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A FRAMEWORK FOR UNDERSTANDING THE INFORMATION MANAGEMENT MARKET

Our last issue described what we believe to be the single most important mega-trend in computing, and how this mega-trend manifests itself in today's top 10 trends in content management. This month we follow up with a peek at some research into the fundamentals of the information management market being conducted by colleagues at the MIT Sloan School.

Jared Spataro and Bryan Crow have looked at over 400 software vendors including 132 who position their solutions as "content management platforms", and dozens (to date) of companies who are implementing these solutions. The goal is to come up with a framework for understanding the market landscape and for predicting market evolution. Jared and Bryan have come up with a compelling and enlightening way to view the market dynamics. Their full report will be a must read for software vendors, market analysts, and IT strategists. In addition to the partial executive summary published here, Jared and Bryan will be presenting their findings in the [Content Management Vendors](#) session at the [Gilbane Conference on Content Management @ Seybold](#) in San Francisco in September. We would love to hear your reaction and hope to see you at the conference, but don't wait to let us know what you think; Send us an email.

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A FRAMEWORK FOR UNDERSTANDING THE INFORMATION MANAGEMENT MARKET

INTRODUCTION

Information is being produced faster today than ever before. But our ability to *produce* information has far outpaced our ability to *manage* it. In response to this asymmetry, an entire industry is emerging to provide solutions to a world literally drowning in bits and bytes. Today's content management industry is really the precursor to a broader trend in information management.¹ The market is shifting from early roots in document management and web content management to a search for an answer to the broader author-consumer problem: "the right information to the right person, at the right place, at the right time, and in the right format."²

For all its efforts to provide a solution to information overload, however, the emerging industry has struggled to bring order to the chaos created by its own vendors and analysts. Anyone who has tried to get their head around the landscape can attest that the market is downright confusing. In order to provide some insight into this dynamic space, we are working together with The Gilbane Report to produce a comprehensive study of the industry. Our research and analysis involves more than 400 independent software vendors and includes ongoing work to produce 100 case studies at organizations at various stages of implementing solutions. In this article we provide an advance executive summary of a select part of our results, specifically focusing on

- Providing a framework for thinking about the industry;
- Highlighting two important trends; and
- Analyzing trend implications for leading vendors.

THE FRAMEWORK

Communication is the killer app. On more than one occasion The Gilbane Report has proposed that communication "is replacing data crunching as the predominant job of computing."³ Our research corroborates this hypothesis. In order to more richly model the implications of this premise, we profiled hundreds of software vendors and large organizations and used the data to create a framework that describes the broader information management market. The resulting

¹ For the purposes of this article, the term information is used to denote any digital representation used to communicate ideas. Information is divided into content (context-sensitive information) and data (also known as transaction-based information). The terms *structured data* and *unstructured data* are defined in Footnote 6 and cannot necessarily be used interchangeably with content and data respectively.

² A common market rallying cry, reiterated by Greg Peters, CEO of Vignette in his Keynote Address, AIIM San Francisco, March 2002.

³ "Why Content & XML Integration Technologies Are Fundamental", The Gilbane Report, *Volume 9, Number 6*, and "The Top Ten Trends in Content Management", *Volume 10, Number*.

series of models provides a useful way for thinking about the forces that have shaped the market and the trends that will drive the future.

The Bigger Picture

Devices, Operating Systems, and Databases have evolved over time to provide layers of abstraction to support the shift toward communication-based computing. At the most basic level, today's content management technologies are focused on solving the author-consumer problem: moving information seamlessly from the creator to the intended audience. But in order to facilitate this process, two important layers of abstraction have taken shape on top of the database (Figure 1⁴). Relational databases provide significant power over transactional data through rows and columns, but they have lacked critical functionality for managing other types of content. Accordingly, *The Information Model* has emerged (largely in the form of XML) to form the basic architecture for managing context-sensitive information, providing concepts and tools to define and manipulate content. *The Information Value Chain* Layer has leveraged these innovations and extended the functionality necessary to practically move content from author to consumer.

The Information Model

The Information Model is the ultimate content management tool.⁵ Put simply, the Model brings structure to unstructured data by wrapping an information payload in structured metadata, creating an atomic unit called a content component (Figure 2).⁶ This simple abstraction defines a powerful context-rich structure for managing a basic unit of context-sensitive information. Building on this content component architecture, independent software vendors have developed *Content Enrichment* applications—programs designed to leverage the value of the Model through association, analysis, search, and digital rules management (Figure 3). Many of the earliest notions of content management (search and simple hierarchies) were based directly on the Information Model.

The Information Value-Chain Layer

Leveraging the concepts and tools provided by the underlying Information Model, The Information Value Chain has emerged as a series of steps that provide the functionality necessary to move content from author to consumer (Figure 4). The dashed line in the figure represents a line of demarcation between transactional data and content, in reality less an architectural boundary than a marketing divide.⁷ Software and services have evolved with time to deliver value at each link in the chain, creating an interesting dynamic among firms competing for influence in the market.

⁴ Because of the number of illustrations, we break from our normal practice of including them in-line in order to maintain the flow of the text.

⁵ "What is an Information Model & Why Do You Need One?", *The Gilbane Report, Volume 10, Number*.

⁶ In this context, we refer to structured data as information stored and managed in a rigorously defined format; unstructured data is simply used to denote information lacking such a format.

⁷ In the model, we distinguish between data that can be managed efficiently with a relational database below the line and content that requires context and additional layers of abstraction above.

TRENDS

Creating the models that led to the framework above was interesting. But the real value in the exercise has been mapping both vendor and customer data back onto the landscape and tracking the trajectories of individual organizations over time. By analyzing the complex interactions between firms and the market, we have been able to uncover several important trends. We present two of those here.

Differentiation

Of the nearly 400 independent software vendors we profiled, more than 35% positioned themselves as “content management platforms.” Despite consolidation over the past 12 months, competition is intense. As a result, management vendors have been scrambling for ways to stand out. Analyzing our data, we found four strategic directions for effective differentiation.

Value Chain Differentiation

Basic business strategy dictates that market power can be increased by gobbling up links on the value chain. By looking to the right and the left, as shown in Figure 5, management vendors have attempted to differentiate themselves by integrating functionality at Create, Integrate, and Distribute.

Information Model Differentiation

Strengthening content enrichment capabilities (association, analysis, search, and digital rules management) has added another dimension to solution differentiation. Both Documentum and Interwoven recently announced new support for classification technology, for instance. We expect vendors to increasingly turn to the Information Model layer of the framework for additional functionality to set them apart from the crowd.

Distribution Differentiation

Our interviews with organizations looking to purchase or build management solutions uncovered a key insight. Instead of thinking about solutions in terms of popular vendor buzzwords (web sites, portals, WAP, palm-computing, print, or syndication), these businesses tended to think about their problems in terms of target audiences and modes of communication. Figure 6 shows a simple matrix that emerged from our analysis, plotting “the how” of communication vs. “the who.” This model of the Distribute step of value chain provides another effective means for firms to position and differentiate themselves, and provides significant insight into some of the forces that will shape the landscape moving forward.

Industry and Business Application Differentiation

Industry expertise and Business Applications provide a final axis of differentiation. By focusing on specific vertical markets and providing solutions targeted at line managers rather than IT staff, vendors can identify lucrative market segments and position offerings to meet the unique needs of the target group.

