

*The ultimate promise of the last decade was the concept of the paperless office. With the proliferation of inexpensive high-speed copiers and printers, however, paper consumption—and associated costs—went through the roof.*

*PowerFlow Solutions had long been involved in addressing the needs of all business segments in digitizing and managing historical paper documents, of which there was an ever-increasing supply. We had the solution for capturing historical documents and were eager to understand how best to push the solution forward: to capture information now, before it became historical. Here is our story.*

*[Note: In 2006, we changed our DBA from InfoNow Solutions to PowerFlow Solutions to reflect our focus and commitment to our flagship software product, PowerFlow.]*

### Acquiring the Seed

PowerFlow Solutions became a reality in 1999 with the acquisition of Horizon Publishing, a St. Louis-based document management company that had a document management product called Compass. The new company, PowerFlow Solutions (see note above), was founded by Brett Taylor, Ben Tischler, and Mike Noble.

- Brett Taylor was a Director of the Engineering Consulting Division, Washington University Technology Associates, a multi-functional engineering consulting company utilizing mathematical modeling and empirical testing to re-produce product failures and to create improved designs. He was also the Regional Manager of Inference Corporation, a company that developed application software involving the design, customization, and deployment of artificial intelligence software to simulate complicated processes in various industries (financial, technology, engineering, pharmaceutical, manufacturing) leading to improved prediction of actual conditions. Brett also held significant leadership positions with Noetic Technologies, Rasna Corporation, and Virtual Prototypes, Inc. in the area of software simulation and modeling. He also acted as an Independent Consultant in several engagements focused on Business-to-Business applications targeted at achieving lower cost large-scale purchasing on a wide variety of goods, services, and products for commercial applications. Brett received a Master of Science degree from Washington University, School of Engineering and Applied Science, in St. Louis, MO.
- Ben Tischler is a founder and Chief Technology Officer of Healthcare Strategic Initiatives (HSI). Mr. Tischler and Mr. Noble along with a group of investors started HSI in January of 1996. Mr. Tischler has responsibility over the HSI management information systems team, HSI Help Desk staff, and the HSI Accounting Department. Prior to HSI, Mr. Tischler held various positions with Coram Healthcare and its predecessor including Area Vice President, General Manager, and Reimbursement Manager. Mr. Tischler was previously with Grant Thornton, a regional accounting firm. He attended Indiana University in Bloomington, Indiana. A CPA, he holds positions on several not-for-profit agencies and community organizations in St. Louis.

- Mike Noble is a founder and President of HSI. Mr. Noble is responsible for the overall operations of the Company. He oversees the HSI Management team, the Coding Department, and the HSI Training Department. Prior to HSI, Mr. Noble held various positions with Coram Healthcare including Vice President of Physician Practice Management. Mr. Noble was a founder of American Home Therapies, a home infusion therapy provider, which was acquired by Coram Healthcare in November, 1993. Mr. Noble's previous experience includes branch development and sales for Caremark, a division of Baxter. While at Baxter, he was responsible for the rollout and implementation of the Clozaril Program. This included opening over 100 branch offices to serve schizophrenic patients nationwide. Mr. Noble graduated from St. Louis College of Pharmacy.

### Setting Our Vision

The original Compass product was centered on Acrobat PDF files as mostly a service bureau scanning solution. This was a "day-backward" concept, that involved collecting archived customer paper records, scanning those records in order, and creating digital archival images.

Because of limitations in the Compass product, we developed a replacement system, PowerScan, that would secure our day-backward document management business case and provide a leaping-off point for day-forward document management: the digital acquisition, management, and replacement of paper from today *forward*.

To set the stage for that task, our founders posed a mind-disturbing question: is a paperless office really possible? This was asked in the context of:

*"It is sobering to reflect on the extent to which the structure of our business processes has been dictated by the limitations of the file folder."*

- Michael Hammer and James Champy  
**Reengineering Your Business**

Was the key to approaching a paperless office the simple, ubiquitous file folder? We thought so: time-tested, historically accepted, and understood by all.

Our determination, then, was to create a better file folder, a file folder that captures and manages and helps originate the content on paper *without* the paper.

Would it completely eliminate the use of paper?

No—there will likely be a paper trail of some sort. But, a better file folder will eliminate the need for paper copies, arguably the most expensive component of the paper food chain. And, a better file folder will remove or reduce the significant costs of storage, search and retrieval, equipment maintenance, and lost documents.

