

# THE GILBANE REPORT

*Content Technology Works!*

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## BLOGS & WIKIS: TECHNOLOGIES FOR ENTERPRISE APPLICATIONS?

It would be difficult to find anyone who spends time on the Internet, or indeed who reads newspapers, who has not heard of blogs. Wikis are less well known, though Wikipedia, the free online collaborative encyclopedia is helping to change that. The vast majority of blogs are individual personal journals, many of which have some technical content, but most of which are made up of individual opinions about politics or hobbies. Most of the discussion *about* blogs is centered around their affect on mainstream journalism, their power as a new communication channel and voice of the people, and how this will impact society. All this is interesting, but what does it have to do with implementing content or knowledge management, or enterprise collaboration applications? IT, business managers, and even analysts can be forgiven for thinking “not much”. In fact, we have been skeptical ourselves.

But, being dismissive of blogs and wikis because of how they *are* most often used, and talked about, today is a mistake (PCs and web browsers weren’t considered as serious enterprise tools at first either). What is important is how they *could* be used. They are simply tools, and many of you will be surprised to find how much they are already being utilized in business environments. For this issue, Contributor Lauren Wood provides a straightforward explanation of what they are, describes how they compare with content management systems, and reports on some telling examples of how blogs and wikis are currently being successfully used in enterprises.

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# BLOGS & WIKIS: TECHNOLOGIES FOR ENTERPRISE APPLICATIONS?

## EXECUTIVE SUMMARY

Blogs and wikis are flexible practices and technologies that are increasingly being used within companies and organizations to ease the creation and dissemination of information, as well as making it easier for companies to communicate effectively with customers, partners, and the public. This article discusses some of the salient features of blogs and wikis, and give examples of companies who already have implemented one or more of these systems.

On speaking with several vendors and users, it is obvious that many companies are implementing blogs and/or wikis or hybrid systems successfully and I expect this to continue as the technologies and practices mature.

## WHAT ARE BLOGS AND WIKIS?

This article will discuss some corporate uses of software systems that fall under the generic title of blogs or wikis. Although they are often talked about together, blogs and wikis are quite different, with different users and different workflows. Blogs, or weblogs, are the latest in hyped technologies. Like any new technology (although blogs have been around for more than a few years), they have the potential to change the technology landscape in ways that are not yet clear. Blogs are best thought of as a way to present information to the world or to a select group. The traditional blog is written in the form of an online diary and includes the writer's thoughts on a subject, links to interesting information, and often pictures. The writer may post a new item several times a day, or a few times a year. There are blogs on every conceivable subject and in most human languages. Traditionally blogs have been created by one author and represent one author's views, although there are some group blogs. Wikis are a different method of publishing and presenting online information. The most famous wiki is the [Wikipedia](#), an online collaborative encyclopedia that illustrates the common wiki features, namely collaborative authoring with lightweight content management features such as lists of changed pages, author tracking, and locking. Some wiki systems also have version control and rollback. All wikis make it easy to add new pages and create links.

A technology that is related to blogs and an expected part of any blog system is syndication (following the standard convention, I'll call it RSS in this article, even though RSS is just the name of one common protocol). RSS is an information gathering system where software either on your desktop, or via a web site, polls websites looking for updates on published information. The updates are marked as new in your RSS reader so you don't have to waste time looking at articles you've already read. Some of the biggest generators of RSS are online newspapers, which typically have several RSS "feeds" or lists of pages, corresponding to the different categories of information they publish. And of course blog systems automatically generate RSS feeds as well.

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## USING BLOGGING SOFTWARE AND SYSTEMS

Blogging systems are extremely flexible, as befits a relatively new technology. They are almost always architected as a core with plugins that add extra functionality to the core system. They typically use templates for the HTML and CSS for styling, so that changing the appearance of the pages is a simple matter of changing the style sheet. For this reason blogging software and systems are now being used for many web publishing applications, and not only blogs in the traditional sense. The striking thing about blogging systems is how easy the blogs are to update, removing most or all of the pain of writing HTML pages. Even relative newcomers to technology find adding information to a blog (once the system has been installed and configured) easier than creating a word processing document. And it is far easier than adding information to many content management systems, though also far less powerful.

In a similar way, wiki systems are flexible, come with a number of built-in features that depend on the precise system, and can be extended as needed. There are a large number of blog and wiki systems available. Some are open source, some are commercial, and some are commercial but free for certain classes of users. There are hosted services and value-added services. Many of the blogging systems are designed for the personal blogging market, but there are also some that are intended for corporate use, with a different feature set and different expectations of the intended user.

## USING BLOGS AND WIKIS IN THE CORPORATE WORLD

There are undoubtedly more uses for blogs and wikis in the corporate world than I have room for in this article. I have chosen a range of illustrative uses after talking to both vendors and users that illustrate both some of the advantages of using these new technologies, and issues that need to be considered when contemplating installing such a system. There are a number of different systems available, both open source and commercial, and the fact I mention one system or another doesn't mean I recommend it, just that it has some interesting features that illustrate a point I wish to make.

It is important to bear in mind that using a blogging system doesn't mean the pages produced need to look like a blog. The traditional blog has dated entries arranged in a reverse chronological order, uses categories sparingly, and is written by one person to reflect a personal view. These are conventions that are supported but not mandated by blogging systems in general, although of course less flexible blogging systems may not support other uses in a graceful way.

### **Outward-facing Blogs and Wikis**

The most obvious use of blogs in the corporate world is where an employee of a company writes their thoughts on issues, just like with the traditional personal blog, but with the added twist that they also write about their work and the company they work for. The *Economist* wrote about Robert Scoble of Microsoft in their February 10, 2005 issue, heralding the death of traditional PR and calling him a celebrity blogger. There are other companies where the CEO or President writes blogs to explain their thinking to the world, and I expect the trend to continue. Companies have realized that they need to explain what they do to the

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world, and they also need a forum to find out what their customers, partners, and investors think. Blogs provide this forum; at the recent [Northern Voice](#) blogging conference the keynote speakers Tim Bray and Robert Scoble both talked about the increased listening power that blogs bring. The flip side to this, of course, is that people who write in response to a blog posting expect to be listened to, and they are very quick to pick up on inauthentic, exaggerated, or dismissive responses. To ensure that blogs are real, bloggers who work for a company should write about what interests them and what they know. For example, customers trying to use a software system will appreciate postings about tips and tricks written by engineers who developed the system. People selling a house will appreciate postings written by a realtor about the development of house prices in the area, or movements in interest rates, or other things related to the housing market. The readers also get some sense of the human behind the writings; a blog will typically cover a range of subjects with the postings about software development being interspersed with pictures of the writer's cats or musings on knitting patterns. It's important also that people who are in senior positions at companies only write blogs if they actually can write in an interesting way; blog postings that reek of "marketing speak" will be largely ignored or, worse, ridiculed.

Wikis are also useful for providing information and gathering feedback. The "tips and tricks" noted above could also be kept in a wiki, where they would be edited not by one engineer but by a group of people, which could include the public. Unlike blogs, wikis are designed for repeated editing of a set of documents, making them more suitable if the document is expected to have a longer life and should be easy to find throughout its life cycle. As an example, Microsoft uses wikis to gather customer input and ideas.

### **Easy Web Publishing**

Blogging systems are so easy to use that many companies use them as a web publishing system. It's easy to take a blogging template, rework it to remove the "blog" features such as date and author listings, and set up a reasonable stylesheet. The result looks like a regular web site, but it's much easier to use than traditional HTML editors. An example is the Seattle Children's Hospital Events Calendar at <http://www.seattlechildrens.org/home/calendar.asp>. The blogging system allows the easy addition of new items and automatically creates the RSS feed, and the result doesn't look like a traditional blog.

### **Internal Uses for Blogs and Wikis**

Many companies use blogs and wikis internally for a variety of uses. This is where the different feature sets of different systems start to become more important. The outward-facing uses of blogs typically need few features whereas using blogs or wikis internally (whether on an intranet or extranet) often requires a different feature set. We'll see why as I go through some examples of use.

