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## CORPORATE PORTALS – SUCCESS KILLS THE MARKET

Corporate portals or “enterprise information portals” (EIPs) have grown to be wildly popular over the last few years. Even before businesses were asking for them, vendors and analysts had realized that the inevitable takeover of the browser as the almost-universal interface to corporate information would open up new opportunities for information sharing. There were Intranets, *etc.* first, but “portal” was a more accessible and appealing term, and had the advantage of not being perceived as limited to Web content. Businesses were drawn to the simple yet powerful idea of a corporate Yahoo. It was, conceptually, an easy sell.

Given this popularity, why is it so difficult to find a vendor whose main business is selling a corporate portal? What happened to all the portal vendors? Why is the portal market essentially non-existent? And if it is non-existent, why can you buy reports that talk about its \$2 billion +/- size? Finally, what does this mean and why should you, as an IT strategist, care?

The short answer is that the concept of a corporate portal has become too successful to be owned by specialist vendors. Almost anyone will sell you a portal today. Your job is to determine which set of technologies will translate into what your customer’s expect from a portal, without the benefit of a well-defined market. This month we look at why this has happened and what it means to you.

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# CORPORATE PORTALS – SUCCESS KILLS THE MARKET

The practice of building corporate portals or, the more important sounding, “Enterprise Information Portals” (EIPs) is likely to be around a long time – a new buzzword might emerge but the concept of a portal is appealing in its simplicity and descriptiveness - “portal” describes a user requirement succinctly<sup>1</sup>. Unfortunately, there is a downside; the utility and popularity of the term may end up rendering it meaningless as a way to refer to a set of products. Worse, if you are a vendor, the market for portal products could evaporate. We suggest that this has already happened. What do you see when you look at the vendor landscape? You see 2-3 small vendors of portal solutions, a number of content management (or even search) vendors who will sell you a portal solution of their own, or in partnership with someone else, and *every* major enterprise software and platform vendor. You might wonder if there is anyone who wouldn’t sell you a portal. Could all these vendors be selling you the same thing? Should portal functionality come from a “pure-play” portal product, a content management system, another enterprise application, an application server, a database platform? If you are looking at implementing a portal, you have to ask yourself what this means.

Whatever you think about the viability of portal products, as an IT strategist you need to consider market dynamics to make intelligent decisions about where portal functionality should reside in your architecture.

## WHAT IS A PORTAL?

As usual, analysts, vendors, and users have a wide variety of definitions. All the definitions we have seen are fairly consistent, and include something like “A portal is a single point of access to multiple information sources.” Common attributes of more detailed definitions include requirements that a portal be browser-based, support some level of interface and information-feed customization, and provide access to information outside the direct control of the application or repository. Beyond this, definitions get much more parochial, and have more to do with vendor features, analyst attempts at differentiation, or customer application-specific requirements.

There are a couple of other characteristics of portal solutions that deserve mention.

### **Application & platform independence**

The value proposition associated with “pure-play” portals is some combination of reach and neutrality. By “reach”, we mean how widely the portal product can reach for information – basically, how many information sources it can access. “Neutrality” is assumed to be built into pure-play portal products by definition. However, pure-play vendors still make decisions about which applications to support when, and which platforms to support first, or at all.

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<sup>1</sup> In this article, “portal” means “corporate portal”. Also, we are not talking about vertical industry portals, only products for building portals.

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While actual reach and neutrality both need to be understood when evaluating pure-play portal products. It is obviously even more important when you are looking at portal solutions that come from a platform or enterprise software vendor with even stronger preferences for, *e.g.*, their own repository. Note that although “portal” has been used to refer an interface to a single vendor product/repository, this practice has mostly now stopped. An interface to a single ERP system or database is not normally considered a “portal”. Or rather, users may think of a particular interface into an application as a “portal” and there is no reason they shouldn’t, but a vendor selling a “portal” only to their own application invites justifiable, or at least understandable, abuse.

### **Interactive vs. passive**

In keeping with the etymology of “portal”, most portals today are passive – they simply provide access, and this access is for humans. Portals are a publishing channel, and we integrate the information we access in our heads. Behind the scenes there may be all kinds of activity, but integration is usually limited to ensuring the user interface is consistent. Beyond that, information integration is the domain of middleware or other enterprise applications. There have been interactive portals from the beginning that included, *e.g.*, interactive forms for HR applications, and most businesses need a mix of passive and interactive functionality. The interactive functionality is where the heavy lifting begins – where application independence means “more programming” for integration and synchronization, and where platform independence requires non-trivial interaction between platform, middleware and applications software. This is why the market is dominated by the large players.

## **WHERE PORTALS CAME FROM**

Corporate portals were a conceptual marriage of early Intranet applications and Internet directory portals like Yahoo. Arguably the first corporate portals were sold by one of the first document management vendors to take web content management seriously. Information Dimensions, Inc. (IDI – acquired by Open Text a few years ago) was selling browser-based packaged corporate Intranets with a single sign-on directory interface and the ability to gather documents and web content from various repositories in 1995. Plumtree, the most recognizable name in the portal market, was founded in 1996. I don’t remember who was the first to come up with the term “EIP” (Enterprise Information Portal), but it was around this same time. iManage was also selling an EIP then, but decided the market was not yet ready.

What made the idea of a portal appealing, and in fact even possible from a practical point of view, was the browser interface – never before (at least in computing) had there been such a universally adopted interface model. It was a natural next step to use browser technology to access information sources other than pages designed for the Web as early portal and content management vendors did. It was also natural for all other enterprise software vendors to take steps to ensure a third party wouldn’t take over the interface between their customers and their applications. SAP was perhaps the first and most aggressive to take steps to protect their interest by both building their own portal and acquiring a pure-play portal vendor. The need to maintain “account control” – customer access to your application – ensured the ridiculously crowded market for portal solutions we have today.

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## CONTENT MANAGEMENT & PORTALS

As we mentioned above, early portals were built with content management products, and many still are. Portals can be built with simple CMSs, *e.g.*, Front-Page, or with industrial strength CMSs like Vignette *et al.* Today, content management vendors are often approached first for portal solutions. In fact, we have often been asked to advise businesses who say they want to choose a content management system, only to find their business requirements document is really specifying a portal application. This has resulted in most CMS vendors having portal vendor partners and *vice versa*. These partnerships are only appealing to the PR department and customers however. Portal and CMS vendors end up providing solutions that overlap too much for either of them to be really comfortable with the situation, especially given the current contraction in IT spending.

