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Analysis

eCopy Paper Connection Forum 2007

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Abstract

eCopy held its third annual Paper Connection Forum May 14th – 17th, 2007 at the Doral in Miami, Florida. The conference drew nearly 600 attendees consisting of 140 office equipment manufacturers, 168 office equipment dealers, 115 independent software vendors, 100 eCopy employees, 21 press and industry analysts, and 29 end users.

This document provides a detailed analysis of the event from an office document technology perspective. It examines eCopy's solutions and offers insight into the company's latest developments and strategies in this area.

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Introduction

eCopy held its third annual Paper Connection Forum May 14th – 17th, 2007 at the Doral in Miami, Florida. The conference drew nearly 600 attendees consisting of 140 office equipment manufacturers, 168 office equipment dealers, 115 independent software vendors, 100 eCopy employees, 21 press and industry analysts, and 29 end users. Not only does eCopy connect devices to solutions, but it also connects people within the office equipment industry to each other. The eCopy event continues to grow every year, with more breakout sessions and partners demonstrating solutions built around the eCopy solutions. This year's event featured keynotes from the company and a special guest, breakout sessions, and the Solutions Pavilion.

eCopy continues to be a strong force in the area of connectivity between MFP devices and various software solutions. With sound year over year growth in the U.S. as well as in Europe, notable activity in connector development, and a platform that has become universally adopted by OEM manufactures and ISVs, eCopy maintains a powerful position in the solutions marketplace.

General Session

Ed Schmid, President and CEO of eCopy, and Tim Corkery, Senior Vice President of Sales and COO, hosted the general session for the event. Ed Schmid spoke to the analysts previously about the history of eCopy and the changes the company made to become more open within the industry. Founded in 1992, eCopy's goal was to get paper documents onto its networks. With the widespread implementation of digital copiers and the proliferation of the Internet and e-mail in the 1990's, eCopy sought to create a standout application, and it did so when it forged scan to e-mail. This application was developed in conjunction with Canon. In 2005, eCopy opened up its platform to embrace other OEM vendors which today include HP, Toshiba, Ricoh, Konica Minolta, and Sharp. eCopy has operations in the U.S. and Canada, as well as in Europe in the UK, Sweden, France, Germany, and Italy. The company also has a presence in Japan and Australia, as well as offices in Hong Kong. The European market is experiencing the most growth year over year, and it currently accounts for approximately 20% of the company's revenue mix.

eCopy's financial growth has been very strong in recent years. In fiscal year 2005, eCopy generated \$42 million and it grew that number to \$63 million in fiscal year 2006. eCopy's fiscal year 2007 ends in June. At the time of the event officials did not divulge the exact numbers, but they did mention that 2007 brought a significant revenue increase over last year. Canon still represents more than half of eCopy's business, and 70% to 80% of its growth is coming from the European market.

eCopy ShareScan connector activities and development are also increasing. Today there are 170 ShareScan connectors either in development or shipping, up from last year's total of 117 connectors. Approximately 57 connectors are shipped by 3rd parties, and 57 are shipped by eCopy. Many of these connectors range from connectivity and document management systems to customer relationship management systems. There is also a new SDK available for eCopy's desktop solution which is also showing positive signs of adoption and growth. The eCopy desktop solution provides a user interface that enables consumers to manage, modify, and share Adobe PDF documents, and the eCopy SDK allows developers to extend this desktop functionality into backend business applications. The eCopy desktop SDK will have an annual license fee of \$1,495.

Other announcements included:

- **Common Access Card Support:** This type of access and authentication is used by the Department of Defense and provides several different security measures depending on the complexity of the user's needs.
- **eCopy Professional Services:** For dealers that don't have a professional services organization, eCopy's Professional Services can provide custom development in the U.S. as well as connectivity to applications supported throughout the U.S. and Europe.
- **Canon's Shipments of eCopy:** Canon USA has shipped more than 50,000 eCopy software licenses, and Canon Europe has sold more than 15,000.

One of the highlights of the eCopy Paper Connection Forum general session was the guest keynote speaker, Jason Jennings, who is a recognized author that performs in-depth research to support his writings. He is the author of the New York Times bestseller, *Think Big, Act Small*. At the eCopy Forum he spoke about the five leadership secrets of the world's most productive and best performing companies. Interestingly, many of the secrets and best practices are being exercised within eCopy, which made the topic quite relevant.

Paper Connection Pavilion

The eCopy Paper Connection Pavilion was a major part of the forum where OEMs, ISVs, and other solution connectivity partners could interface and connect with industry dealers, analysts, and press, as well as with each other. The companies that participated in the pavilion were:

- Hardware with eCopy: Canon, HP, Konica Minolta, Ricoh, Sharp, and Toshiba
- Cost Recovery: Billback, Copitrak, Equitrac, Sepialine, and Thomson Elite
- Customization: Canotec; Daybreak; eCopy; FlowMatix by Paper River Consulting, Ltd.; Hadleigh Marshall International, Ltd.; Idea Mill Technologies, Inc.; Loffler; Open Architecture; and ScanPoint
- Document Management: ADOS; Canotec; Captaris; ColumbiaSoft; Daybreak; DocuLex; DocuWare; EMC; FlowMatrix by Paper River Consulting, Ltd.; Hadleigh Marshall International, Ltd.; Highland Martin, LLC; Hyland OnBase; Idea Mill Technologies, Inc.; ImageNow by Perceptive Software; Innovative Systems & Solutions, Ltd.; Interwoven; Itxtend; Laserfiche; Liberty; Loffler; Microsoft; Open Archive; Prism Software; Quadrant Software; Questys Solutions; and Rochester Software Associates, Inc.