- Probably the easiest example of using a blog within a company is as a company notice board. Whether the published item is about the office party, an interesting link, or the latest sales success, a blog can help keep people informed of the small items that make a company's culture more vital. Telecommuters can keep up to date as well as part-time workers or frequent travelers. The blog helps cut down on email traffic and nobody is inadvertently left off the mailing list.

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- Navarik in Vancouver, Canada, writes software for marine shipping companies. They use a blog internally to record when an update to some software has been uploaded to the server for the customer to download. The customer can then put in comments on the latest version, such as if there are any problems found. Thus the blog serves as a log file; since the latest updates are typically the ones people are most concerned with, the reverse chronological filing order and the fact that older items fall below the fold are advantages.
  - CommSecure in Australia makes e-business solutions that are installed over much of the world, with 24x7 support. They use a wiki internally to track the current status of each installation, as well as to document procedures for handling alerts, solutions to new problems, changes in contact information, etc. The wiki is easily updatable and everyone is encouraged to contribute if they have new information. If the answers are in more formal documentation, the wiki serves as the index to that documentation, which saves people in an emergency having to wade through several different sets of documentation provided by third party organizations trying to find the one vital piece of information to solve this particular problem
  - Seattle Children's Hospital publishes intranet pages in the same way as the external pages mentioned earlier. The same blogging system (a highly modified version of MovableType) is used as the basis of the departmental web sites. Pages are created that serve as gateways to necessary manuals, making it easy for clinical staff to find the most recent version of whichever document they need. And because it's easy for the department staff to add information about new forms or procedures, the quantity of email has markedly decreased, and the probability of a clinical staff member missing something has also decreased. The system also has plugins that enable pulling information from one blog and publishing it on another (news items, for example), which further decreases the time and effort required to disseminate information across the departments.
  - Software vendors in this space have some interesting success stories to relate; two that approach the information dissemination differently are SocialText, which has more of a wiki feel (case studies available at <http://www.socialtext.com/customers/>) and Traction Software, which is more like a blog system (case studies available at <http://www.tractionsoftware.com/solutions.htm>). Both systems have aspects of both blogs and wikis, with the proportions varying according to the perceived customer requirements. I'll discuss these further in the section on *Implementing a System*.

As requirements from companies become more complex, for example as the size of the company grows, or in highly competitive or heavily regulated industries, the requirements placed on the systems also grow. The trend in commercial products is towards combined systems that have features from both blogging systems and wikis as well as full audit trails and version control. What is noteworthy about these systems is that they are using the functionality developed for personal online diaries and turning them into systems for information sharing where the individual voice and personality is less important than the information that is being imparted. This is where blogs shift focus from the sometimes hubris-

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tic to the collaborative, from the individual to the group. And thus many other types of systems that work to support collaborative efforts are looking to add blogging or wiki-like capabilities, forming hybrid systems. I foresee this trend continuing, and that just as content management systems now are expected to provide ways to take advantage of XML documents, so will enterprise systems be expected to provide blog-like capabilities and/or RSS feeds.

There are good reasons for demanding these capabilities from enterprise systems. Currently much information flows via email. This leads to a number of problems, including the difficulty of "occupational spam" where people are copied on email messages they don't need to read, and the missing email where people are left off the list that do need to read it. New people don't have the necessary background, and people who've been around for a while have hundreds of unnecessary emails languishing unread in folders. Over-eager spam filters (including a human who is overwhelmed and clicks the delete button too quickly) are a big problem, as is the problem of simply missing a message in the hundreds that people receive each day. Having centralized information sources with RSS feeds solves this problem. The reader subscribes to what they want to subscribe to (or, as befits the enterprise context, what they are allowed or required to subscribe to) and is automatically notified of new content. RSS readers can download all the updates to the local machine for offline reading, just as for email. And spam is taken care of at the content provider end, not the reader end. A further advantage is saving time. It is much easier and quicker to read an RSS feed from 50 projects than to go to the websites of even 20 projects to see if anything new has happened. Since RSS readers flag the new items, the reader doesn't even need to wonder whether they've read this item before or not, the technology takes care of that for them.

This is not to say that blogs and wikis will replace other systems. Proper project management requires to-do lists and milestones, for example, but there is no reason that these can't be developed within a blog context that allows for RSS feeds and email notification, and allows weekly reports to be summarized to the blog. I use [Basecamp](#) to organize the logistics involved with the XML Conference I chair, for example. It has the to-do lists, milestones, categorization of messages, and permission-based editing that is required for a project with a small number of participants, along with ease of use, RSS feeds, and email-based notification that doubles as notification of meeting times and agendas.

Wikis will never replace fully featured content management systems (and any that claim to will be as complicated to use as a full CMS), though I wouldn't be surprised to see steps being taken down that path that result in wikis being able to do a large proportion of the useful functionality of CMS. Some of the differences I see are

Some of the items I wrote about in my article on [The Role of XML in Content Management](#) would not be possible using today's wiki packages due to the complexity of the required solution. I expect, however, that some of the ease of use aspects of wikis will be available in future CMS, while wikis in the future should be able to edit XML.

Wiki	CMS
Creates and edits HTML pages	Stores and edits any type of document, including word-processing, XML, multi-media
No granularity	Full granularity for XML documents
Documents can be "lost" if not linked to	Documents are never "lost"
Quality of audit trail depends on the wiki software	All good CMS have complete audit trails
Often minimal or non-existent locking and version control	Full version control and locking

## IMPLEMENTING A SYSTEM

As with implementing any system, you have to think about what you want to achieve. I hear of many companies who have good results with wikis, whether the usage is sporadic (for organizing ideas and information about a once-a-year company meeting) or continual (the CommSecure example given above). There are companies where wikis are heavily used in the requirements gathering phase of a new product or project but seldom thereafter. Since wikis are easy to set up and use, the rewards in general justify the effort, even if only one person uses the wiki to organize their research notes and thoughts. Using blogging systems as easy internal publishing systems, as for Seattle Children's Hospital, is also easy to justify. Everyone in companies needs to find internal manuals, forms, and phone directories, and they should be published and maintained using the easiest technology possible.

In other cases, a little more thought has to be given to what should be achieved. Outward-facing blogs and wikis have to fairly represent the company. Employees who blog need to be aware of what they can say and can't say (the [Sun blogging policy](#) is an example of the sort of policy that employed bloggers should follow). Managers need to avoid telling people to blog; forced postings or forced bloggers are seldom of a high enough quality to be worth the time spent writing them. Bloggers also need to be responsive to people who comment on their public postings, not defensive. Wikis can be a great source of public input, but someone needs to act as "editor", ensuring that all edits made are on the right topic, and wiping any spam or abusive material immediately.

If the idea is to create even a simple knowledge management system, then more thought will have to go into figuring out the requirements and how to motivate people to use the system. For these more encompassing solutions, the grass-roots approach where people can choose to not use the system is seldom as effective as the top-down approach or not giving them a choice. Some of the factors to consider are:

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- Ease of use
  - Company culture
  - Company size
  - Categorization (metadata or labels) and/or indices so the information can be found again
  - Long-term versus short-term information – are some documents edited a lot over their lifetime? Or are completely new versions created, such as for meeting minutes? Should the information be archived, for example for competitive intelligence where you want to assess the likelihood of a competitor's actions based on their historical actions?

These last two are related, of course. "Pure" blog and wiki systems both make it easy to find the last edited or last created page; blogs because of the dating system and wikis because of the "recent changes" page. To find relevant older information requires some sort of metadata or suitable search engine, or a link from a recently updated document. Wikis suffer from the particular problem that it is easy to "lose" pages that have been written if nobody has linked to them. It is also extremely easy, given even a small group of authors, to end up with a nest of linked pages without being quite sure what is in any of them, so that newcomers to the group have to spend a long time following links to find anything. And without constant maintenance, the links and pages in a wiki have a tendency to go stale. A fuller exposition of ways to help avoid these problems is given in [Leigh Dodd's blog article](#) on the subject.

The Socialtext commercial wiki solves this problem by integrating blogs and wikis in such a way that when a page (wiki page) is edited, it goes to the top of the list in the same way as a blog posting would. And it's easy to find pages with lots of links to them. This system does rely on having the right conventions set up so that people understand the way a given company or department has structured their information. When used correctly, it can be powerful. Ziff-Davis' Gaming division cut down on email and increased productivity significantly by using this system for day-to-day coordination, scheduling and requests. It also helps create a "group memory" as more useful documents tend to be linked to or edited more often than less useful documents.