Integration

The term Enterprise Content Management has become a buzzword in the CM industry. The Gilbane Report has described the idea of ECM as “content management that goes beyond Web publishing to manage all enterprise content for all enterprise applications.”⁸ Much of the marketing communication from leading vendors and analysts implies that companies will want to use a single vendor for all of their CM problems. We believe this is unlikely.

Large corporations are comprised of multiple organizations that handle information in their own way. These departments have separate needs and budgets. Our research points to the idea that one of the big challenges in selling any system on an enterprise-wide basis is the nature of the corporate environment. Determining whose budget gets hit, getting approval from multiple departments and management layers, coordinating training and many other difficulties make successful enterprise-wide sales and implementations a Herculean task—and a rarity. This may seem rather obvious to the casual observer, but it flies in the face of most of the rhetoric out there at present.

One implication of this is that companies will likely end up with multiple content management systems sold on a departmental basis. Thus, rather than solve the problem of widely disbursed and fragmented content, content management systems could serve to promulgate it. Many vendors have emerged around the idea that rather than having one central repository for all information, corporations will have many repositories that will need to be integrated. We believe that the integration step in the value chain will become increasingly important as companies adopt multiple CM systems and then try to integrate relevant information from these and other systems.

IMPLICATIONS FOR LEADING VENDORS

What does all of this mean for vendors and their strategies moving forward? We believe that the answers to that question are what make this framework so powerful. In this section we will discuss how some of the leading vendors fit into the framework and the implications of the trends described above. In the interest of space, we will specifically focus on the Manage and Integrate steps of the Value Chain.

It's important to emphasize that the information management industry is extremely complex and dynamic. The vendors highlighted in this section are not meant to provide an exhaustive list of solutions. We are trying to show how vendors can be mapped onto the framework to help us make sense of this complex and often-confusing industry. We recognize that vendors are continually updating their offers and that the views expressed are not intended to suggest limitations in any of the current or future product offerings.

Manage

The manage step is perhaps the most easily recognizable in the chain given that we generally describe the industry in terms of content *management*. This is where many of the most well publicized firms in the industry dwell. Figure 7 depicts where the current ECM vendors reside on the value chain and the ways in

⁸ “Editorial Interfaces & Enterprise-enabled Content”, The Gilbane Report: *Volume 9, Number 7*.

which they are seeking to differentiate themselves. It might appear from the figure that these companies have identical product offerings. That is not the case; in spite of what their communications might suggest. Most ECM vendors come from two entirely different camps. Some, like Documentum, hail from document management while others, like Interwoven, come from web content management. These products were made for different purposes, and while they are both converging now on the idea of ECM, neither is very good at the others' strengths yet.

As mentioned in the trends section above, companies such as Documentum and Interwoven have often tried to differentiate themselves through the Value Chain and Information Model. As shown in the figure, these companies frequently expand their offerings by moving in both directions along the Value Chain and by providing enrich functionality in the Information Model layer. Virtually all of the major ECM vendors have partnered, developed, or merged their way along either side of the Value Chain, and we hear about new deals in this vein almost daily. We believe this trend will continue.

Not all content management vendors are taking the same approach as the major ECM vendors, however. Many companies are finding success by differentiating themselves in other ways. Of the 132 content management vendors we have profiled and are tracking, less than 5% are actively pursuing Enterprise Content Management. In fact, by carefully segmenting the solutions available on the market today, we identified more than 20 distinct horizontal applications of content technology. These range from collaboration at OpenText, to catalogue commerce at Pindar, to brand resource management at WebWare.

Our analysis of this phenomenon showed that a key to understanding the evolution of the information management market is the application of the differentiation profile discussed above. Case study data showed clearly that different industries have different information management needs. More importantly, it pointed to the fact that businesses are evaluating and purchasing solutions based largely on a specific problem rather than a broad need for content management. In this context, the positioning of OpenText, Pindar, and WebWare underscores the value of the differentiation profile as a systematic way to evaluate both market segments and vendor positioning. By creating a unique profile of Value Chain, Information Model, Distribution, and Industry/Business App differentiation, these vendors have identified and targeted lucrative market segments.

Even more intriguing, our analysis led us to conclude that "Enterprise Content Management" is nothing more or less than *one* of many such market segments defined by a distinct profile. Although ECM has often been billed as a category killer, the true size and viability of the segment remains to be seen. In fact, from a competitive standpoint, pursuing ECM may be a classic case of more being less. Trying to be all things to all people is a strategic risk that—if left unmitigated—can waste resources and dilute true competitive advantage.

Integrate

As crowded as the manage step in the Value Chain appears, the integration step may be even more so. We have identified over 250 integration software vendors, 53 of which we have profiled and tracked in our model. There are literally dozens, if not hundreds, of applications, content types, operating systems and other platforms that companies try to integrate. In fact, in some cases, we found more than 25 different solutions involving content and data integration co-existing in

the same company. From ERP, CRM, and legacy systems to various content repositories, the idea of integration can be daunting. We could write an entire article on this space and the trends going on there. Our intention, however, is simply to give you a taste for how these vendors might play in the information management space and to show you how they map onto the information Value Chain.

Many of these vendors provide solutions below what we call the line of demarcation (the content/data divide in The Value Chain layer), specializing in integrating the structured data found in enterprise applications like ERP, SCM, and CRM systems. (This type of integration is often called enterprise application integration, or EAI.) Figure 8 shows how these integration vendors fit onto the Value Chain.

There are already a few companies that have started to focus on content integration. Vendors like Venetica, Day, and Agari Mediaware are betting integration will become increasingly attractive and important as firms combine multiple information repositories (content *and* data) to provide new business applications. Interwoven, for example, has partnered with Venetica to provide bridges to other repositories. Open Text, for its part, has an SAP connector and recently announced a series of business applications designed to integrate its own repository and ERP data at Siemens. If this type of integration continues to gain traction, we predict that companies like Tibco and WebMethods, who already have a name in structured data integration, will move above the line and offer integration solutions for content.

IN SUMMARY

Information Management, a broad market that subsumes classic enterprise applications (ERP, SCM, and CRM) as well content management, is a dynamic space. As communication replaces number-crunching as the predominant focus of computing, we believe that it will become even more exciting. But the very dynamics that make it interesting have also created problems in understanding the fundamental market forces shaping the emerging industry. While past efforts to explain the market have relied on simple market positioning, we believe that a more sophisticated view of the landscape is required to understand its complexity and predict its evolution. Carefully analyzing vendor and market data in the context of the framework introduced in this article can yield important insights into what we can expect in the future.