Although each type of vendor has mostly focused on a different part of the content management problem (CMSs on pure management and portals on access), from a customer point of view this differentiation has not always been either obvious or important. The solution to most business problems of sharing appropriate information with selected groups of employees or business partners in a managed way requires both capabilities. I would bet money that content management vendors still have more sales of portal solutions than pure-play portal vendors do. In fact, you could argue that there are no more pure-play portal vendors since Plumtree's acquisition of Hablador and Vignette's acquisition of Epicentric. (Corechange is the only one that comes immediately to mind.)

Gartner (or rather some Gartner analysts) talk about portals, content management, and collaboration capabilities all converging into a future of "Enterprise Suites". I'm not so sure about that, however they are responding to the same overlap described above.

## WHAT IS THE PORTAL MARKET?

There used to be enough freestanding pure-play portal vendors to suggest an emerging market. Most have been either acquired and/or deactivated. Even Plumtree, the mindshare leader, is not really a pure-play any more as they also sell content management based on their acquisition of Hablador. Some other acquisitions are in Table 1.

Acquirer	Acquiree
Vignette	Epicentric
Netegrity	DataChannel
SAP	Top Tier
Citrix	Sequoia

**Table 1.**

Although we argue there is no real portal market, there is of course a market that analysts measure, and vendors want to be a part of. As usual, the analyst firms

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have varying definitions and different research philosophies, but in the case of portals there seems to be a fair amount of consensus. The market is forecast to be about +/- \$2 billion in 2003, depending on the analyst firm you ask.

Clearly, \$2 billion is not based on the combined revenues of the rapidly dwindling numbers of pure-play portal vendors. Just as clearly, \$2 billion is not based on IT spending for portal development, as such a number is bound to be dramatically higher. In fact, the size of the portal market is either tiny and shrinking, or it is too big to be meaningful – this amounts to the same thing, an uninteresting market.

We haven't examined in detail how all the analysts do define the market, but obviously they are including the big guns (Oracle, Microsoft, SAP, *etc.*) and some have included vertical industry portals, which distorts the market size for software as it includes content. Certainly, at least some of the content management vendors are included, as well as at least some of the EAI vendors.

### **Portal Frameworks**

One approach to defining a market segment is to change the name or definition to something that includes an interesting combination of vendors. I'm not sure who came up with the notion of "portal frameworks", but it has largely become synonymous with "portal". The Meta Group measures the "enterprise portal framework" market, and says the top 3 leaders are Plumtree, IBM, and SAP. It would be too easy as well as unfair to say something smug about what this means to Plumtree's future, but it is fair to point out that the market has become a very different beast.

## **CONCLUSIONS & RECOMMENDATIONS**

So what's the point? Why should you care whether some analyst thinks there is, or is not, a well-defined portal market? Especially when your customers (assuming you are in IT), or senior management, *want* a portal? The answer is simple; you should listen to your customers, and your boss, and build them a portal. As we said earlier, it is a powerful and pleasing way to simply describe a need, and it is not likely to disappear anytime soon. Your mission, should you decide to accept, is to understand what they really mean, and to build a solution that is likely to include an unexpected combination of products and technologies. It will not be as simple as picking products labeled as "portals" or "portal frameworks". But you should not discriminate against such products either – there is no direct correlation between fitting into an analyst's worldview and being good technology. Sometimes these market landscapes can help, sometimes, as in this case, they mislead.

### **Think strategy**

Think of "portal initiatives" or "portal projects" or "portal strategies" rather than products. The "portal tools" you may need are largely the same tools you need to build other types of enterprise solutions (EAI, EII, search and categorization, content management, access, permission, and security management, application servers, *etc.*) Perhaps the only tools unique to a portal are the administration and set-up of the look-and-feel, configuration of the information sources, and provisioning new intranet members.

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Portals do drive demand for content management, and application and information integration tools. You need to understand when these are required and plan ahead. In fact, it is more likely you will need some of these in place in order to build a portal that meets your customer's needs – even if they don't recognize it.

### **Avoid monolithic**

The best way to guarantee a failed enterprise portal project, is to think you can create an enterprise portal that will solve all of your employee's (or other constituency's) needs, and build in business rules or policies that attempt to enforce the portal's use. You probably don't think this, but unfortunately, this is exactly why many organizations find portals an attractive idea – a classic example of the all too common logical error of thinking that just because something *ought* to be, it *will* be. Even in small organizations there are too many different users with diverse needs, which are constantly changing. Many of you may be familiar with horror stories of workflow projects that failed for exactly the same reason – thinking there is always a single best way to accomplish something.

### **Add value**

This is not to say that all big portal projects are bad. The point is that portal implementations need to account for user needs or they won't be used and all the purported benefits will never be achieved. And you need to add value. A portal should provide enough value to users that it is, at least sometimes, their default access point to information, and perhaps the only way to access certain information.

### **Temper expectations**

Do you know *any* users of a corporate portal that actually use it as their only interface to information? Unlikely. Portals are typically only one of the resources users will check with their browser. You can't, and don't want to, try and limit users to portals. And no one wants to be forced to go through a portal to get to the Web.

Also keep in mind that extensive integration and interactive requirements call out for portal solutions that have deep ties to your infrastructure. The more value you add the more far reaching the maintenance. It will be tough to keep up.

Build portals; just don't think you only need to buy one.

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# INDUSTRY NEWS

More recent news, old news (to January 1999), and commentary is available at [www.gilbane.com](http://www.gilbane.com). RSS 2.0 news feed available at [www.gilbane.com/syndication.html](http://www.gilbane.com/syndication.html).

