



Xerox Readies Doc Management App For SMBs

By Rick Whiting, ChannelWeb
4:22 PM EDT Fri. Aug. 22, 2008

Xerox is making a push into the SMB document management market, debuting a new, lower-priced version of its DocuShare content management software for small and midsize businesses. New capabilities built into the software help solution providers install the product in as little as one day, according to Xerox.

DocuShare Express is targeted at companies (or their operating units or divisions) with between 100 and 2,000 workers, said Jay Ganesh, channel marketing director for the DocuShare business unit. While Xerox will sell the product through its direct sales force, the chief focus for DocuShare Express is the channel.

"Our goal with DocuShare Express is to provide a partner with a quick way to deliver a solution to the customer," he said. "The requirements [for the product] came from the channel."

The DocuShare line today includes the mainstream content management product and DocuShare CPX, a version of the software introduced early last year with advanced business process and workflow management capabilities.

The entry-level U.S. list price for DocuShare Express starts at \$1,800 for 10 users and 10 read-only seats. The entry-level U.S. list price for DocuShare 6 is \$3,600.

The new SMB licensing configuration offers resellers a price point that will help them expand sales to smaller customers, said David Langemak, VP at WaterWave Internet Services, a San Jose, Calif.-based imaging solution provider and DocuShare reseller. While WaterWave tends to focus more on mid-size and large companies, Langemak said the price of DocuShare Express should provide opportunities to expand SMB sales.

DocuShare Express is a stand-alone product that runs only on Windows. The main DocuShare product can operate in a federated configuration (with multiple instances of the software sharing information) and supports Windows, Linux and Solaris.

But Ganesh said DocuShare Express is not a stripped down product, as many SMB versions of software products often are. In addition to the quick-install capabilities, the software offers an imaging and scanning feature for uploading documents to DocuShare Express folders using special scan cover sheets. And a new Extensible Interface Platform connector feature lets users easily move scanned documents from Xerox multi-function printers into DocuShare Express.

DocuShare Express is the latest step in Xerox's SMB expansion efforts that began last year with its \$1.5 billion acquisition of Global Imaging Systems, a Tampa, Fla.-based integrator and imaging products reseller. Xerox sells DocuShare through Global Imaging Systems and will do the same with DocuShare Express. The product, which will begin shipping in September, will also be sold through Xerox's reseller and dealer channels.