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## PORTALS & CONTENT MANAGEMENT SYSTEMS: HAVE TWO MARKETS BECOME ONE?

When we looked at the demise of the enterprise Portal market a few months ago we mentioned the close ties between Content Management Systems and Portals. The historical ties, which go back to some of the earliest corporate Web applications, are interesting. But more pressing for today's IT strategists, is where they should look to buy Portal technology. Clearly, application platform and infrastructure vendors dominate the Portal market in terms of market share, but CMS vendors are also important players in the Portal market, and have the advantage of being close to the content that feeds Portals. This fact is not lost on the platform vendors, some of whom also provide some content management functionality. What should you do?

This month Kathleen Reidy takes a closer look at the ongoing market convergence, and provides some advice on where to look for Portal technology and what to watch out for when selecting vendors. This is Kathleen's first article with us. She has been closely involved with the Portal market for many years in previous roles as both a Senior Analyst at Giga and a Product Line Manager for the Sun ONE Portal.

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# PORTALS & CONTENT MANAGEMENT SYSTEMS: HAVE TWO MARKETS BECOME ONE?

IBM's recent acquisition of content management system (CMS) vendor Aprix is a prime example of the market consolidation that continues to bring enterprise portal products and content management systems together. Given the spate of mergers and acquisitions between vendors in these two areas, the question arises: are these two markets now one in the same? Should you look to buy both portal and content management functionality in one product? Do the CMS vendors today provide everything you need to build a portal? Or will the large vendors that consumed the portal market (IBM, Oracle, BEA *etc.*) slowly take on CMS functionality to own that space as well? What does the future hold in terms of continued consolidation in these areas?

In "Corporate Portals – Success Kills the Market" (*Gilbane Report, Volume 10, Number 10*), we looked at the dissolution of the market for stand-alone enterprise portal products (or enterprise information portals). As we explained in that article, small, portal-only software vendors have all but disappeared over the last couple of years. There have been significant changes in the CMS market as well, though it has fared much better than the market for portal products. In this article, we'll look at why this is the case and help you answer the questions posed above.

## CONTENT MANAGEMENT SYSTEMS AND PORTALS: DIFFERENT ORIGINS

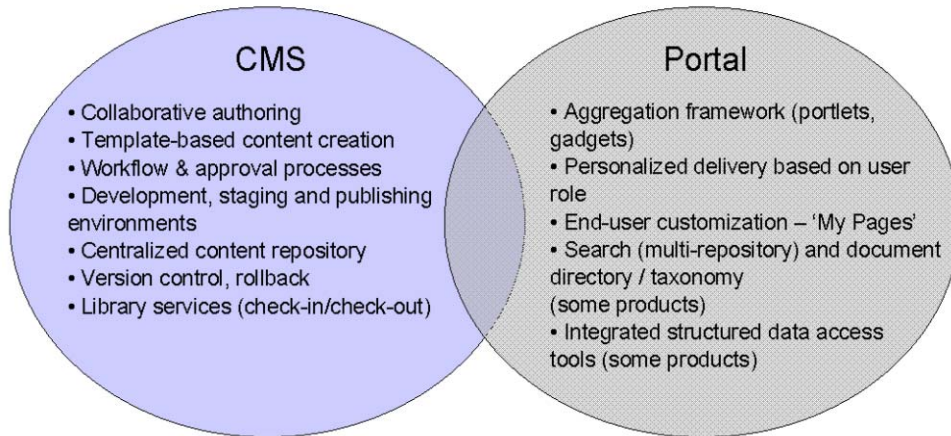
Content management systems and enterprise portal products emerged to meet somewhat different, though often overlapping market needs. Content management systems pre-date portal products by several years, and were developed to help organizations collaboratively author, control and publish large amounts of content to web sites.

Where CMS products were used to create web content, early portal products were focused almost entirely on aggregating existing content and data, or content that was created in other systems, and delivering it via a personalized web interface.

The Gilbane Report has extensively defined what a CMS is and does in previous issues. For purposes of this comparison, in Figure 1 we'll just provide a high-level set of features initially offered by the products in these two market segments.

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## CMS & Portal Product Features Circa 1999



**Figure 1.**

Looking at Figure 1, the main difference between these two segments in the early days becomes clear. Most content management systems were built entirely around the idea of a centralized content repository that was the heart of the “management” that the system was doing. It stored the content (or pointers to individual documents or pages) and all of the information about that content (its metadata).

Most early portal products did not have the tools to store, manage or publish content. They were instead intended to deliver widely disparate content, data or application functionality that was managed by a whole range of applications and systems that the portal, in theory, knew very little about. Depending on the nature of the portal product and its ‘portlets’ or ‘gadgets’, the source content never moved and the portal might know very little about what was actually be delivered in a particular ‘portlet’.

However, it is arguable whether or not there ever was any standard definition of “portal”.

As the portal hype really took off in the late 1990s, most every software vendor claimed to have some sort of portal product. This resulted in a very confusing set of products that were often difficult to compare one to another. In contrast, a CMS has always been at least a slightly more definable product. The market for CMS products developed to meet a clear set of customer needs.

CMS vendors were not left out of early portal hype and more than one of them claimed to have a portal product in the early days of the portal software frenzy. However, partnering between the two was more common. The following is a list of vendors that were early entrants into each of these markets.

<b>Representative CMS Vendors</b>	<b>Representative Portal Vendors</b>
Documentum	Corechange (acquired by Open Text 2003)
Eprise (acquired divine 2001)	Epicentric (acquired by Vignette 2002)
Interwoven	Infolmage (ceased operations 2002/ assets acquired by ServiceWare 2002)
nCompass (acquired Microsoft 2001)	Plumtree Software
Open Market/FutureTense (acquired by divine 2001)	Sequoia Software (acquired by Citrix 2001)
Vignette	TopTier Software (acquired by SAP 2001)

**Table 1.**

The market for stand-alone portal products has dissolved as indicated by the R.I.P-type nature of the right-hand column above (this market demise is also detailed more thoroughly in the earlier article on portals referenced above). The nebulous nature of portal products and their widely varied feature sets made it very difficult for a consensus to emerge as to what it is exactly that a portal product should provide. This led to a lowest-common-denominator definition of a portal product.

At its most basic, a portal product is really quite simple to define: it is an aggregation framework with tools for integrating disparate content and a mechanism for personalized web delivery. It turned out to be rather easy for the large application platform vendors to subsume portal functionality into their existing application server-based platforms without even making major acquisitions in most cases. The last couple of years have seen this market largely taken over by the large application and platform vendors like IBM, BEA and others that were able to include a portal as just one piece of a larger solution.

## **CUSTOMER DEMAND DRIVES CONSOLIDATION**

As the portal market matured it became clear that customers required a content management system to make their portals effective and compelling. Portals require content. While part of a portal's value is to provide a single interface to widely disparate content sources, portal business drivers also often dictate that substantial new content be created to serve the needs of a particular audience – be they customers, employees or suppliers. It is important that this content be well integrated with all of a portal's processes for information access, search and personalization. For this reason, these two markets have become increasingly intertwined.

Early partnerships between the vendors in these two segments created a lot of headaches for customers. Many of these problems persist today. The integrations between portal and CMS products are still often superficial and inadequate to meet end user needs. For example, the search and taxonomy functionality provided with a portal might not be tightly integrated with the categorization and

publishing mechanisms provided in the content management system. This can result in recently published content not being immediately available for searching via the portal or metadata laboriously added to the CMS not being indexed by the portal's search function. Similarly, lightweight integration between the two systems can result in substantial duplication in roles and privileges information stored in both systems.