## **INTERWOVEN ANNOUNCES VAR PROGRAM**

12/23/2002

Interwoven, Inc. announced that it is recruiting value-added resellers (VARs) to offer their expertise in selling and servicing content management solutions to a range of new markets throughout North America. With this new channel launch, Interwoven is expanding its partner program to include VARs that will reach mid-market organizations, enterprise departments and specific vertical industry customers requiring affordable content applications and solutions for their Internet-based requirements. [www.interwoven.com](http://www.interwoven.com)

## **MONDOSOFT ANNOUNCES AVAILABILITY OF ENTERPRISE SEARCH FOR .NET**

12/19/2002

Mondosoft announced that the latest release of its site search and reporting solution, MondoSearch 5.0, now supports Microsoft's .NET technology. MondoSearch 5.0 enables quick and easy access to relevant data across all Web environments using the latest .NET technology for sophisticated Web managers and users. In addition to support for .NET, MondoSearch 5.0 moves beyond traditional enterprise search by providing a suite of complementary tools to manage the content lifecycle including collection and analysis; enhancement and improvement; production and management and content delivery. BehaviorTracking is a complete reporting and analysis tool that provides insights into the search activity and user behavior on a web site. BehaviorTracking collects information about users' search queries, product requests, IP numbers and domain names, about their search success, chosen links and more. The InformationManager provides a set of tools that make it easy for site owners to improve content, adjust relevancy and customize data for greater search success and site usability.

[www.mondosoft.com](http://www.mondosoft.com)

## **NSTEIN & GALE ANNOUNCE PARTNERSHIP**

12/19/2002

Nstein Technologies Inc. and Gale announced an agreement to provide Gale's subject taxonomy through Nstein's automated indexing software. This agreement will enhance content search and retrieval services and extend market reach for both companies in many domains, including: business/financial services, law, medicine and health, technology, and social sciences. Gale's 70,000 node subject taxonomy will be pre-packaged within Nstein's Intelligent Categorizer and Nfinder automated indexing and search tools. This will enable Gale, Nstein, and their partners to license and deploy a hybrid product to enterprises around the globe.

[www.gale.com](http://www.gale.com), [www.thomson.com](http://www.thomson.com), [www.nstein.com](http://www.nstein.com)

## **FILENET & BEA FORM STRATEGIC TECHNOLOGY ALLIANCE**

12/18/2002

FileNET Corporation announced it has formed a technology alliance with BEA Systems, Inc. to develop and market integrated content and process management solutions designed for use with BEA's WebLogic Platform 7.0, which features a J2EE application server combined with de-

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velopment, portal and integration frameworks. FileNET's Web Content Management capability currently integrates with BEA WebLogic Server, allowing Web applications developed on the BEA platform to access content stored in the FileNET Web Content Management system. Under the new agreement, FileNET will expand its relationship with BEA to integrate the entire FileNET ECM suite with the BEA WebLogic Platform. The combined solution will be designed to automate the delivery of enterprise content to applications built on BEA WebLogic Platform, and to provide a unified framework for creating, managing and approving content accessed via enterprise portals. [www.FileNET.com](http://www.FileNET.com)

## **DIVINE ADDS GLOBALIZATION FEATURES TO CONTENT SERVER**

12/18/2002

divine, inc. announced expanded globalization features for divine Content Server. With localized interfaces and expanded language support divine Content Server makes it easier for global organizations to manage and deliver relevant content to Web sites, portals and extranets. This latest version of Content Server will be generally available later this year. Designed for use in multilingual environments, Content Server permits content in multiple languages to coexist in the same database. Features include: localized versions in English, French, Spanish, Italian, German, Japanese and Korean; support for multiple languages per installation; new interfaces that aid translators in viewing, creating and linking translated versions to original content; the capability to automatically detect browser language settings to correctly deliver content in the appropriate language; and the ability to manage content delivery to multiple sites in multiple languages at the same time. [www.divine.com](http://www.divine.com)

## **ATOMZ ENHANCES ATOMZ PUBLISH & SEARCH**

12/18/2002

Atomz announced enhancements to its enterprise Web content management solution, Atomz Publish, and Web site search application, Atomz Search. Atomz Search can now crawl and index Microsoft Word, PowerPoint and Excel file formats. Visitors at Web sites that use Atomz Search will be able to see and directly access Microsoft Word, PowerPoint and Excel documents from within the search results. In addition, Atomz Search customers can utilize the Metadata Management Interface to associate metadata with Microsoft Office documents and control the positioning of these documents within the search results. Search now provides support for Korean language searching, including a dictionary and full character set encodings. Search customers can now create scripts that modify content between when it is crawled and when it is indexed. Atomz added tags that allow Atomz Publish customers to incorporate non-HTML content such as JavaScript, PHP and ASP code; to define values (including text, HTML or nested Atomz Publish tags) which may be reused anywhere on templated pages; and to display content conditionally depending on the mode Atomz Publish is in: Edit, Preview or Publish. Atomz Publish can now upload multiple files into the system at a time. [www.atomz.com](http://www.atomz.com)

## **RAINING DATA ANNOUNCES DEVELOPER RELEASE OF TIGERLOGIC XML DATA MANAGEMENT SERVER ON WINDOWS**

12/17/2002

Raining Data Corporation announced availability of the developer release of its TigerLogic XML Data Management Server (XDMS) V1.0 on Windows 2000 and Windows XP. TigerLogic XDMS is information infrastructure software that provides scalability, XA-compliant transactional integrity and fine-grain search capabilities, as well as the dynamic extensibility, n-tier hierarchies and ease of use and deployment. Developers use J2EE Connector Architecture (JCA), and XML Schema, XSLT, SOAP and XPath to store and retrieve information and "eliminate the need for



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XML to relational data mapping". TigerLogic XDMS bridges the gap between structured and unstructured data and provides a significant gain in performance of XML data access. TigerLogic XDMS complements Enterprise Application and Information Integration (EAI and EII), RDBMS and application server software to provide a high-performance XML-queriable and extensible mid-tier platform for storage of business information and application meta-data. Developers can tap into business intelligence across structured operational data stores (ODS) residing in RDBMS as well as unstructured flat-file text documents, images, email and spreadsheets housed in shared file systems or content repositories. The developer release of Raining Data's TigerLogic XDMS is available for Windows 2000 and XP. Product license fee pricing starts at \$25,000 per server. Availability on Solaris, Linux and other platforms is scheduled for 2003. [www.rainingdata.com](http://www.rainingdata.com)

