

THE GILBANE REPORT™

Content, Computing, and Commerce – Technology & Trends

Vol. 11, No. 5
June, 2003

www.gilbane.com

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PERFORMING A CONTENT AUDIT

We, and many other consultants, have often advised businesses not to make content management strategy or purchasing decisions based solely on technology appeal. Yet this is still perhaps the biggest mistake companies make and is certainly one of the main reasons some CMS deployments fail. Because content technology needs to work with, and in fact be part of, IT infrastructures, it is critical that business units and IT work closely together to develop a content management technology strategy. However, the best technology will not get you very far if the content it has to work with is not well-understood and organized – at best you won't achieve the ROI and benefits hoped for, and at worst, the deployment may be seen as a failure. Reviewing what your content is and how it is used not only helps you understand what a CMS should do for you, but can also provide insight into businesses processes that have become dysfunctional, as most do over time.

This month we publish an excerpt from Ann Rockley's recent book, *Managing Enterprise Content: A Unified Content Strategy* (New Riders Publishing, 2002). We found Ann's explanation of the process of a content audit particularly clear and compelling, and thought it should be shared with our audience of IT and business managers. Ann will also be speaking on this topic at the [Gilbane Conference on Content management](#) in San Francisco this September – another reason to join us there! (See the updated program on page 24.)

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PERFORMING A CONTENT AUDIT

At the heart of a unified content strategy is content. Before you can model your content—and, subsequently, unify it—you need to gain an intimate understanding of its nature and structure. During a content audit, you look at your organization’s content analytically and critically, so that you can identify opportunities for reuse and the type of reuse. You look for similar and identical information, as well as for information that could be similar or identical, but is currently distinct. After you see how your information is being used and reused, you can make decisions about how you might unify it.

This article is taken from my book *Managing Enterprise Content: A Unified Content Strategy*¹, and describes what a content audit is and how to perform one; it also provides an example of content audit findings.

WHAT IS A CONTENT AUDIT?

A content audit, like the name implies, is an accounting of the information in your organization. However, unlike the usual associations with the word “audit”—associations that strike fear into the hearts of many taxpayers—a content audit has positive results that enable your organization to save money if your findings are implemented. The purpose of a content audit is to analyze how content is used, reused, and delivered to its various audiences. You need to understand how information—as well as the processes to create it—can be unified, eliminating the “cut and paste” method many authors employ in their attempt to unify content wherever possible.

In most traditional authoring environments, if authors want to reuse information they must:

- Look at other content in the organization to determine which information they want to reuse.
- Find the information in another document or section, or even on a other server in another area of the company.
- Cut and paste the information from one section of the document to another section or from one document to another document.
- Rewrite or reformat the reused information to fit the new context.

An attempt to unify content in this manner results in multiple (potentially inconsistent) instances of the same piece of information in the document or across documents. These instances are not linked or referenced to one another physically within the authoring or publishing tool. If the information needs to be updated, authors must first locate all instances of reuse, and then update each instance separately. This can be an extremely time-consuming process, and introduces much opportunity for error and inconsistency. The content audit is intended to illustrate where there are opportunities to unify content throughout your organization; it provides the basis for your reuse strategy and modeling decisions.

¹ *Managing Enterprise Content: A Unified Content Strategy*, ISBN: 0-7357-1306-5 by Ann Rockley with Pamela Kostur and Steve Manning, published by New Riders Publishing. Copyright 2002 Ann Rockley, The Rockley Group, Inc.

WHAT'S INVOLVED IN DOING A CONTENT AUDIT?

To get started on a content audit within your organization, you need to first identify your scope, then select representative materials within that scope. The larger the scope, the more work is involved, but the greater the return on investment.

Identifying scope of the audit

You don't have to start big; doing a content audit within one area of an organization can realize significant returns and show members of the organization in other areas how, by including their content, the organization can realize even greater returns. A technical publications group often starts an audit by looking at the content they produce to streamline their procedures and help themselves meet deadlines. During the audit, they realize that the product descriptions in the manuals are similar to the product descriptions the marketing department includes in both their printed brochures and on the external web site. As a result, the two groups get together to decide how to unify the product descriptions so both groups can use them consistently. Although the scope of your audit determines your unified content strategy, even if you start small, you can expand your decisions later on. Be aware, however, that starting small can lead you to make technology choices that may not meet your future needs. If you do start small, select tools that can expand to meet your future needs.

Selecting representative materials

Once you've determined the scope of the audit, you need to select representative materials. Select as much content as you can, representing all the different departments included in your scope, not just the content that you create. For example, you could look at samples in the following categories: collateral (including brochures, web site, product packaging, point-of-sale materials, and newsletters), press releases, technical specifications, internal support staff materials (often published on the company intranet), user manuals, quick reference cards, as well as any learning materials associated with the product.

When you're selecting materials, remember that the content audit is a comparative exercise, which means you need to compare like information. Select all the content (for example, the brochure, web site content, user guide, online help, training materials) produced for a single product or service, as well as the content produced for other similar products/services. So, you could select all the content produced for a television and compare it to see how content is used or reused. Is the product description consistent in the brochure, the user guide, and on the web site? Then, you would examine the content for other similar products, such as VCRs, DVD players, or different makes of televisions, looking for similarities and differences. Is the warranty information the same for all products? What about definitions? How similar are troubleshooting procedures for the different television sets?

Analyzing the content

Once you have gathered together a representative sample of materials, you're ready to start "digging" into it. This is the fun part and usually involves spreading large amounts of information all over your office, walking around with a highlighter and a stack of sticky notes, highlighting your findings, and taking notes as you go. It's fun because it doesn't involve "doing" anything beyond really examining your content closely to see what it contains and how it's put together. Analyzing materials in this way is a discovery process about your content, something most organizations don't have the opportunity to do in their day-to-day work. You're not making any decisions at this point; instead, you're seeing what you have and making observations about it.

Analyzing content occurs at two levels: at the "top" level of your representative samples, followed by a more detailed examination of the content.

Top-level analysis

A top-level analysis involves scanning various information products to find common pieces of information (for example, product descriptions, introductory information, procedures, disclaimers, topics, headings within documents, *etc.*). If you have large documents that include tables of contents, you can compare the tables of contents to find similarities in chapter or section names. Such similarities in labels and headings often indicate similar or identical content within and across a documentation set. Start by spreading your information products out in front of you (or opening them all up on your computer desktop) and highlighting areas that look like they might contain similar information. When you're finished, compile your results into a table. It should look something like the example shown in Table 1 below. Your table should list content category and the information product where it appears. Use an "X" to indicate that content appears in an information product. Leave the table cell empty if an information product does not appear to contain that particular content. (Note that the table usually does not represent the entire scope of the content, but only representative portions where reuse is clearly identified.)

In-depth analysis

During the in-depth analysis, you examine the repeated information you identified during the top-level analysis. Repeated information can be as simple as copyright notices and warranty information, and as complex as whole sections of detail, particularly for product suites. Once you've found instances of repeated information to scrutinize more closely, you can lay them out in a tabular format to see them all together, at a glance. (See the examples that follow.) As you look at instances of repeated information, identify whether the content is identical or similar. If it is similar (or almost identical), which parts differ? Do the parts that differ need to differ? Are there valid reasons for differences such as product or information uniqueness? If the parts differ and there is no valid reason for the difference, identify this content as something that should be standardized for reuse in the future.

CONTENT AUDIT EXAMPLE

The following example shows content audit findings for a medical devices company that produces blood glucose monitoring meters. Because there are several versions of the meters, the company suspects there may be similarities or inconsistencies in the information products produced for each version. The example

includes a top-level analysis showing potential content reuse, as well as a small in-depth analysis showing how the company could select a portion of the content for further analysis and interpret the findings.

Top-level analysis

Table 1. represents the top-level analysis of their materials.

Table 1. Comparing information products for blood glucose monitoring devices

Information product								
Content	Owner's guide	Quick reference card	Quick start guide	Press release	Web site	Brochure	Product package	Label (package insert)
Company logo	X	X	X	X	X	X	X	X
Contact information	X	X	X	X	X	X	X	X
Important (read the owner's guide before...)	X	X	X		X		X	X
Product description	X			X	X	X	X	
Setting up the meter	X	X						X
Testing the meter	X							X
Sampling the blood	X		X					X
Inserting the test strip	X	X	X					X
Interpreting the results	X	X						X
Caring for your meter	X							
Solving problems	X	X						

Interpreting the findings

The top-level analysis shows areas that warrant closer examination. For example, the company logo and contact information are used in every information product and the product description is used in all but three. In addition, a number of topics related to the setup and use of the product are repeated throughout. This

top-level analysis shows the findings for just one product: the blood glucose monitoring meter. Expanding the analysis to look at other products in the same family shows that up to 80% of the content could be reused. Looking even further to other related product lines, shows additional commonality in conceptual information about the company and its products.