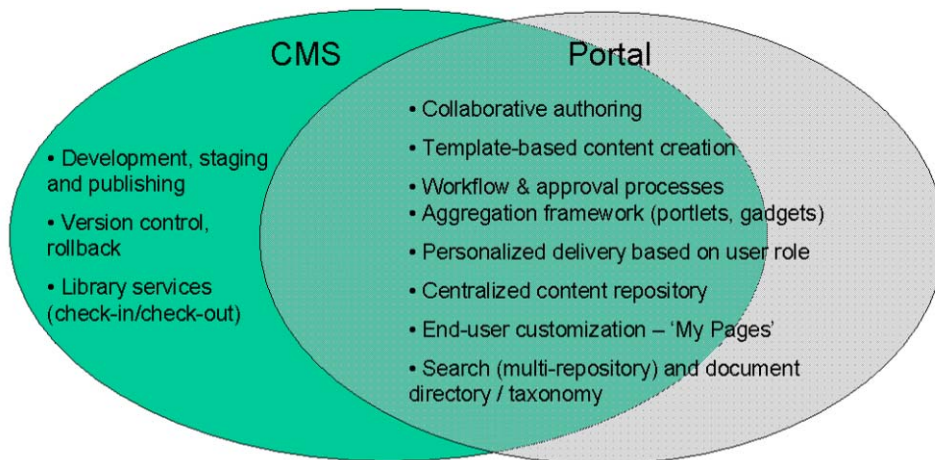
## ORGANIC AND INORGANIC CONSOLIDATION

The portal and content management markets have begun to merge in both organic ways, meaning natural product enhancement and expansion, and inorganic ways, mainly company mergers and acquisitions.

CMS products have grown to have stronger capabilities for integrating and delivering content and data that comes from disparate systems through the use of 'virtual repositories' and the like. Similarly, portal products have begun to add CMS features.

Content management systems have also moved much more into personalized delivery, from their roots in large-scale authoring processes. This can create confusion for the IT buyer, who might rightly ask: "If my portal is going to provide the personalized home page or delivery mechanism to my user and my CMS also has advanced personalization and content delivery capabilities, which product is actually providing the front-end that my user will see?" Competing capabilities for application integration, aggregation and content publishing create the same type of confusion for buyers.

### CMS & Portal Product Features 2003



**Figure 2.**

Figure 2 shows how the feature sets of these product areas have increasingly overlapped.

We should note that portal products have also been enhanced in other ways, adding collaboration features for example, that are not highlighted in this

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graphic as we're focusing particularly on the increasing overlap of portal and CMS functionality.

An important take-away of this market consolidation is that as the portal market has changed, it has gone in more than one direction. The basic portal features for aggregation, integration and delivery, are easily provided today by the leading application server and platform vendors. These vendors are also adding CMS features to round out their portal functionality to meet customer demand. At the same time, the CMS vendors have added more portal features, as indicated in Figure 2.

There are several products on the market today that have been enhanced or were originally developed to provide both some type of CMS functionality and portal capabilities, using our most basic portal definition. Oracle's portal product has always provided some content creation and management capabilities as it was developed from a tool that published database content to the web. Microsoft's initial portal offering, SharePoint Portal Server, was really a low-end document management system in disguise. BEA Software recently added content management features to its portal product.

In addition to the organic growth that has affected these two markets, vendors have also made acquisitions to put them in a position to better meet the needs of customers demanding an integrated set of portal and content management capabilities. Table 2 shows some of the acquisitions that have been made in this vein:

Vendor	Acquired
Microsoft	NCompass (2001)
Plumtree	Hablador (2002)
Vignette	Epicentric (2002)
Open Text	Corechange (2003)
IBM	Apatrix (2003)

Table 2.

## APPLICATION PLATFORM AND CMS VENDORS COMPETE

These organic and inorganic changes to the portal and content management markets leave us with a set of products and competing vendors that look quite different than they did a few years ago. There are now several vendors on the market that provide both portal and content management features and/or products. These include BEA, IBM, Microsoft, Open Text, Oracle, Plumtree, and Vignette.

This list is an interesting combination of application platform vendors and CMS vendors. This is the current state of this combined market.

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There are still a number of CMS providers who have not yet moved to provide the portal layer with a product that is named and marketed that way. These include (and this list is far from comprehensive): Documentum, FatWire, FileNet, and Interwoven.

The application server vendors took the portal market easily because it wasn't a real market. It was never easily defined and it was not apparent that specific portal products were required to build portals. The platform vendors that today own this market see that CMS functionality is also required to meet customer needs. However, it is not as easy for them to move into this market as it was to move into the portal market, unless they make large acquisitions of existing leaders.

CMS vendors are also able to provide basic portal features, but are not attempting to provide full application server and integration technology as this market is clearly owned by IBM, BEA, and others to a lesser extent. It is somewhat risky for CMS vendors to blatantly move into the portal market without alienating their platform partners. Vignette is surely struggling with this today as it consumes its Epicentric acquisition putting it in direct competition with portal products from its close partners BEA, IBM, and Sun. However, as vendors like IBM and BEA begin to include CMS functionality in their portfolios, this tension will increase anyway. At present, the content management capabilities provided by the large platform (and portal) vendors are quite limited, still leaving plenty of room in the market for the high-end systems from the CMS providers listed above.

## MAKING SMART DECISIONS AMID CONSOLIDATION

What does all of this mean to organizations currently looking to procure products to build portals and manage content? There are several scenarios and areas of concern to be addressed.

Customers looking to implement a portal that will include some capabilities to collaboratively author content with workflow and approval processes, and publish this content to the portal, now have some nicely integrated alternatives. However, there are several concerns when taking this approach:

- If the vendor has come to provide both portal and CMS functionality through organic means, it is likely that the CMS functionality provided is very lightweight and will only provide content publishing and management of content intended to be delivered through that portal. These features will not be able to meet larger scale CMS needs or enterprise-wide requirements. This situation can also leave the customer without a proper upgrade path, as these are the only CMS features provided by this vendor – there is no “pro” edition to which the customer can upgrade.
- If an acquisition or merger has occurred, the integration of the acquired product and company must be carefully evaluated. Depending on how recently the acquisition took place, the integration between the two products may still be very lightweight. It's also important to investigate the status of the acquired company. Have many of the employees been let go or forced to relocate? Are the services people that are expert in doing the implementation still with the company? What about the engi-

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needs? No matter how good acquisitions look on paper, they are notorious for falling apart during the more grueling integration phases. Make sure the two merged companies will provide a product that is a cohesive whole, as opposed to just a set of sales slides.

Customers should consider looking to a single vendor with both sets of functionality when the CM requirements are limited to a particular portal implementation or set of portals and where tight integration between these features and the portal framework is required.

Many, many customers today have already invested in a CMS product (or a portal) and are looking to make existing products work well with new purchases. In cases where an organization is looking to add a portal to an environment where one – or several – CMS products are already in place, the choices are becoming quite murky. There are still portal products on the market that do not bundle or require the use of a particular CMS product or set of features. IBM can still easily claim that its WebSphere Portal does not require any specific IBM CMS product. Sun Microsystems does not provide any CMS capabilities and still partners heavily in this area with its Sun ONE Portal Server product. In fact, most portal vendors today including the likes of Plumtree, Oracle, and Vignette that claim to offer features in both areas will still also be able to integrate with other systems.

Given that the drivers behind portal implementations are often to aggregate and deliver disparate content via a single interface, portal products had better be able to provide integration with other CMS products. However, it is inevitable that partnerships between these increasingly competitive vendors will suffer. The integrations will not improve and are more likely to fall out-of-date with current versions. More of the integration work will fall to customers. Customers can also expect that they will increasingly be up-sold on a single vendor's integrated product set, rather than on its ability to integrate with products from other vendors.

This discussion is of course only relevant in the context of your particular definition of "portal" to meet your business requirements. It is quite possible that a CMS from a vendor that does not explicitly claim to provide a portal product might suit your needs just fine in building your portal. In evaluating the need for an explicit portal product or set of functionality, think about the following areas:

- Aggregation framework: does the CMS allow you to deliver data, content, and/or application functionality that comes from or is tied to a wide variety of applications seamlessly in a personalized view for your individual users? Are you able to do this without having to alter the source applications and data? Does it allow you to easily integrate content from other CMS products within your organization?
- Search / taxonomy capabilities: does the CMS allow you to search across content that is not managed by it? Most portals provide this and it's also possible this requirement can be met using a CMS and stand-alone search product such as one from Verity, Autonomy or Google.
- Collaboration features: does the CMS provide any functionality to enable portal users to collaborate via the portal, both synchronously and asynchronously? This is fairly standard in portal products today.
- Identity management / single sign-on: this is an area of evaluation for both CMS and portal products. Portal products increasingly provide capabilities to centrally manage users and deliver applications, content and



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data to them via secure portals with single sign-on. If this is a requirement and your CMS vendor can't provide it, look to a portal or a stand-alone identity management vendor like Netegrity.