Traction Software, as an example of a different way of structuring the information, uses more of a project and label metaphor on the blog postings so that people can search for information about specific projects or with particular metadata and have a list of relevant postings returned. The postings are often gateways to documents, such as meeting minutes which could be written in some other tool and linked to from the blog posting. The entire system is permission-based to prevent people seeing or editing information they're not meant to. It can also pull information from different sources to provide a summary for project managers and executives.

As blogs and wikis and hybrids become more widely used in the corporate world, I expect to see more emphasis on permission-based editing and viewing as well as security. Blogging systems always have permission-based editing and often permission-based viewing, even for personal blogging, but wiki systems typically are designed for open, public editing so that restricting who can see or edit which page is not an integral part of the system. We're just at the beginning of



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the blog and wiki era in corporate use and it won't take long before these tools are used as often for collaboration as email is today.

## ACKNOWLEDGMENTS

I received a lot of input for this article. Some came in the form of comments or email after I posted an article on my blog, asking for input. Others gave freely of their time on phone calls or meetings. I very much appreciate all the input and wish to reiterate that any errors in this article are mine. I received information from: Bob DuCharme, LexisNexis; Christian Watson, Seattle Children's Hospital; Christopher Mahan, Health Net Inc.; Dave Pawson, RNIB; Derek Miller, Navarik; Jordan Franks, Traction Software; Leigh Dodds, Ingenta; Malcolm Tredinnick, CommSecure; Norm Walsh, Sun Microsystems; Richard Tallent, Environmental Resources Management; Robert Scoble, Microsoft; Ross Mayfield, Socialtext; Tim Bray, Sun Microsystems; and Tony Coates, London Market Systems.

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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).

### **IXIASOFT ANNOUNCES AVAILABILITY OF TEXTML SERVER 3.5**

2/28/2005

IXIASOFT announced the availability of TEXTML Server 3.5. This new version builds on TEXTML Server's native XML storage and information retrieval technology and introduces new features designed to help OEM partners develop enterprise-scale content management solutions. Available with TEXTML Server 3.5 and above, TEXTML Universal Converter enables the conversion of over 220 data types to XML. TEXTML Universal Converter transforms unstructured data into an XML schema in the form of the SearchML standard. In addition to the COM, JAVA, WebDAV, and OLEDB APIs already available, developers will now be able to have access to a native .NET API. Each API interface fully supports all functionalities of TEXTML Server. The new version of TEXTML Server fully supports the XPath standard. Developers are now able to move and copy sets of documents from one folder to another, while maintaining the complete history/versions and properties of all documents. [www.ixiasoft.com](http://www.ixiasoft.com)

### **COVEO ANNOUNCES ENTERPRISE SEARCH FOR SHAREPOINT**

2/28/2005

Coveo Solutions Inc. has developed a version of its product Coveo Enterprise Search (CES) that securely indexes and retrieves content stored in Microsoft SharePoint Portal Technologies (SPT). The new product, called Coveo Enterprise Search for Microsoft SharePoint Portal Technologies, is set for release in early March 2005. With the introduction of CES for SPT, all search functionality of CES will be available for organizations that have deployed SPT. Enhancements that CES can offer for the SPT user, include: Intelligent summarization and concept extraction technologies; a "View as HTML" feature that provides cached HTML versions with highlighted query terms for Microsoft Office documents, Adobe PDFs and other non-HTML documents; improved relevance with query capabilities based on syntax that supports spelling suggestion, stemming, exact phrase and Boolean operators; configurable search preferences; advanced handling of metadata and XML data; plug-in-style integration with SPT; search that leverages existing SPT security. CES for SPT is scheduled to ship in early March and will be priced according to server and user licenses. Product versions supported by CES for SPT will include SharePoint Portal Server 2003 and Windows SharePoint Services 2.0 (WSS). Coveo has given GTSI, the leading government IT product and solutions integrator, exclusive distribution rights for offering CES for SPT to government entities. [www.coveo.com](http://www.coveo.com)

### **APRIMO & EMC DOCUMENTUM TO INTEGRATE MARKETING RESOURCE MANAGEMENT AND CONTENT MANAGEMENT**

2/28/2005

Aprimo announced it has joined the EMC Documentum Independent Software Vendor (ISV) Alliance Program and the Application Logo Program, which will result in an integration of Aprimo's Marketing Resource Management (MRM) offerings and EMC Documentum's Marketing Content Management offerings. The combined products will provide solutions to marketers with sophisticated needs for the creation of marketing digital assets, as well as the planning and execution of the marketing activities that use them. Through the alliance, marketers will have the opportunity to utilize the Aprimo Marketing MRM products addressing Planning and Finan-

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cial Management, Production Management, and Fulfillment and Delivery Management, in conjunction with EMC's Content Management, Digital Asset Management, Rich Media, Marketing Content Distribution and Web Content Management capabilities. These integrated offerings will provide control of marketing campaigns from inception of the creative idea through the execution of all related marketing activities. [www.aprimo.com](http://www.aprimo.com)

## **GILBANE CONTENT MANAGEMENT CONFERENCE IN AMSTERDAM BRINGS INTERNATIONAL EXPERTS TOGETHER**

2/23/2005

The Gilbane Report and Lighthouse Seminars announced that the Gilbane Conference on Content Management Technologies to take place in Amsterdam at the RAI Centre, 24-26 May 2005, includes an unprecedented gathering of international experts in content management technologies. The Gilbane Conferences provide vendor neutral educational information for IT managers, system architects, and technically oriented business and project managers. At our Amsterdam conference, experts from Australia, Belgium, Canada, Denmark, France, Germany, the Netherlands, Norway, Spain, the United Kingdom, the US, and more, will cover a broad range of content management technologies including: enterprise and web content management, intranets, knowledge management, and collaboration, enterprise search, categorization and taxonomies, document management & compliance, and many other technologies for creating, managing and delivering with enterprise content. As an added bonus, attendees of the Gilbane Conference will be able to attend sessions at the co-located XTech 2005. Formerly known as the XML Europe conference, XTech has widened its scope to incorporate web development, browsers, open data, the semantic web and more. Justsystem is the Diamond sponsor of the Gilbane Conference. Adobe Systems, and Blast Radius/XMetal are Gold sponsors. Other exhibitors to date include: Antenna House, Astoria Software, AuthorIT, DataDirect Technologies, Fast Search & Transfer (FAST) Corporation, O'Reilly, Percussion Software, Quark, Quasar Technologies, Syncro Soft/oXygen, and Vamosa. The preliminary program for the conference is available at: [www.gilbane.com/conferences/Amsterdam\\_05\\_program.html](http://www.gilbane.com/conferences/Amsterdam_05_program.html), [www.lighthouseseminars.com](http://www.lighthouseseminars.com)

## **AUTONOMY ANNOUNCES ACQUISITION OF STRUCTURED DATA TECHNOLOGY**

2/23/2005

Autonomy Corporation plc and NCorp announced that Autonomy has acquired NCorp from private shareholders. Combining Autonomy's IDOL technology for unstructured information and NCorp's technology for structured information allows enterprises to fully integrate the processing and delivery of all enterprise content. Based upon mathematics and pattern matching, NCorp's ljen technology puts the database into a multidimensional space in order to enable 'fuzzy queries'; by putting differing items into a multidimensional space, comparisons can be made by calculating their similarity. Combining Autonomy's IDOL Server with NCorp's ljen technology produces a parametric search capability set which relates n-dimensional structured objects to each other conceptually where no direct field match exists. [www.autonomy.com](http://www.autonomy.com)

## **MAMBO ANNOUNCES VERSION 4.5.2**

2/22/2005

Mambo has released Mambo Version 4.5.2., a significant update to its open source point-and-click website publishing software. This is the first maintenance release on the 4.5.x series and it addresses many usability enhancements, sports many library updates and the addition of the patTemplate templating system. Mambo is released under General Public Licence courtesy of Miro International PTY. Mambo requires a Unix, Windows 2000 or XP server, running Apache

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1.3 or above, MySQL 3.23.55 or above, PHP 4.2.1 or above. Users should be browsing the net with Internet Explorer 5.5 or higher, Mozilla 1.7 or higher or FireFox 0.9.3 or higher (Firefox is best supported for Macintosh). You can read more about Mambo and download the latest version of Mambo at [www.mamboforge.net](http://www.mamboforge.net), [www.miro.com.au](http://www.miro.com.au).

