

# TWAIN Developers' Day a Success

As you know, DIR supported the TWAIN Working Group's recent Developers' Day. We believe in the mission of the organization – anything that helps industry adoption and makes life easier for end users is a worthy goal.

We had a quick chat with Kevin Neal, TWAIN Marketing Committee Chair, about how the event went.

In short, he was thrilled. Here's our conversation, edited for clarity and length.

[Keep track of TWAIN updates here.](#)

**DIR:** How was it? I know first events can be nerve-racking. Did it meet expectations?

**Neal:** It was great. This was our first foray into an event of our own. And let me quickly give a huge thank you to Erin Dempsey – who many of you know as the long-time event coordinator for the Capture Conference.



As a trial run, I'm very pleased that everybody in attendance was very happy with it. Our main promotion for the day was a bold claim that developers would have a functioning TWAIN Direct Web scanning application at the end of the day.

I'm very happy to report that each developer got a full cloud installation and integration done during the one day!

At the end of the day, we had an ISV showcase and awards where everyone showed off what they created. It was wonderful to see the variety and range of the applications.

It went so well that we're already planning the next event – day and location TBD. I expect/hope that our 2<sup>nd</sup> event will be a larger gathering. Last year, we missed budgeting cycles. With an announcement coming this month (probably), we should be able to get a larger slice of event budgets. We think that will lead to more sponsors and attendees for Developers' Day Number 2.

**DIR:** I'm curious, because I think of you (sometimes) as Mr. TWAIN, what did you learn?

**Neal:** It was wonderful to hear the feedback that TWAIN Direct is easy and simple. This indicates that the TWAIN Direct ISV ecosystem is ready to go to market with solutions faster than anticipated. As stated by the Developers' Day attendees, they believe integrating TWAIN Direct is simple, which is the whole point of creating a RESTful API version of the TWAIN specification. Previously TWAIN Classic development had been somewhat involved with reading the spec, getting the source code, and then answering questions via email. I expected to hear the value for business – after all, I believe in the value of TWAIN – but the simplicity, high energy and positivity exceeded my wildest expectations.

We had Barlea, a company that has created an “exceptional access” system using blockchain and iVALT, a biometric multifactor authentication provider attend, and they each realized that they could easily integrate TWAIN Direct quickly. I learned that the ecosystem is really thriving and that it can be a larger ecosystem than those of us with a core competence of scanning documents and imaging.

It was great to hear that these companies do not view TWAIN Direct just as a “technology,” but these companies saw TWAIN Direct as a “strategy.”

**DIR:** Where's the overlap with blockchain?

**Neal:** It's providing document authenticity. When you scan a document, you can tokenize it using blockchain technology. When you open the document again, you know it is the authentic document and it's not been tampered with. The demo was a big green or red check mark.

I've seen the late-night infomercials (<https://youtu.be/ORWOp59F6bU>) about Home Title Lock where they claim that a single forged document can allow someone to illegally repossess your home! So, in order to help prevent someone from claiming your home title at a county clerk's office with a single forged document, imagine you could NFT tokenize with blockchain your home title to prove authenticity...wouldn't this be useful and wonderful? There are tons of other potential document authentication use cases.



**DIR:** This might be like asking you about which of your fur pack is your favorite, but did any of the coding you saw stand out?

**Neal:** It's hard to compare because there was no overlap. We had one capture company, Verve Corporation, doing document classification and extraction. Scanning into capture was cool to see. The medical records cloud company had a completely different use case around health systems. I mentioned the blockchain company. We had an ERP company. It's hard to compare oranges and apples; they were all interesting and cool. We gave some awards for most technology integrated and then most ready for prime time – prizes went to ICE health systems and Verve Corporation.

Let me loop back to your question about what I learned. Some of these integrations were going to just be a TWIN Direct local installation behind a firewall. But when they saw how easy the cloud service and the cloud implementation was, all accelerated their move to cloud because they saw the value of getting mobile integration going or getting all the scanners on your network connected.

What was most convincing at Developers' Day for the ISVs, I believe, was that we had a network of many fresh, out-of-the box, scanners connected to the network in minutes, and we simulated various use case examples of remote scanning. This was the "ah-ha" moment for the ISVs because they couldn't replicate such an environment without a lot of effort, so it helped them visualize implementing similar systems for their own customers.

**DIR:** I know you had some folks Zoom in, but I suspect by what you said there was tremendous value in being there in person.

**Neal:** Absolutely. It was designed as an on-site event, and the next one will be too. We will continue to be a hybrid event (with a limited number of Zoom attendees). However, there's nothing like being there for the networking and the hands-on experience of physically working with the scanners.