In-Depth Analysis

The results of the top-level analysis are used to drive the in-depth analysis. In this case, the top-level analysis shows similar information in the setup and use of the product as shown in Table 2.

Table 2. Analyzing content further

Owner's guide	Quick reference card	Quick start card
Step 1 Insert the test strip. Make sure the contact bars go in end first and facing up. The meter will turn on automatically. - - - appears briefly on the display. <i>Note:</i> The bars must be all the way into the meter to avoid an inaccurate result.	Step 1 Insert the test strip. After inserted, meter turns on automatically.	Step 1 Insert a test strip to turn on the meter.
Step 2 Apply the blood sample...	Step 2 Apply the sample ...	Step 2 - - - appears on the screen.
		Step 3 Apply the blood sample ...

Interpreting the findings

There are subtle differences in the first two samples (Owner's guide and Quick reference card), but the third sample (Quick start card) has a different second step. Are the differences necessary or will they confuse users? Quick reference Cards provide concise information so the shorter steps are appropriate. The same holds true for the Quick start guide; however, the second step isn't really a step. The differences in the steps should be reconsidered.

Conclusion

Although this example shows just a small portion of content, it illustrates the seemingly insignificant, yet critical, variations that can occur in content. In this case, the content would benefit from a unified strategy to ensure that each time the same information appears it is consistent. The core steps that apply to all information products would remain the same; if some steps require supplementary information (for example, information based on user analysis), it can be "nested" within the core. Regardless of how the core steps are supplemented, they remain consistent.

BUILDING A REUSE MAP

While you are analyzing your content, it's a good idea to build a reuse map. A reuse map identifies which elements of your content are reusable, where they are reusable, and whether they should be reused identically or derivatively. The per-

son responsible for setting up your content management system will use the map to set up the reuse logic. For now, the reuse map serves to keep track of potential reuse and it will be refined further when you create your information models. The map uses the symbols shown in Table 3 to indicate the types of reuse.

Table 3. Reuse symbols

Reuse	Symbol
Identical	I
Derivative	D
Source	S

For example, the reuse map for the medical devices example would look like the one shown in Table 4.

Table 4. Reuse map for blood glucose monitoring devices

Content	Owner's guide	Quick reference card	Quick start	Press release guide	Web site	Brochure	Product package	Label (package insert)
Company logo	I	I	I	I	I	I	I	
Contact information	I	I	I	I	I	I	I	
Important (read the owner's guide before...)	I	I	I		I			I
Product description	D			D	I	S	D	
Setting up the meter	S	D						D
Testing the meter	S							D
Sampling the blood	S		D					D
Inserting the test strip	S	D	D					D

Interpreting the results	S	D						D
Caring for your meter	S							
Solving problems	S	D			D			

Identifying opportunities for reuse

As shown in the previous examples, a content audit can help you determine how to reuse content across a number of different information products. Where content is different, does it have to be different? Can information that is similar be made identical? Are there reasons for it being similar as opposed to identical (product name, for example)? Should content in one media be identical to most of the content in another media (for example, on paper versus on the Web)? How will your information products be used and are there valid reasons to distinguish them from each other (for example, to accommodate differences in users and their needs)? These are the types of questions that you need to answer as you develop an intimate understanding of the content in your information products.

WHAT COMES AFTER THE AUDIT?

Once you've done a thorough, critical analysis of your content and drawn up a reuse map, do the following:

- Summarize your findings in an analysis report, which contains your observations about the content and what you learned about your current content life cycle. You use the analysis report to confirm your findings with other members of your team (who's content you may have analyzed during the audit). You also present it to others in your organization whose support you will need to move ahead with your unified content strategy.
- Document your recommendations and your plan for a unified content strategy. Include information on the new content life cycle, because it will be supported by a unified content strategy. Again, present your report to others in your organization whose support or approval you will need as you move forward with a unified content strategy. For example, you may need to request additional funds—beyond your established budget—for some of the research and design.

SUMMARY

Doing a thorough content audit is critical to implementing a reuse strategy because it tells you how content is currently being used, how it could be reused, and what needs to be done to create effective unified content.

-
- Establish the scope of the audit, remembering to look beyond one document set. Look at content across media and across content areas to see the potential for reuse.
 - Select representative samples of your content, based on the scope of your project.
 - Examine a document's TOCs and top-level structure for structural or heading similarities so you can determine where to look further.
 - Look at selected samples closely, making observations about how information is used and how it could be reused. Decide whether differences are necessary, what information should be unique, and what information must be consistent.
 - Draw up a reuse map that illustrates potential reuse of information elements, as well as the type of reuse.

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INDUSTRY NEWS

Current news, old news (to January 1999), and commentary is available at www.gilbane.com. Free RSS 2.0 news feeds are available at www.gilbane.com/syndication.html.

STELLENT RELEASES OUTSIDE IN IMAGE EXPORT

6/30/2003

Stellent, Inc. announced its Software Components Division has released Outside In Image Export. The new product converts content in multiple document formats to image files, eliminating costs related to writing and maintaining custom image conversion technologies. Outside In Image Export directly converts more than a hundred native file types to BMP, GIF, JPG and PNG formats as well as to TIFF. A broad range of applications for markets such as document imaging, records management, fax server and document archiving can leverage Image Export to convert native file types to a standardized image format. Image Export allows developers to adjust a file's resolution, color depth settings and size, enabling the creation of a range of images from "thumbnails", or quick visual representations, to full-size images. Outside In Image Export is currently shipping. www.outsideinsdk.com, www.stellent.com

IMANAGE ADDS CACHING TO WORKSITE SERVER

6/30/2003

iManage, Inc. announced the availability of WorkSite Server with Caching, a middle-tier content and collaboration server built specifically to address the needs of companies with users and documents distributed across multiple offices. The WorkSite Server with Caching provides users LAN like performance when accessing content in remote libraries; it also makes centralized implementations practical enabling firms to eliminate stand-alone document management (DM) installations at each remote office. WorkSite Server with Caching is available now for \$8,500 per CPU; an upgrade pricing program for current iManage customers is currently available. www.imanage.com

EFOUNDRY EXPANDS FATWIRE PARTNERSHIP

6/30/2003

eFoundry Inc. has expanded its alliance with FatWire Software. The partnership is a key facet of FatWire's strategy to align itself with content management service providers. eFoundry's Content Server experience will help support FatWire's expanded customer base resulting from its acquisition of divine Inc.'s Content Server enterprise content management solution. eFoundry has been a Content Server partner for five years and is comprised of principal members of the original Content Server engineering and management team. www.efoundry.com

COAST PARTNERS WITH INTERWOVEN

6/27/2003

COAST Software Inc. has entered into a strategic partnership with Interwoven, Inc. to integrate their technologies to improve Web content quality for companies building or maintaining large and complex Web sites. COAST Web Quality Central integrates into the workflow of Interwoven's TeamSite Content Server for content management to verify and validate Web site content and compliance. The comprehensive privacy reports included in COAST Web Quality Central will reveal potential violations and identify pages that set cookies, collect personal information and are prone to data leakages. COAST Web Quality Central also plays an important

role in helping organizations enforce operational security standards. Custom PageRules can easily be created that continually verify Web content to ensure that classified material never appears online. This capability highlights one of the key benefits of integrating the COAST solution with Interwoven TeamSite as sensitive material is identified early in the publishing process and removed from any content destined for a public Web site. www.coast.com, www.interwoven.com

BLUEBILL ADVISORS NAMES SEBASTIAN HOLST VP & GENERAL MANAGER OF STRATEGY & SERVICE

6/26/2003

Bluebill Advisors, Inc. announced that it has appointed Sebastian Holst to the position of vice president and general manager, strategy and services. Holst's primary responsibilities include managing and growing vendor and end-user services for Bluebill Advisors and contributing to The Gilbane Report where he will serve as a senior editor. Holst has served as a VP of marketing for public and private software corporations, has been active on advisory boards for a number of leading computing and industry standards bodies and has been a long time contributor to The Gilbane Report contributing feature articles and a popular column on "enterprise tribal knowledge." In addition to his technology marketing, product management and standards expertise, Holst has been providing services to a broad spectrum of content-centric technology providers for some time including Documentum, Merant, Software AG and Sun Microsystems. www.bluebilladvisors.com

