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## CHOOSING AN ARCHITECTURE FOR WIRELESS CONTENT DELIVERY

In spite of the current economic climate, it would not be a good idea to put all e-business-related IT development on the shelf. It is certainly prudent to be more selective in project choices and scheduling, but reactive retrenching to older ways of doing business is suicide. The current mantra of “multi-channel” needs to be interpreted as inclusive not reclusive. Yes, we need bricks and mortar and we need paper – we always have – but the web and wireless are still where the opportunity for “discontinuous” growth is.

While there is no doubt that wireless is the channel, or channel category, with the most strategic upside down the road, no one really knows what business models, user interface designs, or even which combination of functions will ultimately win. But whatever the future holds, you can be sure that your content management and delivery architecture will need to support wireless content – and now is the time to figure out what this means.

All multi-channel architectures are difficult (which is why people talk a lot about them but seldom implement them), and wireless adds even more complexity. This month guest contributors Girish Altekar and Regan Coleman suggest a straightforward, clear, and useful way to approach decisions surrounding architectures for wireless content.

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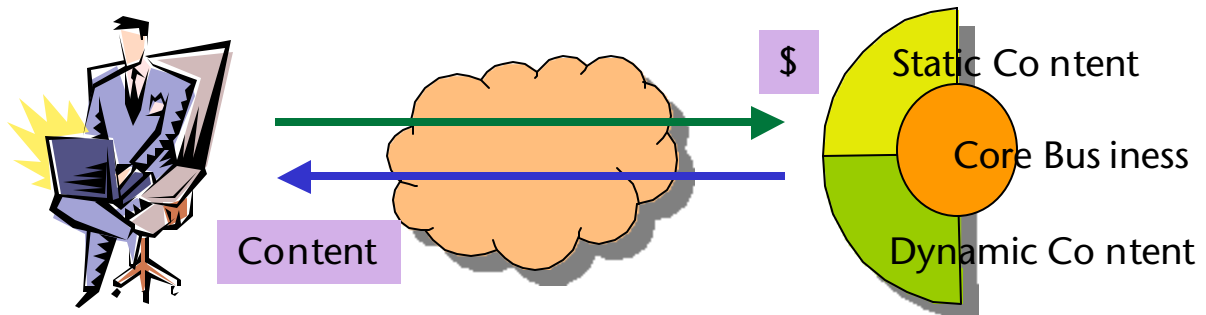
# CHOOSING AN ARCHITECTURE FOR WIRELESS CONTENT DELIVERY

Not many people can predict the form the wireless web will take in the next two to three years. There are many uncertainties about the technology, the spectrum allocation, the standards that might prevail, the cost of building the infrastructure and, not in the least, the user behavior. Nevertheless, just as today we cannot imagine our lives without cell phones, it is probably safe to assume that there will be a time when we will want to be connected to data in the same way. This makes it necessary for businesses to think clearly about managing content for use in the wired and wireless web. This article defines a framework on which to base this thinking.

## PROBLEM STATEMENT

In this article, we attempt to answer the following central questions: “What architectural choices are available to us as we make decisions about managing wired and wireless content?” and “What strategies make sense and/or how do you get started?”

To answer the question, we start by identifying the problem domain, the delivery of business content over the Internet. As shown in the diagram below, a firm produces static and/or dynamic content that it must deliver to its customer or consumer. In return, it receives revenues, either directly for the purchase of the content or indirectly through purchase of its goods and services.

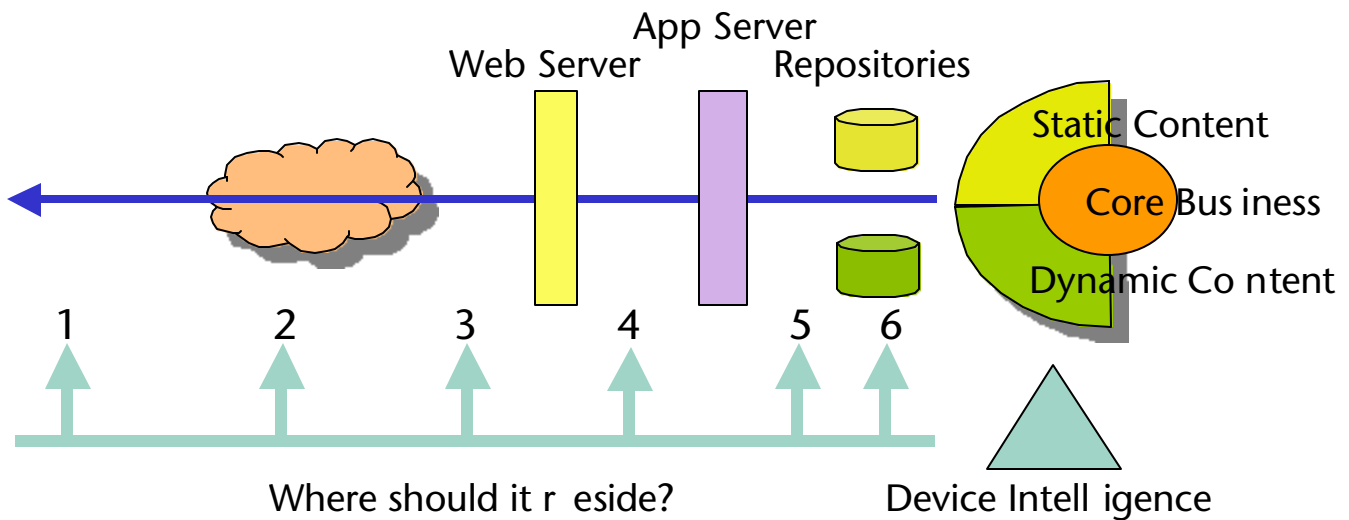


Next we distinguish between two kinds of businesses. The first set includes companies whose services are focused exclusively on the mobility offered by wireless devices such as PDAs and cell phones, and who, therefore, create content only for the wireless web. The second set includes those companies whose business value is in the content they produce and they need to deliver it to their customers through all channels that make sense. Generally, this implies both the wired and the wireless web – making the content management problem more acute for these firms. This article is directed towards this second set of firms.

We suggest that the fundamental content management problem for these businesses as it relates to the wireless web can be restated as the following. "Where do we build in device intelligence (transforming content to suit the user's access device) in the web channel to our customers in order to a) maximize revenues, b) increase customer loyalty, c) add in maximum flexibility for current and future content development activities, and d) minimize the costs of current and future technology expenditures?"

## DEVICE INTELLIGENCE CHOICES

The following diagram points out the various options associated with placing device intelligence and the associated translation capabilities.



The first option suggests that this problem is a user's to manage – they know the content they want and can choose the device most appropriate for the purpose. The second option is to outsource this function to a service provider on the Internet – either the wireless carrier or another intermediary with the demonstrated capability of dealing with the complex translation problem. Alternately, the device intelligence could be placed between the Internet and the "real" web servers (#3), between the web server and the application servers (#4), between the application servers and the content repositories (#5) or the content itself be replicated based on the type of device accessing the content (#6).

Let us now consider these architectural choices one at a time.

### 1. With the User

For content companies, this is the do-nothing option that is based on the belief that users are smart enough to figure out whether or not their content is appropriate for their device. If it is not appropriate, then the users can switch to the appropriate device. This may be a reasonable approach if your content is highly proprietary and has no substitutes. For

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example, there are no choices for the readers of the Wall Street Journal Interactive editorial; the content dictates a PC only access<sup>1</sup>. Nevertheless, it may be prudent to at least think about the devices your customers are beginning to use, or might want to use, in the future. Plan for this eventuality because even partial substitutes can lower switching costs if significant benefits are accrued in some other dimension. Not to mention that you might be missing out on another market segment that you never thought about.

## **2. With a Wireless Service Provider (WSP)**

There are a number of companies who are developing competencies in making your content available over the wireless. These range from the wireless carriers who wish to provide their subscribers one stop shopping by aggregating content from different providers, to numerous companies that provide transformation capabilities, infrastructure and hosting services for an enterprise's wireless web sites. This arrangement is in fact outsourcing of the device intelligence transformation function. It works because companies don't have the capability in-house, content branding is not enormously important, and content can be transformed using simple static rules. It also allows companies to provide content in the wireless market without significant investment.

## **3. Between the Internet and the Web Server**

By this we mean placing the device intelligence in the wireless web server, which simply takes the HTML output of the company web server and transforms it into content suitable for viewing over a wireless device. This is different from the second option because the transformation capabilities lie within your control. So even though the content still needs to be simple and capable of being transformed using fairly simple, static rules, the output, the devices, the brand management can be a bit more tightly controlled.

## **4. Between the Wireless Web Server and the Application Server**

In this configuration, the device intelligence capability is introduced between the Wireless Web Server and the single application server that serves both the wired and the wireless web servers. This configuration allows a significant amount of flexibility in transforming the output without changing much of the content generation infrastructure. Assuming that the Application Server spits out XML, an XSLT application can transform the Application Server output to either HTML suitable for desktop interaction or WML for WAP enabled phones or other variants suitable for other devices. This architecture allows a nice balance between control over content and presentation, and interaction between the various infrastructure components that make up the web site. The drawback is that the content producers still do not know where their content is being used and thus the content is still produced generically.