## **TELERIK LAUNCHES SITEFINITY**

*2/22/2005*

telerik announced the launch of telerik Sitefinity - a Web Content Management System for ASP.NET that introduces the notion of "100% WYSIWYG" site construction. Featuring telerik r.a.d.controls, the application establishes an environment that enables non-technical business users to build sites, contribute content, and perform workflow tasks in a visual manner. Sitefinity, however, is built with the developer in mind. Its modular architecture and a fully-exposed API enables developers to modify the provided out-of-the-box functionality, reuse existing code from non-CMS driven sites, and add new modules in the form of standard ASP.NET controls. The cornerstone of the environment is a modified version of the r.a.d.designer control, which is responsible for the page layout and content visualization. Layout templates can be created and managed directly from the browser, which eliminates the need for a desktop IDE and file transfer. There are no preview buttons the user workspace is the actual web-site, so that content authoring can be made in-context and on-the-fly. All modifications pass through the approval and publishing stages of the workflow. Sitefinity is offered with a 30-day free trial and 5 commercial licenses, depending on the number of site administrators and the supported database. A server license with unlimited users and unlimited implementations is also available. [www.sitefinity.com](http://www.sitefinity.com)

## **SYNTAXT UPDATES ITS WYSIWYG XML EDITOR**

*2/22/2005*

Syntaxt, Inc. announced the second version of its Serna WYSIWYG XML Editor. Serna's WYSIWYG XML editor incorporates on-the-fly XSL-driven rendering technology that allows users to work with XML documents close to their "print appearance." The new functionality includes very large document support, graphical CALS table support, on-the-fly document profiling with switchable XSLT parameter sets, advanced XML-aware Find & Replace, instant setup of enterprise-specific configuration settings, C++ API, and many other features. The PDF Publishing Package for Serna allows authors to generate high-quality PDF documents right from Serna with just a single button click. This package utilizes the Antenna House XSL Formatter. The key features of Syntaxt Serna include: out-of-the-box support of XML standards such as DocBook, DITA, TEI, XHTML, and NITF; on-the-fly XSL rendering and document validation (based on XML Schema); support for XML catalogs; XSL-FO and CALS table support; multilingual spell checking; and availability for Microsoft Windows (2000, XP), Mac OS X, and Linux. [www.syntaxt.com](http://www.syntaxt.com)

## **MULTICORPORA RELEASES MULTITRANS 3.7**

*2/18/2005*

MultiCorpora announced today the release of version 3.7 of MultiTrans, their software based Enterprise Language Management solution. Among other new capabilities, MultiTrans 3.7 delivers a scalable multilingual and multidirectional text repository, a flexible software-based license manager, enhanced project analysis, and an automated text repository update manager. The new multilingual, multidirectional Global Text Repository allows an organization to manage large volumes of content that has been translated into many languages in a single repository. A software-based license manager enables MultiTrans software licenses to be securely activated and transferred between computers with a simple activation code. The new license manager significantly streamlines the deployment and management of licenses for nomadic workers and

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across distributed workgroups. Enhanced project analysis capabilities provide comprehensive data to support optimal project workflow decisions. Also, automated pre-processing of distributable Project Reference Packages enables external, off-line users to leverage common language assets, improving productivity, consistency and accuracy. The new text repository update manager automatically updates the Global Text Repository with newly completed multilingual content on an ongoing basis. [www.multicorpora.com](http://www.multicorpora.com)

## **SNOWBOUND SOFTWARE OFFERS TEXT EXTRACTION FOR CONTENT AGGREGATION**

2/17/2005

Snowbound Software introduced several enhanced options for its RasterMaster Imaging SDK to help streamline content aggregation processes. By enabling content from Microsoft Word, AFP, and PCL files to be batch extracted developers can create content aggregation tools for asset and content management applications. After the text and formatting data is extracted from Microsoft Word, AFP, or PCL files, the data streams can be imported directly into a variety of databases. The content can then be repurposed for publishing, archiving, or searching. The options are available for the Windows platform including Windows 98, ME, 2000, XP, and Server 2003, and will soon be available for the Java Platform. [www.snowbound.com](http://www.snowbound.com)

## **LIQUID MACHINES ANNOUNCES BETA OF DOCUMENT CONTROL 5.0 FOR MICROSOFT WINDOWS RIGHTS MANAGEMENT SERVICES**

2/16/2005

Liquid Machines, Inc. announced the Beta release of Liquid Machines Document Control 5.0 for Microsoft Windows Rights Management Services (RMS) for Windows Server 2003. Liquid Machines Document Control v5.0 extends RMS policy enforcement to desktop and enterprise applications including Adobe Acrobat and Microsoft Visio. Additionally, Liquid Machines Document Control 5.0 will allow customers to make optimal use of existing Microsoft investments and use Microsoft Office 2000 and Office XP to view and modify RMS-protected documents created in Office 2003. Liquid Machines Document Control 5.0 for RMS provides users with persistent protection of electronic information throughout the collaborative business process from the moment of creation through distribution, editing, storage, and subsequent destruction and disposal. User actions, such as distilling a rights-protected document to Adobe Acrobat, maintain the RMS policy of the original document on the derived file. In conjunction with the beta availability of Liquid Machines Document Control 5.0 for RMS, Liquid Machines also announced support for RMS Service Pack 1 (SP1). RMS SP1 will enable integration with 3rd party server-based applications. [www.liquidmachines.com](http://www.liquidmachines.com)

## **STELLENT UNIVERSAL CONTENT MANAGEMENT 7.1 ACHIEVES SAP INTEGRATION CERTIFICATION**

2/15/2005

Stellent, Inc. announced that SAP has certified the integration of Stellent Universal Content Management 7.1 with the SAP ArchiveLink 4.5 interface, which connects optical archive and document management systems to the SAP R/3 software solution. Through the certified integration, users can archive business content and documents in the Stellent Imaging and Business Process Management server and link them to an SAP R/3 business object, enabling search and retrieval of documents and content objects that facilitate user processing and decision making in SAP R/3. With the Stellent ERP Integration for SAP, SAP users can integrate content stored in the Stellent system with SAP solution-based forms. [www.stellent.com](http://www.stellent.com)

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## **FAST LAUNCHES SEARCH BEST PRACTICES CONSULTING SERVICE**

2/15/2005

Fast Search & Transfer (FAST) announced the launch of its FAST Search Best Practices consulting services (FAST SBP). Designed to help clients maximise the value they extract from their investment in search technology, FAST SBP provides organisations with the framework to fully understand their opportunities, and the tools to optimize their search related results and develop mechanisms to deploy, manage, and continuously improve their enterprise search solution. FAST SBP provides organisations with two engagement options: 1. FAST SBP Focus - a half-day workshop designed to help existing and prospective customers focus on the immediate goals of their search implementation; and 2. FAST SBP Total - a multi-day workshop designed as a deep knowledge transfer, helping organisations to analyse and review complex strategic questions, unique sets of functional requirements, and specific technical questions. [www.fastsearch.com](http://www.fastsearch.com)

## **CM PROFESSIONALS ANNOUNCES SECOND SEMIANNUAL MEMBER SUMMIT**

2/15/2005

CM Professionals (CM Pros), a rapidly growing organization with members engaged in a wide spectrum of content management activities, industries, and geographies, today announced its second semiannual member Summit to be held in San Francisco on April 11, 2005. The event will take place at the Palace Hotel in conjunction with the Gilbane Conference on Content Management Technologies. The one-day Spring Summit will provide an open, interactive format to enable participants to get acquainted and exchange ideas with others working in similar areas of endeavor. Activities being planned for the Spring Summit will build on the tremendous success of the first Summit (the Fall Summit held November 30, 2004, in Boston). Participants in that meeting praised the CM Professionals organization, the meeting format, and the agenda. Participants in the Spring Summit will have an opportunity to get advice and recommendations from experts who are already well established in the field, and to exchange ideas with other professionals working in this dynamic, increasingly important community of practice, which involves creating, managing, and delivering the content that helps to drive the success of 21st century organizations worldwide. Cost of the Spring Summit for CM Professionals members is \$120US until March 22 and thereafter \$145US. For non-members, the price is \$170US (which includes the CM Professionals membership fee of \$50US) until March 22 and thereafter \$195US. These prices include lunch and a Gilbane conference discount of \$150US. [www.cmprofessionals.org](http://www.cmprofessionals.org), [http://www.gilbane.com/conferences/San\\_Francisco\\_05.html](http://www.gilbane.com/conferences/San_Francisco_05.html)