From my multiple perspectives as event organizer, programmer, and business owner; you can't beat the in-person exchange of ideas from being physically near everyone else. You can't replicate that spontaneity or serendipitous exchange.

**DIR: Any other takeaways from the event?**

**Neal:** I'd like to reinforce that the TWAIN Working Group isn't selling anything. We had (and have) no agenda other than promoting the TWAIN Direct specification for people to embrace. The meeting had a different dynamic – the code is free, and everyone has access to everyone else. There was so much energy in the room.

There were resellers, technical folks, businesspeople, and marketing pros and they all mixed together. It was great and goes back to the original mission – the betterment of the industry. Seeing volunteers, members, sponsors, and attendees come together in this spirit to move the specification along was thrilling.

**DIR:** I'm reminded of "a rising tide lifts all boats" as well as an Amish barn-raising video I just watched where they build a barn in a day. The way you described the day feels like a digital barn raising.

**Neal:** Those are perfect analogies. That is how it turned out. The new companies I've mentioned weren't very familiar with scanning, so they brought in fresh ideas and perspectives. It was a great way to expose imaging and capture to a new audience who will then share what they now know about this industry.

**DIR:** That's still bizarre to hear that an IT company can still be like "What's the scanning thing all about?"

**Neal:** Somewhat. Let's take Lyrid, a cloud hosting company from Indonesia as an example. They shared a story about a customer that deals with lots of documents. Previously, Lyrid wasn't looking for document scanning opportunities, but now, as a result of Developers Day, they see the potential and intended to talk to a potential partner to solve this customer's document issues. And then, again, the blockchain company saw a use for tokenizing medical records and making sure they're authentic so they will be able to reengage their potential clients with a nice solution for their document scanning requirements.





Another attendee has a friend high up at one of the scanner manufacturers and plans on talking to their friend about a possible solution. This is further validation that simple awareness leads to opening the door to many potential business opportunities which we might never have imagined. It really is about increasing the overall market pie for everyone instead of all of us chasing taking 5% of revenues from someone else for a pie that never gets larger.

That doesn't help anybody in the long run. Our mission is to help the pie keep expanding so that everyone can win.

### **DIR: Final thoughts?**

**Neal:** Almost forgot to mention the business track we created. Developers' Day ended up not being only for developers. We had business development people from the same companies as the developers express interest in attending.

To make their time productive, we designed a business track of roundtable discussions. It went like gangbusters. We chose topics like security and TWAIN Direct applications. To kick-off the conversation we started with the topics, but many of the conversations turned into organic discussions about possibilities with TWAIN Direct. We are going to provide the data we collected back to the participants, and industry in general, in the next few weeks. Our hope is that many of the ideas discussed are actionable.

With the event in one big room there were plenty of opportunities for everyone to share opinions and feedback during group sessions and lunch.

Again, that's the value of being at this event (any event, really) – the networking was just another way for people to get their questions answered, connect, exchange information, and figure out ways to work together in the future.

It was an awesome event, and we thank Infosource DIR so much for your coverage and your sponsorship. Also, the TWAIN Working Group would like to say thanks so much to our anchor sponsors, Visioneer and Verve Corporation!

# DOCUMENT IMAGING REPORT

Business Trends on Converting Paper Processes to Electronic Format

DIR is the leading executive report on managing documents for e-business. Areas we cover include: Document Capture; OCR/ICR, AI, and Machine Learning; RPA; ECM; Records Management; Document Output; and BPM.

DIR brings you the inside story behind the deals and decisions that affect your business.

Vol. 32, No. 14

Managing Editor: Ralph Gammon; [rg@info-source.com](mailto:rg@info-source.com)

Editor-in-Chief: Bryant Duhon; [bdu@info-source.com](mailto:bdu@info-source.com) and +1 (301) 275-7496

DIR is published approximately 15 times per year by:

Infosource SA  
Avenues des Grande-Communes 8, 1213  
Petit-Lancy, Geneva, Switzerland  
<http://www.info-source.com>

Copyright © 2022 by Infosource SA. Federal copyright law prohibits unauthorized reproduction by any means including photocopying or facsimile distribution of this copyrighted newsletter. Such copyright infringement is subject to fines of up to \$25,000. Because subscriptions are our main source of income, newsletter publishers take copyright violations seriously. Some publishers have prosecuted and won enormous settlements for infringement. To encourage you to adhere to the law, we make multiple-copy subscriptions available at a substantially reduced price.



Subscriptions and pricings, contact us directly for company and enterprise subscriptions:

- [Single user: \\$597 \(electronic\)](#)
- [Two users: \\$897](#)
- [Four perons: \\$1,097](#)
- [10 users: \\$1,497](#)
- Company-wide subscription: \$2,500 (country-specific)
- Enterprise-wide subscription: \$4,500 (global)