



C O N S U L T I N G

4 Meade Circle
Boston, MA 02420
(781) 258-8181
Arthur@imergeconsult.com



Arthur Gingrande

Overview

Mr. Gingrande is an industry-acclaimed expert in the fields of image-based intelligent character recognition (ICR), electronic forms and forms automation. Since 1991, over 150 of his articles on these subjects have been published in various trade periodicals, such as KM World, E-doc, Business Solutions, Integrated Solutions, Inform, Imaging, and Imaging World. He has also written four patents in the areas of intelligent check recognition, ATM-based direct payment systems, and smart cards.

Mr. Gingrande is publisher and director of document and image management at ISIT.com, a Web site dedicated to integrated solutions in information technology. He is also editor and publisher of *Contemplor*, a newsletter dedicated to document management and forms automation technology.

Mr. Gingrande is author of Forms Automation – from ICR to Electronic Forms to the Internet, published by the Association for Imaging and Information Management (AIIM), a book about the role of forms automation in document management and electronic commerce. He wrote Technology Convergence, Document Management and E-commerce, also published by AIIM, which shows the impact that the convergence of digital technologies – including the Internet, document management, Web TV, wireless communication devices, EDI, and smart cards – will have on the application environment of the future.

His most recent publication is a white paper written for Applied Technology Group, Inc., entitled Managed Fiber Service Unit: the New Network Management Interface, which is about devices that manage data transmissions in mixed media (i.e., copper wire and optical fiber) across LAN and WAN environments. He is currently working on several major white papers on electronic commerce, customer relationship management (CRM) and portal-based customer self-service (CSS).

Arthur Gingrande is also considerably skilled at writing and implementing business plans. As vice president of marketing and business development for two software development firms and later as a consultant, he developed the marketing plans for six of the leading software development firms in image capture automated forms processing. He consults to end users in the areas of needs analysis and implementation oversight of automated document processing systems.

Significant Projects

Report to U.S. Senate Subcommittee on Health Care Reform

Mr. Gingrande was hired by a group of ICR vendors to write the definitive report on the state of ICR-based, automated health claims processing in the United States for submission to the U.S. Senate Subcommittee on Healthcare Reform. He assessed the size of the marketplace, the obstacles to growth, and made recommendations for improving the design of the standard government medical claim form (HCFA) so that an ICR engine could more accurately recognize it. The market sizing data in that report became the definitive industry assessment of the volumes of claims processed annually in the United States.

Daimler-Benz

Mr. Gingrande was contracted by Daimler-Benz, to design and author a new marketing plan for newly-acquired, Electrocom Automation, the world's largest integrator of recognition-based forms processing technology, a company that supported over 10,000 installations worldwide at the time. Mr. Gingrande planned that company's ICR marketing strategy and was responsible for selecting their next Director of Marketing. Electrocom Automation's grew 15% over the next two years.

Caere/Calera

In 1994, OCR vendor, Caere, Inc. acquired its archrival, Calera, Inc. Mr. Gingrande subsequently was retained by Caere to assess the new company's market strengths and product positioning in the OCR industry. He was responsible for a "ground-up" product development analysis and presented it to their top executives, including the CEO, at an all-day meeting. At that meeting he gave recommendations for product division and consolidation between the two companies, which were later implemented by Caere.

Filenet

Filenet was the nations largest image-based workflow vendor when Mr. Gingrande was hired to assess their existing OCR/ICR product, analyze their ICR marketing position and give recommendations for future ICR development and strategy. Mr. Gingrande delivered a confidential report to the president and other key executives in which he recommended that Filenet discontinue funding internal ICR development. A year later, Filenet severed its financial partnership with Eltag Bailey, opting instead to pursue conventional VAR relationships with several ICR vendors.