POUND HILL ANNOUNCES CATALYST XMP SOLUTION

6/26/2003

Pound Hill Software Inc. announced the Catalyst XMP Solution, an integrated set of tools for Adobe's eXtensible Metadata Platform (XMP). With Catalyst, creators and managers of graphic arts intellectual property can specify both the metadata embedded in graphic arts documents and the look-and-feel of the dialogs that collect the data. In addition to designing and defining these controls, enterprises can generate their own plug-ins for applications such as Photoshop, InDesign, Illustrator, Acrobat and QuarkXPress to collect the data. The Catalyst XMP Solution also includes a companion application called Metavue, a metadata browser and search tool. You can build customized metadata dialogs with properties and values unique to your workgroup in Catalyst and use these values and properties as search criteria in Metavue. Catalyst runs on Macintosh OS X. Catalyst plug-ins and XTensions run on Macintosh and Windows versions of the supported applications. Metavue runs on Macintosh and Windows operating systems. Catalyst, Metavue, and Catalyst Plug-ins and XTensions modules are priced at Enterprise, Workgroup, and Individual Freelancer levels. www.poundhill.com

HUMMINGBIRD RELEASES ENTERPRISE 5.1

6/25/2003

Hummingbird Ltd. announced the release of Hummingbird Enterprise 5.1, a suite of information and knowledge management solutions that feature integrated document, knowledge and records management, business intelligence, collaboration and portal applications. The enhanced suite of integrated technologies delivers a complete solution, encompassing all the components of a Smart Enterprise Suite (SES). The secure, consolidated platform of Hummingbird Enterprise 5.1 - the second generation of SES components - provides a single integrated solution for the complete lifecycle management of enterprise content. Hummingbird Enterprise further enhances the SES offering with additional capabilities including full query, analysis and

reporting functionalities and data integration tools for managing metadata and integrating enterprise applications. www.hummingbird.com

INFODATA ROLLS OUT ANNODOC 1.5

6/25/2003

Infodata Systems Inc. released of AnnoDoc 1.5, a major upgrade to its Content Review product. With this upgrade, AnnoDoc offers compatibility with Adobe Acrobat 6.0 so teams of people can simultaneously create, assemble, view, and control electronic annotations of Adobe Portable Document Format (PDF) documents created with Acrobat 6.0. Annotations are managed as separate objects in the content repository from the original PDF document. Graphic images in all of the popular formats can also have annotations. In addition, AnnoDoc can be used offline and re-synchronized by users on the go. With AnnoDoc 1.5, the enterprise has the means to maintain tight control over their internal content-review processes. Depending on permissions set by a company, a user can view annotations and respond to comments from other parties. All annotations are retained for reporting and audit purposes. AnnoDoc 1.5 is integrated with Documentum, and our Infodata Foundation Server (IFS) allows for integration into other Enterprise Content Management (ECM) systems such as Open Text, Stellent, and FileNet. AnnoDoc 1.5 for Windows is available now and is compatible with Adobe Acrobat 4, 5, and 6 and Documentum 4i and 5. www.infodata.com

OPTIKA & PERCUSSION ANNOUNCE PARTNERSHIP

6/25/2003

Optika Inc. announced a partnership with Percussion Software. The partnership enables Optika to leverage Percussion's Rhythmyx Web Content Management (WCM) functionality to give its customers capabilities for Internet sites, intranet sites, extranets or portals. At the same time, Percussion clients can now take advantage of Optika's Acorde Records Management solution to comply with requirements for retaining and disposing of corporate records. Under the terms of the partnership agreement, Optika and Percussion will initiate joint marketing and sales efforts and introduce each other into their respective customer bases. www.percussion.com, www.optika.com

OPEN TEXT INTRODUCES COREPORT 6.0

6/25/2003

Open Text Corporation introduced Coreport 6.0, an enterprise portal framework that unifies content from Livelink, other repositories and a wide range of enterprise systems in a single interface. The solution offers customers a new option for enterprise content integration in Livelink, allowing them to connect disparate applications and repositories. Coreport 6.0 brings Livelink's virtual team collaboration, knowledge and content management, business process automation and information retrieval services into a customized and extended portal environment. The new version also includes enhancements to the Coreport portal framework, with a variety of functional improvements. Coreport 6.0 will be available July 1. www.opentext.com/livelink

SALT FORUM PUBLISHES SALT PROFILE FOR SVG

6/24/2003

The SALT Forum, a group of companies with a shared goal of accelerating the use of speech technologies in multimodal and telephony systems, announced that it has published a SALT profile for the W3C SVG markup language. The SVG profile supplements the SALT 1.0 specifica-

tion, which was contributed to the W3C by the SALT Forum and already included profiles for use with the XHTML and SMIL specifications. By adding SALT to SVG, developers can further enhance the user experience with interactive spoken interfaces coupled directly to the visual interface. SVG with SALT provides the means to build sophisticated mobile applications for devices with easy-to-use speech interfaces that are accessible without looking at or touching the equipment. SVG with SALT can be used to provide speech "hot spots" within a graphic or provide spoken commands for scrolling and zooming the display. It can also be used to embed descriptive services for the visually impaired directly within a graphic, streamlining the workflow process. The SALT specification was designed to add speech input, speech output and call control capabilities to practically any XML-based language. www.saltforum.org

SOAP VERSION 1.2 RELEASED AS W3C RECOMMENDATION

6/24/2003

The World Wide Web Consortium released SOAP Version 1.2 as a W3C Recommendation. The Recommendation is four documents: the "SOAP Version 1.2 Primer," "SOAP Version 1.2 Messaging Framework," "SOAP Version 1.2 Adjuncts," and the "SOAP Version 1.2 Assertions and Test Collection." Developed by the W3C XML Protocol Working Group, SOAP Version 1.2 is a lightweight protocol for exchanging structured information in a decentralized, distributed environment such as the Web. www.w3.org/2003/06/soap11-soap12.html

PUREEDGE INTEGRATES WITH IBM DB2 CONTENT MANAGER

6/23/2003

PureEdge Solutions Inc. announced it has integrated the IBM DB2 Content Manager with PureEdge's business process automation framework. This strategic integration provides organizations with the tools required to automate complex business processes. The delivery of this new offering comes as part of PureEdge's business process automation framework, which is composed of products, partnerships, and services to create, manage and deploy XML forms-based processes. PureEdge technology is based on document-centric, XML-based architecture to provide organizations with the ability to manage the entire lifecycle of each business process, including creation, routing, management and archiving. Users have the ability to digitally sign documents, use both adhoc and structured routing, work remotely, move data in and out of corporate systems and store all elements of a process in one secure file. The PureEdge Integration Development Kit for IBM DB2 Content Manager will be available on June 30, directly through PureEdge or selected strategic partners. www.pureedge.com

TRIDION R5 CERTIFIED FOR SAP ENTERPRISE PORTAL

6/23/2003

Tridion has received certification from SAP for two 'iViews' developed from its Enterprise Content Management System, Tridion R5. iViews enable SAP customers to extend the reach of their enterprise portal to include any available information resource. Tridion R5 Edit iView 5.0 and Tridion R5 Content Display iView 5.0 have been created to integrate with SAP Enterprise Portal. This will provide users with single sign-on and personalised portal views. www.tridion.com

SIRSI TO OEM CONVERA'S RETRIEVALWARE

6/23/2003

Convera and Sirsi announced that Sirsi is enhancing the search and retrieval capabilities of its Hyperion Digital Media Archive offering by integrating the product with Convera's RetrievalWare technology. As a result, Hyperion now offers users the ability to perform full text searches

in multiple languages across multiple data types. Sirsi's Hyperion Digital Media Archive system provides librarians with a way to store, organize, and access their library's or archive's non-book holdings. With Hyperion, users can access and view full digital images of a library's collection (documents, maps, photographs, multimedia clips, etc.) from anywhere via the Internet. By embedding Convera's RetrievalWare, the Hyperion Digital Archive is strengthened in the following areas: enhanced search functionality, multilingual and cross-lingual searching, and scalability. www.sirsi.com, www.convera.com

INTERWOVEN ANNOUNCES CONTENT PROVIDER FOR IBM DB2 CONTENT MANAGER

6/23/2003

Interwoven, Inc. announced the general availability of Interwoven's new Content Provider for IBM DB2 Content Manager, which allows customers to discover and utilize operational content, workgroup documents, and rich media stored in IBM DB2 Content Manager. Content Provider also gives customers the ability to publish these same asset types from Interwoven TeamSite into IBM DB2 Content Manager for archiving and storage. Interwoven Content Provider for IBM DB2 Content Manager, used in conjunction with Interwoven TeamSite Content Server software, gives customers a single interface that allows content integration and federated searching capabilities across the enterprise regardless of where the content is stored. The new offering enables users to create, classify, transform, approve, and publish any enterprise asset from Interwoven TeamSite into IBM DB2 Content Manager. Using Interwoven Content Provider Integration Server, based on technology from Venetica, users can search, browse, and aggregate content such as images, documents, and HTML pages from within the TeamSite software environment, and in repositories from Documentum, FileNET, Lotus, OpenText, and now IBM DB2 CM. www.interwoven.com

