

THE GILBANE REPORT

Content Technology Works!

E-COMMERCE & CONTENT MANAGEMENT: MORE IMPORTANT THAN EVER

In our previous issue we looked at EII (Enterprise Information Integration) and its older sibling EAI (Enterprise Application Integration). The main driver behind EAI when it emerged in the mid-nineties was the need to integrate content and transactions for e-Commerce. The revolutionary benefits of eCommerce that were promised assumed that back-office marketing, product data, inventory, and transaction systems were all integrated and kept up-to-date, but the industry's dirty little secret was that such integration either didn't exist, or was extremely fragile and unreliable. When eCommerce actually worked like it was supposed to, it was almost prohibitively expensive. While the boom and bust were mainly economic phenomena, businesses' technology infrastructure was incapable of delivering on the promise in any case.

As Bill Trippe points out in this issue however, in spite of all the ruined reputations, crashing companies and devaluation of portfolios, eCommerce continued to grow. While this may be obvious to most of us because our shopping habits are increasingly web-based, a much more dramatic increase has been in B2B (Business-to-Business, for those who have blocked it out of their memory!) eCommerce. Even in 2001 there was a staggering amount of business conducted over the Internet. Much of this is due simply to the use of XML messaging, but there are also some extremely interesting web commerce applications, especially in the manufacturing sector. These are worth looking at, and Bill shows you why.

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CONTENT MANAGEMENT & ECOMMERCE: MORE IMPORTANT THAN EVER

It feels old-fashioned to write the word "eCommerce," but the reality is that billions of dollars in business has moved to the Web. While some people may still be shell-shocked by the dot.com fallout, a significant part of business process happens using the Internet as infrastructure. And while the better-known retail eCommerce ventures (amazon.com, ebay.com) are perhaps the biggest players in some people's minds, they actually make up a small piece of the eCommerce pie; far more eCommerce is done between businesses.

Consider the manufacturing sector: According to 2001 data from the U.S. Department of Commerce (the latest date complete figures are available), 18% of manufacturing shipments were e-business transactions, compared to 1% of retail sales, 2% of service sales, and approximately 10% of wholesale commerce. More startling is the *volume* of manufacturing shipments through eCommerce, which totaled \$725 billion and accounted for 68% of all e-business. These numbers dwarf retail eCommerce for the same period, which were \$34 billion and less than 3% of all e-business.

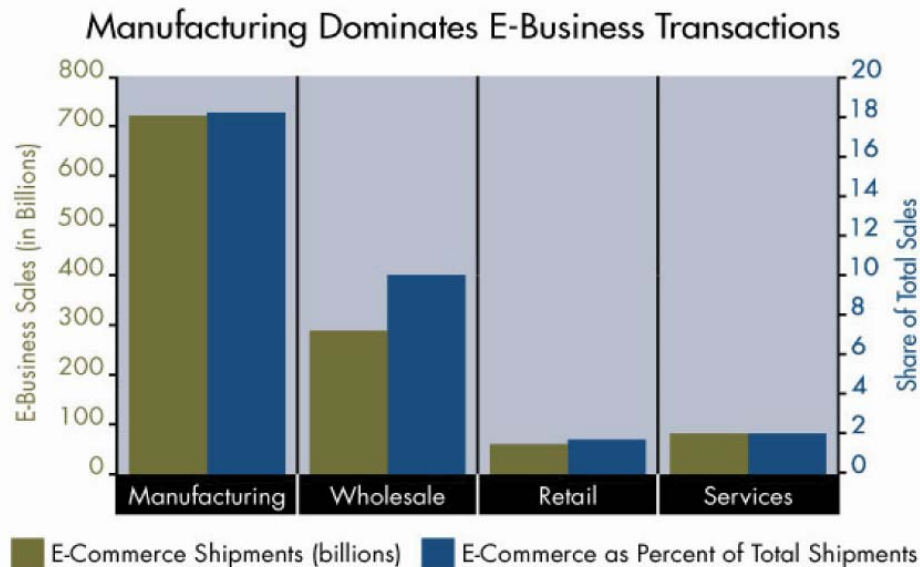


Figure 1. By far, the largest volume of e-Commerce comes from the manufacturing sector. (U.S. Department of Commerce, 2001)

