

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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AnyDoc Upgrades Sales Strategy

The possibilities for document capture continue to expand. A series of technological improvements have led us to the point where many vendors are offering technology and services that involve scanning and processing all the paperwork that enters an enterprise. While these digital mailroom-type applications may still be a bit ahead of their time, they are indicative of the potential of today's capture technology.

Over the past 10 years (the time which I've been the editor of *DIR*), we've seen a number of advancements in capture that have helped us reach the point we're at today. These include improvements in OCR and ICR, the convergence of the data and document capture spaces, the introduction of IDR (intelligent document recognition) for capturing data from variably structured forms, and the introduction of advanced auto-document classification.

Tampa-based ISV **AnyDoc Software** has been on the forefront of many of these advancements. Its *OCR for Forms* application was an early leader in leveraging OCR to capture data from forms. AnyDoc was a pioneer in IDR with its invoice

processing technology. It has one of the fastest TWAIN-driven capture products on the market. And its *Infiniworx* platform offers a capture environment that can tie together the multiple workflows required to successfully operate a digital mailroom.

Despite this evolution in AnyDoc's product line, the company's sales strategy has remained fairly unchanged. It has traditionally sold its products primarily through a value-added reseller channel, and according to President Sam Schrage, this year that channel will make up 85-90% of total sales. Schrage did note that this is down from the historical level of 90-95%, and this is because of the recent introduction of a direct sales group under the direction of Jeff Walen.

Walen had formerly been VP of all sales for AnyDoc. With his promotion to VP of the new Application Solutions Group (ASG), AnyDoc has hired former **Kofax** sales exec David Talarico as VP of channel sales in North

America.

Teaching new tricks

According to Schrage, the AnyDoc channel is not yet able to effectively sell some of the company's more advanced technology, such as *Infiniworx*. "We are not really looking for Jeff's group to produce a ton of revenue," Schrage told *DIR*. "We are looking for them to open new doors that the channel will be able to take advantage of. Once our technology has been proven viable for some specific applications, it will be much easier for VARs to sell.

"Jeff's group will also be available to assist resellers who find opportunities in emerging markets, but aren't quite sure how to address them. For a cost, if the partner wants to bring Jeff's group in, we will be more than willing to help them make the sale happen."

Talarico is expecting ASG to perform the vital work of transforming *Infiniworx* into solutions that VARs can sell. "Right now, expecting VARs to sell *Infiniworx* is like expecting them to go out and sell Visual Basic," he said. "We need to put the technology into a nice package and clean it up."



Sam Schrage,
president, AnyDoc
Software.

For now, Talarico will focus on educating AnyDoc's resellers on the potential of *Infiniworx*, as well as the company's IDR technology in areas like invoice, EOB, patient records, and mortgage processing. "We have a strong channel, but there is some room for growth," he said. "I have worked with some strong partners in my previous jobs that I'd like to introduce to our new technology. I think there are a lot of resellers in this industry who don't realize what AnyDoc has to offer. A lot of them are selling five different applications to accomplish what they could do within *Infiniworx*."

"I'm not saying I'm planning on taking business away from my former employer, because historically only a very small percentage of their business has come from the type of applications that AnyDoc typically sells."

"We currently have about 80 to 85 resellers. I'm not looking to add a ton to that number, but we could easily double it and still have enough room for everyone. Ideally, we'd like to have two or three partners in every major city."

Talarico compared the market for IDR to the market for OCR 15 years ago. "Our goal is to get our resellers to focus less on the technology and more on some of the business problems it can solve," he said. "If we can do that, I think there is plenty of potential business for everyone."

According to Schrage, to date, *Infiniworx* has been installed primarily in Europe in digital mailroom-type applications. "We have a couple of potential prospects in the U.S., but our major growth in the U.S. continues to be in invoice processing sales," he said. Related to invoices, *AnyDoc EXCHANGEit* has recently been certified by **SAP** for moving data and documents from *OCR for AnyDoc* into **SAP ERP** application Release 6.0.

"We've also developed a niche market around forced insurance forms," said Schrage. He explained that this involves insurance forms related to items purchased through bank loans. "We're on the verge of signing two more large carriers in this market. This will make customers of seven of the top 15 carriers of forced insurance in the market."

Overall, Schrage and Talarico stressed that the formation of ASG does not mean AnyDoc will decrease its focus on the channel. "Jeff's group is going after advanced applications and emerging markets to help us get onto playing fields that no one in our channel is currently playing on," said Schrage.

Added Talarico, "We've seen some companies in the capture market acquired by vendors with a direct focus; and we realize the channel is getting squeezed on many sides. I have always been a strong proponent of the channel, and I plan to maintain that position at AnyDoc."

For more info: <http://www.anydocsoftware.com/>

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DIR is the leading executive report on managing documents for e-business.

Areas we cover include:

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4. Enterprise Content Management
5. Records Management
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