

PRESS RELEASE

Athento, the Smart Document Management Company, Explains Why ECM Software Needs to Get Smarter

Miami, January 29, 2013: Athento explains this lesson learned during the last seven years in the Enterprise Content Management Market.

During the first month of this year, Athento has published a series of blog posts in Spanish and in English that tries to explain the lessons that the company has learned in its years in the ECM sector. The lesson: there are reasons why the software that's available on the market still has many problems to fix in order to become a real solution for the troubles that businesses face when it comes to document and content management.

According to this ongoing series of articles, some of the aspects that need to be improved include:

- **The inability to offer an integrated solution that manages documents and content through every stage of the life cycle:** For the company, it's just as Ken Burns (Analyst Relations Manager at Hyland) stated it in an article by David Roe in [CMS Wire](#). ECM providers have provoked a state of "suite-fatigue", where companies are tired of having to acquire, integrate and work with a collection of tech solutions which don't end up solving their problems when it comes time to work with documents. According to José Luis de la Rosa, "Businesses have to obtain a document management solution such as Alfresco or Documentum, but then they've also got to buy software like Kofax or Ephesoft to solve the issue of document capture. If, additionally, they also want to have their business processes automated, they've got to develop ad hoc solutions for their ECM systems. At the end, what we give them isn't a complete solution: it's a series of difficulties of integration and connection, and a lot of hours of work so that they can really get results."
- **The remote possibility of automating processes.** To automate processes, the applications have to understand and interpret the information contained in documents and offer enough power so that businesses can manage to automatically reproduce their businesses processes. For this to happen, the software still needs to be even smarter. "In this sense, we need to work so that the applications have the capability to learn from the users, and that businesses can take full advantage of the information contained in documents. Currently, ECM software on its own does not offer these possibilities: it's the capture applications which are working on these kinds of ideas, but that just takes us back to the original problem we had before," Mr. de la Rosa affirms.

Other shortcomings of current ECM software that are laid out in these articles are:

- How complex these types of applications currently are
- The lack of interoperability of ECM software
- Prices which put the software out of reach of many companies.

Our developers have taken these shortcomings into account as they work on the development of Athento (the 3.0 version of which will be released in the first quarter of 2014.) "We believe that there is a smarter way to do document and content management and we are taking these software gaps into account for the Athento road map. The feedback we've received from ECM customers makes us work harder on making Athento more intelligent, interoperable and integral. As we believe in that, we offer value by allowing Athento to run on top of ECM software as Alfresco, SharePoint, Open Text or Nuxeo."

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About Athento:

Athento **Smart Document Management** incorporates leading-edge technology such as Machine Learning, Semantics and Image Processing to automate processes related to work on documents. Athento helps businesses automate processes related to the capture, management, storage and delivery of documents. With Athento, a company can get the traditional functionality offered by a document management system, as well as all the functionality of a capture system; and, with modules, also cover needs of delivery, storage and BPM. For businesses, this means a significant reduction of costs and a global document management system that's robust and integrated within their IT systems.

Athento is used by business such as the DIA Group and Leroy Merlin.