



# OVERVIEW

## Competitive Advantages of Captaris® Alchemy®

### INTRODUCTION

This document provides comparisons of Alchemy fixed content management solution strengths against any competitor's product and illustrates how Alchemy is the preferred choice to alternative solutions.

### CONTENTS

Although there are many parts and functions to a fixed content management solution, content management itself is made up of three primary areas: the place where content is managed (called the repository subsystem by Doculabs), how content gets into the system (input subsystem) and how content is accessed (output subsystem).

- **Repository Subsystem** Access controls, storage, etc.
- **Input Subsystem** Imaging and computer report archiving
- **Output Subsystem** Web access, CD distribution, etc

### REPOSITORY SYSTEM

SUBJECT	BUSINESS NEED	ALCHEMY	COMPETITOR
<b>Database</b>	Businesses commonly need to organize and secure critical information. While file systems provide rudimentary document storage, they are highly inefficient and are open to a number of security and business continuity risks.	<ul style="list-style-type: none"> <li>• Highly efficient object database is included and fully integrated</li> <li>• Little or no maintenance is needed</li> <li>• Low overhead on the server</li> <li>• Easy for end-users (drag-and-drop)</li> <li>• Highly secure</li> <li>• Portable and easy to backup</li> <li>• Encryption of data available</li> <li>• Extensive API and ODBC compatibility</li> </ul>	<ul style="list-style-type: none"> <li>• Is a third-party relational database required?</li> <li>• Higher complexity of installation and configuration</li> <li>• Adds cost of database to solution</li> <li>• Ongoing database maintenance and repair</li> <li>• Not portable</li> <li>• Limited encryption capabilities, depending on Relational Database Management System (RDBMS) used</li> <li>• Whether it's SQL Server or Oracle, it's still proprietary, and the customer is now dealing with two vendors.</li> </ul>
<b>File support</b>	Businesses have all sorts of electronic and paper documents. TIF files are no longer the only form of electronic document data. Solutions should be able to not only handle multiple electronic file types but retain their original integrity and usefulness.	<ul style="list-style-type: none"> <li>• 200+ PC file types integrated, native-file format support</li> <li>• Stores documents in native formats for easy retrieval and use</li> </ul>	<ul style="list-style-type: none"> <li>• What do they support?</li> <li>• Do they store files in native format or require a conversion to something else proprietary?</li> <li>• Do they link to an external file? How secure is that file?</li> <li>• Can they integrate everything into one database?</li> </ul>
<b>Federated Repository Access</b>	Increasingly in demand is the ability for a company to search across all of its business information. This "Federated Searching" is useful when it does not make sense to store everything in one repository.	<ul style="list-style-type: none"> <li>• The Alchemy system is engineered to allow simple multi-repository searches, whether it's two or two-thousand Alchemy repositories.</li> <li>• Results are provided together but logically divided by content location</li> <li>• Users can easily synchronize a search result to the repository where the document actually resides in order to find other related information.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the solution use a RDBMS? Relational databases do not allow simple federated searching.</li> <li>• How are the results of multi-database searches displayed? Can it search more than one?</li> <li>• Results are not easily traced back to their location in the RDBMS.</li> </ul>
<b>Full-text indexing and retrieval</b>	While many companies would like to categorize their business information, it is often a time-consuming and expensive process to add metadata to each document. Full-text indexing and searching is an important tool to complement or replace the need to add metadata.	<ul style="list-style-type: none"> <li>• Fully integrated, automatic and invisible</li> <li>• Filters for many text-based document types</li> <li>• Profile fields and metadata are also full-text searchable.</li> <li>• Index file is more compact than most other full-text index engines, usually 10 percent or less of original document size</li> <li>• Design of index leads to faster content searches</li> </ul>	<ul style="list-style-type: none"> <li>• Does it require a separate full-text server or add-on module?</li> <li>• What types of document content can be added?</li> <li>• RDBMS full-text indexes are typically 30 percent or more of the original document size</li> <li>• Search results are slower due to complex, ad hoc table joins and design of the full-text index</li> </ul>