## **OASIS MEMBERS TO DEVELOP WEB SERVICES STANDARD FOR TRANSLATION**

*12/17/2002*

Members of the OASIS standards consortium have formed a technical committee to develop standards to automate the translation and localization process as a Web service. The effort brings together DataPower, IBM, the Localisation Research Centre, Microsoft, Oracle, SAP, and others in a collaboration that will use Web services as the backbone to a workflow linking the tasks that comprise a complex software localization project. The new OASIS Technical Committee will concentrate first on defining service types that are relevant to the software/content localization and translation industry. Their specification will drive the development of WSDL documents that will ultimately be published in a UDDI registry and potentially also in an ebXML registry. The OASIS Translation Web Services Technical Committee joins another localization effort at OASIS -- one that works to develop an XML Localization Interchange File Format (XLIFF). The two groups plan to coordinate their efforts. [www.oasis-open.org](http://www.oasis-open.org)

## **TRACTION INTRODUCES ENTERPRISE WEBLOG**

*12/16/2002*

Traction Software, Inc. introduced the Competitive Intelligence (C.I.) and Market Research solution to its TeamPage Enterprise Weblog. Traction's TeamPage Enterprise Weblog software is a solution that allows everyday corporate users to collect, link and organize information from e-mail, the web, Office and other textual information in an organized format. Its hypertext journaling system can label, cross-link and deliver relevant portions of editable content gathered from disparate sources and plug into an existing web infrastructure. Traction's Instant Publisher allows users to collect and post selected text, pictures, links and attachments directly from Microsoft Word, Outlook or Internet Explorer. Traction is a self-contained web server and is a Java application that can be installed on Windows XP, NT or 2000, Linux, Solaris and Macintosh OS X. Traction readers use browsers from Microsoft or Netscape, and supports wireless access from Palm, Windows CE or Blackberry browsers. Traction Competitive Intelligence & Market Research solution is availability immediately. Traction CI is priced at \$10,000 per server and \$125 per named account, plus 20% for annual maintenance and support. Traction offers a 15 user, workgroup package for \$4,995. [www.tractionsoftware.com](http://www.tractionsoftware.com)

## **FATWIRE LAUNCHES UE SECURE DEPLOY**

*12/16/2002*

FatWire Software launched its new software product, UE Secure Deploy, designed to improve the security, availability, and scalability of enterprise Web sites and content centric Web applications. An add-on to FatWire's enterprise-level dCM software UpdateEngine, UE Secure Deploy

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offers advanced support for clustering. FatWire UE Secure Deploy provides advanced security, reliability, and scalability among separate environments while supporting the content authoring, workflow, and publishing functionality core to UpdateEngine. UE Secure Deploy is a principle component of the FatWire UpdateEngine ECM Suite. UE Secure Deploy functionality includes: Promote - for production of structured and unstructured content across firewalls; Demote - for removal of content and files from production servers; Bulk Promote/Demote - for timed promotion and demotion of groups of content items and files; and Fetch - provides retrieval of content submitted by site visitors for processing through workflow. [www.fatwire.com](http://www.fatwire.com)

## **IONA & ALTOVA BUNDLE XMLBUS AND XMLSPY**

12/16/2002

IONA and Altova announced a strategic partnership that will include the bundling of Altova's XMLSPY 5 with IONA's Orbix E2A XMLBus. IONA's Orbix E2A XMLBus provides a software infrastructure platform for the development, deployment, integration and management of secure Web services to support the integration of business applications within the enterprise. Altova's XMLSPY 5 supports the visual design, editing and validation of XML documents, WSDL, XML schema and XSLT stylesheets. Using these products together, a software developer can create and deploy Web services using either legacy code written in CORBA, EJB or Java through the use of WSDL auto-generation utilities, or develop a new Web service application using visual tools for building WSDL and XML Schema. The IONA Orbix E2A XMLBus and Altova XMLSPY 5 product bundle is available immediately for purchase at the Altova Online Shop. The product bundling includes XMLSPY 5 Enterprise Edition and a one-year development license for the Orbix E2A XMLBus for a discounted price of \$1399. A free trial version of XMLSPY Enterprise Edition can be downloaded from [www.altova.com/download](http://www.altova.com/download), [www.iona.com](http://www.iona.com)

## **EPHOX RELEASES EDITLIVE! FOR JAVA 2.0**

12/16/2002

Ephox announced the general availability of EditLive! for Java 2.0, the next generation of its Web-based content authoring application. EditLive! for Java 2.0 adds features such as support for XML, support for the WebDAV, and compliance with Section 508. EditLive! is a content authoring application for non-technical users, allowing them to make content updates in a word processor-like environment. EditLive! ties into content management and CRM solutions such as Vignette, FileNET, Stellent and KANA. EditLive!'s server-based architecture enables administrators to control how content updates occur, even as the application scales to thousands of users. A multi-platform solution, EditLive! supports both Windows and Java environments in Internet Explorer and Netscape. EditLive! for Java 2.0 is now available. The pricing of EditLive! For Java 2.0 starts at \$35 per user or \$5,000 per CPU. An evaluation kit and online demos are available. [www.ephox.com](http://www.ephox.com)

## **TRANSLATIONS.COM ACQUIRES GLOBALIZATION MANAGEMENT SYSTEM FROM CONVEY**

12/16/2002

Translations.com, inc. announced that the company has purchased a suite of globalization management applications from Convey Software (formerly eTranslate). The transaction, which combines the localization services of Translations.com with software designed for multilingual content management, creates a full service offering for companies with a significant multilingual Web presence. The GMS applications, called GlobalLink and Ultra, integrates with Interwoven's TeamSite. Translations.com was previously a service partner to Convey Software and most recently acted as a reseller of GlobalLink. [www.translations.com](http://www.translations.com)

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## **IMANAGE ADDS PARTNERS & UNVEILS SOLUTIONS CATALOG**

12/16/2002

iManage, Inc. announced the addition of several new partners to its iDevelop program, which brings together companies that have developed software applications that integrate with iManage WorkSite. The company also introduced a new Solutions Catalog listing more than 60 products now available to extend the capabilities of WorkSite. iManage WorkSite suite delivers document management, collaboration, workflow and knowledge management accessible through an integrated portal in a single integrated Internet solution. The new partners announced include providers of workgroup, wireless and legal industry software solutions: Ricoh, Onset Technology, and Legal Files Software Inc. The full spectrum of iDevelop products and functionality are listed in the Solutions Catalog at:

[www.imanage.com/products/3rdpartysolutions.html](http://www.imanage.com/products/3rdpartysolutions.html)

## **AUTHENTICA INTRODUCES SAFEROUTE**

12/16/2002

Authentica, Inc. introduced SafeRoute, an enterprise secure messaging solution for guarding sensitive e-mail shared within or outside corporate boundaries. SafeRoute is a secure messaging solution to provide both automatic e-mail security and the option for individual users to protect their own outgoing messages. SafeRoute gives enterprises a solution to centrally manage and control corporate e-mail in accordance with established e-mail security and retention policies without disrupting their existing messaging infrastructure or requiring cumbersome steps for users. The SafeRoute messaging solution is part of Authentica's content security suite that also includes PageRecall for secure document sharing and NetRecall for secure sharing of Web content. Authentica's products can protect information persistently even after it is downloaded, allowing full control over distribution, printing, expiration and revocation of information.