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<sup>1</sup> Please note that the WSJ has a sophisticated SGML/XML based publishing architecture. Here we are simply making a comment on the nature of the content.

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## 5. Between the Application Server and Content Repositories

We continue to drive the wireless wedge deeper into the Internet infrastructure. By creating a separate wireless web application server so that it can transform any native content (HTTP feeds, SQL, Transaction engines, other file formats) directly into WML or other device specific languages reduces content latency at the expense of increased architectural and developmental complexity. Other than saving an extra step of transforming native content into XML or some other standard format suitable for conversion to device specific formats, this architectural choice seems to have little else to offer.

## 6. Separate Wireless Content Production and Repositories

The last option is of course producing and/or separating the wired and the wireless content right at the point of production. This ensures that the content retains its proprietary qualities and branding at the expense of increased production complexities. Different companies handle these complexities differently. Some media companies today have staffs dedicated to producing and repurposing content specifically for wireless devices. Other approaches involve the editors and the content producers taking on the responsibility of tagging parts of the content for wireless. In either case, for these companies the wireless web is simply an extension of their wired brand and wireless content deserves as much consideration as any other.

# BUSINESS SPECIFIC FACTORS IN DECISION MAKING

From the above discussion of architectural choices, we can extract various factors that can influence the location of device intelligence.

**Content Suitability** – This is probably the first question to ask regarding the your content – is it suitable for transmitting over the wireless medium and for viewing with a small screen device? For *e.g.*, as mentioned earlier, the editorials of the Wall Street Journal Interactive Edition are probably not suitable for viewing with a small screen device but what about from a mobile laptop?

**Market Power of the Content** – This issue deals with questions like a) how proprietary is your content, b) can your customers get it from alternative providers, c) how important is it for your customers to get this content to devices other than their desktops, d) is this a strong enough reason to possibly switch providers, e) are enough of your customers likely to switch, f) will providing this content open up markets/channels for new customers for your content, and g) how big are these new markets?

**Transformation Competencies** – Do you have the skills in-house for repurposing your content into multiple formats? If so, which devices can you target? How does that match with the devices that you need to target as answered above? What will it take to get these competencies in-house? Do you have the skills to automate the transformation process?

**“Unfortunately, for some advanced functions, content can even behave slightly differently based on the WAP gateway used.”**

**Transformation Complexity** – How much of your content is static and how much dynamic? How frequently does the static content change? Is the content simple enough that the transformation process, once designed, would not need to be modified? Or would it have to be refined frequently as complex content creates a need for complexity in the transformation process? Are the people best suited to understand and manage the complexity inside or outside your organization?

**Technology Risk** – This issue is related to transformation competencies, but also includes the impact of changes to other pieces of the technology: web servers, app servers, middleware, infrastructure *etc.* How sophisticated is your IT organization? Is there exposure to your wireless content distribution if any of the intermediate technologies change? What is your degree of comfort with this risk?

**Public or Private Content** – Is this content for consumption by the general public or is it for use on an Intranet? If the latter, businesses have more control over the devices they need to support. This makes it easier to answer some of the questions above and gives you more flexibility on how you want to approach the issue of device intelligence.

## EXTERNAL FACTORS

In addition to the business specific issues mentioned above, you also need to consider the impact of emerging standards and technologies on your choices for device intelligence. The convergence of standards and device technologies make decisions enormously complex. Here are some broad, rapidly evolving technology areas that deserve consideration.

### WAP/WML/XHTML Standards

There are several competing standards for communicating and presenting wireless content that also happen to be in flux. At the application level, for example, Sprint, uses handheld-device-markup-language (HDML), a standard proposed to the W3C but which never made it past the working draft specification. Compact HTML (cHTML), a subset of HTML, is widely used in Japan. WML (Wireless Markup Language), the markup language for the Wireless Application Protocol (WAP) standard, appears to be gaining momentum. On first glance it may seem possible to simply create WML tags around content, which would make the content available to all the WML-compliant devices.

Unfortunately, WML is only supported to various degrees. As an example, many mobile device hardware manufacturers embed the Openwave (previously software.com) browser in their device, which supports WML, but also supports several Openwave non-standard extensions. Furthermore, device limitations such as screen-size require device intelligence to be even more device-specific. Unfortunately, for some advanced functions, content can even behave slightly differently based on the WAP gateway used.

The independent WAP forum, once completely separate from the W3C, has announced its intention to cooperate with the W3C, and that WML will be incorporated into the W3C's XHTML (see the *Gilbane Report, Volume 9, Number 1* for an update on XHTML). However, the proliferation of standards implies that application designers should ideally be isolated from the device-specific issues as much as possible.

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## Wireless Notebook/PDA/Cellphone technologies

Adding to the complexity is the convergence of various devices. Wireless, generally synonymous with cellphones and PDAs, is extending its influence into laptops and notebooks as major computer manufacturers begin to include wireless networking cards in their PCs and the applications around the 802.11b Standard begin to flourish. [The 802.11b Standard is the wireless equivalent of the Ethernet standard allowing operators to create wireless LANs literally anywhere.] Cellphones, though they have very limited displays for accessing web content and are even constrained by most service providers to limited web access, are increasingly being web-enabled from manufacturers. PDA devices, with a much better capability for displaying content are also going wireless even though the progress is slow and the service costly. Handspring's VisorPhone allows a Handspring PDA to become a cell phone, while Kyocera announced a Smartphone which is a full-featured Palm device, and a cell phone as well. So what device do you create content for? A PC, a PDA, a cellphone or all of the above?

### 2.5 and 3G technologies

At first glance, the discussion of low-level network protocols such as 2<sup>nd</sup> generation (2G), 2.5G, and 3G might not seem to have a direct impact on device intelligence. However the speed with which these networks are deployed will affect the speed with which higher bandwidths and consequently richer content might be available over wireless. Current expectations are that carriers are reluctant to move into 3G, as it would imply abandoning huge investments in 2G wireless technologies. However, these carriers are likely to adopt the intermediate 2.5G technologies, which provide for higher bandwidth while being compatible with 2G investments.

The problem is that even though WAP runs over 2G and 2.5G, and has been tested on 3G, WML and other application markup languages were designed to be compact (and thus of limited functionality) precisely due to the lack of bandwidth. High bandwidth availability will create demand for richer functionality, and the existing WAP standard may be obsolete. If so, WAP will have to grow and expand, as it appears to be doing under the W3C fold again.

### Conversion and transformation technologies

Today's state of the art in transformation technologies runs the gamut from screen-scraping to creating entirely separate parallel applications for wireless content. There is an obvious tradeoff between maintenance costs and time-to-market across this spectrum. Recent developments around XSLT offer hope for optimal solutions by abstracting the presentation away from the content. XSLT enables the translation of XML-based content to various device-specific formats and appears to be quite elegant though the technology is still immature – developers can easily run into roadblocks requiring awkward, time-intensive work-arounds when XSLT is used for certain non-trivial tasks.

***“Cellphones, though they have very limited displays for accessing web content and are even constrained by most service providers to limited web access, are increasingly being web-enabled from manufacturers.”***

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## SUMMARY

There are of course many companies that offer the capability of “mobilizing” your business including Morphis.org, which is an open source provider of a transformation platform and an abstraction layer called WAX that provides many features for easy creation of wireless applications. Most content management platform vendors also claim wireless support these days. Naturally, most of these software and service providers claim to function at all the points we mention above. A significant number of these solutions are based on XML and XSLT and offer template based mechanisms that allow customers to rapidly create new transformations for new kinds of devices.

It is unlikely that a single location choice for device intelligence will meet all your needs. For different applications, you may need to adopt two or more of the choices we describe above. In addition, changing markets and technology almost guarantee that tomorrow’s choices will likely be very different from today’s. In this environment, it makes sense not only to continually evaluate your technology providers and rethink your architectural choices, but to also “componentize” your architecture to the maximize extent possible. We hope this article, with its issues and questions, provides a good framework for this thinking.