SUBJECT	BUSINESS NEED	ALCHEMY	COMPETITOR
<b>Library Services</b>	Library Services (LS) allows a company to manage its business information on a day-to-day basis by controlling access, enforcing uniform versioning rules and enabling traceability for a series of document changes.	<ul style="list-style-type: none"> <li>LS can be applied to repositories discriminately: one repository can hold documents that are not "versionable" while another can have full LS functionality</li> <li>Allows users offline editing of documents</li> </ul>	<ul style="list-style-type: none"> <li>LS is typically applied at a system level vs. independent repositories. This creates complexities by requiring the administrator to actively restrict users or documents from accessing LS functionality</li> <li>Most solutions provide for limited offline editing. Does this solution support that?</li> </ul>
<b>Records Management</b>	Any company regulated by a government agency or subject to potential legal action requires a program to identify and protect valuable information.	<ul style="list-style-type: none"> <li>Simple-to-use File Plan manager supports creating out-of-the-box DoD-compliant file plans or a custom hierarchy completely integrated into Alchemy</li> <li>Separates the records manager's view of the data from the end-user's view. Users see the data the way they want without being forced into a new Records Management (RM) structure.</li> <li>Flexible storage options, including NAS, SAN and Optical</li> <li>Leading support for new high-density WORM, including Sony PDD</li> <li>Ability to easily distribute self-contained, searchable, secure records repositories on disc or other removable media, such as flash memory-oriented media (Secure Digital, Sony Memory Stick, USB "jump drives," etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Many RM solutions are mired in complexity as a result of marrying an RM system with a separate document management system. The result is a very complex system with a lot of "moving parts." How many applications are required to support RM? Who has control?</li> <li>Many records management modules of document management solution require structuring the content repository from an RM-centric view forcing users to adopt a new organizational model. How important is user adoption for this project?</li> <li>Support for WORM is often an add-on and requires yet another product with separate configuration. Does the alternate solution provide this at no cost?</li> <li>Limited portability of records beyond the system. What if you need to provide an auditor with a mirror image of your records system to transport?</li> </ul>
<b>Storage Management</b>	In light of new regulations in the United States and abroad, companies are increasingly concerned about where documents are actually stored. Solutions provided must very flexible.	<ul style="list-style-type: none"> <li>Alchemy allows users to place repositories onto many types of media, ranging from SANs, Optical discs (e.g., CD and DVD) and libraries, to tiny flash-memory based USB storage.</li> <li>Burn Alchemy databases and content to CD and DVD</li> <li>Supports spanning repositories across many types of media</li> <li>Alchemy repository containers prevent unauthenticated overwriting of documents, providing a Centera-like solution at a fraction of EMC's hardware and capital requirements</li> </ul>	<ul style="list-style-type: none"> <li>Few document management or RM solutions are as flexible as Alchemy, and most require extra software to rival it. Where does the prospect plan to store data? What about three years from now?</li> <li>Few, if any, document management solutions provide the capability to span a single content repository on different media. Are there any present or future needs to have this capability?</li> <li>No other document management solution provides overwrite protection without incorporating complex file system management tools or EMC's Centera product. Is their budget more than \$500k?</li> </ul>