These are just some of the areas to consider when determining if an actual portal product is required. As always, matching requirements to product capabilities is really the trick, as opposed to getting locked into vendor and analyst definitions of market segments.

## WHAT HAPPENS NEXT?

Given the rapid pace of change and consolidation seen in this area over the last couple of years, it can be difficult to predict where we'll be in another few years. The vendors that largely own the portal market today - the application platform vendors - are likely to continue to expand their CMS functionality to meet customer demands. However, it will be difficult for these vendors to make real inroads in the high-end CMS market without making large acquisitions given the maturity and sophistication of current leading CMS products. IBM's recent acquisition was of a small vendor - a tactic other platform vendors might follow to provide low-end CMS functionality for their portal products in the short-term.

While there may be some further consolidation, it is unlikely that the current leaders of the CMS market (both those with and without an identified portal product) will go the way of the independent portal vendors anytime soon. Content management is a larger, more mature, and better-defined market than the portal market ever was. Unless major consolidation occurs, it is not likely that any of the large platform vendors will be able to make a real go at the established CMS vendors anytime soon. Partnering between them will continue (with its inherent difficulties for customers). The large portal / platform vendors will make inroads on the low-end of the CMS market and provide this functionality with their portal products, leaving the high-end CMS deployments to their CMS partners (running on their platforms, of course) in the short-term.

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# INDUSTRY NEWS

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

## **EKTRON ADDS RSS SUPPORT TO WEB CONTENT MANAGEMENT SOLUTIONS**

5/30/2003

Ektron announced it will add RSS syndication as a new addition to Ektron CMS300 and CMS200. With Ektron's RSS capabilities, organizations can syndicate content from a CMS200- or CMS300-empowered Web site to any RSS-aware Web site, program or content aggregator. The site owner simply gives individuals the opportunity to opt in to their RSS feed. Individuals are alerted when new content is posted. Within Ektron CMS200 or 300, the site owner identifies the specific content to be syndicated. The system dynamically creates RSS documents as end-users publish specified content. [www.ektron.com](http://www.ektron.com)

## **INXIGHT ANNOUNCES ENTERPRISE ADAPTORS FOR DOCUMENTUM, NOTES, PLUMTREE & SQL SERVER**

5/28/2003

Inxight Software, Inc. announced the general availability of adaptors to multiple enterprise information management systems, including Documentum, Lotus Notes, Microsoft SQL Server and Plumtree. These adaptors enable Inxight SmartDiscovery customers to access data stored in these disparate systems for processing and delivery through SmartDiscovery. SmartDiscovery Enterprise Adaptors offer Inxight customers a means of integrating content inside existing information management systems into a single point-of-access solution. SmartDiscovery Enterprise Adaptors allow users to schedule updates and retrieve documents and emails from these systems. This information is then analyzed and relevant metadata is extracted to enable search, classification, entity extraction, summarization and visualization of the data. The resulting metadata can be populated back into the original system for display in existing portals or other interfaces, or can be stored in a dedicated repository and accessed by Inxight's user environment. SmartDiscovery includes Web and file crawlers that enable users to access information stored on hard drives, internal networks, and Web sites. [www.inxight.com](http://www.inxight.com)

## **ASK JEEVES SELLING JEEVES ENTERPRISE SOLUTIONS TO KANISA**

5/28/2003

Ask Jeeves, Inc. has entered into a definitive agreement under which Kanisa, Inc. will acquire Jeeves Solutions, the enterprise software division of Ask Jeeves. Jeeves Solutions' search technology and analytics will enable Kanisa to offer a larger, more robust suite of customer service solutions. With the sale, Ask Jeeves will focus solely on its growing Web-wide search business. Under the terms of the agreement, Kanisa will acquire substantially all assets of Jeeves Solutions including the JeevesOne technology and its approximately 40 corporate customer accounts. Kanisa will pay a purchase price of \$4.25 million, of which \$3.5 million will be paid in cash on closing and the remaining in a one-year promissory note for \$750,000, which is subject to certain conditions. The sale is expected to close in July 2003. [www.AskJeevesInc.com](http://www.AskJeevesInc.com)

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## **APACHE LENYA 1.0RC1 RELEASED**

5/27/2003

The Apache Lenya development community announced the first stable release of Apache Lenya. Apache Lenya is a Java Open-Source Content Management System based on XML and XSLT and the Apache Software Stack. Its XML-centric architecture allows for content delivery targeted to the capabilities of the devices of today and tomorrow, and avoids data lock-in. Apache Lenya is built around off-the-shelf components from the Apache Software Foundation, which are familiar to thousands of technologists, and are documented extensively in dozens of books. Apache Lenya comes with Revision Control, Scheduling, a built-in Search Engine, separate Staging Areas, and Workflow. Apache Lenya uses XML throughout. Features include a browser-based WYSIWYG Editors that validate input against a W3C XML Schema, and a publication concept that allows reuse of the information architecture of a site and brings modularity to the content level. This release of Apache Lenya is a refactored version of the codebase that has been in production for nearly three years. Wyona Ltd donated the Apache Lenya codebase (formerly known as Wyona CMS) to the Apache Software Foundation in March 2003.

[www.apache.org/dist/cocoon/lenya](http://www.apache.org/dist/cocoon/lenya)

## **PIXELMEDIA & REFRESH IN RESELLER AGREEMENT**

5/27/2003

PixelMEDIA, Inc. announced it has signed a partnership with Refresh Software Corporation to sell, integrate, and support Refresh Software's SiteRefresh Content Management software. Customers can now purchase either the Hosted Service or a self-hosted SiteRefresh server license, along with turnkey integration and training services, directly from PixelMEDIA. Refresh Software's SiteRefresh provides essential content management features such as browser-based WYSIWYG web content authoring, integrated workflow, content versioning and rollback, and template-based publishing from a secure enterprise-class relational database.

[www.pixelmedia.com](http://www.pixelmedia.com), [www.refreshsoftware.com](http://www.refreshsoftware.com)

## **ADOBE ACROBAT 6.0 PRODUCT LINE NOW SHIPPING**

5/27/2003

Adobe Systems announced the immediate availability of the Adobe Acrobat 6.0 product line. Adobe also announced the immediate availability of Adobe Reader 6.0 software, an upgraded and re-named version of the widely distributed, free Acrobat Reader. Acrobat 6.0 Professional and Acrobat 6.0 Standard for Windows 98 Second Edition (Acrobat 6.0 Standard only), Windows NT Workstation 4.0 (with service pack 6), Windows 2000 Professional (with service pack 2), Windows XP Home, Professional and Tablet PC Editions, and Mac OS X v10.2.2, are immediately available in English. French and German language versions are expected to ship the first week of June and Japanese language versions are expected to ship in early July. Acrobat 6.0 Professional has an estimated street price of US\$449. Registered users of Acrobat 4.0 and Acrobat 5.0 can upgrade to Acrobat 6.0 Professional for an estimated street price of US\$149. Acrobat 6.0 Standard has an estimated street price of US\$299. Registered users of Acrobat 4.0 and Acrobat 5.0 can upgrade to Acrobat 6.0 Standard for an estimated street price of US\$99. The products also are available through Adobe's licensing programs. Acrobat Elements is immediately available for Windows 98 Second Edition, Windows NT Workstation 4.0 (with service pack 6), Windows 2000 Professional (with service pack 2), and Windows XP Home, Professional and Tablet PC Editions. The product, available exclusively through Adobe's licensing programs, begins at US\$28 per seat for a 1,000 seat license. [www.adobe.com/products/acrobat](http://www.adobe.com/products/acrobat)

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## SOFTWARE AG UNVEILS XML ENABLEMENT CAPABILITY FOR FEDERAL GOVERNMENT AGENCIES

5/27/2003

Software AG, Inc. unveiled its XML Enablement capability for federal government agencies, a group of services, products and best practices that uses XML and Web Services to build "views" of information from disparate enterprise sources. These views are placed as XML documents into an Enterprise Metadata Repository (EMR) where users can request views using HTTP. Users can then retrieve the information itself from various sources as HTML or XML documents for secure publishing to internal and external systems. Software AG's XML Enablement capability supports four core processes that help agencies manage information better: Enterprise Metadata Repository, Data Services, Composition and Publishing. At the core of Software AG's XML Enablement capability is the EMR, which includes a cross-platform data dictionary and enables users to store, query and annotate information from disparate systems. Compliant with both Common Warehouse Metamodel (CWM) and UDDI, the EMR uses commercial off-the-shelf authoring and developing tools and supports enterprise capabilities such as versioning, check-in/check-out and impact analysis. The EMR allows users to define processes for creating new documents, and then composes the documents automatically in XML or HTML by drawing data and content from various sources. Completed documents are stored in WebDAV compliant folders. [www.softwareagusa.com](http://www.softwareagusa.com)