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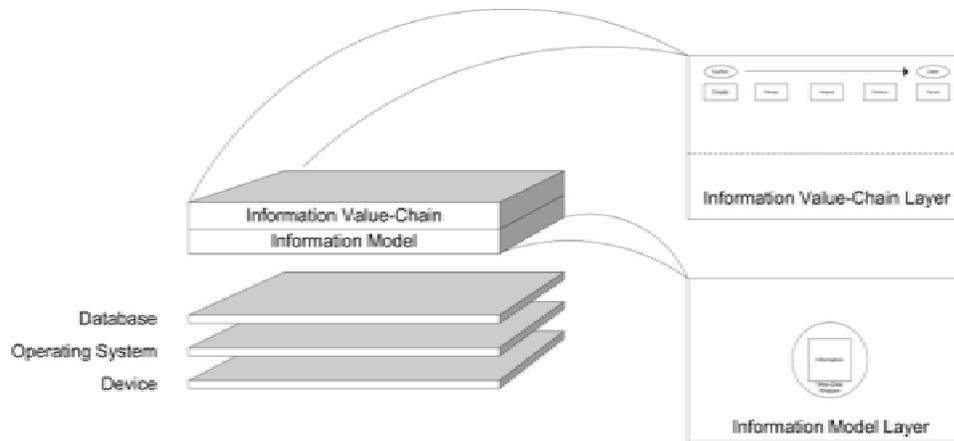