Scan Optics

Scan Optics is one of the last "big iron" scanner vendors and arguably still makes the best straight-ahead scanner, the 9000 model, in the business. Mr. Gingrande was hired by them over a six-month period to write a 70-page competitive analysis and then consult with their senior executives to devise a marketing strategy that would reposition the company as an innovative software vendor while introducing a CRM product line that was far ahead of its time. Mr. Gingrande wrote the final report to senior management.

Parascript

Parascript is a \$14 million company that specializes in cursive handwriting recognition. Mr. Gingrande was contracted by them to write an extensive competitive analysis over a four-month period and then make recommendations for strategic alliances. Based upon Mr. Gingrande's recommendations, Parascript approached a foreign company and entered into discussions with it for the express purpose of forming a major strategic alliance. Those discussions are ongoing.

Capital Security Systems

Capital Security Systems (CSS) invented the "Super ATM™", an ATM that is capable of automatically cashing a check with the aid of ICR and cursive handwriting technology. It also owns several critical patents in the areas of smart card and electronic bill payment procedures. Over the past four years, Mr. Gingrande has worked with the company to develop its prototype Super ATM™ and obtain four patents that the company is currently taking to market. Mr. Gingrande functioned as senior ICR advisor and was personally responsible for writing out all of the ICR and bill payment workflows and procedures that made up the patent application. He was also responsible for editing all of the technical and algorithmic descriptions of the various OCR/ICR processes discussed in the patent applications. He has just completed writing an offering memorandum for CSS, which is being used to sell the successfully obtained patents. CSS has recently turned down a \$35 million offer for the patents.

Professional Experience

IMERGE Consulting
Partner

Boston, MA

1993 +

Mr. Gingrande is one of the founding Partners of IMERGE Consulting, where he specializes in ICR, OCR, electronic forms, and forms automation applications. Mr. Gingrande provides services to users in needs and procurement analysis, strategic analysis, and implementation oversight. He writes business plans and provides competitive analysis services for vendors. At IMERGE, he often does review and final editing of IMERGE reports for other IMERGE consultants. He also edits and publishes the quarterly publication, *Contemplor*, the Newsletter for Recognition and Forms Technology.

Nestor, Inc.

1991 – 1993

Project Leader

Nestor is a neural network software development firm, specializing in intelligent character recognition, forms automation, data mining, and credit card fraud detection. As Director of Marketing and Business Development for Nestor, Inc., Mr. Gingrande created and implemented a marketing plan that brought the company from 5 clients and 10 installations to a market leadership position with more than 30 value added resellers (VARs), exceeding 2000 unit sales of their flagship ICR product, *NestorReader*, over a 3-year period. He worked with more than 60 integrators on product development and application development projects. He was responsible for producing all marketing collateral and managing all of Nestor's trade shows. As a project leader, Mr. Gingrande served as liaison between

marketing and technical personnel.

Symbus Technology

1988 – 1991

Vice President of Marketing

Symbus Technology, originally called Neurogen and now known as Captiva is a neural network software development company specializing in ICR and Web-based forms automation. Mr. Gingrande was a founder of Symbus Technology, where he raised the seed capital for the firm, and served as a board member for three years. As Symbus' Vice President of Marketing, Mr. Gingrande pioneered market research and product positioning in ICR and forms automation. During his tenure at Neurogen, he wrote the business plan for manufacturing and distributing INSCRIPT, the world's first hardware-based, hand print character recognition engine designed specifically for forms processing systems integrators.

As a result of Mr. Gingrande's successfully written responses to proposals, Neurogen was paid to participate in two major ICR benchmark tests: the American Express tests for recognizing hand printed data on credit card receipts of charge (ROCs), and the NCS tests for recognizing hand printed data on order entry forms. Along these lines, he was responsible for securing the company's first major contracts with American Express, Electronic Data Systems, NASA and the U.S. Post Office. Mr. Gingrande also prospected, qualified, and managed Symbus' first 77 active end user and VAR accounts. Later, he forged a successful partnering arrangement between Neurogen and the Electronic Data Systems business unit responsible for automating the processing of medical claims forms.