## NORTHERN LIGHT RE-EMERGES

5/26/2003

Northern Light has emerged from the Divine bankruptcy. C. David Seuss, former CEO of Northern Light, purchased the company in Divine's 26-hour marathon bankruptcy auction held three weeks ago. After the acquisition, Seuss contacted the corporate customers for Northern Light's SinglePoint Market Research Portal that had not fled during the Divine era and assured them that their customer support would soon return. Seuss also plans to market the never before released Northern Light Enterprise Search Engine, a 64-bit enterprise search solution, featuring Northern Light's taxonomy and classification capability that uses Northern Light's clustering technology. It is unclear what the plans are for the Northern Light Web search engine. [www.northernlight.com](http://www.northernlight.com)

## FAIR ISAAC & SOFTWARE AG PARTNER FOR XML INTEGRATION

5/26/2003

Fair Isaac Corporation and Software AG, Inc. announced a marketing partnership in the area of XML data integration and processing. The new partnership allows customers to use EntireX XML Mediator and Tamino XML Server from Software AG to send non-XML data from various sources to the ACORD SPX-compliant policy application and claims processing supported by Fair Isaac Blaze Advisor and XML Manager For Insurance. EntireX XML Mediator lets companies convert a wide range of data formats to XML and route XML data and message streams between applications and systems. It manages requests for XML data streams, converts legacy data into standardized XML formats, and sends notifications to sending and receiving parties to track the progress and success of data transfer operations. Tamino XML Server adds the native XML storage of critical transaction information and XML components necessary for advanced queries, processing, and exception reporting. [www.fairisaac.com](http://www.fairisaac.com), [www.softwareagusa.com](http://www.softwareagusa.com)

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## **SECURENET ASIA TO DISTRIBUTE AUTHENTICA'S CONTENT SECURITY SOFTWARE**

5/22/2003

SecureNet Asia Limited announced a reseller agreement with Authentica Inc. to distribute Authentica's complete range of content security solutions in China, Hong Kong, and Macau. [www.securenetasia.com](http://www.securenetasia.com), [www.authentica.com](http://www.authentica.com)

## **CINTRA ANNOUNCES MASMEDIA V.3**

5/21/2003

Cintra Corporation UK announced MASmedia V.3, the latest release of Cintra's Smart Enterprise Suite comprising web-enabled modules that deliver Digital Asset Management, Document Management, Enterprise Content Management and Workflow in one integrated solution. Cintra is primarily targeting MASmedia at medium to large enterprise marketing departments and marketing agencies. Typically, these will be companies with large branch, dealer, distributor or partner networks such as those found in the automotive, retail, manufacturing and financial services industries. Serving as a digital media hub, MASmedia enhances collaborative working by providing integration with partners and suppliers. MASmedia provides an environment where authorised users in agencies and remote offices can access marketing assets without jeopardising sensitive corporate data. Through a branded web interface, users can communicate with other (Internal or External) team members in a "virtual workspace" that enables them to speed the deployment of marketing campaigns and product launches, while safeguarding brand authenticity. MASmedia is available now under licence or as a managed Application Server Provider (ASP) through Cintra. [www.cintra.com](http://www.cintra.com)

## **WINDFIRE ANNOUNCES SUPPORT FOR EMC CENTERA**

5/21/2003

WindFire Technology announced it has entered into an agreement with EMC Corporation to integrate the company's Xtorm enterprise information management (EIM) suite with the EMC Centera content addressed storage (CAS) solution. EMC Centera is designed to address the information storage requirements of any structured or unstructured data. WindFire's Xtorm EIM suite comprises enterprise content management, business process management and virtual repository management applications. Developed on a J2EE, XML and Unicode foundation, the integrated suite is designed to be embedded into existing business applications. WindFire is now shipping its integration adapter for the EMC Centera CAS solution, which provides a direct and bi-directional communication layer with Xtorm. [www.windfiretechnology.com](http://www.windfiretechnology.com)

## **FUJI XEROX SINGAPORE TO OEM NETGURU'S EREVIEW**

5/20/2003

Web4, a division of netGuru, Inc. announced an exclusive distributor agreement with Fuji Xerox Singapore (FXS). Web4 will integrate eReview, Web4's 2D and 3D collaborative viewer, with FXS' knowledge-sharing product, DocuShare. FXS will retain the exclusive rights to sell eReview in Singapore with FXS' document management suite of products in all vertical markets excluding the oil and gas industries. By integrating eReview's real-time visualization, markup, conferencing and collaboration technology, FXS will be adding interactive, real-time, native viewing of structured and unstructured data found in document types like 2D and 3D Computer Aided Design, Microsoft Office documents, raster images and Electronic Design Automation. With the help of eReview, FXS users familiar with automating and controlling their workflow processes

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with FXS' suite of content management products like DocuShare will now have the added ability to collaborate at any point in a document's life cycle. eReview meetings can also be saved, replayed and archived into DocuShare's work environment. FXS has also incorporated eReview in its "Knowledge Window," an integrated digital meeting space comprising Web4's eReview, 3M's Digital WallDisplay and FXS' suite of document management and knowledge management software and hardware. [www.fujixerox.com.sg](http://www.fujixerox.com.sg), [www.netguru.com](http://www.netguru.com)

## **SITE EXECUTIVE INTEGRATES GREYSTONE.NET HEALTHCARE INFORMATION INTO WEB CONTENT MANAGEMENT SOLUTION**

5/20/2003

Site Executive announced that it has partnered with Greystone.Net to provide comprehensive health information for healthcare organizations who use its CMS. Greystone.Net was established in 1996 to provide Internet and World Wide Web solutions and services for healthcare organizations. Pricing for Site Executive starts at \$25,000.

## **UDDI v2 RATIFIED AS OASIS STANDARD**

5/20/2003

OASIS announced its members have approved the Universal Description, Discovery and Integration specification (UDDI) version 2.0 as an OASIS Open Standard, a status that signifies the highest level of ratification. UDDI enables companies and applications to dynamically publish, locate, and use Web services. Members of the OASIS UDDI Specification Technical Committee include Computer Associates, Fujitsu, IBM, IONA, Microsoft, Novell, OpenNetwork, Oracle, SAP, SeeBeyond, Sun Microsystems, Tata Consultancy Services, and others. The portfolio of OASIS Open Standards and specifications for Web services includes UDDI as well as the Web Services Business Process Execution Language (WSBPEL), the Security Assertion Markup Language (SAML), Web Services Reliable Messaging (WSRM), WS-Security, Web Services Distributed Management (WSDM), ebXML, Universal Business Language (UBL), and others. [www.oasis-open.org](http://www.oasis-open.org)

## **CANTO RELEASES INTERNET CLIENT PRO FOR ENTERPRISE**

5/20/2003

Canto announced the availability of Cumulus Internet Client Pro. Internet Client Pro, part of the Cumulus Enterprise Edition, is based on Cumulus Java Classes and JSP technology and is especially designed for users who do not merely publish their assets but also intend to use them for marketing and generating business. Internet Client Pro enables users to create dynamic Web pages allowing visitors to search for images and documents within Cumulus catalogs using a standard Web browser, and then they can sort, select and finally download the items. Visitors can also catalog new assets, assign assets to new categories, edit and update stored metadata or check assets in and out for local processing. Internet Client Pro is flexible and customizable using high-end HTML editors. Integration with Macromedia Dreamweaver MX is fully supported, and integrations into existing workflows is straightforward. Internet Client Pro is immediately available with English, German, Japanese and French user interfaces on Mac OS X, Windows, Solaris and Linux platforms. Internet Client Pro is only available for the Cumulus Enterprise Edition. [www.canto.com](http://www.canto.com)