[www.authentica.com](http://www.authentica.com)

## **METVERSE LAUNCHES XFORM WEB SERVICE TO CONVERT MICROSOFT WORD DOCUMENTS TO XML**

12/16/2002

Metaverse Corporation launched its XForm Web Service, which converts Microsoft Word documents to XML format and is an XML/SOAP Web Service, built on the Microsoft .NET platform. To see the Web Service in action, users can launch a demo application from Metaverse's corporate web site. Free trial licenses are available for developers to call the Web Service directly from their own custom applications. The XForm Web Service is completely free for up to 50 transformations per month. Beyond the free trial version, pricing starts at \$39.00/month for up to 500 transformations. Volume pricing and OEM options (online and offline) are available upon request. [www.metaverse.cc](http://www.metaverse.cc)

## **DOCUMENTUM PARTNERS WITH TELESTREAM**

12/11/2002

Documentum announced that it has signed a partnership agreement with Telestream. Together the two companies will integrate Telestream FlipFactory transcoding automation technology into the new audio/video plug-in for Documentum Media Services. Available now, the advanced audio/video transcoding option enables content creators in both global 2000 corporations and media and entertainment companies to convert digital assets automatically between leading audio and video formats, including popular streaming formats. Documentum's new ad-

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vanced audio/video media plug-in, which incorporates Telestream's FlipFactory technology, automates the manual process of transcoding media into a variety of web-ready formats and bit rates. It automatically delivers the resulting files to streaming servers, content distribution networks, or editing systems, for applications such as repurposing audio/video content for the Web (RealVideo, QuickTime, Windows Media, MP3, and WAV) and for wireless devices. [www.telestream.net](http://www.telestream.net), [www.documentum.com](http://www.documentum.com)

## **SAXoTECH TO RESELL APPLIED SEMANTICS NEWS SERIES**

12/11/2002

Applied Semantics, Inc. and SAXoTECH entered into an agreement whereby SAXoTECH will resell Applied Semantics News Series to users of their Publicus online publishing system. Integrating Applied Semantics News Series into the Publicus system provides SAXoTECH customers with access to content categorization, summarization, and concept tagging capabilities that streamline newswire, editorial, archiving, and syndication processes. Applied Semantics News Series comes bundled with the International Press Telecommunications Council (IPTC) Subject Codes, a 900+ node taxonomy, an industry standard for categorizing news articles. SAXoTECH's Publicus is a online publishing solution that gives newspaper and magazine publishers the tools necessary to create interactive online publications. The SAXoTECH Publicus/Applied Semantics solution is available immediately through the SAXoTECH sales force. [www.saxotech.com](http://www.saxotech.com), [www.appliedsemantics.com](http://www.appliedsemantics.com)

## **COREL INTRODUCES COREL XMETAL 4**

12/10/2002

Corel Corporation announced Corel XMetaL 4. XMetaL 4 provides customizable XML editing solutions that support dynamic validation for both DTDs and W3C Schemas. XMetaL 4 is comprised of four separate components: Corel XMetaL Author, Corel XMetaL for ActiveX, Corel XMetaL Developer and Corel XMetaL Central. XMetaL Author is a customizable XML authoring environment that features the authoring aids and advanced construct support necessary to create valid, well-formed XML documents. XMetaL for ActiveX is an authoring interface that developers can embed into any ActiveX-compliant Windows application, including Web browsers. XMetaL Developer is a centralized development environment for creating Corel XMetaL customizations and applications. Designed as a plug-in for Microsoft Visual Studio .NET, it enables developers to use existing Web programming skills in Script, COM and DOM. XMetaL Central enables IT managers to use Web services to remotely manage customizations and uses SOAP to provide access to up-to-date XML customization files, including style sheets, scripts, CSS and templates. XMetaL 4 will be available in early 2003. [www.corel.com/xmetal4](http://www.corel.com/xmetal4)

## **VERIDOCs ANNOUNCES BETA RELEASE OF XMLDOCS**

12/10/2002

Veridocs announced the upcoming availability of XMLdocs Beta Release. XMLdocs is a Web-based system for creating user-friendly XML content management solutions. The Beta Release will be available free. XMLdocs Version 1, slated for release in February 2003, will be available on a hosted basis. With XMLdocs, organizations can create XML document templates for everything from press releases and product descriptions to knowledge-based articles and help documents. Using these templates, non-technical users write and edit XML documents in XMLdocs XML word processor. Documents can then be exported for publication on a Web site or elsewhere through a simple Web Service. [www.xmldocs.com](http://www.xmldocs.com)

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## **FILENET PARTNERS WITH NS SOLUTIONS IN JAPAN**

12/10/2002

FileNET Corporation and NS Solutions Corporation announced a new strategic partnership to penetrate the Japanese ECM market. The partnership will have a strategic focus on developing and marketing solutions for the Financial Services, Insurance, Pharmaceutical, Government, Manufacturing and Utilities markets in Japan. NS Solutions, which has been involved in the technical drawing and content management business for more than 15 years, has more than 400 customers in Japan. [www.ns-sol.co.jp/e/index.html](http://www.ns-sol.co.jp/e/index.html), [www.filenet.com](http://www.filenet.com)

