Chart Management Platform, which it announced last month.

"You are seeing more and more articles coming out saying that EMR has not been the panacea that everyone thought it would be," said Jim Leonard, director, healthcare practice, for GRM. "EMR systems were meant to gather clinical data and manage it more efficiently, but hospitals have not realized operational improvements related to this. In many cases, EMR has actually driven up their operational costs and that is what is driving them to work with us to reduce their costs around records management."

GRM's Patient Chart Management Platform is actually a series of solutions, including scanning, data capture, e-forms, workflow automation, and a Legacy Data Archive. "The Legacy Data Archive is what often gets our foot in the door because it offers such a clear ROI," said Leonard. "We can offer additional solutions from there."

The Legacy Data Archive is designed to get healthcare providers out from having to support legacy EMR applications. "When a lot of organizations went to EMR for the first time, they

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eFLOW AP GAINING TRACTION IN SAP MARKET

Top Image Systems (TIS) is touting the recent success of its eFLOW AP software, which was released last year. eFLOW AP is specifically targeted to run within **SAP** environments, especially in the mid-market, which TIS defines as "companies with between $25 million and $1 billion in annual revenues that process between 50,000 and 200,000 invoices per year." [See DIR 4/8/16.]

According to a recent press release, in 2017 TIS has closed multiple deals for eFLOW AP, including one with a North American retail chain, which was developed through a strategic partner. TIS has also closed eFLOW AP deals with a consumer goods manufacturer, a medical device manufacturer, a German utilities provider, and a U.K.-based BPO. It has expanded its licensing agreement with a data management company in India.

"We are encouraged by the traction we are seeing with eFLOW AP, particularly within mid-market companies," said Brendan Reidy, CEO of TIS, as quoted in a press release. "Our customers are realizing tangible ROI associated with our accounts payable automation solutions."

Added Carsten Nelk, CTO of TIS, "The growing adoption of eFLOW AP is based on multiple things—an intuitive user experience, which enables finance organizations to control the entire AP process from inside SAP within a familiar environment, the elimination of data redundancy, and the efficient leveraging of existing SAP infrastructure, including new SAP functionalities such as FIORI [a cross platform user interface based on SAP's NetWeaver platform]."

For more information: http://bit.ly/TISeFLOWAP

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went with very basic systems," said Leonard. "Now, in many cases they are looking to upgrade, whether it's because of consolidation or just the desire to modernize, but they are finding that it's complicated to take the clinical information from their previous EMR systems and migrate it into their new systems.

"Because they are required to maintain a patient's record at least seven years after their last date of service, the providers are often faced with maintaining their legacy EMR systems in addition to their new ones. This can be costly. We've seen organizations spending in excess of $300,000 per year maintaining legacy EMRs. Sometimes, for as little as one-tenth of those support costs, we can take records from a legacy EMR, store them in our cloud, and create a vehicle that enables the provider to view these legacy records from within their new EMR system."

GRM's cloud applications are built on the VisualVault ECM platform. GRM began working with **VisualVault**, a Tempe, AZ-based software developer in 2009 and acquired the company a few years later. VisualVault continues to sell through other partners. Its platform is entirely cloud-based and was recently migrated from a private data center to an **Amazon** Web Services Virtual Private Cloud [see DIR 11/25/16].

In addition to VisualVault, GRM owns 15 conversion services centers across the U.S., multiple physical records storage centers, and has locations in South America and China. "GRM was founded in 1987 and in the early days our business was primarily around the physical storage of documents," said Larry Reynolds, VP of sales for GRM's Digital Division. "Now, 70% of our new sales are digital."

The Patient Chart Management Platform accounts for paper as well as digital records. "It's very common for a hospital to have millions of paper pages of legacy medical records," said Leonard. "In those cases, they might decide only to have us scan the most recent two years' worth and store the rest indexed at the file level in bar coded boxes. Then, we can pull and scan the records for them if they need access."

Reynolds noted that despite widespread EMR usage, healthcare providers still consume a good deal of paper in their current operations. "This can come from remittance advices for payments, orders from referring doctors, lab results, etc.," he said. "In many cases, EMR

systems offer tools for scanning but they don't offer records management and their security typically isn't very good. Our software can put retention policies on images as well as provide a tight level of security to control which users are able to see a particular type of document being scanned for a specific patient."

Leonard noted that healthcare providers also deal with multiple workflows that typically fall outside the capabilities of an EMR system. "This includes a lot of back office processes in areas like accounts payables and receivables and HR," he said. "Expense reports are an example of a form that we can manage in our system and route around an organization for the right approvals."

GRM also offers a Chart Acquisition Platform that enables its customers to ingest and analyze patient records from a variety of sources. "We can accept scanned images or uploaded PDFs, and we also offer a tool for accepting virtual print streams, which can be used in conjunction with an analytics engine," said Leonard. "We are working with a client right now that services 700 hospitals across the U.S. They utilize our virtual print stream to receive records of physician interactions with patients for billing purposes. They then run the analytics engine on those records to provide feedback and insights to their clients."

GRM sells into multiple paper-intensive verticals but healthcare is its number one market. It counts some of the largest providers in the U.S. among its customer base. GRM competes with traditional ECM vendors like **Hyland** but considers its cloud-only approach to be a differentiator. "We charge our customers a monthly subscription fee; it's typically based on a combination of the number of users and the amount of storage being used," said Reynolds. "However, when we are talking to customers, something like a GB count often doesn't mean that much to them. So, we might talk about something that is more relevant to them, like the cost per invoice if we are discussing A/P automation."

For more information:
http://documentimagingreport.com/2478-2/

InStream recently acquired another **FileBound** reseller. This week, the Nashville, TN-based VAR and service bureau announced it had acquired Charlotte, NC-based **Echostone, Inc**., which resells both FileBound and **Kofax** software. This makes four acquisitions over the past two years for InStream.