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## **STELLENT ANNOUNCES NEW WEB CONTENT MANAGEMENT APPLICATION**

5/19/2003

Stellent, Inc. announced Stellent Site Studio, a new Web content management application offered as part of its Stellent Content Management suite of products. Stellent Site Studio helps companies build tens to hundreds of Web sites, enabling them to deploy these sites and maintain consistent branding, security and infrastructure across all sites being developed by their various business units. With Stellent Site Studio, companies can create libraries of Web site components, such as templates, navigation, graphics and code, which are then available to their business units when building their own sites. The reusable components allow business units to rapidly deploy their unique Web sites while complying with corporate requirements. Site Studio users also can create components using other programs, such as designing layouts in Dreamweaver, and import them into the Site Studio library for possible use by the business units. Site Studio will begin shipping June 15, 2003 and will be included with the Stellent Web Content Manager solution, which is sold as an option to Stellent Content Server. Stellent Web Content Manager is priced from \$25,000 to \$100,000 USD, based on the number of contributors. [www.stellent.com/products](http://www.stellent.com/products)

## **MERCADO RELEASES ENTERPRISE SEARCH & NAVIGATION SOLUTION**

5/19/2003

Mercado Software Inc. announced it has released its Enterprise Search & Navigation (ESN) solution. Designed from the ground up for a web services enterprise architecture, ESN provides a solution for locating information scattered across multiple information repositories and stored in disparate data formats. ESN provides a single point of information access for users to explore all organizational information, whether it is structured, semi-structured, or unstructured content. ESN utilizes linguistic tools and hierarchical indexing that uses structure in addition to text to optimize relevancy ranking for all content types. ESN's modular architecture is adaptive to existing systems and new data sources and is customizable. Its XML and SOAP architecture simplifies integration and maintenance. The solution is scalable to any data volume and user load, and features a quick update capability that helps keep search indices fresh. [www.mercado.com](http://www.mercado.com)

## **FILENET TO RESELL VENETICA'S CONTENT PROVIDER**

5/19/2003

FileNet Corporation and Venetica announced a relationship under which FileNet will re-sell Venetica's Content Provider for the FileNet P8 Workplace, FileNet's user interface for its FileNet P8 ECM architecture. The Content Provider for FileNet P8 Workplace leverages Venetica's product VeniceBridge, and enables FileNet customers to access existing enterprise content through FileNet's common API and user interface. FileNet's VCM solution enables users to browse and search external content sources, and includes support for existing FileNet repositories, third party content management systems and custom content sources. Users can copy selected content into the FileNet P8 Content Manager or create real-time links to content residing in external repositories. [www.venetica.com](http://www.venetica.com), [www.filenet.com](http://www.filenet.com)

## **TRIGO ANNOUNCES UCCNET CERTIFICATION**

5/19/2003

UCCnet, the not-for-profit organization that provides item registry and data synchronization services based on industry-developed standards, and Trigo Technologies, Inc. announced that Trigo Product Center 4 has been certified for UCCnet Foundation Services 2.1. By earning UCCnet certification in Supply Side, Demand Side (Buy) as well as Universal testing, Trigo Product

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Center delivers a certified solution that captures, manages, and synchronizes comprehensive product information for manufacturers, distributors and retailers. Trigo will participate in the UCCnet Foundation Services 2.2 beta program. Trigo's participation in this program will ensure that Trigo Product Center continues to provide full support for current and future UCCnet and GCI (Global Commerce Initiative) standards. Trigo Product Center 4 exceeds current GCI standards for EAN.UCC data synchronization, enabling trading partners to manage and synchronize the broadest range of product information. [www.uccnet.org](http://www.uccnet.org), [www.trigo.com](http://www.trigo.com)

## **ATOMZ & WEBSIDESTORY IN EXCLUSIVE ALLIANCE**

5/19/2003

WebSideStory, Inc. Atomz announced an exclusive alliance to provide businesses with a solution for Web site search, content management and Web analytics. Under the agreement, the companies will integrate their products and services and work on a number of joint marketing projects. HitBox greatly extends Atomz Search's reporting capabilities to include campaign ROI tracking, up-to-the-second merchandising reports, funnel analysis, visitor segmentation and more. Atomz will also integrate HitBox intelligence into its Atomz Publish content management system, allowing companies to get detailed, real-time insight into online visitor behavior. Using HitBox reports, companies can see which content visitors prefer, which navigational paths they take, which marketing campaigns they respond to, and more. [www.atomz.com](http://www.atomz.com), [www.websidestory.com](http://www.websidestory.com)

## **AUTONOMY IN OEM RELATIONSHIP WITH NOVELL**

5/19/2003

Autonomy Corporation plc announced an OEM relationship with Novell. Autonomy's technology will be embedded in Novell exteNd Director, an interaction and portal server that enables IT organizations to deliver and maintain rich, personalized Web applications. Autonomy enhances Novell exteNd Director with its ability to analyze and rank concepts within unstructured information within its content management system. With the addition of Autonomy's technology in Novell exteNd Director, documents and Web pages in the content management systems can be categorized, linked and delivered wherever it is needed to provide customers, partners and employees with the relevant and up-to-date information they need to be successful. [www.autonomy.com](http://www.autonomy.com)

## **NORTH PLAINS RELEASES TELESCOPE ENTERPRISE 7.0**

5/16/2003

North Plains Systems Corp. announced the release of TeleScope Enterprise 7.0. TeleScope Enterprise 7.0 is designed to enable organizations to increase their ROI by expanding its use throughout the enterprise. Two major functional tools have been added to TeleScope Enterprise 7.0. The Lookup Broker option enables on-demand lookup of metadata from other data sources, such as pulling in the ISBN number based on just the book title or finding a list of episodes from the name of a particular television program. A new administrative capability has been built in to create an extensible scripting language of administrator-defined rules within the application, which simplifies "asset level" permissions within the TeleScope system. Digital Rights Management and Workflow Automation are other capabilities that are now easily configured using this new tool. [www.northplains.com](http://www.northplains.com)



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## **BROADVISION ANNOUNCES UPGRADES TO SUITE**

5/13/2003

BroadVision, Inc. announced a significant upgrade to the BroadVision 7 suite of enterprise portal applications, which includes BroadVision One-To-One Portal, BroadVision One-To-One Commerce and BroadVision One-To-One Content. BroadVision One-To-One Commerce is a multi-channel sales portal that automates the sales process. Key features of the 7.1 release include agent-assisted service to augment BroadVision's self-service functionality, support for self-service returns and enhanced support for globalization. BroadVision One-To-One Portal is an application for deploying personalized business-to-employee, business-to-business and business-to-consumer portals. Key features of the 7.1 release include streamlined integration of external user management and content management systems and simplified management of community collaboration-focused microsites. BroadVision One-To-One Content allows organizations to manage all types of content throughout its lifecycle from creation and management through deployment and distribution. Key features of the 7.1 release include integration to other BroadVision applications, enhanced support for internationalization, and performance gains that accelerate workflow. [www.broadvision.com](http://www.broadvision.com)

## **FATWIRE TO ACQUIRE DIVINE'S ENTERPRISE CONTENT MANAGEMENT BUSINESS**

5/13/2003

FatWire Software announced it will acquire divine's Content Management business. As part of the divine bankruptcy auction, the U.S. Bankruptcy Court in Boston has approved the sale of divine's content management assets to Saratoga Partners, a New York private equity firm, who will simultaneously transfer these assets to FatWire. The sale is expected to close in the next few days. divine's content management business includes divine's Content Server, formerly OpenMarket, divine's Participant Server, formerly Eprise, and its over 300 worldwide customers. divine Content Server provides an extensible framework for growth. Customers leverage Content Server's J2EE architecture to build their own content-driven applications. divine Participant Server manages and simplifies the flow of content to Web sites by enabling business users to add, modify, manage, and publish content without the assistance of IT staff. [www.fatwire.com](http://www.fatwire.com)

## **COREL & LIGHTSPEED DELIVER CONTENT MANAGEMENT SOLUTION FOR TECHNICAL PUBLISHING**

5/13/2003

Corel Corporation and LightSpeed Software announced a strategic partnership to deliver a comprehensive content management solution for authoring, managing and publishing technical documentation. The companies have built an integration between Corel XMetaL, Corel's XML editing tool, and LightSpeed Astoria, LightSpeed Software's content management system, providing customers with a single solution. This offering is available now. The Corel/LightSpeed Software solution offers content experts a way to create reusable XML content at an element level breaking documents into small managed elements or 'chunks' that can be shared, updated, located and delivered to multiple channels. By enabling anyone within an organization to create XML content, the costly and repetitive process of converting content from proprietary document formats into XML is eliminated. The solution supports the newly-released Corel XMetaL 4, giving authors the power to create XML content within any ActiveX-compliant application, including email and Web browsers. [www.LSpeed.com](http://www.LSpeed.com), [www.corel.com](http://www.corel.com)