Figure 1. The Big Picture

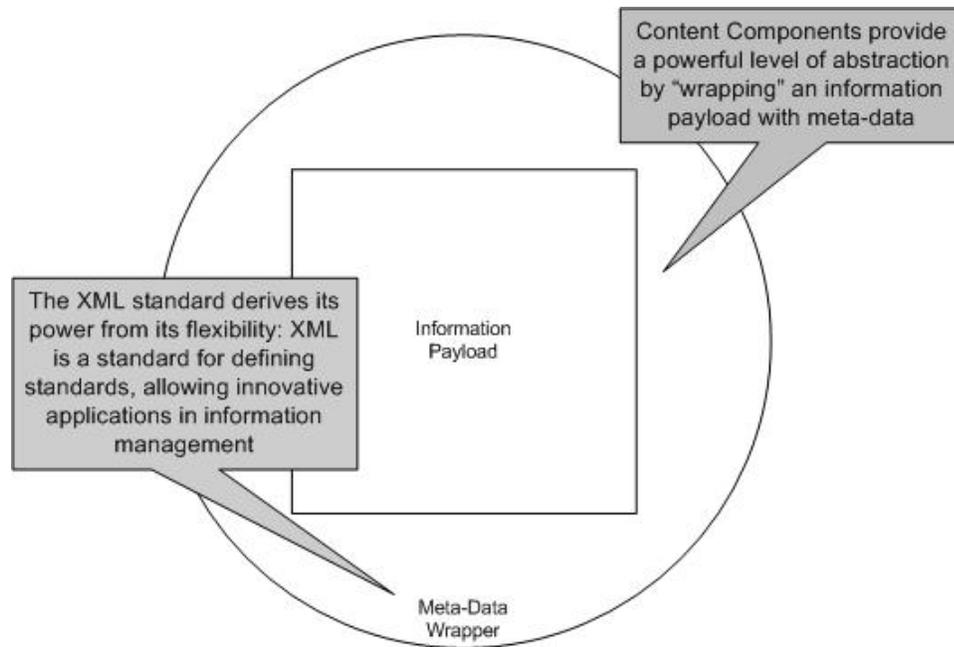


Figure 2. The Information Model Layer

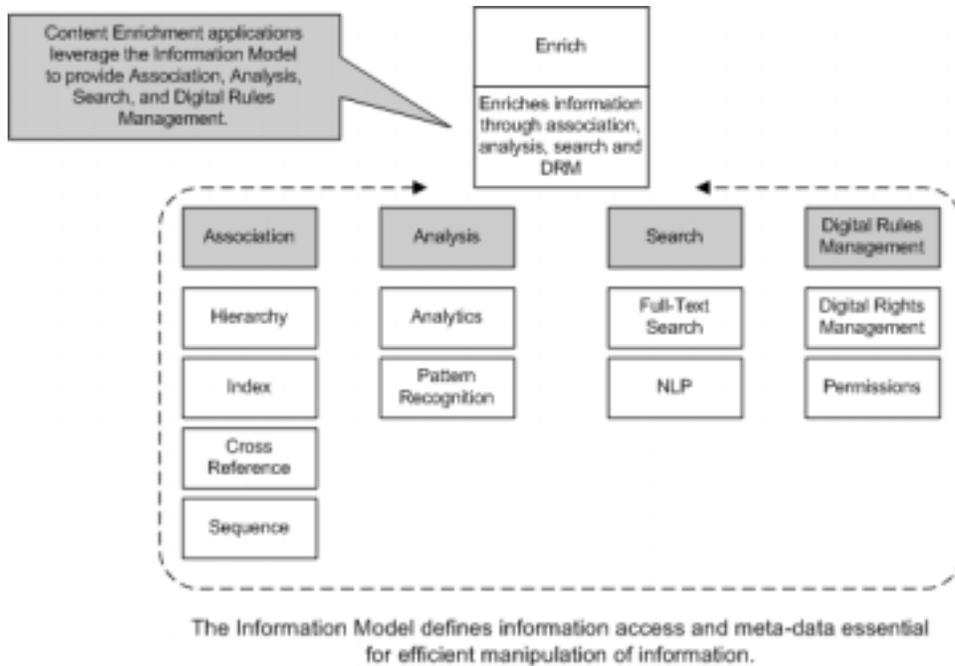


Figure 3. Content Enrichment Applications

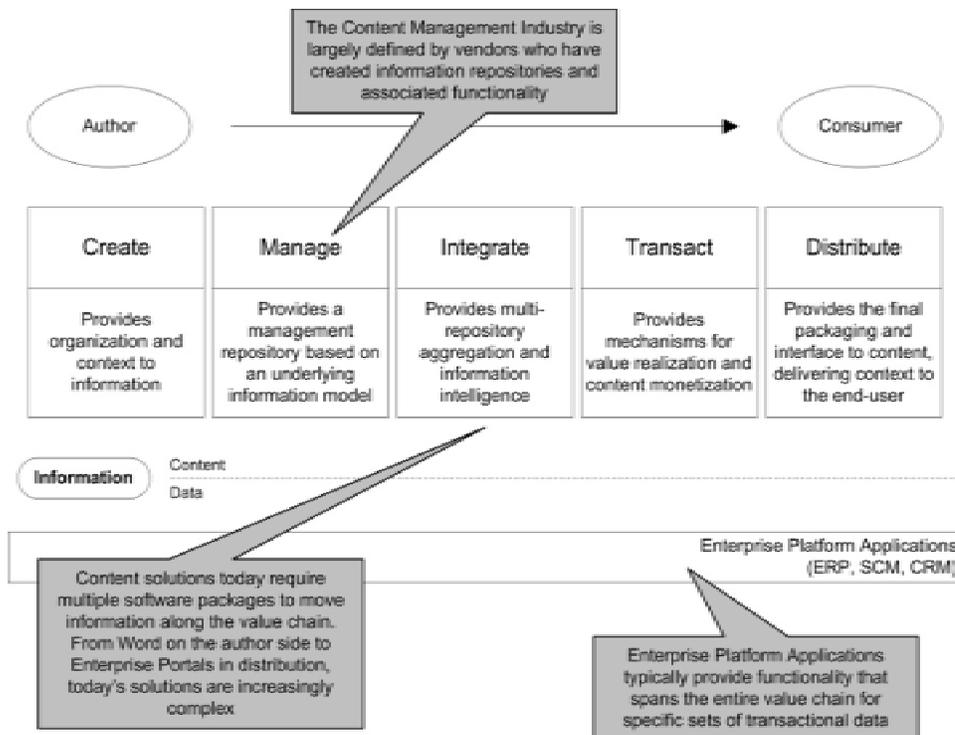


Figure 4. The Information Value Chain

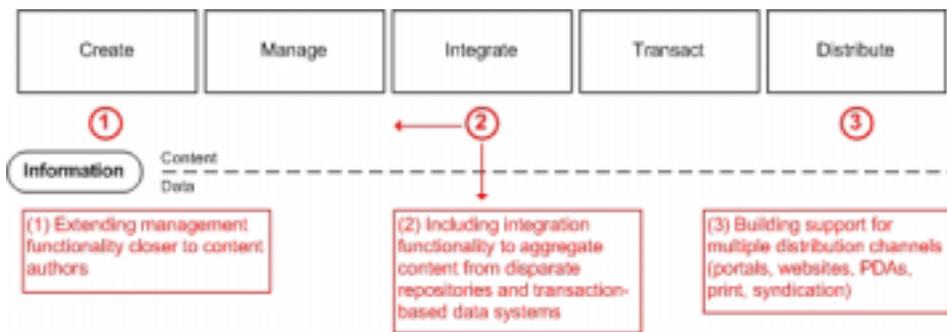


Figure 5. Value Chain Based Differentiation

		Firm External			
		Firm Internal	Suppliers	Partners	Customers
One-Way	Publishing	- Employee intranets - Employee publications	- Supplier extranets - Supplier exchanges	- Support resource site - Marketing resource site	- Firm/product web site - End-user support - Other publications
	Access	- Records Management - Digital asset mgmt - Knowledge Bases	- Contract/PO Repository - CAD/CAM Repository	- Support materials - Marketing collateral - Market intelligence	- Product updates - Support materials
Two-Way	Real Time	- Conference calls - Online meetings	- Inventory management - Product development - Product marketing	- Inventory management - Remote training - Product development - Product marketing	- Remote support - Remote sales
	Asynchronous	- Product development - Product marketing	- Supply chain mgm't - Product development - Product marketing	- Inventory management - Remote training - Product development - Channel management	- Next-Generation CRM - Interactive Relationships

Figure 6. Distribution Differentiation

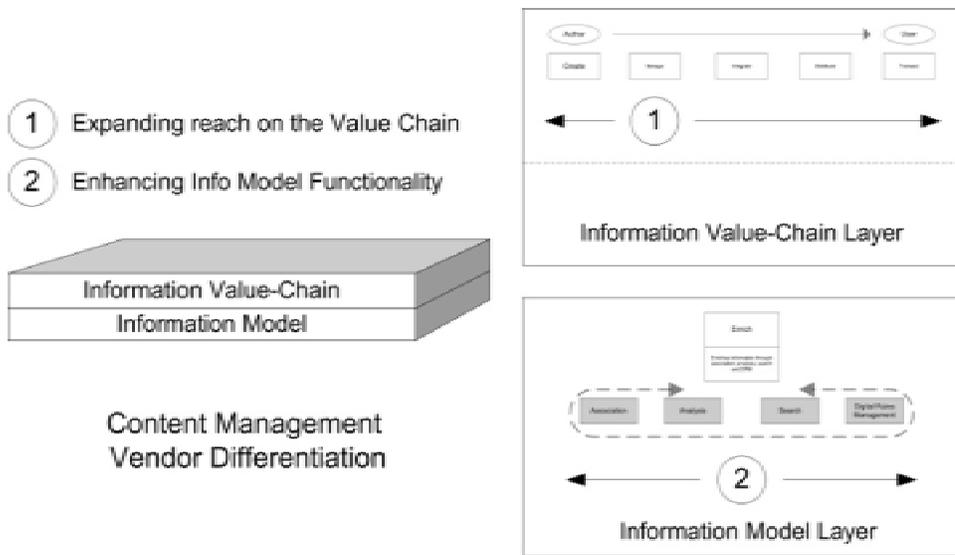


Figure 7. ECM Vendors' Moves Along the Value Chain

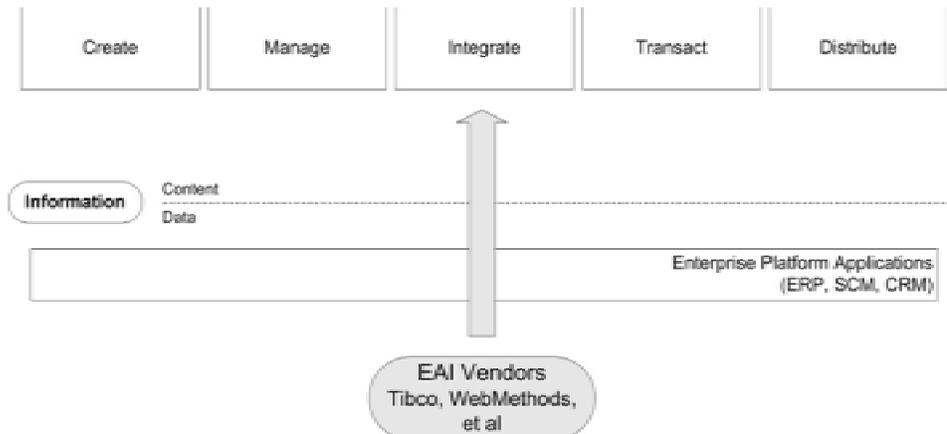


Figure 8. EAI Vendors' Predicted Moves

INDUSTRY NEWS

More recent news, old news (to January 1999), and commentary is available at www.gilbane.com/

INNODATA IN PARTNERSHIP WITH X-HIVE

5/30/2002

Innodata Corp. announced a partnership alliance between X-Hive Corporation and ISOGEN International, Innodata's XML Systems and Training division. Under the terms of this alliance, ISOGEN will become a certified integrator of the X-Hive XML database system for customers based in North America and Europe. www.x-hive.com, www.innodata.com, www.innodata.com

INTELISEEK ACQUIRES COREINTELLECT TECHNOLOGY

5/30/2002

Intelliseek has acquired the technology assets of Dallas-based Coreintellect, Inc. for an undisclosed amount. Intelliseek will use the technology to enhance existing products and create new ones in the fields of consumer and competitive intelligence and enterprise search applications. Intelliseek acquired the entire Core360 platform technology including: CoreAnswer, a natural language-processing technology that provides answers to frequently asked questions; CoreFilter, an information-filtering system; CoreIndexer, a full-text indexing solution; and CoreSummarizer, a content-sensitive tool that creates intelligent, targeted summaries. www.intelliseek.com

INTERNET EXPRESSIONS ANNOUNCES UPDATE

5/30/2002

Internet Expressions, Inc., (IEXP) announced the availability of version 3.5 of its FastPage web-based content management tool. Version 3.5's web-based administration tools give site administrators the ability to create and edit pages using customizable templates, assign user edit permissions, define portions of pages that are allowed to be edited, and define content format. Site administrators can give permissions to users to edit specific pages, create new pages from templates on-demand, upload images, media files and edit rich textual content. A new online help system ensures that users that are editing their web pages only need basic word processing skills to maintain content. www.iexp.com

OASIS APPROVES DSML, ebXML RS & RIM

5/29/2002

Three OASIS Committee Specifications, Directory Services Markup Language (DSML) v2, ebXML Registry Service (RS) v2, and ebXML Registry Information Model (RIM) v2, have passed final approval by the OASIS membership at-large to gain official status as OASIS Standards. Each of these new standards have been approved by their respective OASIS technical committees, implemented by a minimum of three organizations, completed a 90-day review, and passed a final vote from the OASIS membership at-large. ebXML RS and ebXML RIM allow information to be shared between interested parties through common registries. Members of the OASIS ebXML Registry Technical Committee include Boeing, Intel, IONA, Logistics Management Institute, NIST, Sterling Commerce, Sun Microsystems, Vitria Technology, and others. Members of the OASIS DSML Technical Committee include Access360, Novell, and others. www.oasis-open.org

