

also from mobile and distributed devices, as well as electronic documents—and put them through a single process. So, what comes out is a perfected data stream regardless of the initial starting point. We want to purify information before it gets into a back-end system. Organizations spend considerably more time and money dealing with exceptions in a BPM system than they would if their problems were solved in their capture applications.”

Murphy concluded that **ibml** remains focused on the capture market, even while some of the traditional leaders in the space seem to be trying to expand elsewhere. “We are satisfied with the growth potential of capture,” he said. “We are still very focused on our hardware products. But, we are also focused on growing our software business.

“According to **Harvey Spencer Associates** (which has forecasted an 8% CAGR through 2018 for the capture software market), last year, we grew faster than the market rate. Granted, we are starting from a relatively small base, but that shows we are taking market share from other vendors—which from our experience with replacement systems, we know is true. We plan to continue down this path—executing on our long-term strategy of selling more capture solutions.”

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

## TWAIN Working Group Teams Up With Google Print

The **TWAIN Working Group** is currently working with the **Google** Cloud Print team to develop the first generation of TWAIN Direct. TWAIN Direct is a new initiative aimed at removing traditional scanning drivers from the capture equation. It envelops the SWORD (Scanning without a required driver) initiative that we first wrote about last December [see *DIR* 12/20/13].

“TWAIN Direct is a larger concept than SWORD,” said Pam Doyle, Director of Education for **FCPA’s** Imaging Products Group and Chair of the TWAIN Working Group. Doyle introduced TWAIN Direct to attendees at the recent **Harvey Spencer Associates** Capture Conference. “It goes to the heart of the connection between applications and the device. Right now, we are trying to reach application writers, because they represent the user’s interest.

“We are trying to make scanning easier for them—to force them to come up with reasons *not* to do scanning. We want to change the conversation from

their applications talking to a driver, to their applications talking directly to scanners.”

Here’s how it works. Like a traditional driver, there are two parts of TWAIN Direct—one that talks to the scanner and one that talks to the application. But unlike traditional drivers, there is no proprietary interface to connect the two parts. Instead, the connection is made through a Web services call.

So far, this may sound similar to **Captiva’s** Cloud Capture SDK—which also attempts to remove traditional drivers from the scanning equation through Web services calls [see *DIR* 9/20/13]. This is probably not surprising seeing how Captiva’s SDK group is also responsible for ISIS drivers, which compete primarily with TWAIN drivers for market share.

TWAIN has also taken the step of bringing the Google Cloud Print team into the mix. Google Cloud Print is an API for managing print devices through a Web interface. When working with TWAIN Direct, it will enable users to manage scanners in a similar fashion.

“The TWAIN Working Group brings to the table expertise on managing scanners and how to configure them for capture,” said Mark McLaughlin, a senior software engineer at **Kodak Alaris** and the Chair of the TWAIN Technical Subcommittee. “This includes managing the kind of data flow you want to get out of the device—both meta data and image information.

“The Google Cloud Print team brings expertise in the discovery of devices through the cloud. For application developers, instead of looking for a TWAIN data source manager, with TWAIN Direct, they’ll be connecting with Google Cloud Print. As long as an application can connect with the Google Cloud Print APIs, it will be able to connect with a scanner utilizing the TWAIN Direct service.”

Google Cloud Print is the first cloud application that TWAIN Direct is being integrated with, but there could be more in the future. “TWAIN Direct does not require Google Cloud Print to work,” McLaughlin said. “We could certainly establish relationships with other cloud vendors with similar frameworks, and that is one of our goals going forward.”

Basically, the TWAIN Working Group is working with the Google Cloud Print team to set up an avenue to enable cloud-driven scanning. To take advantage of this, application developers need to integrate with Web APIs developed by the Google Cloud Print team. The TWAIN Direct Web service

will also integrate with these Web APIs to drive scans back into the cloud.

Initially the TWAIN Direct Web service will be able to be downloaded to run on top of existing TWAIN drivers. “This will enable it to work with legacy TWAIN devices,” said Doyle. “Users will be able to download it. The next step is for the scanner vendors, or a third-party vendor, to offer a sidecar—a small board that can be attached to a USB scanner and enable it to become a network device, with the board running the TWAIN Direct service. The final format will be the scanners themselves having boards inside of them running the TWAIN Direct service. (The boards will also have the potential to run image processing, enabling a fully-processed image to potentially be captured into the cloud.)

Although TWAIN Direct is initially being described as service running through a network connection, it doesn’t necessarily have to be deployed that way. “It is connection agnostic,” said McLaughlin. “We’ve decided to focus our priority on the network, but in theory, TWAIN Direct could work with USB connections. Eventually, as we gain traction, we would like to see the various operating systems produce TWAIN Direct class drivers that could come in the box with computers.”

And while the initial deployment of TWAIN Direct is designed to facilitate capture from cloud applications, McLaughlin said there is also potential to skip the cloud and create a connection from a scanner directly to a device, like a tablet or smartphone. “There is also the possibility to do things like launch the connection in a browser but then run the scanning application outside of the browser,” he said. “This would enable it to run offline.”

Doyle noted that the goal of the TWAIN Working Group, whose board is made up of leading scanner manufacturers and tools vendors, is to continue to meet the needs of the industry. “One benefits of TWAIN Direct is that it should reduce the amount of administration work for IT involved with scanning,” she said. “It will eliminate IT’s need to deploy and maintain drivers.”

With work currently being done on the TWAIN Direct Standard, the Working Group has plans to release a white paper on the technology, which will be followed by educational Webinars. The organization’s current goal is to increase awareness and understanding of TWAIN Direct among software application developers.

For more information: <http://www.twain.org/>

## Evolving Technology Drives E-Process Adoption

If you’ve never checked it out closely, look at the masthead of our newsletter. It reads “Business Trends on Converting Paper Processes to Electronic Ones.” Believe it or not, this is the same masthead we created in 1998 when we first took over *DIR* (from Phillips Business Information)—and it is still relevant. That’s because, as proponents of the vision for a paperless office will tell you, it has not proven to be that easy to make paper go away.

Wet signatures and forms are two areas where paper processes are most ensconced. And oftentimes they are connected—when the point of printing a paper form is to apply a wet signature. But, is this really necessary? We don’t think there is any question that completely electronic processes are more efficient. (There are also arguments that they are more secure and accurate.) And since 2000, the U.S. has had a law in place that states that electronic signatures are officially endorsed by the U.S. government as a legal format—even though the definition of a signature probably covered most electronic formats to begin with [see *DIR* 7/21/00].

So, why according to a recent **AIIM** survey did “60% of respondents admit that they frequently print and sign documents and then scan them back in to their DM/ECM system.” “I think the biggest barrier to adoption of electronic signatures is inertia,” said Dan Puterbaugh, director, associate general counsel, **Adobe Systems**, who spoke to us recently representing the **Electronic Signature & Records Association** (ESRA), where he is a board member. “A lot of times, I get questions about enforcing the legality of e-signatures, but to me, that’s really just code for, ‘I’ve been using wet signatures my whole life and I am not really comfortable with e-signatures. There is certainly some fear of the unknown.’”

Some of this may have to do with disruption of established processes. “We certainly don’t want people to have to implement different or unusual processes to implement e-signatures,” said Puterbaugh. “Our goal is to enable users to implement e-signatures quickly and easily—without a lot of additional work by the user.”

In the e-signature world, this ease of implementation has been accelerated by increasing adoption of touchscreen computers that enable users to now e-sign with their fingertips or a stylus. This is far cry from our initial introduction to the technology several years ago, when the primary