## **WfMC RELEASES WORKFLOW XML PROCESS DEFINITION LANGUAGE - XPDL 1.0**

12/10/2002

The Workflow Management Coalition (WfMC) announced the release of the Workflow Standard - XML Process Definition Language - XPDL 1.0. Together with other WfMC standards, XPDL provides a framework for implementing business process management and workflow engines, and for designing, analyzing, and exchanging business processes. XPDL is the culmination of a 15-month effort by multiple vendors and users to provide a standard that satisfies the needs of diverse organizations. One of the key elements of the XPDL is its extensibility to handle information used by a variety of different tools. Based upon a limited number of entities that describe a workflow process definition (the "Minimum Meta Model"), XPDL supports a number of differing approaches. A process defined in XPDL (a set of XML statements) can be imported into any workflow engine that supports XPDL. The related objects and attributes (data associated with the process) are now also included in the XPDL process definition. The XPDL process definition can be generated by workflow modeling and simulation tools, or can be manually coded, or can be exported from another XPDL-compliant workflow engine. Described as Document WfMC-TC-1025, it may be downloaded at [www.wfmc.org/standards/docs.htm](http://www.wfmc.org/standards/docs.htm)

## **DATAPOWER & CONTIVO PARTNER**

12/10/2002

DataPower Technology, Inc. announced a joint marketing and development agreement with Contivo, Inc., to integrate the Contivo Enterprise Integration Modeling (EIM) solution with the DataPower XA35 XML Accelerator. The joint solution provides enterprise customers with an XML integration solution providing data modeling and XML data transformation technology to reduce time and money spent on integration services. Contivo's platform-independent model-based semantic server automates the design and management of data integration. DataPower's XA35 - based on its XG3 XML processing technology - provides a fast XML data transformation engine. In a jointly conducted test, the "XA35 was able to execute Contivo transaction mappings over 15 times faster than transactions attempted in general-purpose software." DataPower XA35 XML Accelerator and Contivo EIM Solution 3.0 are available immediately. [www.datapower.com](http://www.datapower.com), [www.contivo.com](http://www.contivo.com)

## **W3C ISSUES XML ENCRYPTION & DECRYPTION TRANSFORM AS RECOMMENDATIONS**

12/10/2002

The World Wide Web Consortium (W3C) has issued the XML Encryption Syntax and Processing specification and the Decryption Transform for XML Signature as W3C Recommendations, representing cross-industry agreement on an XML-based approach for securing XML data in a

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document. When exchanging sensitive data (e.g., financial or personal information) over the Internet, senders and receivers require secure communications. Although there are deployed technologies that allow senders and receivers to secure a complete data object or communication session, only W3C XML Signature (together with the new W3C XML Encryption Recommendation) permits users to selectively sign and encrypt portions of XML data. For example, a user of a Web services protocol such as SOAP may want to encrypt the payload part of the XML message but not the information necessary to route the payload to its recipient. Or, an XForms application might require that the payment authorization being digitally signed, and the actual payment method, such as a credit card number, be encrypted. And, of course, XML Encryption can be used to secure complete data objects as well such as such as an image or sound file. The associated "Decryption Transform for XML Signature" Recommendation permits one to use encryption with XML Signature. One feature of XML Signature is to ensure a document's integrity: to detect if the document is altered. However, many applications require the ability to first sign an XML document and then encrypt parts of it, altering the document. The Decryption Transform lets the receiver know which portions of the document to decrypt, restoring the document to its unaltered state, before it can check the signature. XML Encryption was developed by the W3C XML Encryption Working Group, consisting of both individuals and the following W3C Members: Baltimore Technologies; BEA Systems; DataPower; IBM; Microsoft; Motorola; University of Siegen; Sun Microsystems; and VeriSign. [www.w3.org](http://www.w3.org)

## **COREL SMART GRAPHICS STUDIO UNVEILED**

*12/10/2002*

Corel Corporation unveiled Corel Smart Graphics Studio, a development platform designed to speed and simplify the creation of SVG-based smart graphics. These solutions transform XML and legacy data into dynamic and interactive graphics. Based on SVG, solutions built with Corel Smart Graphics Studio are not dependent on proprietary technology and are interoperable with existing tools and infrastructure. Corel Smart Graphics Studio enables enterprise Web designers and developers to produce extensible solutions by maintaining a separation between the graphical, functional and data components of an application. Corel Smart Graphics Studio will be available in mid-2003. [www.corel.com/smartgraphics](http://www.corel.com/smartgraphics)

## **eMOTION ANNOUNCES LAUNCH OF HOSTED SERVICE**

*12/9/2002*

eMotion, Inc. announced the launch of CreativePartner Project, a service that allows customers to engage eMotion's digital media management software solution and hosting services on a project-by-project basis. The new offering enables eMotion to target a much broader range of customers seeking a digital media management and collaboration solution for creative projects, but not necessarily on a continuous basis. The CreativePartner Project service includes set-up, hosting, operation and administration of a web-based digital media management solution for as little as two weeks to as long as six months or more. Clients can establish a project workspace for their assets (graphics, photos, video and audio files). In addition to CreativePartner Project, eMotion offers licensed software solutions MediaPartner Enterprise, CreativePartner and ArchivePartner. [www.emotion.com](http://www.emotion.com)

## **MICROSOFT ANNOUNCES "OFFICE 11" DEVELOPMENT TOOLS**

*12/9/2002*

Microsoft Corp. announced a new set of technologies designed to enable developers to build business solutions based on the next version of Microsoft Office, code-named "Office 11." A new set of tools, code-named "Visual Studio Tools for Office," enables Visual Studio .NET devel-

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opers to use Microsoft's application development tool to build solutions based on Word and Excel documents, as well as several new XML development experiences. Microsoft will continue to support Visual Basic for Applications. Using "Visual Studio Tools for Office," developers can create applications written in Microsoft Visual Basic .NET and Microsoft Visual C# .NET that run in Microsoft Word and Microsoft Excel. "Visual Studio Tools for Office" will be available in conjunction with "Office 11" in mid-2003. "Office 11," features enhanced support for XML, including improved object model programmability, the ability to use XML schemas, built-in support for XML Web services and a new smart document solution model. Word and Excel templates can be designed with an underlying customer-defined XML structure. Integrated support for XML Web services in "Office 11," along with support for XSL and XPath, leverages existing Office and Web development skills. [www.microsoft.com/office/developer/preview](http://www.microsoft.com/office/developer/preview)