FAST ANNOUNCES FAST DATA SEARCH 3.0

5/28/2002

Fast Search & Transfer (FAST) announced the launch of FAST Data Search 3.0. FAST Data Search 3.0 handles grammatical and conceptual variations within the data, such as natural language processing and misspelling of queries. There is automatic, out-of-the-box support for over 49 languages. Content handling options, such as automatic categorization and dynamic result clustering, allow users to locate information quickly. Virtual collection functionality, combined with customizable document and query/result processing modules, enable system configuration on a per-collection basis with customizable relevancy tuning for different sources or partitions of information. FAST Data Search 3.0 enables mixing and matching of individual data access modules (web crawler, file traverser, database connector, and XML converter) for integrating with enterprise applications and adding search or data volume capacity and real-time, linguistics and security options. FAST Data Search 3.0 can be delivered as a software solution or via an ASP delivery model hosted by FAST or FAST partners. www.fastsearch.com

TRADOS & UNISCAPE TO MERGE

5/23/2002

TRADOS Incorporated announced that they had reached an agreement to join forces with Uniscape. This merger will bring together the companies' complementary product lines and people to offer a solution that extends across the translation value chain, from the global corporation to individual translation professionals. Dev Ganesan, CEO and President of TRADOS, will be the CEO and President of the combined company. Once the merger has been completed, Uniscape, located in Sunnyvale, California, will become the TRADOS Enterprise Solutions division. www.trados.com

STELLENT ANNOUNCES EXPANDED CATEGORIZATION CAPABILITIES

5/22/2002

Stellent, Inc. announced version 6.0 of the Stellent Content Categorizer that enables Web administrators and content contributors to automatically categorize content as it is checked into the Stellent Content Server. Content Categorizer is based on an architecture that integrates with categorization technologies. Stellent Content Categorizer 6.0 automatically maps contributed content to a metadata model and suggests appropriate metadata for that content. Version 6.0 also provides: an interactive check-in process for content contributors; a batch categorization process to immediately extract metadata; the ability to re-categorize sub-sections or the entire repository of managed content by refining the taxonomy; the ability to automatically assign metadata values to existing content in the repository when new metadata fields are added to the system; and the ability to import and navigate through the defined taxonomy within the Stellent Content Server interface. www.stellent.com/categorizer

PLUMTREE ANNOUNCES INTEGRATION WITH MICROSOFT CONTENT MANAGEMENT SERVER

5/21/2002

Plumtree Software announced the immediate availability of integration with Microsoft Content Management Server 2001 (CMS) as a services offering. Portal users can now create Plumtree Gadget Web Services using CMS templates and authoring capabilities to add new content to the portal and to repurpose existing content from intranet or extranet sites managed by CMS. Portal users can also publish CMS content directly to the Plumtree Document Directory and

search for content managed by CMS from the portal. Plumtree security for the content can be set at the time of publication to the document directory without overriding any existing CMS security. The Plumtree and CMS integration is currently available as a service offering from Plumtree and Plumtree systems integrator partners, including Cap Gemini Ernst & Young. www.plumtree.com

INXIGHT RELEASES VIZSERVER 1.5

5/20/2002

Inxight Software, Inc. announced Inxight VizServer 1.5, an enterprise solution that offers customers a method for visualizing and exploring large information collections. The product simplifies and speeds access to relevant information. VizServer is for information-intensive applications in the areas of research and development, channel and customer management, government and law enforcement. Inxight VizServer provides both Inxight Star Tree and Inxight Table Lens. The new version offers XML connectivity to Inxight MetaText Server (IMS), an enterprise solution for structuring textual data for improved access and use. The integrated product offers Web wizards for connecting visualizations to databases, metadata repositories and document and content management systems. Inxight VizServer 1.5 is available immediately. www.inxight.com

MICROSOFT UNVEILS ROAD MAP FOR NEXT VERSION OF SHAREPOINT

5/20/2002

Microsoft Corp. announced the product strategy for the next version of SharePoint Products and Technologies. The next version utilizes the application server technologies in Windows .NET Server to deliver a portal and collaboration framework based on Microsoft .NET. The version will also deliver information aggregation, advanced search capabilities and mainstream enterprise application integration, provided via integration with Microsoft BizTalk Server. Additional improvements include single sign-on, personalization and integration with Microsoft Content Management Server. SharePoint technology will natively support XML Web services. www.microsoft.com

IPEDO INTRODUCES WEB EXPRESS

5/20/2002

Ipedo, Inc. introduced Ipedo Web Express, a framework developers can use to leverage XML in their Web sites and portals. Ipedo Web Express is a server-side software environment that uses XML content and stylesheets to dynamically publish Web content. Easily integrated with existing infrastructures, it allows Web developers to use unstructured XML content in their Web applications. Features include: XML Pipelining for multi-step processing via XSL and code combinations; Tag libraries for JSP and ASP; and links to XML queries. Ipedo Web Express is built on XML, XSL and XQuery, Sun's Java XML processing and J2EE specifications and Microsoft's .Net framework. It is compatible with applications built using the Apache Cocoon XML publishing framework. Ipedo also launched its Ipedo Developer Network (IDN). Ipedo Web Express is available now for Windows 2000, Windows NT, Sun Solaris and Red Hat Linux. An evaluation version can be downloaded free. www.ipedo.com/developer

CONVERA ANNOUNCES INTEGRATION WITH VIGNETTE CONTENT SUITE

5/20/2002

Convera announced that it has integrated its RetrievalWare search and retrieval technology with Vignette V6 Content Suite. RetrievalWare can index, search, categorize and profile Vignette-

managed content. In addition, developers of Vignette-based applications will now be able to integrate RetrievalWare into their applications. Users are able to perform more comprehensive searches that encompass not just Vignette-managed content, but a broader set of enterprise sources, including data warehouses, databases, groupware systems, e-mail files, presentations, videos and other multimedia files. www.convera.com

ORACLE & INTERWOVEN TO DELIVER PORTAL SOLUTION

5/16/2002

Interwoven, Inc. announced immediate availability of Interwoven TeamPortal for Oracle9i Application Server (Oracle9iAS). Interwoven has also joined the Oracle Portal Partner Initiative. Interwoven is providing business users with new collaborative content application portlets for Oracle9iAS that enable enterprises to rapidly integrate enterprise content management into their corporate portal. Interwoven TeamPortal software provides a collaborative model to help ensure the accuracy, reliability and security of portal content. The portal functionality in Oracle9i Application Server provides a solution for building, deploying, and maintaining self-service, integrated enterprise portals. It combines an extensible framework for standardized application access with a set of self-service tools for customizing the portal experience, publishing and managing information, and accessing dynamic data. www.interwoven.com

CITRIX ANNOUNCES CERTIFICATION WITH DOCUMENTUM

5/15/2002

Citrix Systems, Inc. announced that Citrix MetaFrame XP application serving software has been certified for use with enterprise content management software from Documentum. Both companies participated in the testing process, involving the certification of the Documentum 4i Desktop Client running on Citrix MetaFrame XPe. Customers deploying Documentum Desktop Client via MetaFrame XP can upgrade, manage and support the application centrally, reducing the overall total cost of ownership. Deployed through MetaFrame XP, the Documentum Desktop Client is accessible through a wide range of devices utilizing the Citrix Independent Computing Architecture (ICA) client. Customers can also access the Documentum Desktop Client from any standard Web browser using Citrix NFuse Classic, a member of the company's new access portal product family. NFuse Classic provides secure Web access to any Windows, UNIX or Java application running on MetaFrame without any code rewrites. www.citrix.com