Mr. Gingrande's aggressive promotional activities obtained for Neurogen front-page coverage in the Wall Street Journal, a 14-page review in BIS Commentary, and an 11-page article in INC magazine. As a result, Neurogen was the fastest growing and most highly visible ICR development firm in the imaging industry when Mr. Gingrande departed that company in 1991 to work for Nestor.

Professional Associations

- Association of Information and Information Management (AIIM), Silver Spring, Md.
- The Association for Work Process Improvement (TAWPI), Boston, Ma.
- National Association of Security Dealers (NASD), Washington, D.C.
- Document Management Industries Association (DMIA) formerly the National Business Forms Association (NBFA), Alexandria, Va.
- IBFI (International Business Forms Industries), Arlington, Va.

Board of Directors Service

- The INSTITUTE, Dickerson, Maryland
- Business Graphics, Cambridge, Massachusetts
- Creative Motion Industries, Danvers, Massachusetts
- Beacon Capital Group, Boston, Massachusetts
- Garrett-Arthur Associates, Cambridge, Massachusetts
- Cambridge Capital Corporation, Cambridge, Massachusetts
- Neurogen, Inc., Brookline, Massachusetts
- ICR Associates, Arlington, Massachusetts
- IMERGE Consulting, Richmond, Virginia
- ISIT, Chalfont, PA

Editorial Boards

- KM World, Camden, Maine
- Inform, Bethesda, MD
- Imaging & Document Solutions, NYC, New York
- Business Systems, Erie, Pennsylvania.
- Contemplor, Arlington, Massachusetts
- Integrated Solutions, Chalfont, PA

Publications

Recent Books

Forms Automation, from ICR to Electronic Forms to the Internet, AIIM International, 1998, 2000

Technology Conversion: TV, the Internet, and Document Management, AIIM International, 2000

Recent White Papers

Cost-Justifying an ICR Application, TAWPI, 2000

Automated Tax Forms Processing – the State of the Art, NATF, March, 1999

ICR and Forms Automation, AIIM.1998

Recent Articles

Smart cards, Electronic Commerce, and Document Management, KM World, August, 2000

Technology Convergence Electronic Commerce, and Document Management, E-Doc, Feb., 2000

Integrated ICR and ERM Customer Relationship Management Applications – the Next “Killer App”? KM WORLD, may, 2000

ICR Takes the Curse out of Cursive, Imaging Magazine, December, 1999

The Future of Document Management, Inform Magazine, December, 1999

Forms Processing and Capture Unite, Imaging Magazine, March, 1999

Entrap your Data, Inform Magazine, June, 1999

The State of Optical Character Recognition, Imaging Magazine, December, 1998

The Form: Backbone of Knowledge Management, KM World, August, 1998

Web Marketing Boosts DIM Sales, KM World, June, 1998

ICR Friendly Forms, Inform Magazine, July, 1998

Insurance Industry Uses Web-Enabled DM to Stay Competitive, KM World, May, 1998

Reshaping the Information Technology Landscape of Insurance, Inform, May, 1998

Seminars and Workshops

Mr. Gingrande has been a guest speaker and panelist on ICR and forms automation at numerous conventions and trade shows, including those put on by:

- U.S. Professional Development Institute (USPDI)
- Data Entry Managers Association (DEMA)
- Bank Administration Institute (BAI)
- Association of Information and Image Management (AIIM)
- American Record Management Association (ARMA)
- The Association for Work Process Improvement (TAWPI)

Education

- B.A., English, Wesleyan University, Middletown, Connecticut.
- M.A., Philosophy, The American University, Washington, D.C.
- C.L.U., The American College of Life Underwriters, Bryn Mawr, Pennsylvania
- Inducted into Omicron Delta Kappa, national honorary fraternity, 1973.
- NASD Registered Principle, National Association of Securities Dealers, Washington, D.C.