- Fax: Biscom, Captaris, Castelle, emFAST, Equisys, Faxcore, and Softlinx
- Image Management (Bar Coding, Image Editing, OCR): ABBYY, I.R.I.S., and Open Archive
- Print Management: ePrintDirect and Rochester Software Associates, Inc.
- Workflow: ADOS; Canotec; Captaris; ColumbiaSoft; Daybreak; DocuLex; DocuWare; eMason; EMC; FlowMatrix by Paper River Consulting, Ltd.; Hadleigh Marshall International, Ltd.; Highland Martin, LLC; Hyland OnBase; Idea Mill Technologies, Inc.; ImageNow by Perceptive Software; Innovative Systems & Solutions, Ltd.; Interwoven; Itxtend; Laserfiche; Liberty; Loffler; Microsoft; Open Archive; Prism Software; Quadrant Software; Questys Solutions; Rochester Software Associates, Inc.; ScanPoint; Softlinx; Square 9 Softworks; and Tokairo

Paper Connection Breakout Sessions

Through the Paper Connection Breakout Sessions, eCopy provided valuable education to dealers and vendors on various topics surrounding solutions. Most of the sessions focused on eCopy, scanning, workflow, and document management, and they were all very insightful and useful for the audience that attended. Descriptions of the sessions are as follows:

- **Grow your Margins: Adding New Streams of Revenue:** This session examined what the largest growing vertical will be as well as what industries sales people should be targeting. Analysts' findings regarding the best and largest scanning opportunities were also presented, as were the sweet spots for ad-hoc scanning and document capture.
- **eCopy Software Partners - Marketing Program Enhancements:** Designed specifically for eCAP partners, attendees were introduced to the eCopy software alliance team in this session. New and upgraded marketing programs that enable users to become better connected with and create more awareness among the eCopy sales channel (eCopy sales, office equipment dealers, and copier manufacturers) were also unveiled.
- **Building a Connector Using the eCopy ShareScan SDK:** This double session offered hands on, advanced training on the eCopy ShareScan Software Developer Kit.
- **2007 Best Practices - Honoring Our Most Innovative Customers:** eCopy end users who have embraced and successfully implemented eCopy software were acknowledged in this session. Spanning a range of industries, these panelists were chosen for their innovative use of eCopy solutions.
- **Staying ahead of the Competition with New Product Offerings:** In this session, participants discussed how they use eCopy solutions to create a differentiator in their market place.
- **Basics of Building Connector Demoware:** Attendees were instructed on how to create a demo that was sure to increase their sales of the eCopy Connector.
- **Staffing Your Dealership for Solutions Success:** In this session, a dealer who attributes the growth of his dealership to his staffing strategy discussed the essential organizational roles for driving solutions through the maximization of knowledge and efficiency.

- **Growing Revenue with Expense Reporting and Invoice Management Solutions:** In this session, attendees were advised on how to target customers across all industries with expense and invoice management solutions.
- **Differentiation Is Not Just about Product:** Attendees received guidance on how to get closer to their customers, stand out from the competition, and potentially increase the revenue and profit of transactions by enhancing their discovery process.
- **Building a Connector using the eCopy Desktop SDK:** In this session, attendees worked with an eCopy SDK expert who showed them how to create application connectors at the user's PC or develop custom connectors to add paper-based information to any workflow or business process.
- **Prognosis - Increasing Revenue:** This session helped attendees prepare to sell into the medical market by educating them on standard terminology, challenges, and workflows.
- **SDK Directions "Birds of a Feather" Session:** During this session, eCopy developers and product managers told select eCAP partners about new features of the eCopy ShareScan Software Developer Kit (SDK).
- **Are You Leaving Money on the Table?:** This session covered the importance of going beyond toner and paper to enhance aftermarket offerings with software in the sales pitch.
- **Succeeding with Professional Services:** This session examined hidden revenue opportunities through selling services and discussed how eCopy Professional Services can help attendees enhance their service initiatives.

Conclusion

eCopy has shown significant growth in the past three years since its first Paper Connection Forum and it has emerged as a leader by growing the office equipment industry with its solutions. eCopy has broken away from the pack and established itself at the forefront of device to application connectivity solutions, creating a platform standard for the office equipment industry.

The ShareScan solution is seen as a platform for hardware and software solution vendors to have a common interface that allows for easy connectivity and development. Not only do ISV's have a platform to connect to devices, but corporations also gain the ability to customize their internal solutions by using this solution. Many OEMs have also adopted the eCopy solution to level the playing field, and this solution has afforded them immediate connectivity to the partnerships that eCopy has already forged. The adoption by OEMs and ISVs validates eCopy's solution as a standard for the industry, and the acceptance of this solution has positioned eCopy as a leader that can further advance the industry.

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