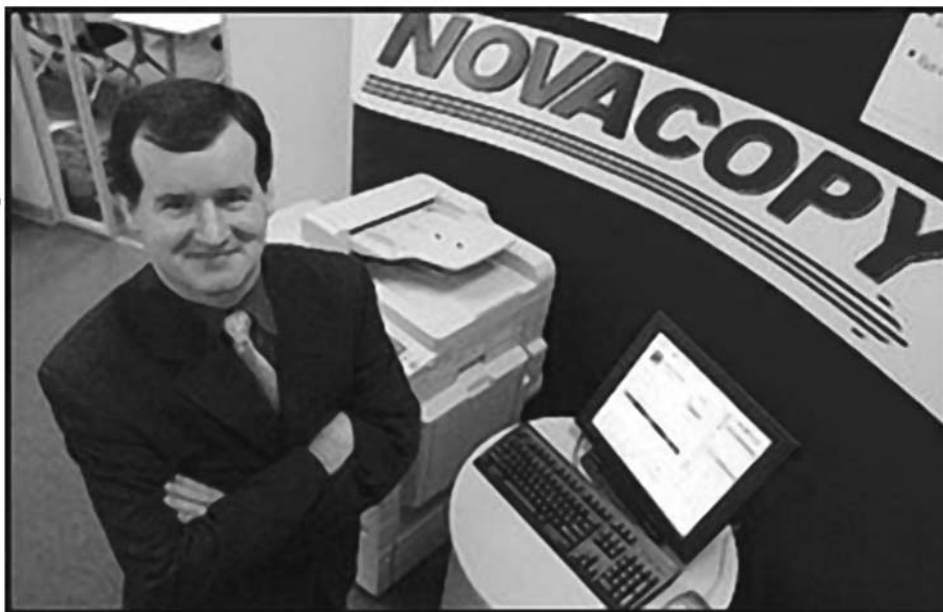


# BUSINESS

## Filling that file-storage niche

### NOVACOPY

■ **Top executive:** Darren Metz, president  
 ■ **Address:** 5520 Shelby Oaks Drive  
 ■ **Business:** Document imaging  
 ■ **Sales:** \$13 million  
 ■ **Number of employees:** 70  
 ■ **Telephone:** 388-4637  
 ■ **Web site:** <http://www.novacopy.net>



Power Seawright designed NovaFile, a document imaging software that uses existing equipment, such as network copiers or fax machines, to scan documents.

## NovaCopy offers document service

By Mark Watson

watson@commercialappeal.com

**R**ecognizing that large companies aren't the only ones buried under paperwork, NovaCopy has found success in the small business niche.

Electronic systems that enable companies to store and manage paperwork are generally geared toward large companies — both in price and scope.

For example, FileNet provides "enterprise content management" services for 81 of the 100 largest companies on the Fortune 500 list, said Erin Lutz, FileNet spokeswoman.

But Memphis-based NovaCopy, which recorded \$13 million in sales last year, has developed a system that incorporates copiers and software to provide document management for small to midsize businesses.

Known as NovaFile, documents are searchable by zones, which means they are easier to file and retrieve electronically. "There is a pentup demand for solutions like NovaFile," said NovaCopy president Darren Metz.

Such searchable scanning software typically costs more than \$10,000, said Metz, while NovaFile costs about half that.

NovaFile uses existing scanning equipment, such as network copiers, scanning devices or fax machines to scan documents. Other systems require the purchase of expensive scanning equipment, Metz said. They may also require extensive training and costly licenses for multiple users.

NovaFile is also accessible via the Web, while that kind of accessibility is an add-on for other document imaging systems, Metz said.

This system is making a big difference at

Nursing Innovations, which provides nurses on a temporary basis.

"All our nurses have credentials we have to provide proof of before a hospital will hire them for temporary work," said Randy Holder, Nursing Innovations information technology services specialist. "Before, the credentialing department would have to scan them in, open them, rename them and put them in the right place."

Previously, document archiving systems required the purchase of expensive, jukebox-size data storage devices, but new technology has reduced the size required for such storage to that of a conventional personal computer.

Founded in 1998, NovaCopy hired Power Seawright as director of application development this past summer to put NovaFile together with system developer Ali Syed.

The system has been on the market about two months and has been installed with two clients.

The Orange Law Firm plans to implement NovaFile by the end of January, said Carole Zelten, the firm's policy clerk.

"One disk can hold about one year's worth of files, maybe more," Zelten said. "It will be accessible through all of the computers here. It's very cool."

Metz's family founded OES in 1972, which was eventually sold to U.S. Office Products, now bankrupt. In 1998, Metz bought OES back from U.S. Office Products to start Freliant, an application service provider that eventually was transferred to another company. This was at the same time he established NovaCopy as a separate company. When Freliant was merged into another company, Metz left Freliant to work at NovaCopy, which now has about 70 employees, including 55 in Memphis.