VERITY RELEASES K2E 5.0

6/23/2003

Verity Inc. announced the availability of release 5.0 of its Verity K2 Enterprise (K2E) software. The latest version includes features and functions designed to better allow enterprises to create or expand intellectual capital management systems that match their global scale and scope. Verity K2E 5.0's new multi-domain feature lets users from multiple organizations conduct authorized searches in each other's content repositories. Connections between different K2E-based intellectual management systems can now be achieved with full security, presenting the knowledge bases of numerous repositories via a single access point. A more powerful recommendation engine now suggests individual documents, similar users' queries, categories of documents as well as experts, communities of interest and other user-defined elements. When deployed with the Verity Federator, this extended social networking engine enables recommendation of documents even if they are beyond the content indexed by Verity K2E. Users can now create and share their own taxonomies, participate actively in the enhancement of their organizations' taxonomies, and have the engine to automatically analyze and recommend related categories. K2E supports document-level security based on integration with identity management and single sign-on solutions from IBM, Netegrity, Oblix and RSA Security. www.verity.com

ZYLAB LAUNCHES PUBLIC SECTOR ORGANIZATION & ZYIMAGE 5.0

6/23/2003

ZyLAB announced the formation of a dedicated public sector business unit to sell Federal and State & Local customers the company's Records Management & Archival Solution (RM&A) - Zy-

IMAGE. ZyLAB also announced the immediate availability of ZyIMAGE 5.0. ZyIMAGE 5.0 offers government organizations with an XML framework for storage and integration and is DoD 5015.2 compliant. This solution offers new "add-on" capabilities to support the specific requirements of security, intelligence, law enforcement, and legal users. Features of ZyIMAGE 5.0 include: XML framework for storage and integration, support for over 90 languages, full color and gray scale support, higher quality OCR engine, and 64-bit indexing. www.zylab.com

DMSI ANNOUNCES AVAILABILITY OF X2XL BETA

6/23/2003

Document Management Solutions, Inc. announced the beta release of X2XL, a program designed to convert tables adhering to the OASIS XML Exchange model, based on the CALS table model, to Microsoft Excel spreadsheets. X2XL provides an easy-to-use GUI that guides the user through the setup process, defining userspecific markup used within the OASIS model to identify style information such as bold, italic, superscript and subscript, as well as any specific fonts and ruling requirements. The application can be run in the background for batch processing of hundreds of tables, or interactively on the desktop using point and click to process individual tables. Built on Java, X2XL runs on both Windows and Unix platforms, and works with Excel '97, 2000, or 2002. www.dmsi-world.com

AXONWAVE UPDATES CONTENT INTELLIGENCE SYSTEM

6/23/2003

Axonwave Software announced the release of version 3.0 of its content intelligence software. The Axonwave Content Intelligence System (CIS) performs advanced information retrieval and analysis by locating precise and accurate information based on context and meaning, regardless of the type of document. Axonwave CIS can analyze massive volumes of unstructured information (MS Office documents, email, PDF, intranet content, etc.) according to user-defined natural language concepts, perform sophisticated content analysis, and present the information in a variety of dimensional views for extrapolating explicit and inferred information trends and correlations. Axonwave CIS gives users access to remote and inaccessible information that is stored across enterprise information repositories, including content management or document management systems, enterprise information portals, shared or local drives, or newsfeeds. Axonwave CIS also enables companies to monitor disparate information sources, and to take appropriate business action based on a precise analysis of information trends.

www.axonwave.com

MEDIASURFACE LAUNCHES MEDIASURFACE 4.5.3

6/18/2003

Mediasurface announced the launch of latest release Mediasurface 4.5.3. The Mediasurface web-based contribution layer, CMC, is now fully internationalised for organisations with global contributors. In addition to allowing local contributors to add own language content, the Internationalised application is presented in the local language. Macintosh users can now benefit from simple text editing with the introduction of the Mediasurface WYSIWYG editor tool, accessible through the web-based CMC. Mediasurface 4.5.3 establishes simple site migration process with the introduction of asset transfer tool. Eliminating extensive 'time to live' schedules, Mediasurface asset transfer encompasses a simple 'click to transfer' tool, designed to get sites up and running in a time that meets customer expectations. www.mediasurface.com

REQUISITE & INTIGMA PARTNER

6/18/2003

Requisite Technology Inc. announced a content service agreement with Intigma, a developer of data cleansing and enrichment automation tools. Under the agreement, Intigma will provide content services for Requisite and its customers, using its own content tools as well as Requisite's solution for content creation and management. The agreement allows large organizations to consolidate, normalize and enrich product data from disparate sources into a functional catalog. Intigma will use the combined tools of Requisite and Intigma, including Intigma's ProdiLynx content automation platform and Requisite's factory content services, eMerge content management system, BugsEye finding engine, Content Workstation tool and Requisite's taxonomy platform. www.requisite.com, www.intigma.com

INTRASPECT ANNOUNCES AVAILABILITY OF INTRASPECT 5

6/18/2003

Intraspect Software, Inc. announced the availability of Intraspect 5, Version 5.6, the latest version of Intraspect's collaboration platform. This release increases the platform capabilities (content services, productivity services, and infrastructure services) used to create Intraspect's Solutions for Project Delivery/PMO, Financial Services, High Technology, and Portal Collaboration, and for the creation of customer specific collaboration and knowledge management solutions. Intraspect 5, Version 5.6 offers improved performance, increased reliability and availability, and enhanced usability. Version 5.6 also includes multiple enhancements to Intraspect's development environment. Intraspect 5, Version 5.6 will be available in June 2003. www.intraspect.com

DOCUMENTUM LAUNCHES COMPONENT EXCHANGE PROGRAM

6/17/2003

Documentum introduced the availability of an online Component Exchange that gives Documentum developers access to pre-built, pre-tested, reusable software components. With the free, reusable components, Documentum developers can add business logic or enhance user interfaces to Documentum clients or custom-built applications. The components can be configured, using external XML files, to provide flexibility without coding. The Component Exchange offers an extensive library of web development and business object components, built and tested by Documentum, including a tax preparation application and an e-labeling application. Within the coming months, the exchange will be expanded to enable members of Documentum's global developer community to contribute and share components that they have developed, tested and used. www.documentum.com/developer

IPEDO ANNOUNCES XML-BASED SOLUTIONS FOR REGULATED INDUSTRIES

6/17/2003

Ipedo, Inc. announced the availability of two new XML-based solutions for regulated industries. Based on their XML Information Hub, these solutions offer an automated approach to fulfilling government and industry mandated reporting requirements in life sciences and financial services organizations. Partnering with Liquent, Ipedo offers life sciences organizations and financial institutions an end-to-end process for converting and assembling submissions documents. Using Liquent's Xtent engine, existing documents are converted into XML and linked directly to the Ipedo XML Information Hub, which harvests the needed information, combines with other data sources, and formats into the required submission format. The Life Sciences solution will allow pharmaceutical and biotech companies to streamline drug submissions by converting old

clinical, status, and research reports into XML. The Financial Services solution will expedite conformance with financial filing requirements and XBRL. www.liquent.com, www.ipedo.com

APPIAN ANNOUNCES AVAILABILITY OF ENTERPRISE SUITE

6/17/2003

Appian Corporation announced the general availability of Appian Enterprise, a J2EE compliant enterprise Web solution suite to integrate portal, document and content management, workflow, personalization, and identity management technologies. The Appian Enterprise solution suite is based on new versions of Appian's portal, collaboration, and workflow technologies. The suite also introduces an advanced security and identity management engine that powers the delivery of ubiquitous, interactive personalization across the enterprise web. The Appian Enterprise suite includes an Enterprise Portal, Enterprise Content Management, Collaborative Document Management, Enterprise Workflow, Identity Management and Personalization, Enterprise Web Analytics, and Knowledge Management. The Appian Enterprise solution suite is available immediately. www.appiancorp.com

FAST ACQUIRES ALTAVISTA ENTERPRISE SEARCH BUSINESS

6/17/2003

Fast Search & Transfer (FAST) announced the acquisition of the AltaVista enterprise search business, including more than two hundred customers, from Overture Services, Inc. for an undisclosed cash amount. Overture obtained the enterprise search business as part of the acquisition of the business of AltaVista, which was announced on April 28, 2003. FAST's acquisition of AltaVista's enterprise search business will allow FAST to provide AltaVista's customers uninterrupted support and maintenance on their current platform and an opportunity to migrate to FAST Data Search, FAST's suite of enterprise search and real-time filter solutions. This acquisition will not affect FAST's product direction, as there are no plans to integrate the AltaVista enterprise search technology with FAST Data Search. As FAST continues the support and maintenance of current AltaVista enterprise search customers, it will encourage them to migrate to the FAST Data Search platform. www.fastsearch.com