STELLENT ANNOUNCES INTEGRATION WITH PLUMTREE CORPORATE PORTAL 4.5WS

5/15/2002

Stellent, Inc. announced two new integration products for incorporating Stellent Content Management capabilities into the Plumtree Corporate Portal: a suite of Plumtree Gadget Web Services and a Plumtree Crawler Web Service. The Gadget Suite combines in a portal page content management capabilities found in Stellent's enterprise content management solution, and the Stellent Crawler Web Service is a tool used to scan and index content from Stellent into the Plumtree Document Directory. Stellent used Web Services standards to develop both products, which integrate with the Plumtree Corporate Portal 4.5WS, the newest version of Plumtree's platform. Version 4.5WS is based on a Web Services Architecture. The Plumtree Corporate Portal incorporates key Stellent enterprise content management functionalities, such as check-in, check-out and workflow, as Plumtree Gadget Web Services. Plumtree Gadget Web Services are modular components that deliver services from enterprise applications and Internet sites to a portal page. www.stellent.com/plumtree

BROADVISION INTRODUCES BROADVISION 7

5/15/2002

BroadVision, Inc. introduced the BroadVision 7 family of portal applications for Intel-based servers and the Microsoft Windows 2000 operating system. BroadVision 7 -- composed of BroadVision One-To-One Portal 7.0, BroadVision One-To-One Commerce 7.0 and BroadVision One-To-One Content 7.0 -- is an integrated, standards-based family of applications based on BroadVision's advanced personalization, enterprise portal, multi-channel commerce and content management technology. BroadVision 7 brings a new level of ease-of-use, enhanced support for standards, and new features. www.broadvision.com

FAST SEARCH & TRANSFER ANNOUNCES SUPPORT FOR BROADVISION 7

5/15/2002

Fast Search & Transfer (FAST) announced in conjunction with BroadVision, Inc., support for the BroadVision 7 family of next-generation portal applications with FAST Data Search for BroadVision. BroadVision will ship a new version of the FAST Data Search for BroadVision, a customizable software solution designed specifically to tackle real-time data-intensive search and information retrieval challenges to enable intelligent access to corporate knowledge resources, as part of the BroadVision 7 family of portal applications. The improvements in this release of FAST Data Search for BroadVision include simplified configuration for multi-byte character sets, dictionary support for multi-byte languages, filtering data based on entitlements and improved support for indexing. In addition, BroadVision will also provide upgrade modules for increased capacity and performance of the FAST Data Search for BroadVision. www.broadvision.com, www.alltheweb.com

PLUMTREE ANNOUNCES PLUMTREE CORPORATE PORTAL 4.5WS

5/15/2002

Plumtree Software announced the Plumtree Corporate Portal 4.5WS, the newest version of Plumtree's portal platform. Version 4.5WS completes Plumtree's Web Services Architecture for bringing together electronic resources from Windows, J2EE and other platforms, integrating applications, federating searches, indexing content and authenticating users via Web services. Version 4.5WS also features enhanced search, with faster content indexing and less administration, and functional parity between the Windows and UNIX releases of the portal platform, which now share the same code base. Plumtree is announcing version 4.5WS in conjunction with a new Microsoft .NET development kit. In addition, two Plumtree partners are announcing the development of Web services for indexing content from Open Text Livelink and Stellent Content Management repositories. The Plumtree Corporate Portal 4.5WS is expected to be generally available on May 24. www.plumtree.com

INKTOMI ANNOUNCES OEM SEARCH TOOLKIT WITH XML SUPPORT

5/14/2002

Inktomi Corp. announced information retrieval technology for software developers and systems integrators that will provide advanced search functionality within enterprise applications. Built with native XML support, Inktomi Search Toolkit is an OEM solution for extracting relevant data from structured, unstructured and semi-structured content. This new OEM offering will deliver enhanced information retrieval within content-rich applications such as content management, enterprise portal, CRM and commerce solutions. Inktomi Search Toolkit provides the unstructured search functionality of a keyword search engine, such as relevance ranking, natural language search and filtering for various file formats. Additionally, it delivers XQuery-based

structured query capabilities that allow sophisticated retrieval functions such as parametric searching and retrieval of content based on a document's structure. Inktomi Search Toolkit returns results that include references to documents as well as the actual documents or fragments of those documents that contain the precise information requested. Inktomi Search Toolkit is available now. www.inktomi.com/products/toolkit

STELLENT SIGNS AGREEMENTS WITH XCELERATE & SOGETI USA

5/14/2002

Stellent, Inc. announced it has signed integration agreements with Xcelerate and Sogeti USA. These new alliance partners will integrate the Stellent Content Management system with a variety of e-business applications such as portals and EAI solutions. Xcelerate is integrating the Stellent Content Management technology with portals, personalization engines and business integration solutions, such as enterprise application integration systems and Web services. A wholly owned subsidiary of Cap Gemini SA, Sogeti will provide information technology consulting and integration services to Stellent customers locally through its more than 20 offices throughout the United States. www.stellent.com, www.xcelerate.com, www.sogeti-usa.com

APPLIED SEMANTICS UNVEILS INDUSTRY TAXONOMIES FOR AUTO-CATEGORIZATION

5/14/2002

Applied Semantics, Inc. unveiled the addition of four new taxonomies as extensions to its Auto-Categorizer product. The four taxonomies, supplementing the existing ODP (Open Directory Project) and International Press Telecommunications Council (IPTC) taxonomy portfolio, include: MeSH (Medical Subject Headings) based on the National Library of Medicine's (NLM) controlled vocabulary thesaurus of more than 20,000 top-level headings used by NLM for indexing articles; the U.S. Department of Labor's SIC (Standard Industrial Classification System); the UNSPSC (Universal Standard Products and Services Classification), a 13,000-plus category taxonomy for classifying products and services of, for buy- and sell-side catalogs; and an 800-category taxonomy consisting of country codes standardized around the ISO 3166 alpha-2 code schema, enhanced with U.S. states and major U.S. and international cities. These industry-standard taxonomies are "plug-and-play" modules that can be individually licensed to enhance Applied Semantics Auto-Categorizer. www.appliedsemantics.com

INKTOMI & STRATIFY IN ALLIANCE

5/13/2002

Stratify, Inc. announced an alliance and reseller agreement with Inktomi Corp. Inktomi and Stratify will offer joint customers a scalable, integrated categorized search solution ideal for large, information-intensive enterprises. Additionally, Inktomi will resell the Stratify Discovery System for Inktomi Enterprise Search through its sales force. The Stratify Discovery System for Inktomi Enterprise Search is a categorization solution optimized for Inktomi search technology that delivers direct navigation of sophisticated topic hierarchies. The combined Inktomi-Stratify solution enables enterprises to create a unified, searchable topic hierarchy that spans the organization. The Stratify Discovery System for Inktomi Enterprise Search is available immediately. Inktomi Enterprise Search is sold separately. www.stratify.com