Granted, some infrastructure was in place for large businesses even before the Internet. For example, Electronic Data Interchange (EDI) has been around since the 1980s and has been heavily used by many large businesses such as Wal-Mart and Sears Roebuck. Though EDI is often used as a general term, it more specifically deals with the set of messages developed for business-to-business communication, both as part of the an ANSI effort as well as a United Nations Standard Messages initiative called EDIFACT, or EDI for Administration, Commerce, and Transport. Initially, formal EDI systems used one of these message sets and operated on proprietary networks. While EDI is still used using such networks, it has

largely given way to XML-based approaches using the Internet. Indeed, EDI backers have devised their own XML schemas, and in particular XML/EDI. XML/EDI and other Internet- and XML-specific approaches, such as RosettaNet, BizTalk, and EBXML, now handle the lion's share of eCommerce transactions.

The electronic messages themselves—purchase orders, invoices, and quotes—represent some of the “content” of eCommerce. Such messages, and the security and transaction apparatus applicable to them, are challenging pieces to the eCommerce puzzle. The transaction itself, though, is just one step in a lengthy process that begins with a prospective customer researching some kind of requirement, and continues through the marketing and selling process, the transaction itself, follow-on customer support, customer relationship management, and, later, up-selling and cross-selling.

Gilbane Report readers will know the next point to be made, and that is that content is closely tied to all of these processes, and so content management plays a fundamental role in Internet-based commerce. We have worked closely with many large companies that have been automating how content is used in design, manufacturing, sales and marketing, logistics, and customer support. These are areas of intense focus for many companies now, and the platforms and systems to support content management are growing more powerful and more functional all the time.

It is, of course, obvious why content management is fundamental to eCommerce: Commerce involves intensive communication at all phases of the process, and eCommerce requires that much of the communication happen automatically and online. When the products are complex, the content is correspondingly voluminous and complex, increasing the benefits of content management technology.

In fact, the challenge of content management is even more complex. Content management supports all kinds of business processes—research and development, design, manufacturing, marketing and sales, customer support, maintenance, and supplies. There is an important leverage point at the nexus of business processes and the content that supports these processes because of the intimate relationship between content and business process at all points in the buying and selling process, and others have tried to articulate this in various ways. Forrester terms this *transactional content*, and *Gilbane Report* colleagues Mary LaPlante and Bill Zoellick have offered a helpful definition:

Transactional content can be defined as shared information that drives business-to-business processes. It is the content that flows through the commerce chain, initiating and automating processes such as procurement, order management, supply chain planning, and product support. Transactional content is shared in the sense that it is exchanged among partners, suppliers, customers and distributors who each can contribute to it.

In the long run, organizations that most effectively tie content management and eCommerce together will profit from their efforts, and already there exist many compelling examples of success found among a wide range of businesses. The importance such examples possess is in proving that transactional content management is becoming necessary for the survival of all companies for whom sales rely upon complex information requests.

In the past, the sales process often swung into gear when a conversation between humans took place. Now, prospective buyers are looking for substantial information long before they are engaged with a sales person. This begins, of course, with the major search engines and other forms of Internet research, and it continues through the prospects seeking out as much information as they can. In short, buyers want to be in control of the information-gathering process, and part of being in control of the process is remaining anonymous for as long as possible.

In what can only be described as a self-reinforcing cycle, more and more business buyers—engineers, product managers, purchasing agents—prefer to do their research online, including the acquisition of technical specifications, engineering drawings, catalogs, application notes, and regularly updated information. And when these buyers get the right kind and level of information they seek, they buy. It is as simple as that.