IXIASOFT INTRODUCES TWO EUROPEAN OEM CMSs TO NORTH AMERICA

6/17/2003

IXIASOFT introduced the content management solutions of two European-based OEM partners, Ailink and Eurocortex to the North American marketplace. These solutions were specifically developed for the cross-media publishing industry. Both content management solutions are based on TEXTML Server, IXIASOFT's native XML repository and information retrieval server. InfoPolis simplifies the editorial approval process and manages publishing workflows. InfoPolis is also tightly integrated with InDesign and InCopy. In conjunction to Ailink's editorial solution, IXIASOFT is introducing Eurocortex, developer of Intelligent Content Manager (ICM), an on-line archiving system for content aggregation and delivery. Ailink is for the production environment, and Eurocortex provides tools for archiving and re-purposing of content. TEXTML Server serves is at the heart of the ICM solution. Because their solutions are complementary, Ailink and Eurocortex also recently announced a partnership, aimed at newspapers and magazines. www.ixiasoft.com

OPEN TEXT INTRODUCES LIVELINK CORPORATE GOVERNANCE PLATFORM

6/16/2003

Open Text Corporation said it is launching a corporate governance platform for Livelink, giving companies a single system to manage critical information and collaboration in the face of Sarbanes-Oxley regulations. Open Text's solution provides an integrated enterprise platform designed to help companies with key requirements of Sarbanes-Oxley, including: Process control documentation and monitoring - the need to identify, test and certify internal controls (Section 404); Accelerated deadlines for 10K and 10Q disclosure filings, combined with more rigorous requirements for supporting documentation; Training and certification to ensure that board members, executives and employees are fully aware of the latest policies and procedures. Whistle-blower provisions, which require audit committees to have an independent and anonymous process for receiving and managing complaints; and Consistent records retention and disposition practices for both released documents and working papers. Open Text's Livelink solution for corporate governance is available immediately. www.opentext.com/livelink

ARBORTEXT SIGNS DEVELOPMENT AGREEMENT WITH SAP

6/16/2003

Arbortext announced that it has signed a Marketing Agreement with SAP AG to integrate Arbortext software with SAP Knowledge Warehouse. This agreement will extend the XML capabilities of SAP Knowledge Warehouse through Arbortext software. SAP customers will be able to use Arbortext's Epic Editor with SAP Knowledge Warehouse, version 6.0. The agreement between Arbortext and SAP will provide SAP customers the option of modifying XML content directly and the flexibility to publish the content in a variety of formats. Knowledge Warehouse version 6.0 is currently shipping and will include a free trial of Arbortext's Epic Editor software. SAP customers can upgrade to a perpetual license within the Epic Editor trial period with no gaps in availability or functionality. www.arbortext.com

AUTONOMY LAUNCHES NEW DIVISION - AUNGATE

6/16/2003

Autonomy Corporation plc launched Aungate, a division of Autonomy offering an automated solution for enterprise compliance and litigation support. Founded on Autonomy's Intelligent Data Operating Layer (IDOL), Aungate provides a platform that integrates with enterprise communications technologies to provide real-time analysis of telephone calls, emails and instant messages. Aungate's technology has been tailored to specifically help facilitate compliance and governance discovery and analysis processes which are being now legislated by procedures such the Sarbanes-Oxley Act of 2002, and the Basel II Accord. Aungate technology will also help to address the challenges faced within the 80% of financial institutions that do not yet meet existing SEC compliance regulations. Aungate provides an integrated solution to automate the analysis of these unstructured information sources in real time, enabling executives to spot trends in communications and easily pinpoint potential information misuse. www.autonomy.com

MICROSOFT ADDS XML & XSLT SUPPORT TO FRONTPAGE

6/10/2003

Microsoft Corp. announced that Microsoft Office FrontPage 2003 has been reinvented to support a wide range of capabilities for building dynamic, XML-based, data-driven Web sites. FrontPage 2003 will be a full WYSIWYG Extensible Stylesheet Language Transformation (XSLT) editor in which users can work with live data to create interactive and dynamic Web sites. In the

WYSIWYG editor, users can create XML data-driven Web sites connecting to XML files, Web services and OLE DB data sources. It is no longer necessary to program with server-side scripting tools to develop data-driven Web sites. Users can connect multiple data sources and use the results of one database query to filter the data supplied by an XML Web service. All this work can be saved into a Web package, a new feature in FrontPage 2003 that allows for reuse. FrontPage will ship with a couple of prebuilt Web packages, including a Web log (blog) solution that can be set up with a couple clicks. Microsoft has focused on delivering features in the product that will generate clean, industry-standard code. Beta 2 of Microsoft Office FrontPage 2003 is available as part of the Microsoft Office System. The final release of the product will be out in summer 2003; pricing will be announced at that time.

www.microsoft.com/office/preview/frontpage

COGNOS TO SUPPORT IBM DB2 INFORMATION INTEGRATOR

6/10/2003

Cognos continued its support for the IBM DB2 product family by announcing support for IBM's new DB2 Information Integrator software. The federated data access capabilities of DB2 Information Integrator extend Cognos' reach to include non-relational data sources such as any remote SOAP Web Service, Flat Files, and XML files. By accessing message queues, Cognos NoticeCast can monitor real-time data within organizations that have EAI systems. Designed for customers needing critical elements of business activity monitoring (BAM) and guided analysis, Cognos NoticeCast users can define personalized business alerts that can be delivered to any e-mail-enabled device. www.cognos.com

ATOMZ ENHANCES SECURITY, AUTHORIZING, & INTEGRATION IN PUBLISH

6/10/2003

Atomz announced that it has added new features and functionality to Atomz Publish, including an enhanced, browser-based WYSIWYG Rich Text Editor, increased number of Internet security standards and protocols it supports, and upgraded integration with desktop applications. Atomz Publish now works with Adobe GoLive and Macromedia Dreamweaver, as well as Web folders on both the Macintosh and Windows platforms. The Rich Text Editor interface now contains a "button bar," enabling content authors to edit and align text and images in much the same way they would with any desktop application. Atomz Publish now provides more than a dozen secure publishing options for transferring files from its content management system to production and staging Web servers. These include FTP, SSH1 or SSH2 File Transfer Protocols, DES, ARCFour, Blowfish and more. For companies seeking an even higher-level of protection, the company also offers the Atomz VPN Solution. Web teams can tackle collaborative projects using Atomz Publish and its WebDAV support to deliver integration between the desktop and the CMS. www.atomz.com

CONTEXT MEDIA INTEGRATES INTERCHANGE SUITE WITH IBM DB2 CONTENT MANAGER

6/9/2003

Context Media, Inc. announced that it is collaborating with IBM to make it easier for organizations to access and use digital content stored across the enterprise. As part of the agreement, Context Media integrated its Interchange Suite software with the IBM DB2 Content Manager portfolio. The integration will enable customers to access content that resides in multiple repositories across the enterprise through a single interface. Context Media integrated Interchange Suite with IBM DB2 Content Manager using Web-services standards to create an ECI Adaptor that provides bi-directional information flow between disparate repositories, the Inter-

change Suite and IBM DB2 Content Manager. The integration of both products allows businesses to build solutions that aggregate content stored in multiple repositories and systems around an enterprise and present it securely to end-users through a single view. The single view can be presented through IBM DB2 Content Manager, a WebSphere Portal interface, Context Medias Intershare client, or a combination of all of these. www.contextmedia.com

CONNOTATE RELEASES WEB MINING SERVER 4.0

6/6/2003

Connotate Technologies, Inc. announced the release of Web Mining Server 4.0. The new system contains a series of features for both non-technical and technical users. Connotate Technologies Web Mining Server 4.0 can automatically navigate through Web content, extract what's important (text, numbers, pictures), and convert it from HTML into various formats including XML, alerts, database records, Excel spreadsheets and documents. The logic that performs these functions is based on Information Agents, and Web Mining Server 4.0 can support thousands of them. Information Agents can be used to monitor, harvest, mine, aggregate and integrate Web information. They can deliver information to people or to other systems. Connotate Technologies Web Mining Server 4.0 includes: Database Mapping, Individual Web Page "Snapshot" Capabilities, Enhanced Web Services/API Interface, Enhanced Handling of Pictures, Text, and Numbers, Site Navigation Optimization, Portable Agents, PDF Document Pattern Recognition, "Save As" Agent Creation, and Automated Parameter Iteration. www.connotate.com