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# INDUSTRY NEWS<sup>3</sup>

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

## STARBASE INTEGRATES WITH DOCUMENTUM'S CONTENT MANAGEMENT PLATFORM

2/28/01

Starbase Corp. announced the availability of a technology integration between StarTeam and Documentum's 4i eBusiness Platform. The integration enables developers to leverage existing software applications and investments. Starbase's partnership with Documentum was originally forged in July 2000 when Starbase announced its first in a series of planned technology integrations to Documentum content management technology under Documentum's Open Source Code Integration (OSCI). Documentum OSCI facilitates integrations with leading application development vendors to enable delivery of an eBusiness solution. Shared content production and collaboration are integrated processes that must be available at every level of the organization. When integrated with an enterprise collaborative development framework, customers achieve higher productivity levels. StarTeam creates this essential layer of developer collaboration for Documentum 4i eBusiness Platform customers. [www.documentum.com](http://www.documentum.com), [www.starbase.com](http://www.starbase.com)

*We wonder how Starbase's acquisition of worldweb.net ([see below](#)) will affect this.*

## IPEDO ANNOUNCED BETA AVAILABILITY OF IPEDO XML DATABASE

2/27/01

Designed to speed data delivery and transformation in Web and wireless applications, the Ipedo XML Database combines advanced XML query processing with a high-speed native XML database engine. The all-Java server includes advanced XSLT and Xpath processing features. Users interested in beta testing Ipedo XML Database see [www.ipedo.com](http://www.ipedo.com)

## INXIGHT SHIPS LINGUISTX PLATFORM & SUMMARIZER WITH ASIAN SUPPORT

2/27/01

Inxight Software, Inc. announced the immediate availability of four Asian languages within its LinguistX Platform 3.1 and Summarizer 3.0 SDK products. Japanese, Korean and Traditional and Simplified Chinese are now available as plug-in modules for LinguistX Platform and Summarizer. LinguistX Platform is a multi-lingual, natural language processing software engine used to analyze massive text repositories such as the World Wide Web, news archives, e-mail and document libraries. The product enables application developers to bring true language awareness to their search engines, content management systems, customer relationship management systems, and other products that handle large amounts of textual content. Summarizer SDK is a software engine that creates abstracts of online documents in sub-seconds, and customizes

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<sup>3</sup> In case you've noticed, the reason we have switched from the 2-column to the single column layout to the news section is to more closely align the look and feel of the web and print versions of our report.

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content into a summary size that is relevant to a user's needs. These engines underlie applications from Lotus, SAP, Oracle, Verity, Reuters, eGain, YellowBrix and Inktomi. LinguistX Platform provides a language-aware foundation for software applications, enabling developers and information providers to build more intelligent solutions for full-text searches, electronic publishing, email routing and response, content delivery to wireless devices, and other text-intensive applications. LinguistX Platform 3.1 is provided as modular engines, reducing development costs and decreasing time to market. LinguistX Platform 3.1 and Summarizer 3.0 SDK offer a single object-oriented API for all 16-language versions. This single API supports most operating systems and platforms for multiple language integration. LinguistX Platform 3.1 and Summarizer 3.0 SDK also have integrated automatic language identification, which identifies the language and character encoding of the document so the user does not need to set it. Inxight LinguistX Platform 3.1 and Summarizer SDK 3.0 in Asian languages for Windows, Solaris and Linux, are available now directly from Inxight. [www.inxight.com](http://www.inxight.com)

## **EXCELON UNVEILS PORTAL SERVER 3.0**

2/27/01

eXcelon Corporation introduced eXcelon Portal Server 3.0. Portal Server 3.0 includes a new integrated XML development environment, support for the latest XML standards, and enhanced scalability and performance. Portal Server 3.0 includes new tools and capabilities that make it easier for companies to aggregate data and content from any source into a common XML-based business information model. Stylus Studio provides a visual debugging platform for XSLT, greatly reducing the time to deploy new client or server applications that include both XSLT and user-defined Java extension functions. Stylus Studio also includes an XML Editor to load and manipulate large XML files, a DTD and XML Schema editor, as well as a visual XML-to-XML mapping facility for easily defining XSLT transformations between XML documents with support for DTD and XML Schemas. Portal Server aggregates data from as many as 30 disparate sources, such as structured, semi-structured and unstructured data, as well as legacy data formats such as COBOL files and mainframe data, and makes it available to new e-business applications. Portal Server converts the data from the sources and manages it as XML so developers can build applications using standards-based XML languages. The beta version of eXcelon's Portal Server 3.0 is available now as part of eXcelon's official open beta test ([www.exceloncorp.com/beta/b2bps.html](http://www.exceloncorp.com/beta/b2bps.html)). Portal Server 3.0 will be available on the Windows NT, Windows 2000, Solaris 7 and Solaris 8 platforms. Portal Server 3.0 is expected to be generally available within 45 days. eXcelon Stylus Studio is expected to be available as a stand-alone product in the second quarter of 2001. A beta version is available for download at [www.exceloncorp.com/beta/studio.html](http://www.exceloncorp.com/beta/studio.html). Pricing will be announced closer to availability.

## **VIGNETTE SHIPS NEW VERSION OF INTERNET APPLICATION SUITE WITH J2EE SUPPORT AND EXTENDED CONTENT MANAGEMENT CAPABILITIES**

2/27/01

Vignette Corp. announced that it is shipping a full suite of content, integration and analysis applications with native support for the Java 2 Enterprise Edition (J2EE) standard and the BEA WebLogic and IBM WebSphere application servers. This means Vignette supports both Sun Microsystems Inc.'s Java platform and Microsoft Corp.'s Windows DNA. Vignette also announced significant new enhancements to the Vignette Content Management Server (CMS) that tightly integrates content management, scalable content delivery and personalization. Vignette CMS Explorer and Vignette Content Manager Generator (CM Generator). Vignette CMS Explorer makes digital asset management simpler and more intuitive by enabling Web application developers and content contributors to access CMS capabilities using the popular Microsoft Windows Explorer interface, which lets them create, view and manipulate their content and

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application code using familiar icons, formats and drag-and-drop functionality. By allowing users to work in the manner they prefer, CMS Explorer helps e-business organizations improve overall productivity and reduce training costs. Vignette Content Manager Generator is designed to accelerate time to market and reduce development costs by automating the process of creating custom content management applications with the Vignette Content Management Server. CM Generator allows any business user to generate browser-based custom content management applications using a step-by-step process and an easy-to-use interface. CM Generator can dramatically reduce the amount of time and cost needed for implementing simple, but customized, content management applications. [www.vignette.com](http://www.vignette.com)

## **FACTIVA ANNOUNCES TRACK MODULE - INTEGRATES FILTERED CONTENT INTO INTRANETS & PORTALS**

2/27/01

Factiva announced the availability of Factiva Track Module, a current awareness tool that displays filtered content within an intranet or portal. Factiva Track Module is the latest tool in Factiva Integration, a suite of products designed to integrate Factiva's news and business information into intranets and portals. Factiva Track Module allows customers to define news topics that matter most to them such as industry, competitor or customer topics, and distribute filtered news to employee groups who can benefit from shared views of the same information. Factiva Track Module filters global content in 12 languages from Factiva's archive, which includes Dow Jones and Reuters newswires and The Wall Street Journal, plus more than 4,000 other sources from around the world. Two editions of Factiva Track Module are available. Factiva Track Module-Standard uses an HTML format and Factiva Track Module-Custom uses XML, which allows companies to control the presentation and navigational experience within their environment. [www.factiva.com](http://www.factiva.com)

## **IBM & SIEBEL HELP CALL CENTERS WITH CONTENT MANAGEMENT**

2/26/01

IBM announced that it has teamed with Siebel Systems, Inc. to increase productivity of call centers by integrating IBM's Content Manager, V7.1 with Siebel Call Center Version 6. The integration provides a comprehensive e-business solution that enables customer service representatives to quickly access digital versions of customer interactions conducted over multiple channels, including Web, telephone, fax, e-mail, and interactive voice response systems. The Siebel Validation Program evaluates and documents integrated third-party solutions by putting them through rigorous technical scrutiny to ensure the highest levels of interoperability and customer satisfaction. The IBM Content Management/CRM Services Offering can cut response times and increase productivity at customer call centers by enabling call center representatives to access customer bills, correspondences and transactions regardless of the format in which they originated. <http://ibm.com/software/data/cm>, [www.Siebel.com](http://www.Siebel.com)

## **AGENTWARE ANNOUNCES SYNDICATOR 2.0**

2/27/01

AgentWare announced the general availability of its new Syndicator 2.0 software, a Java- and XML-based development platform for creating and integrating content, distributed applications and Web Services across the Internet. Designed to ensure rapid time-to-market, AgentWare's Syndicator 2.0 development toolset offers functionality to improve the way businesses integrate and syndicate applications, expand to wireless and broadband platforms, and leverage existing Internet infrastructure to build Web Services. Also, as a result of its full mobile and broadband device compatibility, Syndicator 2.0 will allow businesses to rapidly develop and deploy online

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initiatives to multiple Internet devices, with no need for the creation of multiple applications to accommodate differing operating scenarios and delivery channels. AgentWare's Syndicator 2.0 is an ideal solution for today's Internet environment because 1) it enables businesses to quickly build customized applications that easily integrate with their existing systems, 2) it provides a powerful business tool that can efficiently and cost-effectively deliver both applications and Web Services over the Internet and 3) it significantly reduces the personnel costs, infrastructure costs and time needed to deploy an eBusiness solution. [www.agentware.com](http://www.agentware.com)