## **ENTERPRISE SEARCH ENGINE INDEXES CAD, PLM AND PDM DOCUMENTS**

2/15/2005

IRISCO, a specialist in extraction and processing of PDM metadata, announced the immediate availability of its Elmo Search 2005 software. Elmo Search is an enterprise search product designed to meet the distinct needs of CAD Managers, R&D Managers, IT managers, end-users and senior managers. Elmo Search enables searching within AutoCAD, Autodesk Inventor, Word, Excel, PDF files, emails, and many more document types. It also allows the creation of separate groups of documents, or "collections", each targeted at specific groups of interests within the enterprise, while complying with existing file security permissions. Elmo Search also constantly monitors document changes in a document collection, automatically indexing new and updated documents on-the-fly within seconds. Easy to use, deploy and manage, it can be installed in "less than 10 minutes". This software solution ships in two languages (English and French), and is available to qualifying organizations as a free, fully functional, permanent 5,000-document license for download directly from the Elmo Website. The free license can be upgraded to accommodate much larger numbers of documents, at a cost that can be as low as 5 cents per document. Elmo Search 2005 not only addresses the needs of Autodesk users, but

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also those of all their colleagues, particularly those who share data with them throughout the enterprise. [elmo.irisco.com](http://elmo.irisco.com)

## **TOPOLOGI RELEASES NEW XML UTILITIES**

2/15/2005

Topologi announced the availability of a new product line of lightweight, Windows-based tools for processing XML data. The initial products to be released are called Judges, designed to perform a range of validation and data checking, and Detectives, designed to query and analyze XML documents and schemas. These are the first of several applications to be released in the near future. XML Judge lets you validate one or more files using XML Schemas, DTD, RELAX NG and Schematron. Generate usage schemas from a document set to check that new files do not contain valid but previously unused markup. XML Detective reports all the elements, attributes and namespaces: their parents, children, positions, XPath and in which files these objects do, or do not occur. Topologi Complexity Detective with DTD Trimmer reports the Document Complexity Metric for XML documents, and includes a DTD trimmer that reduces a DTD to a minimal valid structure based on sampling document instances. Topologi Word Detective is a point and click XML indexing tool that reports on all the words found in elements or attributes in individual documents or across entire collections. Topologi Graphics Judge validates JPEG and TIFF files. This utility allows validation of JPEG files against the ISO standard. Good for ensuring that images and image metadata conform to format specifications. The initial products are all priced at US\$29. [www.topologi.com](http://www.topologi.com)

## **W3C PUBLISHES "CHARACTER MODEL OF THE WORLD WIDE WEB: FUNDAMENTALS" AS A RECOMMENDATION**

2/15/2005

The World Wide Web Consortium (W3C) has published the "Character Model of the World Wide Web: Fundamentals" as a W3C Recommendation. It provides a well-defined and well-understood way for Web applications to transmit and process the characters of the world's languages. This architectural Recommendation gives authors of specifications, software developers, and content developers a common reference, enabling interoperable text manipulation on the World Wide Web. It builds on the Universal Character Set, defined jointly by the Unicode Standard and ISO/IEC 10646. The goal of the Character Model for the World Wide Web is to facilitate use of the Web by all people, regardless of their language, script, writing system, and cultural conventions. As the number of Web applications increases, the need for a shared character model has become more critical. Unicode is the natural choice as the basis for that shared model, especially as applications developers begin to consolidate their encoding options. However, applying Unicode to the Web requires additional specifications; this is the purpose of the W3C Character Model series. This Recommendation is the first in a set of three documents. In development are "Character Model for the World Wide Web 1.0: Normalization," specifying early uniform normalization and string identity matching for text manipulation, and "Character Model for the World Wide Web 1.0: Resource Identifiers," specifying IRI conventions. [www.w3.org](http://www.w3.org)

## **NEXTPAGE RELEASES NEXTPAGE 1.5**

2/14/2005

NextPage released NextPage 1.5, a new subscription service that provides users with real-time status and notifications about all documents on which they collaborate. NextPage 1.5 doesn't require IT infrastructure and works with e-mail and Microsoft Office. In addition, users can still work with non-subscribers, and the service automatically knows when a new document arrives

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that it is a version of the original. The service adds a "Digital Thread" of accuracy and control to document versions. The service also includes the NextPage Version History, which provides a graphical reporting tool, telling users what has happened to every tracked document. NextPage 1.5 also attaches a Document Signature to any e-mail with an attached NextPage-tracked document, providing detailed information about the document version. With that signature, recipients can click on a link to perform a NextPage Version Check to see if the document they received is still the latest version. The Version Check takes users to a Web page that displays whether or not the document is the latest version. NextPage 1.5 tracks Microsoft Word, PowerPoint and Excel files and runs on Windows. NextPage 1.5 is available for purchase and a free trial version is available. [www.nextpage.com](http://www.nextpage.com)

## **HSS INTRODUCES ECM PRO FOR HEALTH CARE APPLICATIONS**

2/14/2005

HSS, Inc. introduced ECM Pro, an enterprise content management (ECM) system that helps healthcare information technology vendors and providers by enabling them to depend on one current source for managing the complexities of code-based reimbursement. ECM Pro, through its "Knowledge-Server" architecture, manages both structured (code lists, classification systems, edit rules, pricing algorithms) and unstructured (program memoranda, industry research) content. ECM Pro's Knowledge-Servers are based on Web Services technology, so regulatory content can easily be published where and when users need it. For example, Medicare's frequent updates are cascaded automatically to both local and remote users in a timely manner. Rapid access is provided to all of the information necessary to effectively manage code-based data collection, editing and reimbursement including CPT-4, ICD-9-CM, DRGs, APCs and more. ECM Pro is designed to be either embedded into the advanced technology solutions of healthcare IT vendors, or integrated into the information systems healthcare providers already have in place. ECM Pro's Knowledge-Servers can be used by multiple software applications from different vendors within the same enterprise. [www.hssweb.com](http://www.hssweb.com)

## **AUTHENTICA ANNOUNCES ENTERPRISE RIGHTS MANAGEMENT PLATFORM**

2/14/2005

Authentica, Inc. introduced its Active Rights Management (ARM) platform, an integrated ERM solution that combines document and email protection in a single platform. Authentica's ARM delivers a broad range of integration support, extending its benefits to enterprise compliance/archiving, content management and mobile email applications. Authentica's ARM platform protects documents and email at rest, in transit and after distribution to recipients. Organizations can systematically identify, audit and continuously control protected content as it flows into and out of an enterprise. The Authentica ARM platform gives enterprises and government agencies a single, centralized solution for intellectual property protection (IP) and compliance adherence. The ARM platform has been designed to integrate with existing applications and infrastructures to ensure that sensitive information is protected without impacting existing enterprise workflow. Centralized policy and key management allows auditing and control of sensitive information, regardless of where it is distributed. Authentica's Active Rights Management platform is available immediately. Pricing begins at \$50,000. [www.authentica.com](http://www.authentica.com)

## **INTERWISE JOINS EMC DOCUMENTUM'S ISV ALLIANCE PROGRAM - WILL INTEGRATE COLLABORATION PRODUCTS**

2/14/2005

Interwise announced that it has joined the EMC Documentum Independent Software Vendor (ISV) Alliance program and will integrate the two company's live and asynchronous collabora-