ALADDIN KNOWLEDGE SYSTEMS INTRODUCES HASP DOCSEAL

6/5/2003

Aladdin Knowledge Systems Ltd. announced the availability of HASP DocSeal, a new digital document protection system based on Aladdin's HASP security key hardware. HASP DocSeal is a hardware-based system for protecting intellectual property and sensitive information. It is a solution for companies that need to provide their employees and/or customers with access to confidential information, yet want to protect that information from being mass distributed. HASP DocSeal allows the encryption of HTML documents, ensuring the information is safe and secure and restricted from unauthorized access and duplication. The new HASP DocSeal system delivers document security within a framework incorporating security of Aladdin's HASP USB or parallel port key, an automatic file encrypting tool, and an integrated viewer. Because the DocSeal system permits the assigning of unique IDs, users can conveniently target specific documents to specific users. HASP DocSeal incorporates Digital Rights Management technologies from C.D.I. Systems Ltd. www.hasp.com/docseal

STELLENT ANNOUNCES A CONTENT MANAGEMENT SOLUTION FOR COMMERCIAL REAL ESTATE

6/4/2003

Stellent, Inc. announced a content and document management solution designed specifically for the commercial real estate industry. The Stellent Commercial Real Estate Solution provides paper-intensive real estate companies and corporations with internal property management needs with a hosted, Web-based application for sharing and accessing critical business documents such as leases, amendments and architectural drawings. The Stellent Commercial Real Estate Solution is an online document management service that enables customers to securely store all business documents where they can be managed, accessed and shared by employees, partners and external third parties via the Web whenever and wherever they are needed. www.stellent.com/commercialrealestate

CARDIFF ANNOUNCES LIQUIDOFFICE CONNECT AGENTS FOR IBM CONTENT MANAGER

6/3/2003

Cardiff Software Inc. announced the general availability of two Cardiff LiquidOffice Connect Agents for IBM Content Manager for Multiplatforms V8.2 and for iSeries V5R1. The Connect Agents enable LiquidOffice eForms to be automatically sent to IBM Content Manager systems for archival or additional workflow processing. The Connect Agents were developed by ImageTech Systems Inc. using LiquidOffice's Connect Agent API. The new Connect Agents enable LiquidOffice users to export completed HTML and PDF forms and related attachments into IBM Content Manager systems. LiquidOffice forms exported into IBM Content Manager's centralized document repository are indexed and archived in PDF along with any attachments in their native format. Once archived, users can conduct searches to retrieve a requested form.

www.imagetechsys.com, www.cardiff.com

MONDOSOFT ENHANCES BEHAVIORTRACKING

6/3/2003

Mondosoft announced enhancements to its third generation search activity and visitor behavior reporting software, BehaviorTracking. BehaviorTracking 5.1 offers insight into web site visitors' behavior and identifies new trends on the web site, and new content demands. It gives a picture of the site performance, success in meeting users' expectations as well as a number of success metrics. The information is available online and sent directly with individual content to the inboxes of management, marketing, and web editors. BehaviorTracking 5.1 was built using .NET technology and has been integrated and tested to support Microsoft's Enterprise server product suite. Along with the BehaviorTracking enhancements, Mondosoft offers an InformationManager tool kit that use search best practice metrics, to apply findings from the search and visitor behavior data for continual site tuning and optimization. www.mondosoft.com

EASYPRESS RELEASES ATOMIK ROUNDRIP 1.5

6/3/2003

Easypress Technologies released Atomik Roundtrip 1.5, its XML software for QuarkXPress. The enhancements include support for attribute-driven and contextual rules along with QuarkXPress special control characters. The combination of these features enables Atomik Roundtrip to further automate the application of styling based on specific information contained in the XML. Atomik Roundtrip now includes character entity mapping to enable better support for scientific, medical and technical (STM) publications. This new functionality enables users to import XML into QuarkXPress and have Atomik Roundtrip automatically interpret any entity references in the XML and map them to the appropriate font and character in QuarkXPress. It can also do this in reverse if the user re-exports the XML from QuarkXPress. There is now a QuarkXPress 5 native version of Atomik Roundtrip. The suggested retail price for a single-user licence of Atomik Roundtrip is Pounds 3,495, \$4,495 or Euro 5,495, and for a 5-user licence of Atomik Roundtrip is Pounds 9,950, \$16,119 or Euro 15,423 depending on the country of purchase. Existing Atomik Roundtrip customers with software maintenance agreements will receive the 1.5 upgrade free of charge. www.easypress.com

INTERWOVEN TO ACQUIRE MEDIABIN

6/2/2003

Interwoven, Inc. announced that it has entered into a definitive agreement to acquire MediaBin, a digital asset management (DAM) company. The two companies announced the integration of their products in October 2002. The new joint solution will combine Interwoven Intelligence Server software for content classification and taxonomy management with MediaBin, to deliver intelligent management of rich media assets. This combination of Interwoven and MediaBin's capabilities will allow organizations to protect their brand by ensuring consistent, accurate, and current content assets to support all enterprise products and services. This new solution will include extensions to print applications, such as Adobe InDesign, and will utilize Interwoven's ContentServices standard for Web Service-enabled applications. The Interwoven Digital Brand Management Solution is available from Interwoven today and can be purchased for an entry price of \$100K. Interwoven will market both the MediaBin DAM line of products and the combined MediaBin and Interwoven solution immediately. Interwoven client services and technical support are trained and prepared to assist customers with these products. www.interwoven.com

FATWIRE COMPLETES DIVINE CM ACQUISITION; SELLS EPRISE TO SILKROAD

6/2/2003

FatWire Software announced it has completed the acquisition of divine's Content Management business from Saratoga Partners, a New York private equity firm. As part of the divine bankruptcy auction, Saratoga Partners acquired certain assets of divine, including divine's content management assets, and Saratoga Partners simultaneously transferred the content management assets to FatWire. FatWire also announced that it had completed the sale of the Participant Server product line (formerly Eprise, Inc.) to SilkRoad Technology, Inc. FatWire will focus its efforts on its enterprise content management software, Content Server and UpdateEngine. Existing investors in FatWire, including Topspin Partners, EuclidSR Partners, Wheatley Partners and Newlight Associates, purchased additional equity in FatWire to fund the acquisition as well as to provide additional working capital to fund the company's projected growth. www.fatwire.com

STIBO CATALOG RELEASES STEP ePUBLISHER IN NORTH AMERICA

6/2/2003

Stibo Catalog announced the North American release of its STEP ePublisher. This tool enables formatted and stylized product data to be produced for web, intranet and/or CD-ROM catalogs and simplifies dynamic publishing. At the same time, it improves the efficiency of publishing paper catalogs. STEP ePublisher supports dynamic web publication and provides a summary of the current status of the content objects contained in an electronic catalog that has been created (draft, approved or published). The appropriate status is shown via color coding. The STEP ePublisher process is always linked to a specific publication defined within the Publication Manager, a cornerstone of the STEP application suite. www.stibocatalog.com

PROGRESSIVE ANNOUNCES VASONT SG FOR SMALL GROUPS

6/2/2003

Progressive Information Technologies announced the release of Vasont SG, a low-cost version of its content management system for cross-media publishing. Vasont SG specifically addresses fundamental content management needs for editorial groups with limited resources. Vasont SG is available as a client/server system for small editorial groups within organizations that have a

need for content management for technical documentation, manuals, reference materials, and publications that are continually updated and republished in multiple media channels. The license fee for Vasont SG is \$29,975 USD and includes one server and five client/server seats. Full support and training are also available. Vasont SG clients who determine a need for additional seats, Web seats, or advanced content management functionality can purchase a full Vasont system and receive credit for the entire Vasont SG purchase price. www.vasont.com

MACROMEDIA ANNOUNCES AUTHORWARE 7

6/2/2003

Macromedia announced Macromedia Authorware 7. Authorware enables developers to deliver AICC/ADL-SCORM compatible courseware, and the latest version adds learning management system Knowledge Objects that make it easier to communicate between the application and the LMS. A Learning Object Content Packager helps developers organize and upload content to the LMS. The packager compiles the metadata, Authorware files and resources, and an XML manifest into an ADL SCORM-compatible zip file. The product imports and exports XML to create data-driven applications, supports JavaScript to enable additional programming depth, and enables all product properties to be scripted, allowing developers to create commands, Knowledge Objects, and extensible content. Macromedia Authorware 7 is available as both a stand-alone product or as part of the Macromedia eLearning Suite. Authorware 7 is expected to ship later this month for Windows 98, SE, Me, NT 4, 2000, and XP. The product is priced at \$2,999 for new users, \$399 to upgrade from Authorware 6.5, and \$899 to upgrade from Authorware 5.x and 6.0, with educational pricing at \$499. www.macromedia.com/go/aw7

