

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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Westbrook focused on SMB

Also, at AIIM, I met for the first time in-person with Einar Haukeland, the president and CEO of **Westbrook Technologies**. Haukeland took over as CEO two years ago, after Paul Lord departed. Lord, who was a member of the AIIM board of directors, has since passed away.

Lord had spearheaded a huge SOA effort at Westbrook that never really came to fruition. Under Haukeland's direction, the company has gone back to its roots. Last year, it released a scaled back version of the SOA software, *Fortis Blue*, targeted, not at the enterprise space—as Lord had envisioned—but at the SMB [see *DIR* 11/20/09].

"*Blue* is a clear sign of our renewed focus on the SMB," said Haukeland, who has spent several years on Westbrook's board of directors. "That is the market where we have traditionally been strong and where our resellers are. While our regular *Fortis* product continues to be our biggest seller, sales of *Blue* have really picked up in recent months.

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"*Blue* has a price point that is attractive to our resellers. Its lower price means the sales cycles are not as long."

Westbrook recently released a new version of *Blue*, which offers a Web-Part integration with *SharePoint*, a module for integrating with line-of-business applications, and an e-forms feature. "We remain financially strong and have development teams of equal size working on the *Fortis* and *Fortis Blue* products," said Haukeland.

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