

## DocuLex Provides Resellers 'Instant Document Access'

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Incorporated in 1996, the Winter Haven, Florida-based company is centrally located on Central Florida's 'I-4 Tech Corridor' and is a centralized location for the three founding partners who began a document service bureau locally in the 1980s. The trio of Carl Strang III, David Griffith and David Bailey came from related backgrounds but with decidedly different competencies. The diversity of minds was the perfect recipe to create what is now DocuLex, currently employing 76 serving resellers and their clients in all business categories with their Document Management Division, and litigation support practitioners via the company's direct sales group.



Strang, president of DocuLex, was an attorney—something no company can live without. Griffith, DocuLex' chief technology officer, was the programming guru, initially starting out making documents into microfilm. Bailey, president of the Document Management Division, had a sales background in handling strategic product development and calculated sales and marketing strategies. The three partners were a perfect blend for success.

The document service bureau company they started needed more productive imaging software than was available, so they created programs for their in-house use. Word circulated around the industry that they had developed Windows-based imaging programs during the days of DOS for their in-house use, and their fellow service bureau colleagues inquired about acquiring the programs for themselves. After providing a few copies to friends, it dawned on them that maybe the next version of their company should be a software development entity.

They then sold the service bureau business, and in 1996, DocuLex was incorporated as a software developer. Slowly, the strength of the market became the use of the multifunctional digital copier.

### Automated Document Management

"In 2000, we all realized that is where the market was heading," comments David Bailey. "Every business has a copier. And every business wants to have low-cost, in-house electronic document organization and access capability. So that's where we focused our research and product development - with programs that are both easy to use and easy to sell."

The programs developed by DocuLex over the last few years focused on productive capabilities with usage simplicity. The answer was automation, having the image processing and filing organization occur at the server rather than cumbersome manual operation. The result was the creation of Goby Capture, providing distributed capture via the program's Document Profiler freeware loaded on desktop and laptop PC's (as well as on a company's server in simple terminal environments). Goby enables capture points including MFP's, production/desktop scanners, facsimile and wide format units, as well as PC's for electronic document capture and native format storage (Microsoft Word, Excel and Outlook email). Goby's server-based Monitor component automates image processing and custom file foldering.

### Archive Studio System

For access capability, DocuLex developed WebSearch, operating with the simplicity of an Internet search engine, facilitating 'Instant Document Access' to server-stored files from any location via the Web. Goby, WebSearch, with e-Copy ScanStation, comprise the Archive Studio offering.

"Resellers relayed to us that their clients were requesting that they provide an electronic document management system consisting of easy-to-use capture from multiple points, along with access to their stored information from both on- and off-site locations," mentions Bailey. "This capabilities trend is expanding rapidly, providing small businesses with document management abilities previously available only to major companies. Resellers and users both win."