## **RATIONAL SOFTWARE ANNOUNCES GENERAL AVAILABILITY OF RATIONAL SUITE CONTENTSTUDIO**

2/26/01

Rational Software announced the general availability of Rational Suite ContentStudio, the newest member of the Rational Suite product family. Rational Suite ContentStudio combines Rational's Rational ClearCase solution with technology from Vignette Corporation to address the needs of companies challenged with managing content and code in complex e-business applications. Rational Suite ContentStudio helps e-business development teams effectively manage both code and content in a common repository. Rational's ClearCase technology manages all of the artifacts within an e-development project. These artifacts include code such as Java and XML and content such as Microsoft Word documents, HTML and Adobe Acrobat files. Rational Suite ContentStudio incorporates the Vignette Content Management Server. In addition to Rational ClearCase LT and Vignette's Content Management Server, Rational Suite ContentStudio includes the Rational Team Unifying Platform (Rational RequisitePro, Rational ClearQuest, the Rational Unified Process, Rational TestManager, and Rational SoDA) and Rational SiteLoad, a web-based one-hour load-testing tool. Rational Suite ContentStudio also fully integrates with Rational's additional product offerings including the market-leading visual modeling tool, Rational Rose. Rational Suite ContentStudio provides browser-based templating integrated with Rational ClearCase to integrate code and content development and management. Rational Suite ContentStudio also unites workflows for code and content development and approval by integrating Rational ClearQuest change management workflows for code development with Vignette's Content Management Server workflows for content development and approval. This technology allows Web teams to manage site design, while content managers edit and maintain site content, increasing productivity and eliminating unnecessary work for e-business teams. Rational Suite ContentStudio's support of third-party authoring tools such as Microsoft FrontPage, Macromedia DreamWeaver and Allaire HomeSite, gives Web teams the ability to use their desktop tools of choice. Similarly, content providers can continue to use Microsoft Word, Adobe Acrobat, or browser-based fill-in templates. Software developers can also use their familiar Integrated Development Environments (IDEs) such as Microsoft Visual Studio, IBM Visual Age for Java and Borland JBuilder. Rational Suite ContentStudio will be generally available on February 28, 2001 for \$4,795 per node-locked license and \$8,395 per floating license, with an introductory price of \$14,995 for 5 node-locked licenses.

[www.rational.com/products/cstudio/index.jsp](http://www.rational.com/products/cstudio/index.jsp)

## **eBT INTEGRATES ENGENDA WITH BEA WEBLOGIC PERSONALIZATION SERVER**

2/26/01

eBT announced integration between eBT's engenda content management solution and BEA WebLogic Personalization Server. The integration enables dynamic composition and delivery of highly personalized Web pages, based on XML content fragments stored within engenda. With the engenda and WebLogic Personalization Server integration, personalized Web pages can be constructed from many reusable XML fragments to provide a unique view of a site's content.

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Additionally, the ability of WebLogic Personalization Server to leverage engenda's rich metadata querying capabilities allows an application to pinpoint and deliver content fragments to a specific user, based on their personalized profile. The enhanced integration goes beyond simple repository service by adding the ability for WebLogic Personalization Server to query content and retrieve fragments of documents from engenda's content repository. These fragments can be used and reused to efficiently compile complete Web pages specific to the unique needs of each site visitor, without having to compose multiple versions of the same content. engenda will ship with the BEA WebLogic Personalization Server integration in version 4.7, available in March 2001. [www.ebt.com](http://www.ebt.com)

## **EBXML INTEGRATES SOAP INTO MESSAGING SERVICES SPECIFICATION**

2/22/01

UN/CEFACT and OASIS announced efforts are now underway to integrate SOAP 1.1 and SOAP with Attachments specifications into the ebXML Messaging Specification. SOAP (Simple Object Access Protocol) is designed to provide the underpinnings for messaging requirements. This development by ebXML will result in an open, widely adopted global standard for reliably transporting electronic business messages over the Internet. The ebXML Messaging Specification encompasses a set of services and protocols that allow an electronic business client to request services from electronic business servers over any application-level transport protocol, including SMTP, HTTP and others. ebXML defines a general-purpose message, with a header that supports multiple payloads, while allowing digital signatures within and among related messages. Although the header is XML, the body of the message may be XML, MIME or virtually anything digital. [www.ebXML.org](http://www.ebXML.org), [www.uncefact.org](http://www.uncefact.org), [www.oasis-open.org](http://www.oasis-open.org)

*This is important, critical actually, for both standards.*

## **DOCUMENTUM ANNOUNCES ALLIANCE WITH SIEBEL**

2/21/01

Documentum announced that it has joined the Siebel Alliance Program as a Premier Partner. Through this alliance, Documentum will integrate the Documentum 4i eBusiness Platform with Siebel eBusiness Applications to provide organizations with an out-of-the-box, customer-centric, e-business and content management solution. With the Web Content Management Edition of the platform, organizations can create and rapidly deploy easy-to-use solutions for developing, managing, and publishing Web content. The combined solution will enable companies to access critical business information, regardless of format or method of creation. The integration will offer organizations the ability to fully coordinate their activities between the front and back office. Workflow, document management, imaging, and Web content management will be managed within one closed-loop marketing, sales, service, and support solution. This will allow global enterprises to focus on customer delivery rather than internal coordination. For example, the integrated solution will offer users the ability to leverage data within Siebel eBusiness Applications to create a sales campaign, which can then be managed within the Documentum 4i environment and dynamically tailored based on early feedback. The ability to publish fresh content to a Web site, an intranet, or an extranet, provides customers ready access to the time-critical information they need to make an informed purchase decision. [www.documentum.com](http://www.documentum.com)

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## **EBT ANNOUNCES NEW CONTENT MANAGEMENT SOLUTION FOR ORACLE8I**

2/20/01

eBT announced the release of entrepid, its latest XML- based content management solution that integrates with Oracle8i. Designed to meet the needs of the growing number of customers using Oracle as their e-business platform strategy, entrepid provides sophisticated content management capabilities combined with a powerful dynamic serving environment to provide increased scalability, redundancy and sophisticated caching capabilities. Java-based and fully compliant with the latest Web-based and business-to-business standards, entrepid facilitates the ease of building dynamic Web sites. entrepid can optimize business efficiencies particularly for organizations who have disparate systems in place in other departments and divisions, as well as organizations that need to communicate with business partners who have developed complimentary Web applications. A standards-based solution, entrepid allows all of these existing systems to integrate. entrepid runs on Sun Solaris, and is available immediately with prices starting at \$175,000.00. [www.ebt.com](http://www.ebt.com)

## **OPENPAGES ACQUIRES VIVECA**

2/20/01

Openpages, Inc. announced the stock acquisition of Viveca, Inc., a provider of solutions for B2B content and online catalogs. With this acquisition, Openpages is moving into the B2B market. Openpages plans to deliver a product integrating Viveca's technology by the end of 2001 to help businesses meet the content challenge of business-to-business e-commerce: aggregating, normalizing, converting, managing and syndicating content between suppliers, partners and customers. The Viveca acquisition creates new technology to produce content for electronic commerce by intelligently managing the content from beyond the enterprise-product content from suppliers and partners. Viveca's technology acquires the raw information that powers electronic commerce – unstructured and structured product and catalog content – and normalizes it into a format that Openpages' ContentWare produces for distribution to common websites, net markets, private exchanges and print catalogs. [www.openpages.com](http://www.openpages.com)

*We wonder how much of this was driven by their newspaper customer base who may be trying to leverage their ties to advertisers.*

## **ENIGMA INTRODUCES 3C E-COMMERCE PLATFORM**

2/20/01

Enigma introduced its 3C Platform for content-driven e-commerce for the support chain. Through integrated content, commerce and collaboration capabilities, the Enigma 3C Platform enables manufacturers of capital equipment to capture a greater share of aftermarket revenues and maintain better post-sale services and support relationships with customers. Equipment operators benefit by realizing greater efficiency in maintenance and operations and through product support, leading to improved equipment utilization and uptime. The 3C Platform allows OEMs; Operators; and Maintenance, Repair and Overhaul (MRO) facilities to be linked via the Web and customer intranets. The original product content (intellectual property) continues to reside on the OEM's extranet for aftermarket support and services, however customers can now establish many subsets of the OEM "master" site on intranets behind their firewalls. The customers can then integrate their own content, such as best practices or alternate procedures, to these sites, as well as aggregate other suppliers' technical information into their intranets. With Enigma's 3C Platform, the OEM's Web site and the remote intranet sites can then be directly linked to ERP, e-procurement and order management systems to generate a complete support chain solution. The Enigma 3C Platform consists of the CommunitySight product for Collabora-

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tion, and two other sets of packaged solutions addressing Content and Commerce applications. InSight and DynaWeb are distributed content management applications, which automate the aggregation and delivery of multi-format, complex, structured documents. PartSight is Enigma's dynamic catalog management application, which integrates multiple graphic formats with rich content. Enigma's Xtend is a content and catalog management suite that allows equipment operators to modify OEM-supplied information for their own intranets. CommerceSight is the core commerce application in the Enigma 3C Platform, which links ERP, MRP, e-procurement and order management systems with the technical information customers need to make aftermarket purchasing decisions. The Enigma 3C Platform is available now. Pricing starts at \$250,000. [www.enigma.com](http://www.enigma.com)