A better file folder will save our customers time and money while providing a recognizable competitive advantage. Customers happy with our better file folder will provide us prosperity.

To accomplish and expand this vision, in 2001 PowerFlow Solutions brought on John Struckhoff and Ross Flaven and teamed with powerhouse E-Scape Systems Corporation (Bryan Haas) to develop PowerFlow, our *Captured Information Management* system.

## Company History

## A Natural Progression

- John Struckhoff is a 1974 University of Missouri graduate with a bachelor degree in Computer Science. He worked in the electric generation industry as a computer model builder and then formed and managed two healthcare software companies in 1979. In 1999, John merged the company and assumed the SVP for Product Management for a public software company in Colorado. In 2001, John returned to St. Louis to join PowerFlow Solutions as Chief Product Officer with a mission to create a product and develop a product deployment service delivery methodology and team. John brought on Bryan Haas and Ross Flaven with whom he had worked at prior employment. PowerFlow is the product; PowerFlow Solutions is the delivery channel.
- Ross Flaven initiated and directed the Creative Services department at Pyxis Corporation, and was responsible for all marketing, corporate, and technical communications up through the company's acquisition by Cardinal Health for \$970-million. In 1991, Ross founded WriteWare, Inc. to co-develop and market a paperless hypertext software application that was an early, successful competitor to the then fledgling Adobe Acrobat. Later, he was Senior Director of Creative Services for a healthcare informatics start-up through its acquisition by Cerner and managed marketing and corporate communications programs for several other companies. His role with PowerFlow Solutions is to create, maintain, and direct a consistent look and feel to the PowerFlow product itself, its help and end-user documentation, the company's vast user and technical information library, and its marketing and corporate communications.
- Bryan Haas is a founder and chief developer of E-Scape Systems Corporation, the company responsible for the initial development and continuing enhancement of the PowerFlow Solutions product line. Bryan has been involved in the personal computer industry since its inception in 1975 working in one of the earliest retail computer stores in the country before joining Apple Computer in 1979. In 1984 he left Apple to found an independent software development company (the predecessor to E-Scape Systems) where he, along with four other developers, independently created the Microsoft Works product, subsequently sold to Microsoft. Since that time, Bryan has become one of the most prolific software developers in the industry, developing or contributing to nearly 70 different award-winning business and educational applications for clients such as Apple, Microsoft, Hewlett Packard, Nokia, Brother International, Geoworks, Oracle, Palm Computing (he developed the "Hot Sync" synchronization software), Pumatech, Sensei systems, Brouderbund, Biologic, Agency for Instructional Technology, and a dozen others.

We started with a clean sheet of paper (pun intended) and developed a fresh, innovative, simple solution utilizing the best-of-breed technology.

This was PowerFlow.

The PowerFlow software product was virtually an overnight success. Developed with an interface that is immediately recognizable by anyone who has worked with paper and paper filing, PowerFlow was simple to configure, deploy, and use because the design incorporated traditional office paper flow: a secure room (a "vault") containing one or several filing cabinets containing specific sorts of information.

## Company History

## A Natural Progression

The information in the filing cabinets was distributed in folders and documents that could be grouped by content subject dividers. The documents could be a single item or multiple items of the same or different format.

It was organized like your existing paper flow, only better: easier to find, use, share, collect, and distribute. This was our *Better File Folder*.

Version 2.0 of PowerFlow was released 4<sup>th</sup> quarter, 2002; Version 3.0 was released 2<sup>nd</sup> quarter, 2005. Numerous minor versions including enhancements and fixes are released throughout our development cycle, as appropriate.

### Our Relationships

PowerFlow Solutions has demonstrated the product viability and customer acceptance in the St. Louis market. PowerFlow customers include those in the Mortgage, Real Estate, Banking, Construction, and Healthcare industries, including billing companies, private practices, hospitals, and the services market.

Our customers vary in size from small through medium segments. The PowerFlow solution has been deployed in both department and enterprise environments and many of our customers are nationally recognized.

PowerFlow Solutions has also introduced a channel partner program designed to establish the St. Louis success story in other locations nationally and internationally.

### Our Mission

The purpose, the business, the value.

PowerFlow Solutions is committed to reducing the inefficiencies and costs associated with information on paper. PowerFlow Solutions will design, develop, sell, and distribute application software useable by any business to consolidate paper-based information into an electronic file folder. Our product will be simple to understand, easy to use, and facilitate information capture, movement, and sharing. Our product and service will provide measurable value to the customer.