## INPUT SUBSYSTEMS

SUBJECT	BUSINESS NEED	ALCHEMY	COMPETITOR
<b>High-volume Report Processing (Computer Report Archiving/ERM)</b>	Reports are often the lifeblood of decision making. The ability to easily capture and apply rules based on a specific business need, making information quickly accessible, is crucial in implementing a report management solution.	<ul style="list-style-type: none"> <li>Text and PDF format support</li> <li>Sophisticated parsing engine and scripting language</li> <li>GUI for creating data extraction templates</li> <li>Extremely scalable: automated processing, batch capability and exception handling</li> <li>Output to CD and DVD for storage/distribution</li> </ul>	<ul style="list-style-type: none"> <li>Does the solution support the ability to capture and organize it automatically?</li> <li>Does the solution provide for rich automated processing controls?</li> <li>How integrated is the report capture subsystem with the document management system?</li> <li>Is it scalable?</li> </ul>
<b>Image Capture</b>	Like it or not, business information stored as paper documents is not going away. Managing hard copy is easier, however, with the ability to capture paper documents as electronic images that can be classified and even full-text indexed.	<ul style="list-style-type: none"> <li>Alchemy Scan is positioned as a mid-tier scan solution that complements either a lower-end solution or a fully-featured solution, such as Kofax Ascent Capture or Psigen. Alchemy Scan provides features that most businesses need without making the solution overly complex.</li> <li>Full integration with the repository means easier and more accurate indexing and archiving</li> <li>Stand-alone version, no central server required</li> <li>Single operator can do it all on one PC: scan, OCR, validate, quality check and archive.</li> <li>DataGrabber option merges imaging with external data files</li> <li>Output to CD and DVD for storage/distribution</li> </ul>	<ul style="list-style-type: none"> <li>Does the solution require a third-party RDBMS to store index fields?</li> <li>Is the solution difficult to install or configure?</li> <li>How integrated is image capture with the rest of the document management system?</li> </ul>

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<b>Automated Email Capture</b>	The ability to support the automated and real-time capture of email messages into the document management system is more important than ever to support a rock-solid compliance management program.	<ul style="list-style-type: none"> <li>Automated ingestion of email at the Microsoft Exchange Server level</li> <li>Policy-based retention rules</li> <li>Allows for sophisticated parsing of messages by recipient or subject line content</li> <li>Header data is automatically added to index metadata for immediate searching</li> </ul>	<ul style="list-style-type: none"> <li>Does the document management solution have automated email capture?</li> <li>Is the capture solution based on compliance needs or, is it geared toward storage management?</li> </ul>

## OUTPUT SUBSYSTEMS

SUBJECT	BUSINESS NEED	ALCHEMY	COMPETITOR
<b>Desktop Clients</b>	User access to documents within the repository must be immediate and simple. Otherwise, the document management project is subject to end-user circumvention.	<ul style="list-style-type: none"> <li>Customers say Alchemy is the easiest to use</li> <li>Three-pane view: Contents, File Viewer and Profile Card</li> </ul>	<ul style="list-style-type: none"> <li>Often complex with too many open windows. What is the user experience? How important is user adoption of the solution?</li> </ul>
<b>CD/DVD Authoring</b>	While focus on more enterprise online storage solutions, such as SAN, are the rage, the ability to provide seamless support for optical media, including WORM, is still a key differentiator for document management solutions.	<ul style="list-style-type: none"> <li>Fully integrated</li> <li>Options for ISO 9660 multi-session, Direct CD packet writing or ISO image on HDD</li> <li>Burn Alchemy databases and content to CD and DVD</li> </ul>	<ul style="list-style-type: none"> <li>Does it require a separate module?</li> <li>Can a self-contained mirror image subsystem be created on the disc?</li> <li>Is it integrated and easy to use?</li> </ul>
<b>Web Client and Document Access</b>	Providing secure, simple, distributed access to documents is a key component of any cost-cutting or efficiency program.	<ul style="list-style-type: none"> <li>Mimics the Microsoft Windows client—no retraining.</li> <li>Downloaded documents are highly secure</li> <li>Flexible viewing options including a high-performance ActiveX combo viewer for image files and Computer Report Archiving/ERM.</li> <li>Support for on-demand TIF and text conversion to PDF</li> <li>Support for dynamic overlays for graphical forms and reports</li> </ul>	<ul style="list-style-type: none"> <li>Does their interface look different from their desktop client?</li> <li>Are downloaded documents secure?</li> <li>How do they display images and other documents?</li> <li>How does their Web Client let users interact with documents?</li> <li>Does it support more complex report display needs?</li> </ul>

### ABOUT CAPTARIS, INC.

Captaris, Inc. is a leading provider of software products that automate business processes, manage documents electronically and provide efficient information delivery. Our product suite of Captaris RightFax®, Captaris Workflow™ and Captaris Alchemy is distributed through a global network of leading technology partners. We have customers in financial services, healthcare, government and many other industries, and our products are installed in all of the Fortune 100 and many Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. For more information, please visit [www.Captaris.com](http://www.Captaris.com).

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