

# THE GILBANE REPORT™

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Content, Computing, and Commerce – Technology & Trends

## WHY CONTENT & XML INTEGRATION TECHNOLOGIES ARE FUNDAMENTAL

We can't imagine anyone disagreeing with our title with any conviction these days. But many may agree with what it says mostly because of glowing research reports, breathless press releases, or enthusiastic reporting in the trade press. The Internet company meltdown should have made us all a little more critical. This month we explain why we believe content technologies and XML-based integration technologies are even *more* fundamental than you may think by looking at some long-term trends in computing, the effect of commerce, and what companies are doing in the current economic climate.

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Bluebill Advisors, Inc.  
763 Massachusetts Ave.  
Cambridge, MA 02139  
USA  
(617) 497.9443  
Fax (617) 497.5256  
[www.bluebilladvisors.com](http://www.bluebilladvisors.com)

Editor:  
Frank Gilbane  
[frank@gilbane.com](mailto:frank@gilbane.com)  
(617) 497.9443

Editors Emeriti:  
Tim Bray  
[tbray@textuality.com](mailto:tbray@textuality.com)  
(604) 708.9592  
David Weinberger  
[self@evident.com](mailto:self@evident.com)  
(617) 738.8323

Associate Editors:  
Bill Trippe  
[bill@gilbane.com](mailto:bill@gilbane.com)  
(617) 497.9443  
David R. Guenette  
[david@gilbane.com](mailto:david@gilbane.com)  
(617) 868.6093

Contributors:  
Mary Laplante  
[mary@fastwater.com](mailto:mary@fastwater.com)  
(412) 264.8432  
Mike Maziarka  
[maz@capv.com](mailto:maz@capv.com)  
(781) 871.9000

Production Assistant:  
Sarah G. Dionne  
[sarah@gilbane.com](mailto:sarah@gilbane.com)  
(617) 497.9443

Subscriptions:  
[sales@gilbane.com](mailto:sales@gilbane.com)  
(617) 497.9443

Customer Service:  
[customerservice@gilbane.com](mailto:customerservice@gilbane.com)

Consulting Inquiries:  
Bill Trippe  
[bill@gilbane.com](mailto:bill@gilbane.com)  
(617) 497.9443