## **MOREOVER & AUTONOMY PARTNER TO DELIVER NEWS TO CORPORATE PORTALS**

2/20/01

Moreover and Autonomy announced a partnership aimed at bringing breaking news to enterprise portals. As part of the agreement, Autonomy's Portal-in-a-Box will provide access to Moreover's dynamic Web news database. That means Autonomy customers will now have quick access to all relevant news from thousands of online sources. The partnership provides Moreover with an additional channel into the enterprise, while enabling Autonomy to take full advantage of the benefits of a clean and structured Web news database. Integration has been completed for select Autonomy Portal-in-a-Box customers and Moreover-indexed headlines will be generally available by early Q2, 2001. [www.moreover.com](http://www.moreover.com), [www.autonomy.com](http://www.autonomy.com)

## **MOAI & REQUISITE PARTNER**

2/20/01

Moai Technologies, Inc. and Requisite Technology, Inc., announced a strategic partnership that will bring together Moai's LiveExchange strategic sourcing and negotiation technology and Requisite's catalog content management platform, including Requisite's BugsEye catalog finding engine. This partnership will combine cataloging and online negotiation software so marketplaces, corporate procurement professionals and supply chain professionals can better manage their e-procurement needs using an integrated catalog and strategic sourcing solution. One potential application for such an integrated B2B solution includes managing supplier content and pricing through a catalog linked to multi-layer negotiation for use in marketplaces or in corporate purchasing strategic sourcing initiatives. Both companies also plan to initiate joint marketing activities to support the partnership, targeting net market makers and corporate customers seeking to establish marketplaces that leverage online catalogs and negotiated sourcing models. [www.requisite.com](http://www.requisite.com), [www.moai.com](http://www.moai.com)

## **INTRANET SOLUTIONS & CLM BRING CONTENT MANAGEMENT TO BRAZIL**

2/20/01

IntraNet Solutions, Inc. announced that it has formed a strategic alliance with CLM Software, a Brazilian e-business solutions provider for Internet professionals. Under the agreement, CLM will introduce and resell IntraNet Solutions' Xpedio Web Content Management suite to the Brazilian market as part of its catalog of e-business solutions. The alliance provides CLM's partners and customers with a secure, rapidly deployable Web content management system designed to meet the needs of business-to-business and business-to-employee Web sites. Through the partnership, IntraNet Solutions will have access to CLM's 2,200 customers, ranging from banking to leading e-commerce enterprises. Xpedio is priced from \$50,000 to \$240,000. [www.intranetsolutions.com](http://www.intranetsolutions.com), [www.clm.com.br](http://www.clm.com.br)

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## **GAUSS ANNOUNCES UNIFIED CONTENT MANAGEMENT**

2/16/01

Gauss announced its unified content management platform that integrates document, content, portal, and enterprise workflow in one Java-based platform, enabling customers to manage the complete spectrum of content. These capabilities are the fruits of the merger in June 2000 between Gauss Interprise and the former Magellan Software. The Gauss VIP platform bridges the content management divide, unifying Web content and portal management with document management and workflow in one integrated product suite. VIP's Java- and XML-based technologies provide an open environment for extending e-business and e-commerce capabilities, and empowering those responsible for driving your business relationships with the freedom to manage your Web initiatives. [www.gauss.com](http://www.gauss.com)

## **IBM TO OEM INTERWOVEN CONTENT MANAGEMENT FOR WEBSHERE**

2/16/01

Interwoven, Inc. announced that IBM will OEM a tightly integrated version of Interwoven's content management software. This OEM announcement expands on the existing close relationship between the two companies. Together with WebSphere, it will provide a scalable solution to deliver personalized, timely, high quality content directly to the right user. IBM customers can leverage this OEM version of Interwoven's content management software to support complex content management tasks including collaborative, concurrent, multi-author content development of diverse Web assets such as HTML, XML and Multimedia. It will also allow WebSphere application developers to build and test application code in-context of all Web content. IBM WebSphere-driven sites will also be able to take full advantage of Interwoven's XML publishing, virtualization and workflow which will accelerate the development, approval and deployment of Web content and code. Additionally, Interwoven customers will be able to take advantage of IBM Content Manager, allowing search and retrieval of content that can be fed into both business applications as well as dynamic Web site applications, without the need for replicating content in multiple places. Under the terms of the agreement, Interwoven will build, and IBM will sell, an application-specific version of Interwoven content management software. Companies with multiple Web properties or who require a larger contributor base can seamlessly upgrade to a full version of Interwoven's enterprise-class content management software suite. The WebSphere-specific content management will provide content delivery through its integration with WebSphere Application Server, WebSphere Personalization Server, Enterprise Information Portal, IBM Content Manager and IBM DB2. [www.interwoven.com](http://www.interwoven.com)

## **2BRIDGE INTRODUCES PERSONAL PORTAL SERVER**

2/15/01

The 2Bridge Personal Portal lets users create a personalized command center for accessing, permissioning, publishing and sharing web services, documents and rich media, providing a gateway to people, colleagues and communities. The Personal Portal Server can be managed as part of a federated enterprise network of peer-to-peer portal and content servers. The Personal Portal brings a new level of interface and front-end application functionality to browser users. This next-generation multipanel presentation and application framework expands the web browser into "browslets," or discrete actionable spaces, each of which can be configured and personalized for distributed, shared application services enabling a new, richer form of personalized, peer-to-peer communications. With Personal Portal you can: Use panels to communicate and link devices, including the ability to send email and communicate with wireless devices such as phones or PDAs; Multicast by creating your own content that can be shared with a community of users; Stream application data and business-critical information onto your desk-

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top; And authenticate from any JNDI source, such as LDAP, NT user database, or UNIX permissioning system. It is written in Java and XML and fully browser-based. The 2Bridge Personal Portal will be licensed to enterprises, independent software vendors, system integrators and Value-Added Resellers. [www.2Bridge.com](http://www.2Bridge.com)

## **INTRANET SOLUTIONS & VIA PARTNER TO PROVIDE CONTENT MANAGEMENT FOR WEARABLE COMPUTERS**

2/15/01

IntraNet Solutions, Inc, and ViA, Inc., announced they have signed an agreement to provide Web content management for ViA's wearable computers. Under the agreement, ViA will integrate IntraNet Solutions' Xpedio Content Management system into its wearable computers, enabling mobile users to wirelessly access, manage and update business content. ViA's wearable computers allow mobile professionals to access and utilize Xpedio while they are on the job. For example, maintenance and field personnel can view procedural information as they are working on truck fleets or airplane turnaround; energy workers can track and send meter readings back to home base; and surveyors can access and enter land information using the integrated solution. IntraNet Solutions and ViA will jointly market the ViA wearable computer and Xpedio to provide customers with a platform for getting business information to and from mobile workers. [www.intranetsolutions.com](http://www.intranetsolutions.com), [www.via-pc.com](http://www.via-pc.com)

## **AUTONOMY ANNOUNCES XML TAGGER "AXE"**

2/15/01

Autonomy Corporation plc announced the release of AXE, a technology that will enable Autonomy's OEM customers and end-users to overcome the current obstacles in the processing of XML and extend the benefits of information exchange. AXE's conceptual understanding enables it to automatically insert XML tags and links into documents, based on the concepts contained in the information. This eliminates all manual cost. Secondly, AXE enables XML applications to understand conceptual information, independent of variations in tagging schemas or the variety of applications in use. This means, for example, that legacy data from disparate sources, tagged using different schemas, can be automatically reconciled and operated upon. AXE is a complementary technology to the latest version of Autonomy's core engine, the Dynamic Reasoning Engine v4.0. It will be made available both to end users and to OEMs. OEMs will embed AXE in their own products as part of the Autonomy Content Infrastructure (ACI), an architecture that enables multiple third party applications to automate the business operations on unstructured data. Preliminary metrics indicate that the AXE-enabled DRE will process XML at speeds of up to 2 gigabytes per hour, the equivalent to 200 documents per second. Operations such as tagging, categorizing and linking are carried out automatically, as hundreds of simultaneous operations occur concurrently.