## **KONTIKI ANNOUNCES NEW GRID DELIVERY SERVER SOFTWARE**

12/9/2002

Kontiki announced that it has added new Grid Delivery Server software to its enterprise software suite, the Kontiki Delivery Management System (DMS). The DMS enables enterprises to upgrade their existing networks to securely and automatically deliver corporate video and documents. Kontiki's DMS is based on the company's grid delivery technology. Like grid computing, which taps underutilized CPU processing power, Kontiki's grid delivery software pulls together existing networks and storage space on both PCs and servers to create a network capable of delivering rich media with greater efficiency and lower costs than traditional delivery methods. Kontiki claims the DMS has resulted in reductions in the cost of rich media delivery by a factor of 10 to 25 times, compared with traditional methods of delivering similar content. This improvement is driven by the hardware, bandwidth, and operations savings of Kontiki's grid delivery technology. The new Grid Delivery Server runs on standard PC hardware and improves network efficiencies by time shifting deliveries to smooth demand, eliminating failed deliveries with pause/resume, and adaptively multi-serving the content from the delivery grid. [www.kontiki.com](http://www.kontiki.com)

## **TERATEXT PORTS DATABASE TO HP ITANIUM-BASED LINUX SERVERS**

12/9/2002

HP and TeraText Solutions, a division of Science Applications International Corporation, announced that the TeraText Database System (DBS) has been ported to HP servers running Linux using Intel Itanium processors. TeraText DBS is a combination high-performance text database and search engine that provides the necessary functionality for storing, indexing, retrieving and delivering documents or XML-based records across an organization. With the ability to support multi-terabyte document collections, TeraText DBS is useful for managing large text-based collections. The product simultaneously can collect and make information available to the enterprise in real time while scaling to support thousands of concurrent users. The HP Itanium-based servers that run Linux are the HP rx2600 and rx5670. [www.saic.com](http://www.saic.com), [www.teratext.com](http://www.teratext.com), [www.hp.com](http://www.hp.com)

## **ETRACK OFFERS PORTAL PLATFORM FOR SMALL & MIDSIZE BUSINESSES**

12/5/2002

eTrack Solutions announced the availability of eTrack Web Portal. The new portal establishes a single technology platform that can enable a worldwide web site, an employee intranet, and multiple company extranets. The eTrack Web Portal includes features for creation and modification of web pages, customization of the look and feel, news posting, document management, application integration, database integration, user access control and management and file up-

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loading. A portal administrator can customize navigation, modify content, publish content, maintain a document library, post news, manage user access and security, upload files to a web page and define multiple page templates. Portal administrators do not require a software programming background. The eTrack Web Portal was developed using Microsoft.NET technology. [www.etracksolutions.com](http://www.etracksolutions.com)

## **IMS LAUNCHES IMS SITEMANAGER**

*12/4/2002*

IMS announced the launch of IMS SiteManager, a content management product for the Web, aimed at small to medium-sized businesses and organizations. IMS SiteManager features easy-to-use content management tools that allow customers to manage and update their Web site from any browser. Customers can choose modules to expand on functionality, adding an online store, events calendar, site search, and many other options. IMS SiteManager offers a diverse portfolio of quality designs. Customers can choose a stock design appropriate for their needs, or work with IMS designers to create a custom look for their site. Other features include hosting, training and ongoing support for the content management tools, free version updates, and the ability to expand capabilities with additional modules. IMS SiteManager has an annual license fee starting at \$2495. [www.ims.net](http://www.ims.net)

## **WORKSHARE LAUNCHES WORKSHARE METAWALL 1.1**

*12/3/2002*

Workshare announced the launch of its new metadata product, Workshare Metawall. Workshare's new product addresses the problems with hidden metadata in Microsoft Word documents and acts as a tool for document control and protection. Workshare Metawall 1.1 is designed as an enterprise solution to clean documents of unwanted metadata before they are sent out via email to external parties. The product integrates with and enhances Microsoft Outlook and Document Management Systems. In future modules of Workshare Metawall, the product will focus on cleaning metadata and also on the problem of document control. The next version of the product, to be released during the first quarter of 2003, will tag Microsoft Office documents to be sent externally via email in order to restrict delivery to prevent sensitive documents from leaving the organization. Documents may also be tagged so that the proper approvals must be received before they can be sent externally by email. [www.workshare.com](http://www.workshare.com)

## **WORDMAP & MOHOMINE LAUNCH STRATEGIC RELATIONSHIP, TAXONOMY SOLUTION**

*12/2/2002*

Mohomine Inc. and Wordmap Limited have announced a strategic technology relationship and the launch of a fully integrated solution for classification and enterprise taxonomy management. The combined Wordmap and Mohomine Taxonomy Solution will combine Wordmap's Taxonomy Management System with the Mohomine MohoClassifier in an integrated solution. Wordmap's Taxonomy Management System allows organizations to tag content by storing consistent metadata terms. It powers navigation interfaces with a security layer that allows personalized navigation views to be served to multiple users and groups. Multiple language versions of taxonomies are supported. Mohomine's MohoClassifier is a high performance auto-categorization solution built using "learn-by-example"/machine learning technology. Mohomine's language-independent algorithms provide accuracy and performance, and can be deployed and modified quickly. The combined solution is available in the Americas from Mohomine Inc., and in EMEA from Wordmap Ltd. [www.mohomine.com](http://www.mohomine.com), [www.wordmap.com](http://www.wordmap.com)



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## **WATCHFIRE ANNOUNCES WEBXM 2.0**

12/2/2002

Watchfire Corporation announced the release of version 2.0 of Watchfire WebXM. WebXM automates website testing and analysis to help detect and manage content quality, privacy and accessibility issues on large enterprise websites. WebXM 2.0 introduces a standalone web accessibility testing module designed to help organizations test their site's level of standards compliance, including the U.S. Government's Section 508 and the W3C's Web Content Accessibility Guidelines (WCAG). This release also introduces integration with content management systems through a new Web Service interface, and a fully documented Software Development Kit. A key motivation for developing a Web Services interface was to create a tighter integration of WebXM with content management systems from Documentum, Microsoft, Vignette and Interwoven. Using Web Services, web content can be automatically checked by WebXM at any stage in the web development workflow process and can be accepted or rejected. WebXM 2.0 is available from Watchfire's direct sales force. WebXM is also available as a managed service offering. [www.watchfire.com](http://www.watchfire.com)