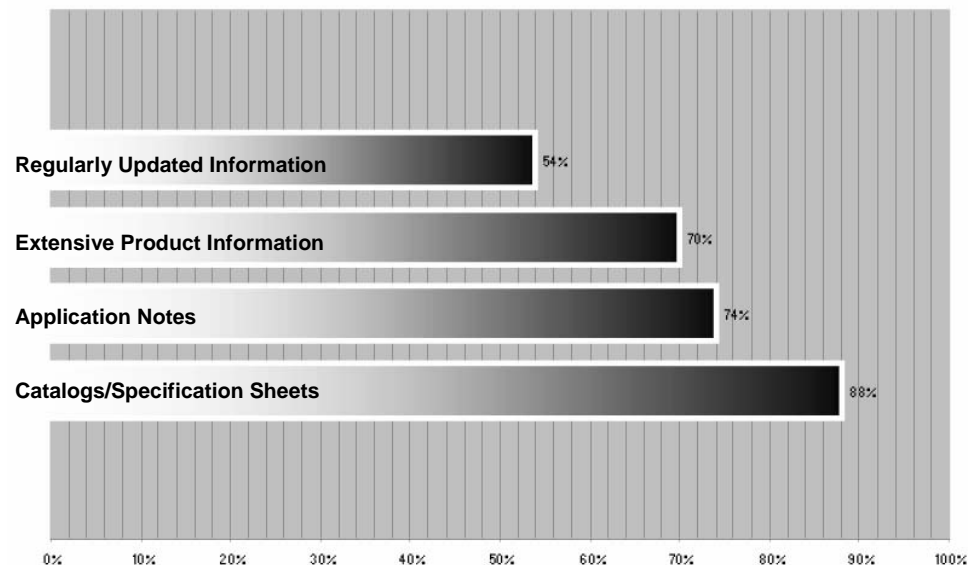


Figure 2. B2B buyers have very specific information needs for which they now turn to the Web. (ICR Survey Research, October 2002, "Buyer Behavior E-Mail Study")

Beyond the common sense arguments and anecdotal stories, there are plenty of hard facts to support this story. In researching, specifying, and ultimately sourcing an item for purchase, industrial buyers now do in a week what they formerly did in three or four months. This time compression is accompanied by a change in how this process is undertaken. Buyers who used to call suppliers on the phone are now using the Internet first and foremost. Consider the following facts:

- Industrial buyers rarely use the phone anymore. Where 70% of calls to a manufacturer used to be sales-related, the numbers have dropped, according to one in-house survey by a major manufacturing marketplace service, to only 4% ("1995, 2002 Call Center Tracking Response 800 Study," Thomas Industrial Network).
- According to the April 2002 "Report on eBusiness," by ISM/Forrester Research, 86% of buyers use the Internet to identify and research suppliers.

- B2B Magazine, in June 2002, reported that 90% of B2B buyers use the Internet to eliminate prospective manufacturers prior to telephoning remaining potential suppliers.
- According to ICR Survey Research's October 2002 "Buyer Behavior E-Mail Study," in the industrial marketplaces 96% of buyers are more likely to contact suppliers who provide a lot of product information versus those who don't.