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## CONVERA LAUNCHES RETRIEVALWARE 8

5/13/2003

Convera announced the commercial availability of RetrievalWare 8, a new knowledge discovery platform that helps large organizations automate their knowledge management and discovery processes using an infrastructure that can be optimized for specific industry and government applications. RetrievalWare 8 integrates Convera's enterprise search with industry-specific taxonomies and new categorization and dynamic classification software, delivering techniques for searching, navigating and discovering knowledge, including hidden relationships, patterns and trends. With RetrievalWare 8, customers have a single integrated platform that categorizes and organizes all content including unstructured text, image, video and paper assets, in addition to a variety of structured data sources. Using Convera's dynamic classification software, end users can launch a search and automatically classify the results based on pre-defined or dynamically generated classifications made possible through the combination of multiple taxonomies. Convera has also certified ten partners as part of its new Taxonomy Developer Certification Program, including Access Innovations, Advanced Technology Systems (ATS), Bleuphish, Creative Technology Inc., IBM, KAPS Group LLC, Mitre, MZM Inc., SRA International Inc., and Veridian. [www.convera.com](http://www.convera.com)

## MOBIUS INTRODUCES VIEWDIRECT TOTAL CONTENT INTEGRATOR

5/12/2003

Mobius Management Systems, Inc. announced the availability of ViewDirect Total Content Integrator, a new product that provides access through a single interface to content stored in disparate repositories. ViewDirect Total Content Integrator enables cross-repository, cross-platform searching and retrieval of content in any format stored in silos from vendors such as FileNet and IBM as well as homegrown systems. ViewDirect Total Content Integrator is a component of the ViewDirect TCM suite of total content management solutions, including Web site, digital asset and document management; workflow and imaging; Internet presentment and payment; records management; and enterprise report distribution. ViewDirect Total Content Integrator uses SOAP over HTTP/SSL to access remote repositories and APIs across firewalls. It is interoperable with Sun ONE and Microsoft.Net. The product features out-of-the-box connectors that understand the structure of the content source, an intelligent dictionary mapping service that resolves the relationship between data in disparate repositories, and Web services for distributed searching, user profiling, content retrieval and automatic content presentment. ViewDirect Total Content Integrator is scheduled for managed release in July 2003. [www.mobius.com](http://www.mobius.com)

## PLUMTREE ANNOUNCES AVAILABILITY OF PORTLET FRAMEWORK FOR PEOPLESOFT

5/12/2003

Plumtree Software announced the general availability of the Plumtree Portlet Framework for PeopleSoft, which allows portal managers to create portlets for displaying, searching and updating data from any PeopleSoft 8 system. The Framework can integrate virtually any PeopleSoft service into the Plumtree Corporate Portal without coding. Customers can create applications within a Plumtree portal based on services from PeopleSoft as well as services from other systems, including the search, content management and collaboration capabilities offered as part of the Plumtree Enterprise Web Suite. The Portlet Framework for PeopleSoft provides a graphical environment for creating new Plumtree portlets against any standard or custom PeopleSoft Component Interface (CI). Plumtree also offers frameworks for building portlets for SAP R/3 and Siebel. These portlets can be embedded within portal applications that combine re-

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sources from many existing systems, as well as new services for collaboration, content management and search that systems such as PeopleSoft may lack. [www.plumtree.com](http://www.plumtree.com)

## **IPEDO ENHANCES XML INFORMATION HUB**

5/12/2003

Ipedo introduced the latest version of its XML Information Hub, incorporating several new product enhancements to facilitate the growing use of XML in Web and Web Services applications. The Ipedo XML Information Hub 3.3 now features integrated content conversion, rules-based auto-organization, a universal XQuery engine and enhanced XML Views for Web Services. The Ipedo XML Information Hub - with its Integration Manager, XML Database and Web Express modules - combines integration with information management capabilities to make information available on demand, enabling organizations to unify their data and content sources and combine them for use in multiple applications. For example, pharmaceutical companies can speed drug research by aggregating and mining genomic and clinical data from multiple online sources; financial institutions can combine data from multiple back-end sources into new compliance documents for regulatory review; and manufacturers can combine relevant pieces from product documentation for presentation in customer and partner portals. [www.ipedo.com](http://www.ipedo.com)

## **INTERWOVEN INTRODUCES SERVER CONSOLIDATION SOLUTION**

5/12/2003

Interwoven Inc. introduced a solution that helps organizations eliminate excess and underutilized servers, allowing CIOs and IT managers to reduce the costs of managing and maintaining a complex IT environment. The Interwoven Server Consolidation solution combines Interwoven technology - Interwoven OpenDeploy Server Consolidation Edition for distribution management bundled with an Interwoven content server for snapshotting, change management, and versioning functionality - in addition to consulting expertise. The Interwoven solution serves as a traffic control hub and is capable of consolidating thousands of business initiatives driven by different business organizations or departments while simultaneously supporting their particular requirements such as deployment schedules, security, and maintenance demand procedures. The Interwoven Server Consolidation Solution is available today, and includes Interwoven client services experts who can provide an initial five-day assessment of redundant or underutilized Web, application and file servers. These assessment services are also available through Interwoven partners IBM Global Services and Accenture. [www.interwoven.com](http://www.interwoven.com)

## **VERITY ANNOUNCES K2 DEVELOPER 5.0**

5/12/2003

Verity Inc. announced the availability of Verity K2 Developer (K2D) release 5.0. The new version of its platform is for ISV's that need to add discovery, organization and personalization capabilities to e-business applications such as content management, CRM, supply chain management, portal infrastructure, online commerce, and other enterprise-level programs. An important part of this latest release of Verity's OEM technology is the Verity Organization Developer's Kit (ODK), a set of APIs that can be integrated into enterprise applications whose performance and value will benefit from content organization and recommendation capabilities. This release of K2D also includes enhanced capabilities of Verity's Recommendation Engine, including recommendation of queries, category recommendations, federated recommendations, Open Navigation and Dynamic Taxonomies. Interfaces are now available to allow the editing of any entity, which enable ISVs complete control over the information managed within the Recommendation Engine. [www.verity.com](http://www.verity.com)

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## **AUTONOMY IN AGREEMENT WITH CNSI**

5/12/2003

Autonomy Corporation plc announced an agreement with CNSI, an IT innovations provider to government agencies and businesses worldwide, to provide enterprises with effective and intelligent information management and delivery systems. [www.autonomy.com](http://www.autonomy.com), [www.cns-inc.com](http://www.cns-inc.com)

## **OPEN TEXT LIVELINK PROVIDES LIFECYCLE SUPPORT FOR ADOBE 6.0 & PDF**

5/12/2003

Open Text Corporation said it is introducing new Livelink features that will provide end-to-end support for Adobe's solutions for integrating documents across business processes and throughout the lifecycle of critical documents. The new offerings integrate Livelink, Acrobat 6.0, and Adobe PDF technology, to support the collaborative management of PDF documents in Livelink. The integration provides a process for managing multiple, parallel reviews of an Adobe PDF document, allowing users to concurrently review an un-modifiable PDF version of a document and record their comments and suggested changes in Livelink. All commenting actions are recorded in the Livelink audit trail. The input from reviewers can then be assessed and consolidated by editors, who are the only ones with access to the original, which is securely protected in Livelink. The integration also provides controls to guard against the misuse of documents. Open Text's Adobe PDF solutions are integrated with Livelink's task management, notification, audit and report features, as well as Livelink's workflows. [www.opentext.com](http://www.opentext.com), [www.adobe.com](http://www.adobe.com)