SEYBOLD, GILBANE REPORT & IDEALLIANCE IN ALLIANCE

5/13/2002

Seybold Seminars, a Key3Media Group Inc. event, announced a strategic alliance with Frank Gilbane, publisher of the Gilbane Report and Marion Elledge, executive vice president of IDEAlliance, to co-produce two educational conferences. The two conferences will debut at Seybold San Francisco 2002, September 9-12, 2002 at the Moscone Center. The Gilbane Conference on Content Management, will be held Wednesday-Thursday, September 11-12, and will focus on the integration, organization, and communication of content for a wide range of business applications. The IDEAlliance Conference on XML in Publishing at Seybold Seminars, scheduled for Monday-Tuesday, September 9-10, 2002 will focus on standards, business models and emerging technologies as they relate to automating the publishing supply chain. The Seybold San Francisco 2002 conference program will feature both Enterprise Publishing and Seybold Seminars PDF Conferences that debuted at Seybold Seminars New York 2002. The conference program will also include enhanced educational programs such as the popular "Hot Technology Days," and tutorial sessions. www.seyboldseminars.com/sf2002, www.gilbane.com, www.idealliance.org, www.key3media.com

AUTONOMY & HYPERWAVE ANNOUNCE EXTENDED OEM PARTNERSHIP

5/10/2002

Autonomy and Hyperwave will work together to deliver Autonomy's infrastructure technology and Hyperwave's eKnowledge solutions, and will recommend each other's technologies. The two organizations will pursue joint opportunities and support each other's marketing efforts. www.autonomy.com, www.hyperwave.com

STELLENT ANNOUNCES AUDIO VIDEO INDEXER

5/9/2002

Stellent, Inc. announced a new Audio Video Indexer module to help businesses access, manage and deliver video, audio and graphical business content. Stellent Audio Video Indexer provides content indexing and search functions for rich media content, using voice recognition software to enable users to index and full-text search video files. This function allows a user to find video files that contain a certain word or phrase, and once located, the user can also find the exact location in the video file in which the word or phrase was mentioned. Audio Video Indexer can also search the content within a video file and provide a "thumbnail" - or a quick visual representation - of this content on the screen displaying the search results. Audio Video Indexer expands Stellent's current content management capabilities for rich media and digital asset management, which include: conversion, thumbnailing, compression, aggregation and distribution. www.stellent.com/richmedia

MICROSOFT DELIVERS INTEGRATED CONTENT MANAGEMENT & PORTAL SOLUTION

5/9/2002

Microsoft Corp. announced the availability of its Content Management Server and SharePoint Portal Server Integration Pack. The new offering provides customers with a comprehensive and well-integrated portal, content management, search and document management solution, giving Microsoft customers a single-vendor end-to-end solution for document collaboration and publishing that is fully supported by Microsoft Product Support Services. The integration pack is available as a free download for MSDN subscribers today at

www.microsoft.com/downloads/release.asp?releaseid=38801. The pack includes a prescriptive architecture guide to help customers make the most of the integration and can be used immediately or extended to meet unique customer requirements. www.microsoft.com

MEDIABIN ANNOUNCES INTEGRATION WITH MICROSOFT CONTENT MANAGEMENT SERVER

5/8/2002

MediaBin Inc. announced the integration of the MediaBin brand asset management system with Microsoft Content Management Server (CMS) 2001. Developed in conjunction with Plural, a technology consulting and development firm, the MediaBin CMS connector provides an easy way to publish new and updated images to the Web. The connector gives authorized CMS users access to all approved digital assets within MediaBin Server and automates the labor-intensive process of placing and formatting digital assets for Web publication. The integration ensures proper brand and product representation over time by synchronizing web images published by the Content Management Server with the source assets managed by the MediaBin Server. By linking the Content Management Server Image Gallery directly into MediaBin, digital assets, photographs and logos no longer need to be formatted manually to fit the specifications of the Content Management Server page templates - MediaBin automatically renders the format needed. www.info.mediabin.com

SOFTWARE AG ANNOUNCES XML MEDIATOR

5/8/2002

Software AG, Inc. announced the general availability of XML Mediator, a tool for building XML information exchange hubs. XML Mediator manages XML interactions that discover relevant information and uses that information to trigger behavior, such as routing documents or messages to an appropriate destination or transforming the content to other XML formats or presentation styles such as HTML, PDF or WML. XML Mediator provides a framework for addressing the problem of diverse XML vocabularies in much the same way as humans have addressed it for centuries: discover patterns in the information, translate it to a more familiar terminology, and transcribe it into some standardized form. Industries such as healthcare, insurance, energy, chemical and petroleum are defining XML-based standards that simplify information exchange. XML Mediator has the ability to support data exchange standards such as ACORD, IFX, FIXML, PIDX and CIDX. www.softwareagusa.com

LIGHTSPEED INTERACTIVE & INNOVATIVE LEARNING SOLUTIONS PARTNER

5/8/2002

Lightspeed Interactive, Inc. and Innovative Learning Solutions (ILS) announced the formal establishment of a strategic co-marketing partnership. The relationship provides a e-learning solution for their customers. Under terms of the agreement, ILS will provide Lightspeed customers with value-added instructional design services while ILS will incorporate and resell Lightspeed products in their own solutions. ILS will incorporate Lightspeed's technology to deliver dynamic learning and custom training solutions via the Web and other traditional training delivery methods. www.lspeed.com, www.innls.com

BROADVISION LICENSES FONT TECHNOLOGY & FONTS FROM BITSTREAM

5/7/2002

Bitstream Inc. announced that BroadVision, Inc. has licensed Bitstream's font rendering technology and complementary fonts to enhance its Enterprise Business Portal products. BroadVision is using Bitstream technology in BroadVision QuickSilver, a full-featured software package for creating and publishing long, complex documents in multiple output formats (including HTML, PDF, Postscript and ASCII) across different platforms and networks. QuickSilver delivers publishing, word processing, and Web publishing for long, complex, multi-language documents in one package. It also includes an array of tools to help users migrate their complex document applications to XML. www.bitstream.com

WEBWARE & RIGHT HEMISPHERE SIGN STRATEGIC AGREEMENT

5/7/2002

WebWare Corporation announced it has signed an agreement with Right Hemisphere to make its 3D and 2D viewing graphics and video capabilities available to clients of WebWare MAMBO BRM software. Artists and engineers in both creative and engineering environments will be able to access and manage professional-quality 3D imagery via an Internet browser - graphics, wire frames, texture mapping, et. al - and manipulate them in 3D space. The combination will enable teams from differing disciplines to collaborate on various technical or brand asset projects. The optional Right Hemisphere plug-in enables WebWare users to ingest 3D models, generate thumbnail proxies, and generate 3D enlargements that can be rotated in three-dimensional space. Integration of the Right Hemisphere technology with WebWare MAMBO will be available in Q3, 2002. Pricing is available from WebWare and its resellers. www.righthemisphere.com, www.webwarecorp.com

SAKSON & TAYLOR PARTNERS WITH SDL INTERNATIONAL

5/7/2002

Sakson & Taylor announced a partnership with SDL International to work together to provide technical information solutions for global markets. www.sdlintl.com