AUTONOMY RELEASES 'CORE' ALGORITHM UPGRADE

6/2/2003

Autonomy Corporation plc announced an upgrade to the core algorithms that power Autonomy's Intelligent Data Operating Layer (IDOL) Infrastructure technology. Dynamic Reasoning Engine vs 4 (DRE4) increases the speed and sophistication of real time analysis, and provides enhanced indexing performance, increased querying, improved storage, new logging features, enhanced field processing, split data storage, enhanced XML operations, multi-language support and simultaneous multi-security operations. Communication with DRE 4 is implemented over HTTP using XML and can adhere to .Net and SOAP. IDOL interface (application layer) Portal-in-a-Box vs 4 (PIB4) now provides a suite of analytics interfaces for automated navigation. These include enhanced automatic/manual query and results interfaces that power personalization and collaborative operations fusing text, voice and video sources in a single operation. For users who wish to employ manual operation techniques and editing features Legacy Compatibility Module vs 3 (LCM3) now provides as standard, advanced Proximity Keyword Search; Soundex; Metadata Search; Federated Search and Parametric Search. www.autonomy.com

THE GILBANE REPORT

Conference on Content Management

September 9-10, 2003 — Pavilion: September 9-11

San Francisco, CA

Info: www.gilbane.com/gilbane_at_seybold_03.html

Register: www.seybold365.com/sf2003/registration/

SPONSORS:

Documentum, Thomas Technology Solutions, Percussion, Vignette, eMotion

Pavilion exhibitors include: Stellent, Context Media, EasyPress, InMagic, IXIASoft, ArborText, Artesia, Convera, GlobalScape, Software AG, Atomz, Innovation Gate, Advent, North Plains, and more...

We have 50+ expert speakers from: CMSWatch, CMSReview, BBC, Genzyme, Plumtree, Boston.com, University of Washington iSchool, Robert W. Baird & Co., Documentum, Vignette, Percussion, RedDot, ThomasTech, US General Services Admin., ZiaContent, WebCMS, Com-Tech, Verisign, Bechtel, IKEA, Textuality, AIG, The Rockley Group, Adobe, GlobalScape, i411, Atomz, ISYS, Inmagic, Search Tools Consulting, Deepbridge, OSCOM, CrownPeak, Chevron-Texaco, Red Bridge Interactive, SocialText, Sun, Software AG, Molecular, Nahava, Taxonomy Strategies, Unisys, Context Media, and more...

Content management has become a core requirement of all businesses, and is now necessary across all corporate functions. Most mid- to large-size companies have implemented at least one content management system, and larger companies have multiple systems in place. Implementations are usually focused on either Web content, or documents, or digital assets, or XML data. However, companies recognize they often need to integrate different types of content from multiple repositories, as well as data from other enterprise applications, in order to achieve the business benefits they had envisioned. This integration requirement means that content management initiatives need to consider both the specific requirements of individual applications, and the broader IT requirement to provide infrastructure support for integrating content across multiple applications. Our conference will help you with both project issues and strategies. The dramatic and continuing proliferation of content management technologies guarantees that it will remain a challenge to keep up with the product technology, market landscape, best practices, and newly uncovered business benefits of content management for some time. The only way to keep ahead of the competitive curve and gain the benefits of content management without undue risk is to learn from the experiences of current, expert, and objective practitioners. Our conference brings you this expertise.

PROGRAM

Keynote Panel - Interact with the Industry Experts

Tuesday, 9/9, 8:30am–10:00am

Moderator: Frank Gilbane, Gilbane Report

Panelists: Steve Ashley, Robert Baird & Co.; Bob Boiko, University of Washington iSchool; Howard Shao, Documentum; Leif Pedersen, Vignette

Our annual opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. Frank Gilbane will moderate a keynote panel of content management thought leaders debating content management vs. enterprise content management, the role of database platforms, application servers, portals, open source, information integration, Web services, and other infrastructure technologies critical to content management strategies. We'll also look at upcoming technologies, market consolidation and the tough issues facing both vendors and users, and make predictions about the next 12-18 months. This panel is designed for anyone with a stake in content management whether project manager, business manager, IT strategist, consultant, integrator, market or financial analyst, or vendor, and will provide an informed context for what you will hear in the rest of the conference and see in the exhibition.

Content Management Projects Track:

Track Co-chairs: [Bill Trippe, Gilbane Report](#), [Tony Bryne, CMSWatch](#)

Our Projects track focuses on the issues you face during the lifecycle of a content management project: from initial requirements definition, to vendor and tool selection, to content and metadata modeling, to rollout, to ongoing management and technology refreshment. The topics are relevant to both enterprise content management projects as well as departmental projects. Sessions will cover issues important to those just starting their first content management project, and to experienced veterans who need to keep up with the latest practices.

Projects Track Session Descriptions:

P1. Can We All Just Agree on How to Evaluate a CMS?

Tuesday, 9/9, 10:30am–12:00pm

Moderator: Bob Boiko, University of Washington iSchool

Panelists: Bob Doyle, CMS Review; Tony Byrne, CMS Watch; Brendan Quinn, BBC; Tim Hess ThomasTech

Businesses would love to have a standard set of questions that they can use to compare and evaluate a set of content management systems. CMS vendors would love to be able provide fast, high quality answers to the blizzard of questions that customers ask. In this session representatives from the user, vendor, and solution provider communities will solicit ideas, share their opinions on CMS evaluation criteria, and describe available tools.

P2. Planning & Choosing a CMS

Tuesday, 9/9, 2:00pm–3:00pm

Moderator: Bill Trippe, Gilbane Report

Speakers: Rita Warren, ZiaContent; Dana Hallman, US General Services Administration

A content management system is a critical investment, especially since businesses need to integrate content management with other core business applications. This session will help you get started by providing guidance on how to determine the scope & purpose of a CMS, what types of CMSs are available, the trade-offs between building and buying, which organizations should be involved in choosing and owning a CMS, and how you should develop a list of requirements and a list of potential vendors.

P3. Are You Ready for Content Management?

Tuesday, 9/9, 3:15pm–4:15pm

Moderator: Bill Trippe, Gilbane Report

Speakers: Tina Hedlund, Comtech Services; Lisa Welchman, WebCMS

A key, and often under-planned for, ingredient for a successful content management deployment, is preparing the multiple stakeholders in your organization for what's coming and how it will affect the way they work. Content management requires change, which needs to be carefully managed. This session will provide guidance on the level of technological sophistication and organizational maturity that are optimal for a low risk/high return CM implementation, how to prepare your organization, and what kinds of organizations are the most successful.

P4. Competitive Content Analysis: A Methodology & Case Study

Tuesday, 9/9, 4:30pm–5:30pm

Moderator: Bob Boiko, University of Washington iSchool

Speaker: Fay Mark, Verisign

Are you looking for a way to ground your CMS system in solid business justifications? Are you unsure exactly what content is most important for you to manage? This session will describe a method for determining content management best practices for your site based on a simple yet effective analysis of your current site and those of your competitors. The analysis quickly tells you what your content types should be and how they should be presented.

P5. Content management strategies for multi-channel delivery

Wednesday, 9/10, 8:30am–10:00am

Moderator: Elizabeth Gooding, Art Plus Technology

Speakers: Luke Cavanagh, IKEA; Darrell Delahoussaye, Bechtel Corporation

Delivering content through multiple channels has been critical for many business applications since the early days of electronic documents. Today, achieving anticipated ROI often requires multi-channel delivery even though it can be difficult and costly to implement. Even combining a Web and print channel can be a major challenge. This session will help you understand why it is so hard, who is doing it today, and what the best practices are.

P6. The Role of XML in Content Management

Wednesday, 9/10, 10:30am–12:00pm

Moderator: Sebastian Holst, Gilbane Report

Speakers: Lauren Wood, Textuality; Vernon Imrich, Percussion

It is almost inconceivable for an enterprise content management strategy not to include XML. But just what should its role be? Should content be stored in XML or just shared in XML? Should XML be used for metadata only, content, or both? Or should XML just be used as Web

service plumbing? In this session attendees learn what businesses are doing today with XML and enterprise content management, and how to think about the different roles XML can or should play in their own environment.

P7. Content Models & Information Architectures

Wednesday, 9/10, 2:00pm–3:00pm

Moderator: Bob Doyle, CMS Review, Skybuilders

Speakers: Ann Rockley, The Rockley Group; Victor Lombardi, AIG

It is tempting for businesses to look, at and even choose, content management technology first, and relegate the difficult task of analyzing and organizing the content that needs to be managed to an "implementation detail". Such a "detail" determines whether CMS deployment is a success or failure. Both enterprise information architectures and content models for specific business functions need to be developed if you expect efficient use and reuse of content. Learn what you need to do and how to get started in this session.

