



Shaping Tomorrow

DocuWare hosts annual conference in Houston

by: Elizabeth Marvel, Office Technology Magazine

On May 15-17, DocuWare hosted its DocuWorld 2024 conference at the Royal Sonesta Houston Galleria in Houston, Texas. The event gathered more than 250 partner attendees from across the United States and Latin America for three days of education, networking and awards. The general session on May 16 was led by DocuWare executives, who discussed the growth of the company over the last year and its plans for “Shaping Tomorrow” — the theme of this year’s conference.

DocuWare Group President Max Ertl kicked things off with a review of 2023’s business results. He announced a 17% increase in revenue, 2,956 new customers and an overall 95.5% renewal rate for the cloud version of DocuWare — its most popular product — which now has more than 10,000 customers. “Our recognized revenue is great,” Ertl said. “Again, it’s another record for us. Some of you may remember that we said a true software sales company should have more than 100 million euro in revenue. And, thanks to all of you, we achieved that this year. It’s a great achievement ... And now we call ourselves a real, true SaaS company. Thank you very much.”

DocuWare Group President Dr. Michael Berger followed Ertl’s presentation with an overview of DocuWare’s 2023 milestones: the acquisition of DocuScan; DocuWare’s 35-year anniversary; the opening of the company’s Beacon, New York, office; its growth to more than 600 employees; and its achievement of a 4.11 score out of 5 in a Gallup survey.

Berger also discussed the company’s 15-million-euro investment in four areas: (1) cloud and cybersecurity; (2) UX/user experience/usability; (3) workflow; and (4) artificial intelligence (AI), which was a main focus for the entire conference.

“Especially for the artificial intelligence, we would like to go a little bit more in depth on what we are doing on the project side,” Berger said as he explained how DocuWare is using AI in its software. “We really want — based on AI OCR [optical character recognition] — brilliant OCR and writing technologies with high-precision classification, automatic splitting and high-level extraction, so that we really get on a new level here.

“We did a strategic M&A and two companies found each other,” Berger continued, explaining the synergy of DocuWare and German startup natif.ai, which DocuWare acquired in April. “We found one that really complemented our offering — we had the same mindset on document-based process automation and, also, the same culture. So this is a really great step for us.

“So what we are delivering is the greatest and most unique



Left to right: Ertl, Berger & Roberts give their general session presentations at DocuWorld 2024.

offering in this space of quantum process automation,” Berger said. “This really enables you to have ... totally new use cases, a high level of automation — because what we deliver is highly accurate — and it’s also the optimal base for your business insights and decision making.”

DocuWare Corp. President Jim Roberts took the stage after Berger for his general session presentation, which focused specifically on the opportunities in the U.S. market. He noted that Texas, New York and Florida, respectively, were the three states with the largest number of DocuWare billings.

Roberts then discussed the three most important vertical markets for U.S. DocuWare dealers to sell into: (1) municipalities/other government agencies; (2) school districts/K-12 schools; and (3) automotive dealerships. These three verticals represent huge opportunities for dealers. Currently, DocuWare dealers have almost 500 total contracts with municipalities and government agencies, and approximately 400 contracts with schools and school districts. The company also works with 500 automotive dealerships and has 55 unique contracts in place with them. One of its longest-standing auto dealership customers is also a top dealership nationwide.

“We really believe if we take our time and invest in the trends that are already working, we have the best chance to have the best efficiency, the best close rate and the best conversion rate in all of our sales and marketing activities,” Roberts said of focusing on these verticals. “Build your targeting strategies and your marketing campaigns around these verticals. There is durable market momentum here and this is the kind of trend that’s worth investing in.” ■

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