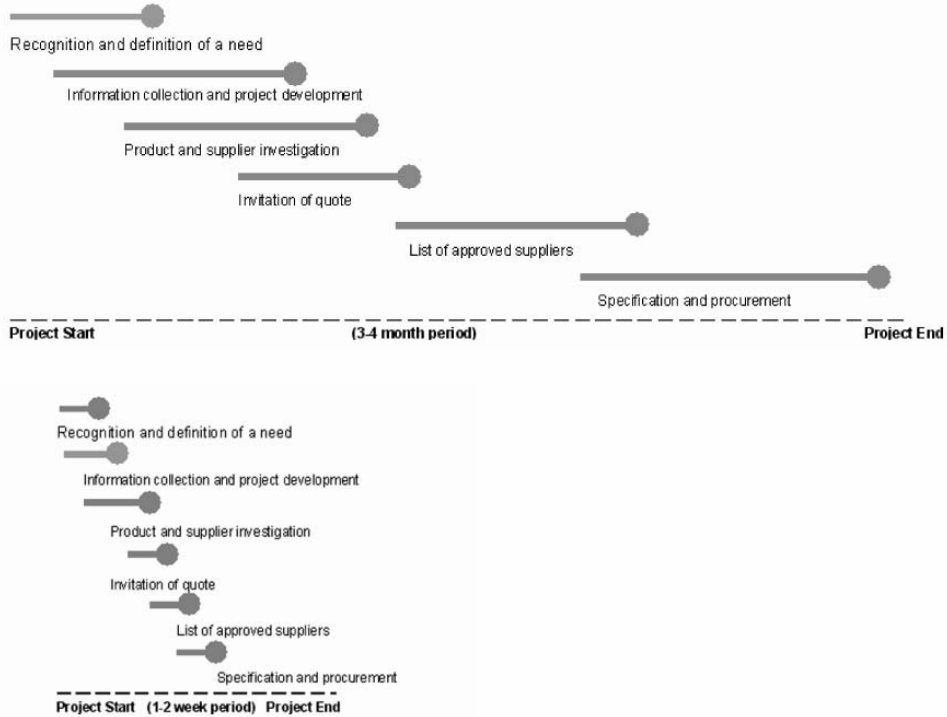


Figure 3. B2B buyers behavior has changed in the last 10 years, including the drastic contraction of project timelines, brought about, in large part, by e-Commerce-enabled content.

TRANSACTIONAL CONTENT MANAGEMENT EXAMPLES

When buyers get the right level of information on a website, they buy, and when they don't find it, they leave. The whole process of identifying suppliers, requesting a catalog, talking to a salesperson, requesting a quote, etc., not only has been compressed from several weeks or more into a week or less, but is now often done with little or no human intervention. What is content management's role in this process? Well-established and successful efforts are instructive.

Consider two manufacturing companies, Linemaster Switch Corporation and Spirol International Corporation. Both companies are well-established businesses. Spirol (<http://www.spirol.com/>) began life in 1945 as U.S. Gasket and Shim Corporation, and Linemaster (<http://www.linemaster.com/>) grew out of Simonds Machine Company, which was founded in 1937. While Spirol manufactures a

large product line of pins, spacers, inserts, and other components, Linemaster specializes in foot switches for medical and industrial use.

Even a quick look at the two companies' web sites speaks to how important content and product information is. The Spirol site, for example, begins with a graphical view of the product catalogs, and users can begin to search the catalog and quickly find product information including photographs, technical specifications, and engineering drawings. (You can also download various catalogs in PDF form.) The Linemaster site takes a similar approach; the pages for individual products provide a great deal of technical specification. After all, the level of detail you can provide on the Web is not limited by page real estate or printing costs or capabilities.

