

# Image-Enabling The SMB Space

There seems to be no question that the SMB (small-to-medium-sized business market) is ripe for document imaging. For years, imaging solutions were too expensive for this segment to even consider. However, as scanner and other computer hardware prices drop, the barrier to entry has also been declining. On top of this, some high-profile compliance stories have stoked a renewed general interest in document imaging.

All these trends have done, however, is open the door to potential sales. Just like in the Fortune 2000 market, the real key to selling imaging to SMBs is about proving an ROI. Doing that typically requires improving specific business processes. *DIR* recently spoke with an SMB-focused vendor who has found a process improvement niche by focusing on image-enabling SMB accounting systems.

## **Adding A New Trick To Its Bag**

**Cabinet NG** is hoping to sell its technology to the large base of **Intuit QuickBooks** users. The Athens, AL-based software developer is not a newcomer to the imaging space. It has been selling departmental and enterprise-wide systems since 1992 and has more than 500 customer installations in several vertical markets, including medical, government, and financial services. It already has integration with several applications in the medical records and financial services/insurance space.



**Andrew Bailey, president,  
Cabinet NG**

Last fall, Cabinet NG introduced *CNG-Books* for integration with *QuickBooks*. *CNG-Books 2.0*, which was announced last month, supports the latest version of *QuickBooks*. "We have averaged a steady 30% growth over the past four years," said Andrew Bailey, president of Cabinet NG. "However, since its launch, *CNG-Books* has become our fastest growing piece of software.

"One of the things we see in the mid-market is that users will often start small, or within one department like accounting, and then expand their systems to other areas. Some of our largest customers have more than 200 seats of our product. Vendors who focus only on image-enabling a single type of application can't manage this type of expansion. We can cover both the smaller and the enterprise-wide customer."

*CNG-Books* lists for \$995 for a single-user system. Four additional viewers can be added for \$400.

For more information: <http://www.cabinetng.com>

## Document Imaging Report

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**Editor:** Ralph Gammon  
4003 Wood Street  
Erie, PA 16509  
PH (814) 866-2247  
FX (800) 507-8981  
[ralphg@documentimagingreport.com](mailto:ralphg@documentimagingreport.com)



### **Managing Editor:**

Rick Morgan  
PH (814) 866-1146  
[rckm@scandcr.com](mailto:rckm@scandcr.com)

### **Publisher and Circulation Manager**

Larry Roberts  
RMG Enterprises, Inc.  
5905 Beacon Hill Lane  
Erie, PA 16509  
PH (412) 480-5116  
FX (412) 291-1352  
[larry@rmgenterprises.com](mailto:larry@rmgenterprises.com)

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