

# A name-changer for Alaris



*As Kodak Alaris Information Management is renamed Alaris, a Kodak Alaris business, OEN talks to the company about the reasons behind this and how customers will benefit*

**K**odak Alaris recently announced its Information Management division will now operate under the name "Alaris, a Kodak Alaris business. Alongside the name change, the company now sports a new updated website, logo and social media presence.

Parent company, Kodak Alaris, formed in 2013 as a spin-off from Eastman Kodak Company. The company has three other business units - Al Foundry, Kodak Moments and Paper, Photo Chemicals and Film. These three businesses will continue to use their current names, whilst the information management arm will go forward as Alaris.

Alaris provides information capture solutions that simplify business processes, bringing together the best science, technology and partnerships. The company has UK corporate headquarters in Hemel Hempstead, business units in Rochester, NY, USA, and trades directly in 23 countries.

**So why the name change? According to Chris Van Zandt, Alaris VP, Product Management & Marketing, the change has origins in the formation of Kodak Alaris as its business units operate in a mixture of target markets, with a potential to cause confusion for customers.**

Chris said, "you try and put those business units under a common web architecture and property naming convention and it becomes very difficult to make the distinction to which group are we talking about. One of the big drivers of the Alaris business unit name change was our ability to delineate, here's what we're about, what we offer, and to whom.

"There were also some structural changes in that sharing a common web infrastructure was problematic for us and so we took the opportunity to build an independently discrete web domain, Alarisworld.com, which gives us more flexibility and control."

The new Alaris website is live at AlarisWorld.com, alongside a refreshed set of Alaris social media accounts including Twitter, LinkedIn, Facebook, and YouTube, across multiple countries. As an unveiling of the new brand, a new advertising campaign 'Makes Sense' is also currently being implemented, showing how Alaris image science makes sense of data.

Jackie Horn, Alaris Worldwide Marketing Director said, "instead of having one big, global campaign, one size fits all, we've created some messaging around 'Alaris, makes sense' that our regional marketers can customise to meet local needs. We started introducing Alaris throughout our messaging last year, but you will also still see Kodak Alaris, our parent company's name used in our identity because it is still our corporate name.

**So, will customers still get the same level of product that they have been used to?**

Chris said, "our parent company and legal entity remains Kodak Alaris so there is virtually no difference to our customers. You are still doing business with Kodak Alaris and we (Alaris) are the business unit within that corporate entity. You will still have Kodak branded products but also Alaris branded products. The S2000 platform is the first of a series of products that will have the Alaris brand on them but trading on the legacy of the Kodak name."

In April last year, the Alaris IN2 Ecosystem was launched, presenting a move towards integrated offerings that combined scanners, now including the S2000 series, software, and services delivered by a global network of partners. Using its name independently from Kodak for the first time, the Alaris IN2 ecosystem provides organisations with a starting point for their digital transformation with the aim to make it simplified, transform data chaos into critical information, and drive revenue growth.

Key features in terms of software include Alaris Capture Pro and Info Input Express Software, alongside the Info Input Solution which introduces HTML5 Client solutions. On the services side, the ecosystem offers individually tailored repair and maintenance options, as well as providing professional services like configuration, training, and consultation.

Proving the name change hasn't altered product quality, Alaris has been awarded Buyer's Lab's 2018 Scanner Line of the Year Award for a third consecutive year. According to Lee Davis, Editor for Scanners and Solutions at BLI, "Alaris continues to set the standard for what a scanner needs to be in the age of digital transformation."





Alaris was commended on its impressive portfolio, outstanding reliability, automated document processing and intelligent image optimisation features, class-leading software solutions, and a global service and support infrastructure. Alongside this, the company has scooped the Buyers Lab 2018 Winter Pick, Outstanding Departmental Scanner for the Alaris S2000 Series.

#### So, what are the plans for Alaris going forward in the future?

Chris said, "there are quite a few plans in the works. Part of the Alaris name change looks to broaden the places where some of our technologies can be applied and move beyond a document management/imaging company. Right now, we're focused on document imaging but there are some adjacent spaces where we think that the same image science

and robustness of our solutions, particularly the ability to efficiently send data into a workflow or business process, can be applied.

"The area we're most excited about is push scanning. Our Alaris S2000 wireless models can become network residents so users don't need to attach them to a PC. At the very edge of the business process, rather than having to pull that information through a PC, we can push the content into a business process directly from the device."

*The next wave of Alaris products and solutions is scheduled to launch in autumn.*

For more information  
[www.alarisworld.com](http://www.alarisworld.com)

## 28 Years of Digital Imaging Innovation

- |                                          |                                                                      |
|------------------------------------------|----------------------------------------------------------------------|
| 1990 First Kodak Production Scanners     | 2008 Kodak Capture Pro Software launched                             |
| 1995 High-Volume Capture Software        | 2013 Kodak Alaris Founded - Information Management Division launched |
| 1999 Kodak Extended Warranty Care Kits   | 2017 Alaris IN2 Ecosystem & Alaris S2000 Series Scanners Announced   |
| 2000 Perfect Page Technology Introduced  | 2018 Alaris, a Kodak Alaris Business Division Rename                 |
| 2004 First Distributed Captured Scanners |                                                                      |

## In House Shredders Cheaper & more secure?



**Employing an external shredding service** may seem to be a quick fix, however this is rarely the best option for the cost or the security of your data and confidential documents.

Under new GDPR, organisations should consider auditing any external shredding service to ensure it provides an appropriate level of security as part of their data protection.

Ask yourself:

**1. Are my documents being securely shredded?** Go and check. Most people are taken aback at the size of shredded particles from a shredding truck. Often shredding trucks and off-site shredders will barely meet the lowest level P-1 DIN security standard.

**2. How secure are my documents?** Most of the time confidential documents sit in shredding consoles for long periods of time, awaiting collection, leaving them vulnerable to visitors, cleaners and staff. "Certificates of Destruction" offer no protection against GDPR in the event of a data breach.

**3. How much is it costing you?** Typically offsite shredding will cost 80% more over 5 years than using an in-house office shredder. A well know retail chain were recently quoted £97,500 for 35 shredding consoles over 5 years – instead they installed 35 large HSM office shredders which cost under £20,000.

**4. How flexible is your contract?** Organisations can find they are bound in for at least 5 years of shredding service costs with no cancellation options – read the small print carefully.

Installing your own shredders around your premises is inherently much more secure and cost effective over 5 years than a third party shredding service. Organisations can have peace of mind knowing they are shredding at the right level of security to keep data secure - typically, P-4 level cross cut security for general office shredding or P-5 security for departments such as HR and Finance who require a higher level of security.

**Final tip:** Consider a "Shred all", "Shred where you work" and "Shred little and often" policy to ensure confidential information is immediately destroyed and rendered secure at point of use.

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