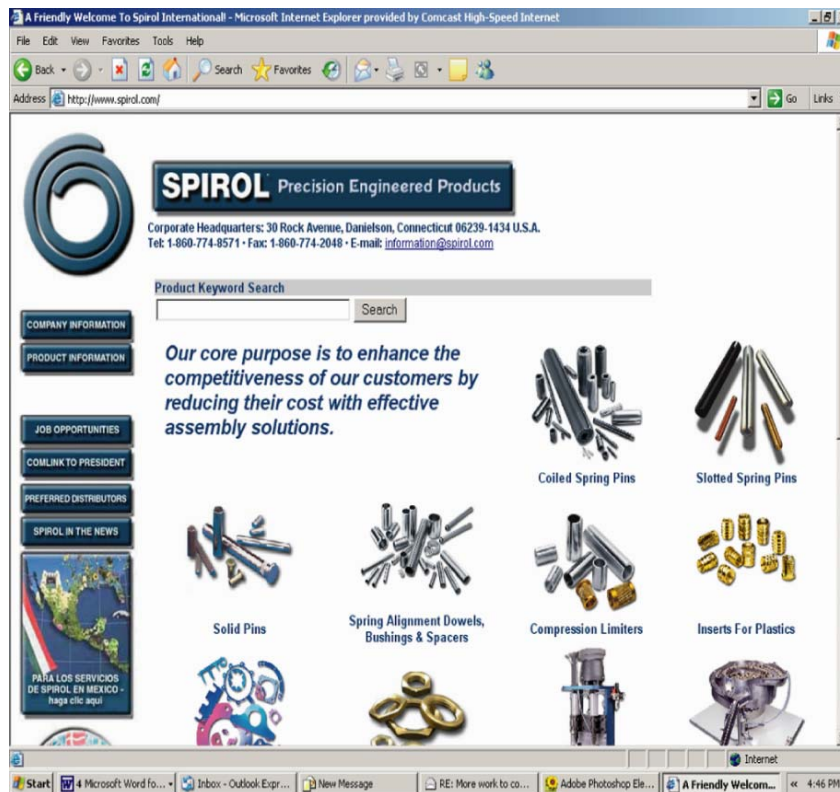


Figure 4. e-Commerce sites rich in content, such as the Spirol International Corporation home page shown here, allow prospects to easily find a deep level of information in different ways, and without pushing sales personnel on visitors.

For a glimpse of how much information companies are willing to provide, take a look at the web site for a Minnesota company, The Specialty Manufacturing Company (<http://www.specialtymfg.com/>). Their web site is integrated around a product catalog. Main product categories begin on the home page, and by the first or second click the user is looking at detailed product information, design considerations—even CAD drawings. This web site is set up in such a way that the CAD drawings can be downloaded directly into CAD software such as AutoCAD. In this way, a technical specifier such as an engineer can search for, discover, and assess individual products—and go so far as to include the product design information directly into a technical design being rendered in the CAD

software of choice. Perhaps most significantly, up until this point in the process, the prospect has accomplished all of this anonymously.

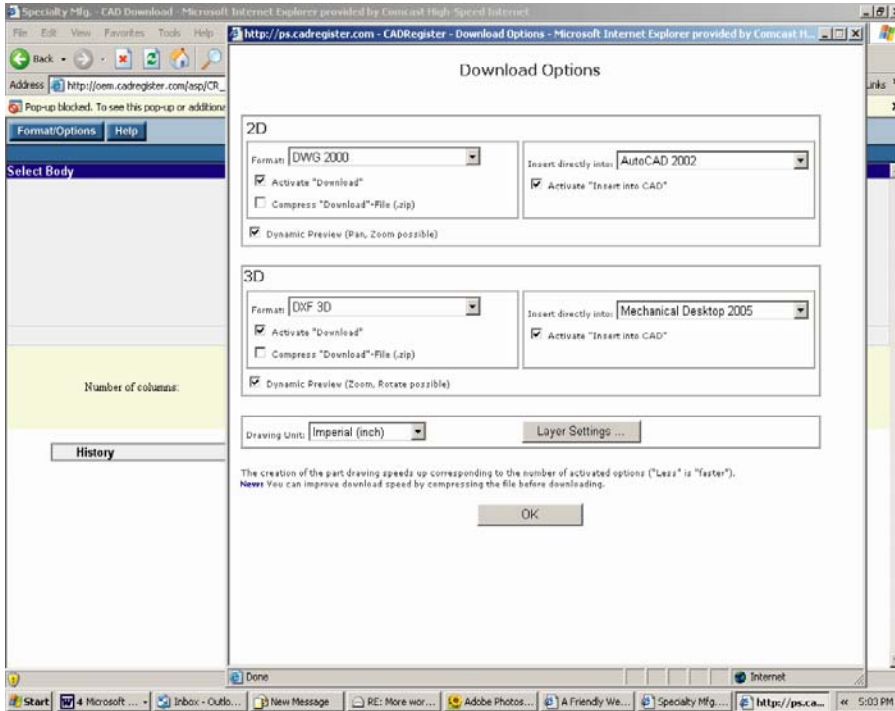


Figure 5. Within two or three clicks, visitors to this web page of the Specialty Manufacturing Company get to what they need, such as downloading CAD drawings so that engineers, for example, can include the product design information directly into technical designs.

Prior to the availability of this kind of information being available on the Web, a similar process for a design engineer was time-consuming and full of starts and stops. The engineer might have identified a supplier, called the supplier, requested a catalog, waited for the catalog to arrive, selected the part, called the supplier again, requested a drawing, waited for the drawing to arrive, and then perhaps even re-render the drawings before it was included in the engineer's design.