[www.autonomy.com/autonomy/dynamic/autopage466.shtml](http://www.autonomy.com/autonomy/dynamic/autopage466.shtml)

## **SDL ACQUIRES ENTERPRISE TRANSLATION SERVER & MACHINE TRANSLATION ENGINE**

2/13/01

SDL plc announced that it has agreed to acquire the Automated Real Time Translation Division from Transparent Language, Inc. for a total consideration of \$9m. The assets being acquired by SDL International include the intellectual property rights to Transparent's TranscendRT\* machine translation technology and related products, including the Enterprise Translation Server, which provide instant language translation of e-mail, web pages, and documents. The consid-

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eration will be satisfied with the payment of \$1.5m in cash and through the issue of \$7.5m in new ordinary shares of 1p each in the Capital of the Company. The division being acquired made a net loss of \$3.7 million for the nine months ended 31 December 2000, which reflects the costs of developing and launching the TranscendRT\* technology. The acquisition is expected to be completed by 15th February 2001. The Directors of SDL International believe that combining the Enterprise Translation Server's real time translation technology with SDL International's products SDLX and SDLWebFlow will enable the Company to provide a complete solution for companies to manage multilingual web site content. The combination of SDL International's expertise in computer-aided translation via its translation memory product SDLX with the high performance Enterprise Translation Server will provide a commercial solution in the field of automated translation. [www.sdlintl.com](http://www.sdlintl.com), [www.transparentlanguage.com](http://www.transparentlanguage.com)

## **DIVINE INTERVENTURES ACQUIRES SAGEMAKER**

2/13/01

divine interVentures, inc. announced that it will acquire enterprise information portal solutions company SageMaker, Inc., the first acquisition in divine's previously-announced strategy to consolidate companies in the most promising digital economy sectors. The all-stock deal, valued at about \$16.5 million, is expected to be completed by late February. SageMaker will complement more than a dozen associated companies in divine's enterprise information portal solution. divine also will tap into relationships with its strategic partners, beginning with a separately announced strategic alliance with Computer Associates to jointly develop and market a combined portal solution. divine will integrate CA's Jasmine( Portal technology with SageMaker's offerings and the applications and services of other divine associated companies to create a complete enterprise information portal. [www.divineinterventures.com](http://www.divineinterventures.com), [www.sagemaker.com](http://www.sagemaker.com)

*Incubator conglomerate turned portal conglomerate? Well, why not?*

## **PORTAL WAVE ANNOUNCES PARTNERSHIPS**

2/13/01

Portal Wave Inc. announced new relationships with Autonomy Corp. plc, GoAmerica Inc., iSyndicate Inc., Moreover Inc., WebEx Communications Inc., and YellowBrix Inc. With these relationships, the enterprise application portal will now allow users to conduct comprehensive searches of disparate data sources, access EAPs from their wireless devices of choice, view thousands of news sources from the Internet and launch Web services such as Web conferencing. As necessary, Portal Wave has integrated each partner's products into the portal using its Wavelet Development Kit (WDK). The WDK empowers Portal Wave customers, system integrators and solution partners to create new or modify existing Wavelets. Part of Portal Wave's architecture, Wavelets are plug-in software modules – or mini-applications – that run through the portal, each encapsulating a different business process. Wavelets do everything from capturing syndicated content from the Internet to running enterprise level B2B functionality such as commerce transactions. [www.portalwave.com](http://www.portalwave.com)

## **ISYNDICATE TO ACQUIRE KURION**

2/13/01

In a move to meet the evolving syndication needs of the enterprise market, iSyndicate, the leading provider of Internet syndication infrastructure and application solutions, announced that it has entered into a definitive agreement to acquire Austin, Texas-based Kurion, subject to customary closing conditions. Kurion's technology automatically transforms any application or content into scalable Web services that can range from a single Web component, a Web page,

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product catalog, marketplace exchange or an entire personalization offering. This technology enhances iSyndicate's current enterprise offering by adding an application syndication component that allows customers to repurpose, distribute and integrate Web applications. Initially, Kurion's platform will be used to advance iSyndicate's Private Syndication Network solution, which enables enterprises and other organizations to efficiently aggregate, distribute and share digital content and information among customers, partners, employees and other key audiences, over a secure, scalable and private network. As an added layer to PSN's infrastructure, Kurion's technology will permit businesses to dynamically manipulate any HTTP-accessible content and application into Web services - whether those digital assets are stored in a database, XML repository, static file or available only on the Web. Depending on a business's requirements, manipulating information can be as simple as content "look and feel" changes or as complex as workflow emulation. Financial terms of the acquisition were not disclosed. iSyndicate will maintain Kurion's Austin operations. [www.isyndicate.com](http://www.isyndicate.com), [www.kurion.com](http://www.kurion.com)

## **STARBASE TO ACQUIRE WORLDWEB.NET**

2/12/01

Starbase Corporation announced it has signed a definitive agreement to acquire worldweb.net, Inc. worldweb.net, Inc. The acquisition positions Starbase in the multi-billion dollar market of software products for the creation and management of code and content. The transaction, valued at \$26.0 million, consists of approximately \$560,000 cash and 8.3 million shares of Starbase common stock valued at \$25.4 million, based on the closing price of Starbase common stock as of February 9, 2001. The transaction, which is expected to close within one week, brings together code and content management technologies making Web site design, development and deployment more efficient, affordable and accessible. In addition to the planned integration of StarTeam and Expressroom I/O, Starbase will also separately market the Expressroom I/O content management solution to Global 2000 organizations. [www.worldweb.net](http://www.worldweb.net), [www.starbase.com](http://www.starbase.com)

## **PERCUSSION & SCREAMING MEDIA INTEGRATE CONTENT MANAGEMENT & CONTENT SYNDICATION**

2/12/01

Percussion Software announced a technology partnership with ScreamingMedia. Under the terms of the partnership, Percussion and ScreamingMedia will jointly market an integrated content management solution that enables companies to simultaneously create, manage and deploy content to the Web and other channels using one content management and publishing solution. Together, Percussion's Rhythmyx Content Manager and ScreamingMedia's SiteWare will simplify the process of acquiring relevant content from ScreamingMedia sources and transforming that content for any delivery mechanism. ScreamingMedia uses its infrastructure technology platform to aggregate, filter, process and integrate content from more than 3,000 brand-name publications directly into their network of more than 1,300 web and wireless subscribers. Content is filtered according to client specifications and then integrated seamlessly into the customer's site. Visitors are never linked off-site, making the subscriber site "stickier." Rhythmyx Content Manager automates content creation, approval and delivery for company Web. With the workflow capabilities in the Rhythmyx solution, the content from ScreamingMedia services can be reviewed, approved and assembled with other content items to produce pages specifically for the target Web sites. [www.percussion.com](http://www.percussion.com), [www.screamingmedia.com](http://www.screamingmedia.com)

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## CONVERA RELEASES OF RETRIEVALWARE 6.8 & RETRIEVALWARE WEBEXPRESS 2.1

2/12/01

Convera announced the release of Convera RetrievalWare 6.8 and RetrievalWare WebExpress 2.1, featuring new multimedia content management capabilities and enhancements. These include enhanced support for Java developers, a new search interface for intranet users, added capabilities for indexing secure content, expanded language plug-ins and support for the latest versions of operating systems and databases. With the new Java Server Page Toolkit (JSPTK), Convera enables Java developers to rapidly deploy RetrievalWare and WebExpress search capability into Java server page applications. RetrievalWare 6.8 also offers a new user interface for intranet search users called SmartSearch. Also new to RetrievalWare 6.8 is Spider support for HTTPS/SSL protocol, enabling organizations to use the RetrievalWare Spider to index secure content. Updated dictionaries enhance search results by accommodating language changes such as new words and idioms and updated spellings. Expanded support for Chinese (simple and traditional), Portuguese, Russian and Arabic has been added to provide additional functionality in these markets. Japanese, Korean, Italian and Dutch, which had limited availability in earlier releases of RetrievalWare, are now generally available. The RetrievalWare Internet Spider has the ability to follow "automatic redirects" or links that automatically direct the user to another URL. Automatic redirects are a common technique used to manage web traffic. RetrievalWare and Web Express have extended its platform support to Windows 2000 Server. In the Unix market the HP-11 64-bit OS is now supported and upgrades to AIX 4.3 and DEC Unix 4.0f are now available. The synchronizer for Lotus Notes now supports version 5 of that product. Convera RetrievalWare 6.8 and RetrievalWare WebExpress 2.1 are now available on Windows NT Intel, NT Alpha and all major UNIX platforms. [www.convera.com](http://www.convera.com)

## PLUMTREE INTEGRATES WITH INTERWOVEN

2/8/01

Plumtree Software announced integration between the Plumtree Corporate Portal and Interwoven's content management software. Available now, the new Plumtree Portal Gadget for Interwoven TeamSite software, a plug-in component for integrating Interwoven's content submission capabilities into the portal, offers customers a solution for managing, publishing and disseminating information to the audiences that use corporate portals as the gateway to their business resources. It allows users to take Web content from submission to publication on a personalized Internet desktop that also incorporates those users' e-mail, sales leads, inventory reports and market news. The integration of TeamSite with the Plumtree Corporate Portal enables users to more quickly and efficiently manage portal content. TeamSite allows individuals or teams to develop and quality assure (QA) content in separate work areas that are virtual copies of the live portal. Content is then submitted to a staging area for merging and final QA before publishing. The new gadget can also initiate a TeamSite workflow to automatically route content for approval and/or publishing to the Plumtree portal. This process streamlines the submission process allowing faster time-to-portal. The Interwoven gadget was developed by channel partner OAO Technology Solutions, Inc. <http://gadgets.plumtree.com>, [www.interwoven.com](http://www.interwoven.com), [www.oaot.com](http://www.oaot.com)

## OPEN MARKET SHIPS APPLICATIONS BUILT ON WEBLOGIC 5.1

2/8/01

Open Market, Inc. announced the availability of its software solutions on BEA Systems' WebLogic Server version 5.1 from BEA Systems, Inc. The company also announced that Open Market and BEA Systems will be engaging in collaborative selling and marketing of Open Market's