## **IUPLOAD EXPANDS CONTENT MANAGEMENT OFFERING INTO A SUITE FOR E-BUSINESS**

5/12/2003

iUpload is expanding its offering to include a suite of e-Business tools that help organizations optimize the marketing potential of their web presence. The iUpload Application Suite adds to content management, other functions necessary to run a successful e-Business web site: a permission-based, e-mail marketing module, a site search and indexing function, an online survey manager, and an interactive chat and discussions forums manager. The announcement is the first result of technology integration following the company's acquisition of WebPartz in March, 2003. Organizations will use the iUpload Application Suite to elevate brochure-ware web sites into interactive e-Business sites by activating any of the iUpload Application Suite modules. Because the iUpload Application Suite is net-native, subscribers are able to activate modules without having to install hardware or separate software applications. Customers can use modules that form the iUpload Application Suite individually or in combination. All modules in the iUpload Suite are currently available. Access to these new modules is via subscription starting at a rate of \$85 per month per module. [www.iupload.com](http://www.iupload.com)

## **INFORMATIVE GRAPHICS RELEASES NET-IT CENTRAL 6.0**

5/6/2003

Informative Graphics Corporation (IGC) announced it has released Net-It Central 6.0, the latest version of its Web-publishing automation software. Net-It Central 6.0 includes document markup and annotation, CAD drawing publish and view support, and gains in publishing speed and fidelity -- all of which are based on the company's Brava! 4.0 view and markup technology. With Net-It Central, multiple authors can contribute files created in Windows-based office ap-

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plications directly to an intranet or extranet just by saving the document file. Net-It Central publishes a rendition of the original file, giving administrators control over what documents can be read, annotated, printed, or downloaded. The rendition is automatically published, transferred and indexed onto the Net-It Central site server, and made available for search and retrieval. Net-It Central's flexible functionality can create stand-alone document libraries online, augment existing intranets/extranets, and serve as a Web publishing engine that can be used to extend existing document/content management systems, such as Microsoft SharePoint Portal Server. [www.infograph.com](http://www.infograph.com)

## **I4I ANNOUNCES x4O**

*5/6/2003*

i4i announced the release of x4o. x4o is a major upgrade to i4i's S4/TEXT - XML in Word product. x4o is a complete XML content authoring solution for Microsoft Word. It includes two modules: x4o Designer- an XML template design tool that allows the user to develop their own DTDs, formatting templates and template text in the familiar Microsoft Word interface, and x4o Author- XML authoring in Word with an optional WebDAV connector. x4o is available now for Word 97, Word 2000, and Word XP. x4o runs on Windows 98, NT 4.0, Windows 2000, and Windows XP. x4o is multi-lingual. There are user and developer version available. [www.i4i.com](http://www.i4i.com)

## **STIBO ANNOUNCES NAME CHANGE, RELEASE OF STEP 4.6**

*5/5/2003*

The Stibo Group announced its name change to Stibo Catalog, Inc. According to a company spokesperson, the name change better reflects the company's narrowed focus on cross-media publishing and content management software and solutions. The company also recently announced the general release of STEP 4.6, the latest evolution of its product information management, content management, and production software. STEP 4.6 delivers a collaborative software platform to receive rich and complex electronic data from suppliers in a variety of file formats and store it in a media-neutral relational data repository. The data can be organized, accessed simultaneously by multiple workgroups, then incorporated into multiple output formats such as print catalogs, CD-ROM, web catalogs, portals, exchanges, or other printed media. [www.stibocatalog.com](http://www.stibocatalog.com)

## **XAWARE ANNOUNCES NEWEST ENTERPRISE INFORMATION INTEGRATION SERVER**

*5/5/2003*

XAware, Inc. announced XA-Suite Release 3.0 for Java with Enterprise Information Integration (EII) capabilities. Release 3.0 is now available and includes advanced features for data transformation, information security and simplified access to enterprise applications such as Siebel and SAP. XA-Suite Release 3.0 includes new features for streaming large XML documents, XML to XML mapping to simplify schema transformation, functoids for flexible data manipulation and business rules, and increased support for stored procedures with relational databases. Other features are included. XA-Suite for Java Release 3.0 is priced from \$5,000 to \$50,000 depending on processor and connectivity requirements. Release 3.0 is available for evaluation at [www.xaware.com](http://www.xaware.com)

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## **CONTEXT MEDIA INTEGRATES WITH ADOBE GRAPHICS SERVER 2.0; ANNOUNCES SUPPORT FOR ADOBE XMP**

5/5/2003

Context Media, Inc. announced the integration of its Interchange Suite enterprise content integration software with Adobe Graphics Server 2.0. Adobe Graphics Server, which automates the creation and repurposing of graphics for print and the Web, is integrated directly with Interchange Suite's Web services-based Integration Console. The integration of the two solutions will help customers reduce the time and costs of finding, creating, storing and accessing enterprise content and digital images. Context Media also announced its support for Adobe XMP (Extensible Metadata Platform). Adobe's XML-based XMP framework provides a standard for the creation, processing and exchange of metadata across publishing workflows. In addition to Adobe's XMP framework, Context Media's XML-based products are compliant with SOAP 1.2.

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

## **WEBWARE & ASCERTANE PARTNER**

5/5/2003

WebWare Corporation announced an agreement with systems integrator Ascertain to join the WebWare family of systems integrators for the WebWare ActiveMedia digital asset management software product line. Ascertain combines its industry experience and software development expertise with tools like WebWare's ActiveMedia to deliver customized enterprise solutions for media and entertainment, retail, and life sciences companies. Ascertain and WebWare will partner in deploying WebWare's ActiveMedia enterprise digital asset management solutions, including WebWare's award-winning ActiveMedia Enterprise. [www.ascertain.com](http://www.ascertain.com),

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

## **DOCUMENTUM & BEARINGPOINT TO DELIVER SARBANES-OXLEY COMPLIANCE**

5/5/2003

Documentum announced that it has joined forces with BearingPoint, Inc. to offer the Corporate Governance and Compliance solution to help organizations meet impending deadlines for compliance with the U.S. Sarbanes-Oxley Act. Through a combination of Documentum's enterprise content management and collaboration technology and BearingPoint's financial services and content management experience and methodologies, the solution can assist corporations in planning, assessing and implementing procedures needed to meet the mandatory requirements for internal controls and certification of financial statements. The solution is immediately available through Documentum and BearingPoint. Designed for public companies striving to comply with Sarbanes-Oxley requirements, the jointly developed Documentum/BearingPoint Corporate Governance and Compliance solution includes processes, controls and technology components that can be implemented independently, or as an integrated solution with new and existing technology. [www.bearingpoint.com](http://www.bearingpoint.com), [www.documentum.com](http://www.documentum.com)

## **ARBORTEXT ANNOUNCES ARBORTEXT 5**

5/5/2003

Arbortext, Inc. announced Arbortext 5. Featuring three major new products and many enhancements, Arbortext 5 is designed to help medium and large enterprises eliminate the substantial costs and pain associated with the implementation of content systems to create and share information. This new version provides the business user with direct access to XML con-

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tent across the enterprise, which protects document integrity and enables them to quickly and easily create applications for publishing dynamic content to multiple types of media. Additionally, Arbortext 5 augments the XML editing capabilities of the Enterprise and Professional versions of Microsoft Office 2003. Contributor, Styler and DCA Manager are the three new products that will be available with Arbortext 5. The Arbortext 5 product suite will be available Winter, 2003. [www.arbortext.com](http://www.arbortext.com)

## **XENOS ANNOUNCES XML2PDF MERGE**

*5/5/2003*

Xenos announced that it has developed XML2PDF Merge. It provides automated online merging of XML formatted data into PDF documents for Internet distribution, viewing and printing. Insurance and financial services companies require fast, simple, on-line solutions for their agents and customers to access and complete forms in real-time for policy and account applications, quotes, requests for information or trade confirmations. Xenos XML2PDF Merge provides an answer to these requirements. XML2PDF Merge implements ACORD forms standards. In a typical insurance application process, a customer meets with an insurance agent to purchase a new policy. The agent, connected to the insurance company's network, fills out an application for the customer by entering all the required data on a Web form. This data is captured in XML format by the insurance company, processed and approved. Xenos XML2PDF Merge software fills in the fields on the PDF form with the appropriate XML data. The PDF document is then immediately returned to the agent over the Internet. [www.xenos.com](http://www.xenos.com)

## **SDL ACQUIRES LOMAC**

*5/2/2003*

SDL plc announced its acquisition of the Lomac organization one a provider of translation and localization services to the Central and East European (CEE) market. Lomac operates in six countries within the region, providing translation and electronic publishing of technical documentation, software and web-content. The investment will enhance SDL's local language office infrastructure within the CEE region and increase the company's capacity to support a larger proportion of this market. [www.sdlintl.com](http://www.sdlintl.com)