Now, the same technical detail is accessible online. Nothing has been purchased yet in this scenario, but the likelihood is high (some research says 80%) that the part included in the design is eventually included in the manufactured product. If you measure a *transaction* only at the time of the final sale, no transaction has occurred yet. But if you consider all of the touchpoints that have occurred here between buyer and seller, then the online catalog for The Specialty Manufacturing Company is indeed *transactional content*.

We include these companies because they are examples of the kind of transactional content that is now available. For the longest time, analysts, including *The Gilbane Report*, have been talking about this kind of application. Now it is happening. Websites that began as brochure-ware and later became static online catalogs are now becoming highly functional, dynamic product marketing and support platforms.

TRANSACTIONAL CONTENT MANAGEMENT CHALLENGES

Of course, such functionality comes with effort. The product catalog data must be digitized, normalized, and databased, and some organizations may require integration with eCommerce, ERP, and other applications. The site itself must be well designed, and the product data should be optimized for search engines and other kinds of navigation. None of these things happen for free, and the cost of this kind of work may be burdensome for some companies.

Because of these constraints, the content management market continues to broaden, and the offerings continue to widen. There are many tiers in the Web content management marketplace:

- Enterprise solutions, examples of which include Vignette, Documentum, Interwoven, and Stellent.
- Mid-level solutions, examples of which include Red Dot and Percussion.
- Small business solutions, examples of which include offerings from Microsoft, Ektron, and others.
- Open source solutions, examples of which cover the wide range of markets.
- Hosted solutions such as those from Atomz and CrownPeak.

Many manufacturing companies are small and mid-sized businesses whose technology needs span both information technology and the process technology for their core business. Because of this, not every small company can develop its own sophisticated Web presence. As a result, industrial search engines such as ThomasNet, GlobalSpec, and Kellysearch have emerged to fill an important market need.

These companies vary in approach. Kellysearch is both a directory and search engine that drives traffic to company websites, while GlobalSpec and ThomasNet include content in their offerings. For instance, both GlobalSpec and ThomasNet feature the kind of CAD drawings provision discussed earlier. ThomasNet is the 800-pound gorilla in the business—leveraging its substantial history and resources from the Thomas Register and Thomas Regional print products to provide the most content-rich site. They also provide content management tools to help small- and medium-sized manufacturers deploy searchable product catalogs on their own website. Their *Catalog Navigator* offers hosted catalog management functions to help industrial business convert more website visitors into customers. ThomasNet also markets technology that allows smaller companies to put their CAD drawings online with their catalogs.

These industrial search sites provide benefits to both buyer and seller. For the seller, it allows even small companies to make their detailed product information available to a large, qualified audience of industrial suppliers – a position they'd be strongly challenged to create themselves on the Internet. For buyers, these aggregated content sites enable them to find many products and suppliers quickly and to compare products among various suppliers. When you consider the needs of a purchasing agent to quickly find competitive suppliers for a single part, these kinds of marketplaces make a great deal of sense.

CONCLUSIONS

The manufacturing marketplace is a large and active marketplace that is driven by eCommerce where content management has a vital role to play. However, many manufacturing companies are small- and medium-sized businesses, where IT is only one kind of investment competing for capital.

Because of these structural constraints, content management is not always the highest priority for these companies, even though they clearly need, at minimum, Web content management to support marketing and sales efforts. Moreover, many of the content management offerings are priced well beyond what these companies would be willing to spend. The enterprise solutions really are only for the biggest organizations, and even companies that sell mid-market content management solutions will tell you that they are selling to the Global 2000. This leaves many companies—indeed, most manufacturing companies—out of the target market for many content management technologies.