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tion products. The ECP Connect for eRoom solution will provide integration between EMC Documentum eRoom's collaborative workplaces and Interwise ECP Connect's integrated web, video and voice conferencing solution to create a core communication and collaboration utility. This solution will offer unlimited live and asynchronous collaboration to the extended enterprise for a fixed price, and also will bring live ad hoc and scheduled collaboration to Enterprise Content Management solutions via EMC Documentum eRoom Enterprise. With ECP Connect for eRoom, customers will be able to add live web, video, and voice conferencing functionality to their Documentum eRoom solutions. ECP Connect for eRoom offers companies the opportunity to reduce their overall conferencing costs by leveraging advanced VoIP capabilities. ECP Connect for eRoom also supports Documentum eRoom Enterprise, providing customers the benefits of live collaboration integrated with the advanced enterprise content management capabilities of the EMC Documentum Enterprise Content Management platform. The ECP Connect for eRoom solution will be available in the second quarter of 2005 through both the EMC Documentum and Interwise organizations. [www.interwise.com](http://www.interwise.com)

## **GILBANE CONTENT TECHNOLOGY WORKS PROGRAM PUBLISHES CASE STUDY ON HP'S GLOBAL CONTENT MANAGEMENT**

2/14/2005

The Gilbane Report announced that their Content Technology Works program has published a case study on HP's global digital content management initiatives to optimize the delivery of product content to global markets. The case study describes how HP has deployed a digital content management infrastructure in order to serve its global customer base, reduce costs, and increase efficiencies. It outlines the content management business processes that connect HP content owners with content consumers in local languages that enable commerce. It details how HP uses rigorous and repeatable regionalization, translation, and localization practices to interact with its customers. Finally, it lays out the results that HP has achieved to date. The case study, like all Content Technology Works case studies, is available at no charge. [www.gilbane.com/case\\_studies/HP\\_case\\_study.html](http://www.gilbane.com/case_studies/HP_case_study.html), [www.gilbane.com/ctw\\_success\\_stories.html](http://www.gilbane.com/ctw_success_stories.html)

## **ONFOLIO & FEEDSTER BRING PERSISTENT WEB SEARCHING CAPABILITIES INTO ONFOLIO 2.0**

2/14/2005

Feedster, Inc. announced that Onfolio has joined its Developer Network with the introduction of Onfolio 2.0. With Onfolio 2.0, users can create and monitor Feedster searches directly within Onfolio as part of the overall RSS reading and web information management capabilities of the product. The integration of Onfolio 2.0 and Feedster provides improved Internet researching capabilities to these audiences that track information in real time. Designed for business, professional and academic research, Onfolio 2.0 is a solution for reading RSS news feeds, collecting and organizing online content and publishing to email, weblogs and websites. Built into the browser, this tool speeds up the process of discovering relevant information quickly, organizing it for future use and sharing it with clients, colleagues, students, and others. [www.onfolio.com](http://www.onfolio.com), [www.feedster.com](http://www.feedster.com)

## **DPM INTRODUCES INTELLEDOX**

2/14/2005

DPM introduced Intelledox, an enterprise platform with features that include rapid and accurate document creation, increasing productivity, and centralized template management. Intelledox Desktop, integrated with Microsoft Word, eliminates reliance on document macros and simpli-

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fies the construction and delivery of complex documents. Intelledox Web allows enterprises to access and create rich content documents accurately and consistently from any browser-based platform, without requiring a local word processor. Intelledox utilizes Active Directory integration, and audit features necessary for corporate compliance, including Sarbanes-Oxley. Organizations no longer need to develop templates with macros, reducing security and virus risks. Intelledox facilitates migration to new versions of Microsoft Word, without template version issues. Intelledox's XML server based engine centralizes storage of all document structure. With graphical drag and drop, the intelligent wizard leads users through the construction of complex documents. Content and layout are then dynamically reassembled on demand creating up-to-date, accurate documents. Intelledox is available as a web application or an add-in for desktop applications. [www.intelledox.com](http://www.intelledox.com)

## **IUPLOAD LAUNCHES BUSINESS BLOGGING PLATFORM**

2/13/2005

iUpload launched Perspectives, a business blogging application that allows users to create content in their blog and instantly reach multiple communities and sites. The number of Perspectives that can be applied to content ranges from: customer relationship and contact management applications like salesforce.com and Plaxo; search portals like Yahoo!; social networks applications like Tribe; classified and auction sites like eBay; product and service review sites; contests and promotions from large brands like Idol; and user generated tags like Technorati and Flickr. iUpload Perspectives offers a way for businesses to tap into the blogosphere, launch consumer generated marketing programs, conduct promotions and contests, and create, expand and promote participation in their community. Administrative tools allow organizations to manage and distribute content coming from individuals as appropriate, turning bloggers into potential authors and allowing them to leverage content into any of their web properties. iUpload Perspectives is automatically available to existing customers now. Individuals can also utilize Perspectives at no charge by signing up for a free blog. Organizations interested in offering a Perspective(s) should contact iUpload to review the host of options and administration tools available. Perspectives is an integral part of all of iUpload's tools, so it can be accessible from within their Personal Publisher, Community Publisher and Content Manager solutions, as well as third party tools. [www.iupload.com](http://www.iupload.com)

## **SIEBEL TO OEM FAST INSTREAM SEARCH TECHNOLOGY**

2/9/2005

Fast Search & Transfer ASA (FAST) announced that Siebel Systems, Inc. has entered into an OEM licensing agreement for FAST InStream search technology. The FAST agreement with Siebel Systems, Inc. is based on software license, maintenance fees, and professional services. [www.fastsearch.com](http://www.fastsearch.com)

## **CANTO RELEASES CUMULUS 6.5**

2/8/2005

Canto announced the release of Canto Cumulus 6.5. Cumulus 6.5 supports an enhanced built-in user management module, LDAP directory servers as well as a new authentication API. User authentication can be based on passwords stored in the built-in authentication method or an LDAP server, on system passwords (e.g. domain passwords), and with the new authentication API, on any other authentication system. To simplify the Administrator's task Cumulus 6.5 introduces the Server Console, a centralized administration tool for the Workgroup Server Solutions and Cumulus Enterprise. Enhancements have been made to the permissions management in the User Manager. It is much easier to use, comes with a performance boost, and allows the setting of permissions, even on the Sets. These include View Sets, Assets Handling Sets and also

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Metadata Templates. Actions and Metadata Templates have been introduced in all versions of Cumulus 6.5. The 'Quicksearch' function is now customizable and queries can now be selected from the toolbar by a mouse-click. Version 6.5 will also find duplicates and records of which the assets are missing. These functions will keep users' catalogs up-to-date. Cumulus 6.5 Single User, Workgroup (Server Solutions) and Enterprise are immediately available in English, German, French and Japanese. Server versions for Mac OS X, Windows, Linux and Solaris, and Client and Single User versions for Mac OS X and Windows are offered. [www.canto.com](http://www.canto.com)

## **WEBSIDESTORY TO ACQUIRE ATOMZ**

2/8/2005

WebSideStory, Inc. simultaneously announced an agreement to acquire Avivo Corporation, a California corporation doing business as "Atomz," and the launch of a new suite of integrated services for online marketing professionals. Upon completion of the merger, WebSideStory will combine Atomz's hosted site search and web content management applications with WebSideStory's HBX web analytics service to create the a suite of integrated, on-demand digital marketing applications. WebSideStory's Active Marketing Suite will also include a keyword bid management product, scheduled for release this summer. The Active Marketing Suite will offer a single, shared environment in which businesses can optimize their online performance across multiple marketing channels, while reducing their vendor management costs. The Active Marketing Suite will include: HBX Analytics an on-demand web analytics service; Bid an on-demand keyword bid management product; Search an on-demand web site search application, and Content Manager an on-demand web content management solution. WebSideStory will issue approximately 3.1 million shares of common stock and options to purchase common stock and will pay approximately \$4.3 million in cash, in exchange for the outstanding capital stock and options of Atomz. The transaction has been unanimously approved by the boards of directors of both companies and is subject to customary closing conditions. [www.atomz.com](http://www.atomz.com)