ARBORTEXT ANNOUNCES EPIC EDITOR 4.3

5/6/2002

Arbortext, Inc. announced that its upcoming release of Epic Editor version 4.3 will provide significant improvements for designers, developers and business users. In addition to several authoring enhancements, Epic Editor version 4.3 will contain new or improved support for XML Schemas, Publishing Pipeline, XUI, XSL-FO and ActiveX. Epic 4.3 also provides integration with FileNET's Panagon Content Services, offers a set of familiar toolbar icons that a developer can easily associate with specific XML tags, attributes and attribute values, gives authors the option of seeing spelling mistakes immediately and fixing those mistakes on the spot, and provides easier configuration and customization for developers and business users as they work with MathML (for equations), SVG (Scalable Vector Graphics) and forms created in Visual Basic. Epic Editor 4.3 will ship Summer, 2002. All Arbortext customers under maintenance are eligible to receive the Epic Editor 4.3 upgrade at no charge, and the upgrade will be automatically shipped to them. www.arbortext.com

REDDOT RELEASES CONTENT MANAGEMENT SERVER 4.5

5/6/2002

RedDot Solutions released Content Management Server (CMS) 4.5. RedDot CMS 4.5 introduces new features and increased functionality in the RedDot CMS Web content management solution. Among these new features are the new plug-in interface for custom scripting of add-on functionality, server clustering capabilities and access to a Media Catalog for digital asset management (DAM). Additional new features include: redlining for workflow and version management, improved template administration, including template import/export (to move to external web design tools), support for UNC network paths, improved user management, enhanced password checking for NT/LDAP, browser-based log file administration, Italian language interface, and compatibility with the forthcoming RedDot Content Integration Server. RedDot Content Management Server 4.5 is immediately available from RedDot Solutions and its business partners. www.RedDot.com

TIBCO RELEASES ACTIVEEXCHANGE 3.0

5/6/2002

TIBCO Software Inc. announced the release of TIBCO ActiveExchange 3.0. TIBCO ActiveExchange provides a single platform for EAI that accelerates integration with partners (suppliers, distributors, resellers) and customers. Version 3.0 adds enhanced support for XML, SOAP, EDI, RosettaNet, ebXML and more. TIBCO ActiveExchange's added functionality also serves as a platform for packaged solutions that address specific industry initiatives, such as Health Insurance Portability and Accountability Act of 1996 (HIPAA) compliance for healthcare, RosettaNet integration for high-tech manufacturing, and ChemXML for pharmaceuticals. TIBCO ActiveExchange also provides the security and integrity of all online interactions with robust authentication and authorization, encryption and non-repudiation. www.tibco.com

POET ANNOUNCES EBUYERCATALOG & ESUPPLIERSHOP 2.0

5/6/2002

Poet Software announced the launch of eBuyerCatalog 2.0 and eSupplierShop 2.0. eBuyerCatalog is intended for buyers who host multiple supplier catalogs for their internal procurement system, and eSupplierShop is intended for suppliers who host their own catalogs for one or more buyers. Poet Software's eBuyerCatalog and eSupplierShop have been available in Europe since Q3 2001, and eBuyerCatalog 2.0 and eSupplierShop 2.0 will be generally available throughout Europe, North America and Asia in Q2 2002. eBuyerCatalog and eSupplierShop enable buyers and suppliers to find and purchase/sell products by using an interface that requires no training. The products contain shopping cart functionality that integrates with procurement systems, and standardizes the search process across all hosted catalogs. Both products have a new search engine that contains a thesaurus for synonyms, supports partial term searches and misspellings, and has parametric search capabilities so users can find and compare products based on a qualified request. www.poet.com

DIVINE ANNOUNCES ENTERPRISE CONTENT CENTER 1.5

5/2/2002

divine, inc. announced the availability of divine Enterprise Content Center (dECC) 1.5, a content Web service that delivers digital business content and advanced integrated searching capabilities to the desk-top. dECC gives administrators the tools to analyze, report and control spending on these resources. This new version expands upon the current dECC offering by providing access to more content through the integration of the Northern Light Special Collection

and Multex. Version 1.5 empowers more portal platforms and offers SOAP interface support, fully automated portlet installation with leading portals, and enhanced scalability and performance. divine Enterprise Content Center is immediately available through portlets for portals, including the BEA WebLogic Portal; CleverPath Portal from Computer Associates International, Inc., the IBM WebSphere Portal Server, and the iPlanet Portal Server from Sun Microsystems. dECC is also available as a stand-alone hosted and branded solution for companies that do not have portal infrastructures in place. www.divine.com

XML GLOBAL & ALTOVA LAUNCH XML INTEGRATION WORKBENCH

5/2/2002

Altova Inc. and XML Global Technologies, Inc. announced the launch of XML Integration Workbench, an alternative to the more expensive solutions offered by the large integration vendors. The XML Integration Workbench is a data integration solution for small and mid sized companies as well as for larger corporations seeking scalable, enterprise-ready data integration tools. The XML Integration Workbench is now available online for the special introductory price of \$1,495.00 until May 31st, 2002. The XML Integration Workbench bundles together three XML-based tools including GoXML Transform Workbench, a modular solution for integrating structured data, GoXML DB Workbench, a native XML database, and the XML Spy Suite from Altova. The XML Integration Workbench is delivered on the Windows platform. GoXML Transform and DB also support Solaris and Linux. www.xmlspy.com, www.xmlglobal.com

AUTONOMY ANNOUNCES NEW OEM PARTNERSHIP WITH FATWIRE

5/1/2002

Autonomy Corporation plc announced a new OEM partnership with FatWire. FatWire has licensed Autonomy's technology for its product UpdateEngine, to deliver an integrated categorization and retrieval solution into its content management software. Autonomy's technology will provide advanced site retrieval functionality throughout UpdateEngine powered sites, enabling customers to index and retrieve content, and enhancing the timeliness and quality of these functions. www.autonomy.com, www.fatwire.com

LINGOMOTORS LAUNCHES TURBOCAT VERSION 1.1

5/1/2002

LingoMotors announced the launch of TurboCat Version 1.1, an automatic categorization solution. TurboCat tags content with descriptive information labels or metadata, creating Rich Information Objects (RIOs). TurboCat, an automatic categorization solution, is a metaprocessor that provides rich metadata for digital content. It categorizes digital content to one or multiple standardized taxonomies and enables editing by non-technical experts. TurboCat Taxonomy Builder fully populates categories within a taxonomy semi-automatically without any training sets. TurboCat Taxonomy Mapper categorizes objects to one or more taxonomies automatically or semi-automatically. It normalizes numerous disparate content sources to one or more standardized taxonomies, thereby enabling access to all content from one location. The content's tags can be easily changed as the categories are modified and updated. TurboCat is a component of the Turbo-Suite of tools, which includes TurboSearch and Interaction Server. www.lingomotors.com

RECENT ISSUES

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Extreme Markup Languages 2002. Conference: August 6-9, tutorials: August 4-5. Hotel Wyndham Montreal, Qubec, Canada. The annual IDEAlliance conference that is "not for beginners, nor the technically faint. This is the edge, the hard bits, the theory behind the practice, the practice that outstrips current theory -- **the Extreme**... a conference devoted to technical aspects of markup, markup languages, markup systems, and markup applications and everything touched by the question of how best to allow information to describe itself." www.extrememarkup.com/extreme/

The Gilbane Conference on Content Management @Seybold. September 11-12, 2002, Moscone Center, San Francisco, CA. Our newest conference will be co-located with Seybold San Francisco 2002 so that IT and project managers from all industries now have a one-stop event where they can learn how to build content management strategies, and create implementation plans that integrate with other enterprise applications in order to meet a wide variety of business needs. www.gilbane.com/seyboldsf02.html (www.seyboldseminars.com/sf2002/)

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