P8. Electronic Forms & Content Management

Wednesday, 9/10, 3:15pm–4:15pm

Moderator: Sebastian Holst, Gilbane Report

Speakers: Chuck Myers, Adobe

There is a wide range of electronic form solutions available today, ranging from simple scripts packaged with mass market web publishing software to very specialized industrial strength applications for forms-intensive industries coming from older document management systems. However, implementing a modern forms solution for a departmental application or small company seems to have been forgotten, and companies use a hodge-podge of technologies for building and deploying forms applications. Electronic forms will be very big once they are easy to create, modify, and integrate into larger enterprise applications. Microsoft and Adobe are both targeting this space and looking for huge market share of this forgotten middle market, and ECM vendors are acquiring or partnering with electronic form software vendors to round out their offerings and protect their turf. There is a lot you need to pay attention to here. This session will help you understand the landscape of current capabilities and provide insight into what will be available soon.

P9. Beat the Clock with A CMS Vendor

Wednesday, 9/10, 4:30pm–5:30pm

Moderator: Tony Byrne, CMS Watch

Speakers: Whitney Tidmarsh, Documentum; Michael Meadows, GlobalSCAPE

In this lively session a representative group of content management vendors will be asked a question by an expert CMS consultant and each given one minute to respond in turn before a buzzer goes off. If you prefer immediate, succinct answers to your questions over mining through piles of literature or sitting through presentations or demos this is the session for you.

Content Management Strategies Track:

Track Chair: [Sebastian Holst, Gilbane Report](#)

Our Strategies track looks beyond individual content management projects to issues that are important to multiple CM projects and to other business applications. Achieving many of the benefits of content management requires a content-aware IT infrastructure that supports inte-

gration among a variety of enterprise applications and repositories. This means there are important strategic and architectural decisions to be made about the role of database platforms, application servers, web services, portal and enterprise search tools, information architectures, and development tools. This track will help you formulate or fine tune your content management strategy for the future.

Strategies Track Session Descriptions:

S1. Enterprise Search: What's New & How it Relates to Content Management

Tuesday, 9/9, 10:30am–12:00pm

Moderator: Avi Rappoport, Search Tools Consulting

Speakers: Phil Green, Inmagic; Zubair Talib, i411; Steve Kusmer, Atomz; Derek Murphy, ISYS

Study after study shows that users don't find what they need—knowledge workers re-create existing content more often than they create original work, and business decisions are made with incomplete information. This session will explore how enterprise search engines are addressing these problems, how they relate to content management, how Web search technology fits in, what the best practices are, what's hot, and what's coming up in enterprise search.

S2. Content Management & Portals

Tuesday, 9/9, 2:00pm–3:00pm

Moderator: Sebastian Holst, Gilbane Report

Speakers: Rob Perry, Vignette; Glenn Kelman, Plumtree

Enterprise portals have grown to be wildly popular over the last few years, so it may seem strange that there are no completely pure-play portal vendors left. They have all been acquired or have added products to their portal offering. Companies now build portals using a variety of tools and infrastructure technologies. However, there is a special relation between content management and portals and many, perhaps most, existing corporate portals were built largely with CM technology. This session will explore when to build a portal on a CMS, and what role a CMS should play in an enterprise portal implementation.

S3. Do You Need Enterprise Content Management, or WCM, DAM, DM, KM, PDM, or ?M

Tuesday, 9/9, 3:15pm–4:15pm

Moderator: Sebastian Holst, Gilbane Report

Speakers: Tony Freeman, Deepbridge; Tony Byrne, CMS Watch

Enterprise Content Management (ECM) is what most of the largest CMS vendors say they offer these days. Usually this means they provide solutions for managing a variety of content types, including Web content, documents, rich media, product data, etc. Sometimes their solutions involve a single product and sometimes multiple products. Strategists need to consider when to choose a "best-of-breed" approach over an integrated suite or monolithic solution and how these similar repository solutions relate to each other and will evolve. In this session experienced practitioners will answer these questions and share what companies are actually implementing, what their experiences have been, and what you should do.

S4. Open Source Content Management

Tuesday, 9/9, 4:30pm–5:30pm

Moderator: Bill Trippe, Gilbane Report

Speakers: Michael Wechner, OSCOM; Steven Gentner, CrownePeak; Detlef Kamps, RedDot

There are dozens of open source content management products and tools available today, and even an international association to promote them. Most companies who decide to build their own CMS use some open source technology, and many businesses that rely on commercial content management product also use, or integrate with some open source tools. In this session representatives from the open source and commercial vendor communities will each discuss their views on the pros and cons of an open source content management strategy.

S5. Content Integration & Information Integration

Wednesday, 9/10, 8:30am–10:00am

Moderator: Sebastian Holst, Gilbane Report

Speakers: Dan Harple, Context Media; Suzanne Larabie, Pat Shannon, ChevronTexaco

Integration was the theme of our conference last year, but as an industry we are still in the early stages of integrating the vast amounts of content residing in a wide variety of data and content repositories throughout our organizations. This is no simple task, and new products, technologies, and strategies have emerged to provide some help. Some older technologies like EAI and point-to-point integrations can help, and XML hub-and-spoke transformation tools are necessary, but new approaches that can support "real-time" content sharing are also needed. This session will examine the current options.

S6. Categorization and Taxonomy Strategies for Migrating Content

Wednesday, 9/10, 10:30am–12:00pm

Moderator: Joseph Busch, Taxonomy Strategies

Speakers: Russell Nakano, Nahava; Ron Daniel, Taxonomy Strategies; James Kane, Unisys

Categorization technology is usually used to help organize and tag content with complete and consistent attributes, for example, to place content into a pre-defined taxonomy, or generate an *ad hoc* taxonomy from pre-existing content. But categorization technology has many other uses as well. This session will explore how categorization technology is used to extract valuable content from legacy systems. Legacy content needs to be broken up into meaningful "chunks"-not just converted from HTML to XML, but chunked into new content models. Each of these pieces also requires metadata to identify how the chunks can be re-composed and published, and when certain chunks should be presented to certain users. In this session you will learn about automated tools, processes, and projects that have converted large sites without an army of screen-scraping contractors, or expensive programmers writing complex salvage scripts.

S7. Infrastructures to Support Content Applications

Wednesday, 9/10, 2:00pm–3:00pm

Moderator: Sebastian Holst, Gilbane Report

Speakers: Fal Sarkar, Sun; Bryan Quinn, Software AG

CMSs are being deployed in many different parts of organizations for many different purposes, and most business applications need easy access to at least some content that is being managed elsewhere. A true *enterprise* content strategy has to go well beyond any individual content

management system, beyond integrations with enterprise systems, and even beyond the integration of multiple content repositories. Database platforms, application servers, Web service strategies, portal frameworks, and XML messaging strategies are only some of the pieces of a complete content strategy. This session examines what a full enterprise content strategy should look like.

S8. Fitting Content Management into Business Processes

Wednesday, 9/10, 3:15pm–4:15pm

Moderator: Theresa Regli, Molecular

Speakers: Randy Brandenburg, Boston.com; Craig St. Clair, Genzyme Corporation

Getting content management technology deployed and integrated with all of the various data sources and other enterprise systems so that the applications can talk to each other and the content is shareable is a big challenge. But you can't let it distract you too much from careful planning of how all this will affect business processes. In some cases the changes could be radical and distributed, in other cases a carefully re-designed workflow is called for. This session looks at some of the business process repercussions of content management technologies.

S9. New Technologies That Could Influence Your Content Strategy

Wednesday, 9/10, 4:30pm–5:30pm

Moderators: Sebastian Holst, Gilbane Report, Derek Doyle, CMS Review

Speakers: Adina Levin, Socialtext; Gavin Thomas Nicol, Red Bridge Interactive

There is no shortage of new ideas or software development targeting content technologies, whether for creation, aggregation, syndication, communication or storage. In this session we'll pick a few of the hottest that are relevant to managing business content and we think you should know about, tell you what they are and why they could turn out to be important.

Info: www.gilbane.com/gilbane_at_seybold_03.html

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CALENDAR

Seybold-Gilbane Content Management Intensive. Wednesday, June 11, *RAI Centre, Amsterdam*. Our one-day intensive update helps you get started confidently on new content management strategy, and helps you checkpoint your current implementation against what other businesses are doing and what can now be accomplished. See www.gilbane.com/events.html for more information on this and other events.

The Gilbane Conference on Content Management. September 9-10, exhibits September 9-11, *Moscone Center, San Francisco*. Our annual conference is *the* place to go to learn what is happening in content management from the industry thought leaders. We cover technologies, best practices, and market trends. The event is designed for beginners, experienced implementors, and IT and content strategists from all vertical industries. Co-located with our partners at Seybold Seminars. See www.gilbane.com/events.html for more information on this and other events.

We have more events on the way! Bookmark the link below for updates and stay tuned

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ISSN 1067-8719