## **MOBIUS & NETWORK APPLIANCE INTEGRATE VIEWDIRECT WITH NEARSTORE**

2/7/2005

Mobius Management Systems, Inc. and Network Appliance, Inc. announced integration of Mobius ViewDirect TCM software with NetApp NearStore disk-based nearline storage systems. The new collaboration is meant to deliver a solution that simplifies the archiving, recall, and management of content from any source, on platforms including UNIX, Windows, Linux and mainframe z/OS. The integrated solution addresses customer challenges of managing growing volumes of diverse content while satisfying the need for rapid retrieval and high availability not possible with traditional tape and optical media. Together, the Mobius ViewDirect TCM suite and NetApp NearStore offer a long-term content management and storage solution. ViewDirect TCM integrates enterprise content in a single, consolidated repository or through access to multiple, disparate repositories and includes a complete suite of content-centric applications that enable regulatory compliance and automate business processes. NearStore combines the Data ONTAP operating system with inexpensive ATA disk drives for near-primary storage performance. The solution scales from 8TB to 96TB with a single NearStore system, while multiple NearStore systems provide petabytes of storage at near-tape costs to support growing content stores. [www.netapp.com](http://www.netapp.com), [www.mobius.com](http://www.mobius.com)

## **HUMMINGBIRD UNVEILS ENTERPRISE 2005**

2/7/2005

Hummingbird Ltd. announced the unveiling of Hummingbird Enterprise 2005, the next generation of its enterprise content management platform. Leveraging the new capabilities of Hummingbird Enterprise 2005, Microsoft Outlook users will be able to manage and organize e-mail,

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documents, physical records, reports, workflows and more, all from within Outlook. The customizable business views expose all the capabilities of Hummingbird Enterprise including content management, records management, collaboration, workflow, search, and reporting from within Microsoft Outlook. Hummingbird Enterprise 2005 also includes a brand new desktop search capability, and an enhanced hierarchical security model and enhanced security of metadata with DoD 5015.2 certification including the Chapter 4 requirements. In addition, the integrations of Business Intelligence reporting and Data Integration capabilities provide a facility for customers to track and report on how Hummingbird Enterprise metadata and content is used. A beta program for Hummingbird Enterprise 2005 is scheduled to commence in Q1 2005. The suite is expected to be generally available this summer. [www.hummingbird.com](http://www.hummingbird.com)

*Hummingbird's announcement served as food for thought for my blog entry, "[What Makes an ECM Suite?](#)"* *Leonor Ciarlone*

## **INGENTA EXPANDS RELATIONSHIP WITH INFOTRIEVE**

*2/7/2005*

Ingenta and Infotrieve, Inc. announced an expanded partnership that will enable Ingenta-hosted content to be indexed by Infotrieve's full-text crawler. This relationship will enable Infotrieve to provide full-text article searches via its discovery research portals, increasing the depth of discovery resources for Infotrieve customers and generating additional document delivery traffic for Ingenta-hosted publishers. [www.ingenta.com](http://www.ingenta.com)

## **QUARK ANNOUNCES STRATEGIC ALLIANCE WITH DESKNET**

*2/7/2005*

Quark Inc. announced a strategic alliance with DeskNet Inc., a provider of enterprise customer communications software to financial services organizations. This new partnership enables organizations with regulatory obligations, such as financial services, to deploy a single platform that supports the on-going convergence of compliance requirements with marketing's strategic objectives. This platform automates the creation and distribution of all transactional, sales, marketing and educational materials on demand. By adding Quark Dynamic Document Server to DeskNet's ContentWelder platform, the solution will furnish customers with the ability to leverage the QuarkXPress design community while ensuring centralized business, branding and compliance logic. Additionally, the distributed layout and tagging of complex documents is easily validated with immediate testing available through the centralized platform, a feature for global companies that market locally yet must comply with broad branding and compliance guidelines. [www.desknetinc.com](http://www.desknetinc.com), [www.quark.com](http://www.quark.com)

## **ECOPY CONNECTIONS ALLIANCE PROGRAM (eCAP)**

*2/7/2005*

eCopy, Inc. announced the eCopy Connections Alliance Program (eCAP). The Program enables independent software vendors (ISVs) to create software integration between their enterprise applications and eCopy's document scanning services operating on a range of multifunction peripherals (MFPs) and scanners. eCopy's software, coupled with a scanner or digital copier, enables organizations to transform paper documents into electronic documents. Using eCopy, organizations can provide open access to scanning that connects to enterprise applications, such as document management, e-mail, and fax. eCAP is part of an eCopy program called The Paper Connection, which is designed to make it easy for any office worker to integrate paper-based information into enterprise applications, such as enterprise content management (ECM), enterprise resource planning (ERP), customer relationship management (CRM), and e-mail. The Paper Connection complements information lifecycle management (ILM) and addresses the

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challenge of distributing, managing, accessing, and protecting paper-based information. Connectors that provide integration to the eCopy Open Platform are currently available for ECM applications from EMC, Interwoven, Hummingbird, and Open Text. [www.ecopy.com](http://www.ecopy.com)

## **WORKSHARE LAUNCHES WORKSHARE PROFESSIONAL RELEASE 4**

*2/7/2005*

Workshare introduced their next generation of document lifecycle compliance technology for corporations, professional services firms and the public sector. Workshare Professional Release 4 (WP4) works in-line with Microsoft Office and safely controls the flow and auditability of document events inside and outside the perimeter across email servers, portals and repositories. WP4 introduces 97 new features including: Always On Audit, Dynamic Document States, Secure Conditioning, Email Synchronization, Policy-based Security, Report Wizard, One-click PDF conversion, DeltaView Accept and Reject, Delegate Authorization, Microsoft SharePoint Integration, Documentum Integration, and Expanded Standards Support. WP4 is available in three editions: WP4 for Outlook, WP4 for Notes and WP4 for GroupWise. All are US \$349 per seat for a perpetual license with volume discounts. Term licensing is also available. Supported integration options include Microsoft SharePoint, Interwoven, Hummingbird and Documentum. WP4 for Outlook, with Interwoven and Hummingbird options, is available immediately. WP4 for Notes and WP4 for GroupWise will be released in March 2005. All remaining integration options will be available in March 2005. All Workshare 3 customers on a current software service subscription will receive Workshare Professional at no additional charge. [www.workshare.com](http://www.workshare.com)

## **INXIGHT RELEASES THINGFINDER ADVANCED**

*2/7/2005*

Inxight Software, Inc., announced the general availability of Inxight ThingFinder Advanced, which extends the power of Inxight's entity extraction by enabling the definition of custom, pattern-based entities. Out of the box, the original Inxight ThingFinder automatically identifies and extracts 27 key entities - such as people, dates, places, companies or other things - from any text data source, in multiple languages. Using Inxight ThingFinder, developers can maximize and extend the value of their applications by enabling end-users to find the most important pieces of information within large volumes of documents. The new Inxight ThingFinder Advanced is an add-on module that extends ThingFinder's power by allowing users to define custom patterns of tokens in regular expression syntax. Enriched with deep understanding of natural language, ThingFinder Advanced can extract such custom entities as date/timestamps, chemical compound names or formulae, serial or part numbers, internal project codes, etc. ThingFinder Advanced supports discovery of entities and languages not supported out of the box. The 20 languages ThingFinder Advanced currently supports include: Arabic, Bokmal, Danish, Dutch, English, English MTF, Farsi, Finnish, French, German, Italian, Japanese, Korean, Nynorsk, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, and Traditional Chinese. More languages are planned for a future release. Inxight ThingFinder Advanced is generally available now. [www.inxight.com](http://www.inxight.com)

## **UDDI v3.0 RATIFIED AS OASIS STANDARD**

*2/3/2005*

The OASIS international standards consortium announced that its members have approved the Universal Description, Discovery and Integration (UDDI) version 3.0.2 as an OASIS Standard, a status that signifies the highest level of ratification. Advanced through an open process, UDDI is commonly regarded as a cornerstone of Web services, defining a standard method for publishing and discovering network-based software components in a service-oriented architecture (SOA). Version 3.0.2 adds the ability to affiliate registries in keeping with SOA's emphasis on

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supporting a variety of infrastructural variations and providing a means to define relationships among a variety of UDDI registries. Although from its inception, the specification included concepts such as delegation and distribution among server peers, earlier UDDI definitions relied upon proprietary means of interaction. By contrast, UDDI v3.0.2 provides an open, standardized approach to ensure widely interoperable communication. Other v3.0.2 features include support for digital signatures, allowing UDDI to deliver a higher degree of data integrity and authenticity. Extended discovery features can combine previous, multi-step queries into a single-step, complex query. UDDI now also provides the ability to nest sub-queries within a single query, letting clients narrow their searches much more efficiently. [www.oasis-open.org](http://www.oasis-open.org)