## **TRIDION & CONCHANGO PARTNER**

*5/1/2003*

Conchango and Tridion are partnering to provide companies with a comprehensive solution to manage 'content' in order to drive multi-channel commerce. Tridion's contributes its enterprise content management software (Tridion R5), which helps businesses control information from and across multiple channels, and retail technology specialist, Conchango brings its experience of exploiting the potential of this information and marrying it with a commerce engine. The two companies will work together to help businesses manage and re-use content across various customer channels. [www.tridion.com/uk](http://www.tridion.com/uk), [www.conchango.com](http://www.conchango.com)

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# THE GILBANE REPORT

Conference on Content Management

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

San Francisco, CA

Info: [www.gilbane.com/gilbane\\_at\\_seybold\\_03.html](http://www.gilbane.com/gilbane_at_seybold_03.html)

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

## PROGRAM

### **Keynote Panel - Interact with the Industry Experts**

*Tuesday, 9/9, 8:30am-10:00am*

**Moderator:** Frank Gilbane, Gilbane Report

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

Our annual opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. Frank Gilbane will moderate a keynote panel of content management thought leaders debating content management vs. enterprise content management, the role of database platforms, application servers, portals, open source, information integration, Web services, and other infrastructure technologies critical to content management strategies. We'll also look at upcoming technologies, market con-



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solidation and the tough issues facing both vendors and users, and make predictions about the next 12-18 months. This panel is designed for anyone with a stake in content management whether project manager, business manager, IT strategist, consultant, integrator, market or financial analyst, or vendor, and will provide an informed context for what you will hear in the rest of the conference and see in the exhibition.

## **Content Management Projects Track:**

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

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

## **Projects Track Session Descriptions:**

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

*Tuesday, 9/9, 10:30am–12:00pm*

**Moderator:** Bob Boiko, University of Washington iSchool

**Panelists:** Bob Doyle, CMS Review; Tony Byrne, CMS Watch; Brendan Quinn, BBC

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

### **P2. Planning & Choosing a CMS**

*Tuesday, 9/9, 2:00pm–3:00pm*

**Moderator:** Bill Trippe, Gilbane Report

**Speakers:** Rita Warren, ZiaContent

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

### **P3. Are You Ready for Content Management?**

*Tuesday, 9/9, 3:15pm–4:15pm*

**Moderator:** Bill Trippe, Gilbane Report

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

A key, and often under-planned for, ingredient for a successful content management deployment, is preparing the multiple stakeholders in your organization for what's coming and how it will affect the way they work. Content management requires change, which needs to be carefully managed. This session will provide guidance on the level of technological sophistication

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and organizational maturity that are optimal for a low risk/high return CM implementation, how to prepare your organization, and what kinds of organizations are the most successful.

**P4. Competitive Content Analysis: A Methodology & Case Study**

*Tuesday, 9/9, 4:30pm–5:30pm*

**Moderator:** Bob Boiko, University of Washington iSchool

**Speaker:** Fay Mark, Verisign

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

**P5. Content management strategies for multi-channel delivery**

*Wednesday, 9/10, 8:30am–10:00am*

**Moderator:** Elizabeth Gooding, Art Plus Technology

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

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

**P6. The Role of XML in Content Management**

*Wednesday, 9/10, 10:30am–12:00pm*

**Moderator:** Sebastian Holst, Gilbane Report

**Speakers:** Lauren Wood, Textuality

It is almost inconceivable for an enterprise content management strategy not to include XML. But just what should its role be? Should content be stored in XML or just shared in XML? Should XML be used for metadata only, content, or both? Or should XML just be used as Web service plumbing? In this session attendees learn what businesses are doing today with XML and enterprise content management, and how to think about the different roles XML can or should play in their own environment.

**P7. Content Models & Information Architectures**

*Wednesday, 9/10, 2:00pm–3:00pm*

**Moderator:** Bob Doyle, CMS Review, Skybuilders

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

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

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## **P8. Electronic Forms & Content Management**

*Wednesday, 9/10, 3:15pm–4:15pm*

**Moderator:** Sebastian Holst, Gilbane Report

**Speakers:** Chuck Myers, Adobe

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

## **P9. Beat the Clock with A CMS Vendor**

*Wednesday, 9/10, 4:30pm–5:30pm*

**Moderator:** Tony Byrne, CMS Watch

**Speakers:** Whitney Tidmarsh, Documentum; Michael Meadows, GlobalSCAPE

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

## **Content Management Strategies Track:**

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

Our Strategies track looks beyond individual content management projects to issues that are important to multiple CM projects and to other business applications. Achieving many of the benefits of content management requires a content-aware IT infrastructure that supports integration among a variety of enterprise applications and repositories. This means there are important strategic and architectural decisions to be made about the role of database platforms, application servers, web services, portal and enterprise search tools, information architectures, and development tools. This track will help you formulate or fine tune your content management strategy for the future.

## **Strategies Track Session Descriptions:**

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

*Tuesday, 9/9, 10:30am–12:00pm*

**Moderator:** Avi Rappoport, Search Tools Consulting

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

Study after study shows that users don't find what they need—knowledge workers re-create existing content more often than they create original work, and business decisions are made with incomplete information. This session will explore how enterprise search engines are addressing

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these problems, how they relate to content management, how Web search technology fits in, what the best practices are, what's hot, and what's coming up in enterprise search.

## **S2. Content Management & Portals**

*Tuesday, 9/9, 2:00pm–3:00pm*

**Moderator:** Sebastian Holst, Gilbane Report

**Speakers:** Rob Perry, Vignette

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

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

*Tuesday, 9/9, 3:15pm–4:15pm*

**Moderator:** Sebastian Holst, Gilbane Report

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

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

## **S4. Open Source Content Management**

*Tuesday, 9/9, 4:30pm–5:30pm*

**Moderator:** Bill Trippe, Gilbane Report

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

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

## **S5. Content Integration & Information Integration**

*Wednesday, 9/10, 8:30am–10:00am*

**Moderator:** Sebastian Holst, Gilbane Report

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

Integration was the theme of our conference last year, but as an industry we are still in the early

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

## **S6. Categorization and Taxonomy Strategies for Migrating Content**

*Wednesday, 9/10, 10:30am–12:00pm*

**Moderator:** Joseph Busch, Taxonomy Strategies

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

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

## **S7. Infrastructures to Support Content Applications**

*Wednesday, 9/10, 2:00pm–3:00pm*

**Moderator:** Sebastian Holst, Gilbane Report

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

CMSs are being deployed in many different parts of organizations for many different purposes, and most business applications need easy access to at least some content that is being managed elsewhere. A true *enterprise* content strategy has to go well beyond any individual content management system, beyond integrations with enterprise systems, and even beyond the integration of multiple content repositories. Database platforms, application servers, Web service strategies, portal frameworks, and XML messaging strategies are only some of the pieces of a complete content strategy. This session examines what a full enterprise content strategy should look like.

## **S8. Fitting Content Management into Business Processes**

*Wednesday, 9/10, 3:15pm–4:15pm*

**Moderator:** Theresa Regli, Molecular

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

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

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## **S9. New Technologies That Could Influence Your Content Strategy**

*Wednesday, 9/10, 4:30pm–5:30pm*

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

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

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

**Info:** [www.gilbane.com/gilbane\\_at\\_seybold\\_03.html](http://www.gilbane.com/gilbane_at_seybold_03.html)

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*Bob Doyle, Gregor Rothfuss, Frank Gilbane*
- Number 1 **Information Integration, Objects, Content Services & Infrastructures**, *Frank Gilbane*

## Volume 10 — 2002

- Number 10 **Corporate Portals – Success Kills the Market**, *Frank Gilbane*
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## CALENDAR

**XML Europe 2003.** May 5-8th, 2003, *Hilton London Metropole, London*. The largest, longest-running XML event in Europe. XML Europe is a European forum for the XML community, spanning the worlds of electronic business, publishing, Internet, e-government, software and open standards development. XML Europe's remit is traditionally broad: mixing the newest technology with the latest thinking in the business and legal issues of information management. **Gilbane Report subscribers receive \$100 off the conference registration rate!** <http://www.xml europe.com/>

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

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

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