## **ADOBE ANNOUNCES AVAILABILITY OF GRAPHICS SERVER 2.0**

12/2/2002

Adobe Systems Incorporated is now shipping Adobe Graphics Server 2.0. Adobe Graphics Server enables businesses to create, update and repurpose high-quality images used in a variety of mediums, and is designed to be used in both Web and cross-media workflows, while meeting the requirements of content management, asset management and prepress systems. The software has support from Artesia, Burntsand, Context Media, Documentum, MediaBin, NetXposure, North Plains and WebWare. Adobe Graphics Server runs on application servers from BEA, IBM, iPlanet, and Oracle. New capabilities in Adobe Graphics Server include support for Encapsulated PostScript (EPS) and PDF; conversion of SVG (Scalable Vector Graphics) files to PDF; enhanced support for image metadata and Adobe Photoshop 7.0 native files and engines; CMYK image manipulation; and clipping path support. Adobe Graphics Server 2.0 is available direct from Adobe, or through Adobe-authorized corporate licensing centers and authorized VARs and System Integrators. Adobe Graphics Server 2.0 is sold with Documentum Media Services and MediaBin Brand Asset Management. Pricing begins at US\$7,500 per CPU. An upgrade from AlterCast to Adobe Graphics Server 2.0 is US\$2,250 per CPU. [www.adobe.com/products/server/graphics/main.html](http://www.adobe.com/products/server/graphics/main.html)

## **ADOBE SHIPS DOCUMENT SERVER & READER EXTENSIONS**

12/2/2002

Adobe Systems Incorporated announced the availability of Adobe Document Server and Adobe Document Server for Reader Extensions. Adobe Document Server lets customers dynamically assemble customized Adobe PDF files from a variety of data sources to create technical manuals, electronic forms, contracts, business reports and invoices. The software enables enterprises to tap into existing ERP, CRM and CMS systems, document management systems, and databases to generate custom business communications in PDF. Adobe Document Server also supports Extensible Style Language Formatting Objects (XSL-FO). Adobe Document Server for Reader Extensions offers the ability to assign usage rights to Adobe PDF documents and forms. Once these rights have been assigned, users of Acrobat Reader version 5.1 will be able to save, fill and route PDF forms, add electronic sticky notes for comments or questions, and digitally

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sign completed forms. Adobe Document Server pricing starts at US\$20,000 per CPU. More information on licensing and pricing is available at [www.adobe.com/products/server/products\\_purchase.html](http://www.adobe.com/products/server/products_purchase.html), Acrobat Reader 5.1 is available free-of-charge at [www.adobe.com/products/acrobat/readstep.html](http://www.adobe.com/products/acrobat/readstep.html)

## **EBXML COLLABORATION PROTOCOL PROFILE RATIFIED AS OASIS STANDARD**

*12/2/2002*

The OASIS interoperability consortium announced that its members have approved the ebXML Collaboration Protocol Profile and Agreement (CPPA) v2.0 as an OASIS Open Standard, a status that signifies the highest level of ratification. ebXML CPPA defines business partners' technical capabilities and documents agreements between partners, enabling organizations to securely engage in electronic business collaboration. ebXML CPPA was developed by Commerce One, Cyclone Commerce, E2open, Hewlett-Packard Company, IBM, Intel, IONA, Mercator, SAP, See-Beyond, Sterling Commerce, Sun Microsystems, Sybase, TIBCO, Vitria, webMethods, and other members of the OASIS ebXML Collaboration Protocol Profile and Agreement Technical Committee. In related news, the ebXML OASIS UN/CEFACT Joint Marketing Team published version 1.0 of the ebXML Adoption Update, a listing of ebXML implementations, projects, products, and industry initiatives from around the world. The ebXML Adoption Update is posted at [www.ebxml.org/ebxml\\_jmt/index.htm#documents](http://www.ebxml.org/ebxml_jmt/index.htm#documents), [www.oasis-open.org](http://www.oasis-open.org)

## **PRIMUS LAUNCHES ANSWER ENGINE VERSION 3.0**

*12/2/2002*

Primus Knowledge Solutions released Primus Answer Engine version 3.0 with new capabilities for answering customer questions in Web self-service and assisted service environments. Answer Engine 3.0 enables companies to take advantage of valuable content that already exists in disparate corporate databases and document repositories by consolidating access with self-service search. Answer Engine uses proprietary natural language search technology to deliver precise answers to incoming questions without forcing businesses to build or maintain complex taxonomies. When a user types a question in natural language, the Answer Engine analyzes the usage context, parts of speech, and other language characteristics to match the question to available content, and returns the correct answer with the relevant text highlighted inside the document. The software can deliver information from 225 document formats, including Lotus Notes, ODBC-compliant databases, and legacy systems. Answer Engine 3.0 runs as a standalone technology or in conjunction with Primus eServer. Answer Engine 3.0 is Web Services-based, built on J2EE, and will support deployment on Windows or Solaris. The Answer Engine operates in six languages: English, French, German, Spanish, Italian, and Dutch. [www.primus.com](http://www.primus.com)

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# RECENT ISSUES

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## CALENDAR

**XML for Financial Services.** February 27-28, 2003, *Doubletree Guest Suites, New York City*. This event is specifically tailored to address the needs of financial services companies looking to implement XML initiatives. Hear how companies use XML-based web services to synchronize front and back office systems to enhance distribution and customization of critical financial information. Companies featured: Lehman Brothers, Morgan Stanley, Wachovia Securities, OppenheimerFunds, Wells Fargo, SIIA, and many more. ***Gilbane Report subscribers receive \$400 off the regular registration rate!*** [www.worldrg.com/fw332](http://www.worldrg.com/fw332)

**Documation France 2003.** March 17-19, 2003, *CNIT La Défense – Paris, France*. Our 10th annual Documation France with TechnoForum covers content management, enterprise portals, and electronic document technologies. Mark your calendars and stay tuned for more information. <http://www.gilbane.com/documation03.html>, [www.technoforum.fr/index.html](http://www.technoforum.fr/index.html)

**Using XML in Enterprise Content Management – Gilbane Report Workshop @ AIIM.** April 6th, 2003, *Javits Center, New York, NY*. It is almost inconceivable for an enterprise content management strategy today 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 concentrated workshop with Gilbane Report Associate Editor, and author Bill Trippe, you'll learn what businesses are doing today with XML and enterprise content management, how to think about the different roles XML can or should play in your own environment, and how to get started in XML. <http://www.aiim2003.com/workshop.cfm>

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