## **CONVERA'S WEB INITIATIVE ACHIEVES 1 BILLION PAGE WEB INDEX**

2/2/2005

Convera Corporation announced that it has completed the second stage of its development initiative aimed at applying portions of the Company's existing technology to searching and indexing contextually relevant information on the World Wide Web. As the Company has previously disclosed, this next-generation search technology achieved its initial development milestone in October 2004 by creating an "Alpha" stage, search platform for open-source Web content. The Company has now advanced its efforts as the technology presently contains more than 1 billion documents in the index. The Company expects to launch a service offering during the next two quarters. Convera's web indexing technology has been developed to add structure to the Web through the use of proprietary taxonomies and ontologies, semantic analysis and deep knowledge resources capable of providing end-users with more relevant search results. The technology also supports complex queries, offers built in video and image search, and provides geo-locational data. The offering may be used in concert with RetrievalWare, Convera's internal search solution, or with an organizations existing internal application to create an integrated portal offering "blended" results from both Intranet and open-source searches. [www.convera.com](http://www.convera.com)

## **STELLENT RELEASES VERSION 7.5 OF ITS SARBANES-OXLEY SOLUTION**

2/1/2005

Stellent, Inc. announced the release of version 7.5 of the Stellent Sarbanes-Oxley Solution, a product designed to help companies streamline their processes for complying with the Sarbanes-Oxley Act. The new features and functionality in version 7.5 are enhancements developed to speed implementations, increase ease-of-use and augment reporting capabilities. The enhancements also were shaped in conjunction with input from Protiviti Inc., an internal audit and business and technology risk consulting firm, with whom Stellent holds a strategic integration and consulting agreement. Stellent provides content management-based solutions to help companies streamline processes related to complying with a variety of regulations, such as the Patriot Act, Health Insurance Portability and Accountability Act (HIPAA), ISO, and the Sarbanes-Oxley Act. Stellent's compliance solutions allow companies to manage and approve content related to financial and non-financial disclosures, as well as documentation associated with an organization's enterprise risk management process. The solutions are based on Stellent Universal Content Management system, which offers document management, Web content management, digital asset management and imaging, supported by collaboration, records management and business process management services. Stellent Sarbanes-Oxley Solution 7.5 is available today. [www.stellent.com](http://www.stellent.com)

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## TRUSTED EDGE & OPEN TEXT TO DELIVER AUTOMATED RECORDS & RETENTION MANAGEMENT SOLUTIONS

2/1/2005

Trusted Edge, Inc. and Open Text Corporation said they will partner to deliver software solutions that extend records and retention management capabilities beyond central document repositories, capture content saved on desktops or shared network drives, and dispose of expired information wherever it exists. The solutions will simplify and automate the retention and disposal of documents across the enterprise, so that companies can improve compliance, reduce litigation exposure and enhance knowledge management. The companies will initially target customers in financial services, healthcare and the public sector, and plan to start introducing solutions in the second quarter of 2005. The targeted solutions will monitor previously unmanaged content for compliance and allow quick access to files for discovery purposes. The solutions will extend the retention process to the desktop, enabling complete lifecycle management and offering true digital disposal of information. [www.opentext.com](http://www.opentext.com), [www.trustededge.com](http://www.trustededge.com)

## STELLENT RELEASES UNIVERSAL CONTENT MANAGEMENT 7.5

2/1/2005

Stellent, Inc. announced the release of Stellent Universal Content Management 7.5. Stellent's new metadata management model allows users to view metadata fields in context. In other words, users only see metadata applicable to them at a certain point in time. For example, rather than only controlling metadata fields based on document type, Stellent now offers the ability to control metadata based on user roles, document status and a variety of other criteria. With version 7.5, Stellent folders automatically appear on the email client without client software, and Stellent users can now drag and drop email messages and attachments directly from their email system into Stellent Content Server. Version 7.5's new digital asset management (DAM) capabilities make it easier for organizations to utilize images and videos. For example, version 7.5 automatically converts image files from a single source into a variety of formats, such as GIF and TIF files. This process optimizes images for various types of consumption, such as PowerPoint presentations and Web sites, while managing all of the renditions as a single object. Universal Content Management 7.5 also offers similar conversion capabilities for video files. In version 7.5, Stellent Desktop Integration provides a common interface for users desiring richer functionality than that exposed in Web interfaces, WebDAV or email server integrations. Stellent Universal Content Management version 7.5 is available today. [www.stellent.com](http://www.stellent.com)

*Stellent's announcement served as food for thought for my blog entry, "[What Makes an ECM Suite?](#)"* *Leonor Ciarlone*

## ELCOM & IMPAQ PARTNER FOR HOSTED SUPPLIER ENABLEMENT SOLUTION

2/1/2005

Elcom International, Inc. announced a partnership agreement with IMPAQ Business Solutions Ltd. IMPAQ's newly released hosted HxDE Supplier Enablement System ("SEP") provides electronic catalog management and XML transaction processing support for purchase orders and invoices. The HxDE suite of XML-based solutions enable the electronic transfer of business-critical documents between Elcom's eProcurement and eMarketplace systems and suppliers who access IMPAQ's supplier portal. The IMPAQ HxDE SEP automates the handling of purchase orders, PO acknowledgements, invoicing, remittances and transmission of supplier electronic catalogs. To simplify deployment, HxDE is remotely-hosted by Elcom. The HxDE SEP is specifically targeted at all suppliers who want to participate in eCommerce with their customers but who lack the IT infrastructure to do so cost effectively. [www.elcom.com](http://www.elcom.com), [www.impaq.co.uk](http://www.impaq.co.uk)

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## CALENDAR (SUBSCRIBERS: LOGIN TO THE GILBANE.COM SUBSCRIBER SITE FOR YOUR CONFERENCE DISCOUNTS!)

**The Gilbane Conference on Content Management Technologies.** *Sheraton Palace, San Francisco CA, April 11, 2005.* Everybody knows they need "content management". Content management technologies are now mainstream and need to be part of all major enterprise applications, and integrated into IT architectures and infrastructures. But what does that mean? To some people content management is all about web publishing, or building Intranets, to others it means managing multiple, perhaps all, types of unstructured data. Still to others, the term might be associated with a particular aspect of managing information, such as creating it, searching for it, organizing it, transforming it, or sharing it. In San Francisco we will be focused on a broad range of content technology topics.

[http://www.gilbane.com/conferences/San\\_Francisco\\_05.html](http://www.gilbane.com/conferences/San_Francisco_05.html) or [www.lighthouseseminars.com](http://www.lighthouseseminars.com)

**Content Management Professionals Spring Summit.** *Sheraton Palace, San Francisco CA, April 11, 2005.* Join your peers at CM Pros at their "Spring Summit" meeting. Participate in professional, peer-led discussion and networking sessions and learn more about CM Pros. CM Pros will meet in association with the [Gilbane Conference on Content Management Technologies](http://www.gilbane.com/conferences/San_Francisco_05.html). The day will focus on peer interaction to help develop and propagate best practices, as well as offer ample opportunities for professional networking. A content management specialist will facilitate each session. The sessions will be interactive meetings with no formal presentations and no vendor pitches. We hope you will join us in San Francisco. Sign up today **Members:** US\$120, **Non-Members:** \$US170 (includes membership). Fees will become \$145 (\$195 for non-members) after March 22. Find out more and register at:

<http://www.cmprofessionals.org/events/summit.html>

**The Gilbane Conference on Content Management Technologies.** *Amsterdam RAI, The Netherlands, 24-26, May, 2005.* For our Amsterdam conference we have put together a special program that combines the topics of most concern to organizations implementing content applications, whether it is their first or fifth. Our expert speakers from a dozen countries provide balanced knowledgeable insight and guidance to help you make well-informed decisions. co-located with [XTech 2005](http://www.gilbane.com/conferences/Amsterdam_05.html) (formerly XML Europe). See [www.gilbane.com/conferences/Amsterdam\\_05.html](http://www.gilbane.com/conferences/Amsterdam_05.html).

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