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content-centric eBusiness applications layered on top of the BEA WebLogic Server. As a result, Open Market and BEA will be providing enterprises with a solution that enables them to optimize interactions with site visitors, customers, and channels. Open Market's Content Server and associated applications – Content Centre, Personalization Centre, Catalog Centre, Integration Centre and Marketing Studio – are layered on top of BEA WebLogic Server. By selling its application suite in collaboration with its platform partners, Open Market provides customers with the flexibility, scalability and interoperability required to rapidly deploy e-business initiatives. [www.bea.com](http://www.bea.com), <http://www.openmarket.com>

*The main reason Doculabs/Forrester like Open Market is because it can be easily used with multiple application servers.*

## **ALTOVA INCORPORATES INFOTERIA'S iXSLT 2.0 INTO XML SPY 3.5**

2/8/01

Infoteria announced that its iXSLT 2.0 product has been integrated into the latest version of Altova's XML Spy 3.5 product. XSLT (eXtensible Stylesheet Language Transformation) processors are generally used to convert XML to HTML because browsers and applications used in today's market do not yet fully support XML and XSL files. XSLT processors can also transform XML documents into other XML formats for use by other systems. XML Spy 3.5 includes the recently updated version of Infoteria's iXSLT product, version 2.0c. iXSLT has been upgraded to support Windows NT (Service Pack 4) and Windows 2000 operating system platforms. It includes XSL File syntax that is compliant with the latest XSLT recommendation (November 16, 1999). Other enhancements include the support of XSLT and XPATH Extension Elements; new options for testing performance ("-t" switch); new options for handling external entities ("-g" and "-G" switches); and significant performance improvements. iXSLT is a W3C-compliant XSLT processor that uses files to transform XML data. It can transform a single source of XML data into multiple formats for use by personal computers, personal digital assistants, cellular devices, and game machines. [www.infoteria.com](http://www.infoteria.com), [www.xmlspy.com](http://www.xmlspy.com)

## **diCARTA & DOCUMENTUM PARTNER**

2/7/01

diCarta, Inc. and Documentum announced an agreement for both companies to jointly market their products to deliver a contract management offering to the Global 2000 that utilizes diCarta's B2B contract lifecycle management software, diCarta Contracts, and leverages the Documentum 4i eBusiness content management platform. diCarta Contracts together with the Documentum platform provides customers with the ability to manage revenues, track obligations and renewals, and collaborate with suppliers and customers on contract terms and conditions, as well as manage the content of these contracts and other records. [www.documentum.com](http://www.documentum.com), [www.dicarta.com](http://www.dicarta.com)

## **NQL ANNOUNCES AVAILABILITY OF ENTERPRISE CONTENT MANAGEMENT PLATFORM**

2/7/01

NQL Inc. announced the full commercial availability of the NQL ContentAnywhere system – the company's enterprise-level content integration and management platform. The NQL ContentAnywhere system was designed to be a complete solution for aggregating data from sources including the Internet, corporate databases, legacy systems and documents and quickly delivering it to virtually any destination, including enterprise and desktop applications, corporate databases, Internet-enabled devices, wireless devices, and corporate portals. With a wide range of

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content management functionalities, the NQL ContentAnywhere system can address the needs of IT architects, application developers, users and web site developers with technical elegance and simplicity. It provides a platform for customizing information collection (intelligent agents), content naming (taxonomy), content aggregation (central repository) and content refreshing at appropriate intervals (intelligent cache). Features include: A drop-down menu within Microsoft Office 2000 applications that enables direct insertion of text and multimedia content from the repository without leaving the application; The ability to copy and paste or drag and drop data into any desktop application or system; Access to content by mobile devices, such as Palm VII handhelds, Pocket PCs and WAP-enabled smart phones; Integration of repository information into database applications through an ODBC driver; Embedding of content tags in HTML pages using Microsoft Internet Information Services; Sharing of aggregated content between organizations via Microsoft.NET Web Services; and personalizing content by compiling the most frequently used information into a list of favorites for quick access. [www.nqli.com](http://www.nqli.com)

## **XYZFIND SHIPS REPOSITORY, SEARCH, AND QUERY ENGINE FOR XML**

2/7/01

XYZFind Corp. released XYZFind Server 1.0, its new repository, search, and query engine for XML. XYZFind Server, which has been under development for nearly two years, dramatically reduces the effort required to store, index, and intelligently search and query XML. Trial versions for Solaris, Linux, and WinNT/2K are available for download on the company's website at [www.xyzfind.com](http://www.xyzfind.com)

## **A2I ANNOUNCES SYSTEM FOR AGGREGATING PRODUCT CONTENT**

2/6/01

A2i Inc. announced the availability of a new tool for aggregating electronic product content. The xCat Import Manager features A2i's Parametric Import technology and supports the import of product information from any electronic source in any tabular or XML format. xCat is a database-driven, cross-media catalog publishing system that centralizes and structures the management of electronic product content, simplifies the catalog production process and completely automates project workflow. xCat supports both electronic and printed output from a single data source for Web-based electronic commerce, CD-ROM-based electronic catalogs and custom paper catalogs. The major impediment to creating large catalogs has been the complexity of aggregating – and normalizing – rich electronic product content. Such content aggregation has required that source data be meticulously pre-processed into a format that can be imported, a labor-intensive and manual process that is very slow and very, very expensive. The xCat Import Manager is a GUI tool that eliminates much of this pre-processing and provides a WYSIWYG interface for cleansing, normalizing and restructuring content as part of the import process itself. Two key components of this solution are: 1) Partitioning to create or reconstitute hierarchy, to merge field values, and to establish one-to-one mappings between source and destination values and value combinations. Partitions can be nested (which creates hierarchy) or combined (which merges value combinations), and 2) Field-at-a-time rather than record-at-a-time handling of data values. This makes value mapping and exception handling much more efficient since the number of distinct values for each field is usually dramatically smaller than the total number of records to be imported, and the maximum number of exceptions is the sum, rather than the product, of the number of distinct values in each mapped field. [www.a2i.com](http://www.a2i.com)

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## **NCOMPASS ANNOUNCES CONTENT MANAGEMENT SOLUTION FOR COMMERCE SERVER 2000**

2/6/01

NCompass Labs announced that they have passed the technical integration requirements for Microsoft Commerce Server 2000 with its integrated solution, Resolution Content Connector for Commerce Server 2000. Content Connector provides business users with a full complement of content management capabilities for e-commerce applications. Content Connector enables enterprises to use the full functionality of NCompass Resolution to build dynamic, content-driven e-commerce Web sites using Microsoft Commerce Server 2000. Microsoft Commerce Server 2000 customers can build rich, targeted and personalized experience for site users. Personalized content pages composed of both unstructured editorial content and structured catalog content can be created within the Commerce Server 2000 Business Desk application or directly within the Web site itself through Resolution's Web Browser Client. Sites can be quickly deployed because of the tight integration of Resolution's automated content publishing, workflow and content sharing capabilities with Commerce Server 2000's product catalog, profiling engine, transactional processing, shopping card and Business Desk application. Resolution's open, COM-based API and built-in integration with the full range of Microsoft technologies simplify integration with other e-business applications and speed deployment. Businesses that purchase Resolution with the Content Connector will have a complete enterprise content-management solution, with full access to Resolution's rich feature set, including the COM API, template-based authoring, approval workflow, rich Web content authoring, wireless device support and multi-language support. [www.ncompasslabs.com](http://www.ncompasslabs.com)

*This might be a good next step for those of you who are just outgrowing homegrown content management systems based on Site Server and Commerce Server.*

## **ESPS IN TECHNOLOGY AGREEMENT WITH EONDIGITAL**

2/5/01

Liquent, a division of ESPS, Inc. announced that it has signed an agreement with eonDigital. Under the terms of the agreement, eonDigital will use Liquent's core rendering technology within its end-to-end solution, which brings together content management, publishing, and printing technologies. Liquent's technology will provide eonDigital users with rendering and publishing capabilities that enable companies to take text and visual components and automatically assemble them into customized documents and communications. Liquent technology builds upon the rendering technology developed by ESPS over the past six years, adding the ability to aggregate information components from virtually any file format and repository and render them to an open, standards-based format. As a result, the information can be reused for multiple needs and audiences. The technology also assembles and formats the information, and publishes the final product as electronic or paper output. [www.eondigital.com](http://www.eondigital.com), [www.esps.com](http://www.esps.com)

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## SOFTQUAD LAUNCHES MARKETAGILITY EXPRESS

2/5/01

SoftQuad Software Ltd. announced the release of MarketAgility Express, a desktop application designed to allow small and mid-sized suppliers to quickly create their own customized product catalogs for Global 2000 e-procurement systems and electronic markets. Outsourced catalog services are often slow and cumbersome, creating a bottleneck in the flow of timely and accurate product information to the e-marketplace. MarketAgility Express solves these challenges by allowing suppliers to quickly create and update their own catalogs, and deliver them to e-procurement systems in the right format. Based on XMetaL, MarketAgility Express is an affordable Windows-based desktop application designed for suppliers with limited technical resources. MarketAgility Express: requires no setup or configuration, creates e-catalogs from scratch or by importing Microsoft Access or Excel files, supports the creation of buyer-specific catalogs with special pricing, simplifies the categorizing of products into UN/SPSC classifications, automatically transforms catalogs into e-market format, and enables non-technical staff to manage and update catalogs. MarketAgility Express is available now for the Ariba platform, supporting both CIF and cXML formats. Support for additional formats will follow. MarketAgility Express is available to e-marketplaces, suppliers and channel partners at a suggested retail price of \$995 per seat. Volume discounts and partner programs are available. [www.softquad.com](http://www.softquad.com)

