



## Realising potential through partnership

DM Magazine Editor David Tyler caught up recently with Peter Ortmanns, Head of Solution Marketing & Partner Business Development EMEA at I.R.I.S., on how partnership can open up new opportunities

"WHATEVER THE SITUATION, OUR JOB IS TO ENABLE PARTNERS TO OPTIMISE THEIR BUSINESS, WITH THE CAPTURE SOFTWARE BEING AN ADD-ON TO THIS VALUE PROPOSITION. NOT ONLY DOES THE CAPTURE TECHNOLOGY OPTIMISE THE END CUSTOMERS' BUSINESS PROCESSES AND INCREASE OUR PARTNERS' COMPETITIVENESS, IT ALSO OPTIMISES THEIR SALES, IMPLEMENTATION AND MAINTENANCE PROCESSES."

**D**avid Tyler: In today's increasingly digital and globalised world, companies have been investing in workflow and business process applications for some time: where then do you see a potential market?

**Peter Ortmanns:** Of course businesses have already made a big step towards streamlining their document management and the market is already relatively mature. But with the increasing number of documents and data companies receive, the demand for more efficiency has never been higher. Hence capture technology is a vital part of the game. It has been proven that Intelligent Document Recognition can dramatically simplify document processes by classifying documents automatically and extracting relevant data for business processes.

**DT:** It's notable that there are relatively few truly successful capture vendors on the market. What makes your approach different?

**PO:** We have proven that through partnerships we can increase expertise and thereby leverage our partners'

business. Focusing on indirect business requires a very mature technology and the partner has to remain a 'one stop shop' for his customers. Partners of course focus on their value proposition, whether that is as a BPM, ERP or ECM software vendor, a service bureau or a system integrator.

Whatever the situation, our job is to enable partners to optimise their business with the capture software being an add-on to this value proposition. Not only does the capture technology optimise the end customers' business processes and increase our partners' competitiveness, it also optimises their sales, implementation and maintenance processes.

If the IDR technology ensures efficiency and cost reduction for these processes it becomes a vital part of the partners' P&L, and they will be willing to roll out a solution to further customers and processes. In an ideal world - which by the way we have already achieved with partners - we speak about "plug & process" scenarios. However the main KPI is to achieve an ROI for the partner with the first project.

**DT:** Can you go into specifics on how your software is designed?

**PO:** First of all it is highly intelligent and increases efficiency on various levels. Instead of templates we use generic search independent from document layouts. Free text methods allow us to prepare preconfigured solution packages for several different processes which include a best-practice set of standard features. They also avoid scripting; instead individual capture requirements can be easily realised with configuration.

Both criteria enable a short term implementation, thereby reducing project costs and risks dramatically. It simplifies maintenance and it also reduces costs that arise with change requests as a customer's organisation changes and adapts to new market situations. Finally the customer is happy due to an optimal TCO.

**DT:** I.R.I.S has been very successful with this approach in Europe and the US, what is your plan for the UK and what role does Canon play?

**PO:** Our market research and experiences have shown that the above mentioned criteria are very helpful - especially in terms of a second wave approach where we have proven to stand out against existing capture solutions. Hence, our experience is that there is still a high potential in the UK market. With I.R.I.S. being the IDR development department within Canon, we certainly cooperate to explore new business opportunities.

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