## UNITSPACE LAUNCHES ONLINE CONTENT MANAGEMENT TOOL FOR BUSINESS MANAGERS

2/1/01

UnitSpace Corporation announced the launch of its e-content portal and tools, which will enable companies to create and successfully manage their online businesses. Combining front-end visualization with back-end structures, UnitSpace gives business managers and online marketers an easy and inexpensive way to organize their online content, putting at their fingertips the ability to create sales and marketing materials, catalogues, product descriptions, dynamic showcases and other e-business applications using "click, drag and drop" technology. UnitSpace's software allows e-marketplaces to enhance marketplace participants' information and provide more efficiency for e-procurement, distribution marketplaces, industrial and consumer auctions. UnitSpace's partnership with leading suppliers of visual formats allows users to create powerful rich content front-end environments. [www.unitspace.com](http://www.unitspace.com)

## INTRANET SOLUTIONS PARTNERS WITH ISYNDICATE

2/1/01

IntraNet Solutions, Inc., announced it has formed a strategic marketing alliance with iSyndicate. The alliance provides IntraNet Solutions' Xpedio Content Management customers with access to more than 1,800 digital content and information sources worldwide, including The New York Times, UPI, Knight-Ridder/Tribune Business News, ABCNews.com and CNBC.com. Using iSyndicate's administrative interface, site administrators select content types to download. iSyndicate's content catalog is then published in XML to Xpedio, providing customers with seamless access to this business content through the Xpedio-published site. Customers are also provided with full text search, meta data tagging and archiving capabilities. [www.intranetsol.com](http://www.intranetsol.com), [www.isyndicate.com](http://www.isyndicate.com)

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## **IXOS ANNOUNCES IXOS-eCON SOLUTION SUITE, SUPPORT FOR SHAREPOINT**

2/1/01

IXOS SOFTWARE AG announced the "IXOS-eCON Solution Suite" consisting of four products that are modular, easily integrated and web-enabled. Additionally, IXOS introduced new product initiatives including innovative document management solutions for the Microsoft GroupWare platform, Exchange, as well as the Microsoft SharePoint Portal Server and integrated document solutions for CRM systems from SAP and Siebel. The IXOS-eCON Solution Suite is comprised of four products: IXOS-eCONserver ensures the management of enterprise-wide data and documents; IXOS-eCONtext allows the management of documents within their business context; IXOS-eCONTENT offers enhanced document management solutions for groupware applications; and IXOS-eCONcert provides a new, universal document portal solution. All of the Solution Suite components utilize Internet technologies such as Java and XML. With its new product IXOS-eCONTENT for MS Exchange, IXOS introduces a document management system based on the Microsoft groupware platform. IXOS-eCONTENT for Microsoft Exchange provides document management solutions that are integrated with the Microsoft Office and groupware systems. IXOS-eCONTENT provides a secure path for migration to a Microsoft SharePoint Portal Server. The new versions of IXOS-eCONserver and IXOS-eCONTENT for Microsoft Exchange are designed to integrate with the Microsoft Web Storage System, which is an important component of the Microsoft SharePoint Portal Server. IXOS-eCONcert is available immediately worldwide. [www.ixos.com](http://www.ixos.com)



## CALL FOR PAPERS DEADLINE IS MARCH 30!

We are still accepting speaking proposals for "Enterprise Content Management 2001", the new conference series covering technologies and trends related to integrating content and data into enterprise e-business applications. ECM 2001 is an educational 2 1/2 day conference for technical and business managers preceded by 1 day of introductory and technical tutorials. ECM 2001 brings together implementors, consultants, vendors, and analysts involved in content technologies to educate, debate, and predict. The conference program will be carefully orchestrated to ensure presentations are educational, relevant, and high quality. We are looking for participants who have strong expertise or experience and are willing to share their knowledge and skills with other management and implementation leaders.

There are opportunities for visionary keynote presentations, management or technically oriented educational presentations, case studies, in-depth tutorials, introductory tutorials, and interactive panels. We are especially interested in hearing from companies who are integrating content management into inter- and intra-enterprise environments, whether commerce-oriented or knowledge-oriented, and from companies who are "single-sourcing" content for multiple media channels or applications.

The speaker application form and complete instructions are provided at [www.ecmseries.com](http://www.ecmseries.com) under the "Speaker" section. **The deadline for submissions is March 30.**

## GILBANE REPORT SUBSCRIBERS RECEIVE A *SPECIAL DISCOUNT* TO THE SINGLESOURCE 2001 CONFERENCE

Organized by SingleSource Associates. This is the 3rd annual conference focused on strategies for content management through single sourcing. Case studies and return on investment strategies will be covered.

The conference is at the Westin San Francisco Airport on April 23-24. For additional information call (303) 232.0210. or see [www.singlesource2001.com](http://www.singlesource2001.com). Just tell them you are a *full* subscriber. Sorry, this is only available to paid subscribers.

## XML & CONTENT MANAGEMENT DAYS

These day-long sessions organized by Gilbane Report with AIIM and the GCA are hosted by Associate Editor Bill Trippe, and will introduce you to XML, provide a basic tutorial, and incorporate the lessons learned from case studies presented by guest speakers who have implemented solutions. What you will learn:

- ▲ What XML is and how it relates to content management

- 
- ▲ What implementation strategies have been used and which make sense
  - ▲ How to get started

April 29<sup>th</sup> in New York City, and May 22<sup>nd</sup> in Berlin. To register or see more detail on the programs see: [www.aiim.org/events/aiim2001/conference.html](http://www.aiim.org/events/aiim2001/conference.html) or [www.gca.org/attend/2001\\_conferences/europe\\_2001/specialinterest.htm](http://www.gca.org/attend/2001_conferences/europe_2001/specialinterest.htm)

## BACK ISSUES

Issues from 1993 thru 1998 are \$15 *if* in print. More recent issues are available in PDF for \$20 and *may* be available in print form for \$30. See [www.gilbane.com](http://www.gilbane.com) for more information.

### Volume 9 — 2001

Number 1 **XHTML: What You Should do About it, and When**, Sebastian Holst, David R. Guenette

### Volume 8 — 2000

Number 10 **XML: The State of the Union** Bill Trippe, David R. Guenette

Number 9 **E-books: Technology for Enterprise Content Applications?** Bill Trippe, David R. Guenette

Number 8 **What is Content Management?** Frank Gilbane

Number 7 **Syndication, Actionable Content and the Supply Chain**, Bill Trippe, David R. Guenette

Number 6 **Digital Rights Management: It's Time to Pay Attention**, David R. Guenette

Number 5 **E-catalogs: Strategic Issues for Suppliers**, Frank Gilbane

Number 4 **Content Management: Application vs. Application Server Solutions**, Bill Trippe

Number 3 **XML on the Front End: Connecting People & Processes in B2B E-commerce Environments**, Mary Laplante

Number 2 **ASPs, Content, & Code**, Frank Gilbane

Number 1 **XML, EDI, Content, & Commerce**, Bill Trippe

### Volumes 1 thru 7, — 1993 thru 1999

See [www.gilbane.com](http://www.gilbane.com)

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You can also place your order at [www.gilbane.com](http://www.gilbane.com) or by phone (+617.497.9443), or fax (+617.497.5256).

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## CALENDAR (OF EVENTS WE ARE INVOLVED IN)

**XML DevCon Spring 2001**, April 8-11, 2000, New York Marriott Marquis, New York City, (212) 251 0006.  
A conference and expo covering XML issues and tools for the developer community. The *Gilbane Report* is a sponsor of this event. [www.xmldevcon2001.com](http://www.xmldevcon2001.com)

**SingleSource 2001**. April 23-24, The Westin San Francisco Airport. (303) 232 0210. Organized by SingleSource Associates. This is the 3rd annual conference focused on strategies for content management through single sourcing. Note that **full subscribers to the Gilbane Report receive a discount** to this conference. [www.singlesource2001.com/](http://www.singlesource2001.com/)

**XML & Content Management Special Interest Day at AIIM 2001**, April 29 in New York 2001.  
**XML & Content Management Special Interest Day at XML Europe 2001**). May 22 in Berlin.  
The Gilbane Report, AIIM, and the GCA host a "special interest day" on XML and content management. Gilbane Report editor Bill Trippe moderates these very popular seminars. Be sure to see the AIIM and GCA websites for additional information on the full conference and expositions.  
[www.aiim.org/events/aiim2001/conference.html](http://www.aiim.org/events/aiim2001/conference.html), [www.gilbane.com/Events.htm](http://www.gilbane.com/Events.htm),  
[www.gca.org/attend/2001\\_conferences/europe\\_2001/specialinterest.htm](http://www.gca.org/attend/2001_conferences/europe_2001/specialinterest.htm)

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