There are viable options for smaller companies, however. These begin with lower-cost offerings such as those from Ektron and Microsoft, but extend to hosted offerings and manufacturing sites such as ThomasNet and GlobalSpec. GlobalSpec's offering is limited however; it focuses on the CAD drawings themselves, does not offer broader catalog functionality, and does not enable the manufacturer to include the digitized CAD drawings and content on its own Web site. ThomasNet's Catalog Navigator is comprehensive; it includes the CAD features, it offers more catalog and e-commerce functionality, and even allows the manufacturer to include the content on their own Web site. This enables the manufacturer to use their own Web site as a key element in a broader marketing program that likely includes other "drive" programs such as pay-per-click advertising through Google, Yahoo, and other search engines and portals. Significantly, ThomasNet has also priced Catalog Navigator to be well within reach of the over 300,000 companies listed in the ThomasNet directories and well below the entry price of most commercial Web Content Management offerings.

In the long run, organizations that most effectively tie content management and eCommerce together will profit from their efforts. Indeed, the impact may even be more fundamental. One could argue that being successful at this kind of process will soon become necessary for survival in many industries.

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¹ With help from David Guenette! david@gilbane.com

INDUSTRY NEWS

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

XML SCHEMA SECOND EDITION IS A W3C RECOMMENDATION

10/29/2004

The World Wide Web Consortium released "XML Schema Second Edition" as a W3C Recommendation in three parts: "Part 0: Primer," "Part 1: Structures" and "Part 2: Datatypes." The second edition is not a new version; it corrects errors found in the XML Schema first edition. A modular approach well-suited to distributed applications, XML schemas define shared markup vocabularies and the structure of XML documents using those vocabularies. www.w3.org

ASTORIA SOFTWARE LAUNCHES ASTORIA FOR AEROSPACE

10/28/2004

Astoria Software announced Astoria for Aerospace, commercial off-the-shelf software that can handle the demanding documentation requirements of aerospace flight operations, maintenance and training. Astoria for Aerospace is one product in Astoria's new family of structured document management products for aerospace that manages the entire documentation lifecycle – authoring, review, assembly and, publishing – with entry level to full XML-enabled solutions. In addition to Astoria for Aerospace, the company is offering two additional products designed to provide a range of content management solutions for a variety of needs across commercial airline operators: Astoria FastDoc is purpose-built for the airline industry, simplifying update and publishing through Adobe FrameMaker, and serves as a launching pad for XML content management; Astoria Reviser automates the review and manual editing of revised flight manuals, along with generating edit summaries of front and back matter (Table of Contents, Index, List of Effective Pages). www.astoriasoftware.com

MAGNOLIA 2.0 NOW AVAILABLE

10/28/2004

We are proud to announce the immediate availability of Magnolia 2.0 final beta, the free open-source J2EE content management system based on JSR-170. The release date of the Magnolia 2.0 is November 15th, 2004. Some highlights of Magnolia Release 2 include: a new JCR repository browser and editor that lets you configure your application completely through the GUI; a customized and customizable KUPU rich text editor; an updated Java Content Repository (JCR); improved caching; a completely rewritten GUI; and modularization so it is easy to write and add modules to Magnolia 2.0 without the need to touch the code base of the core CMS. www.magnolia.info

EPHOX UNVEILS SUPPORT FOR VIGNETTE SOLUTIONS WITH EDITLIVE! TECHNOLOGIES

10/27/2004

Ephox Corp., the provider of EditLive! content authoring technologies, announced product and integration support for the Vignette family of software and solutions, including content management, portal, document and records management, collaboration, and integration capabilities. Ephox and Vignette will continue to enhance the integration of Ephox's EditLive! for Java

and EditLive! for XML with Vignette V7 to provide customers with comprehensive, cross-platform authoring technologies. www.ephox.com, www.vignette.com

ENTOPIA ANNOUNCES ENTOPIA K-BUS 3

10/27/2004

Entopia, Inc. announced the launch of K-Bus 3, the latest release of its software infrastructure for information discovery. Entopia K-Bus 3 is a comprehensive infrastructure that captures the essence of enterprise content from both structured and unstructured information sources as well as all employee interaction around the content such as reading, writing, discussing, emailing, printing as well as security and access controls. By converting all of this valuable information into a single, unified language, Entopia can deliver personalized results that were previously unattainable through its discovery services Enterprise Search, Social Networks Mapping, Expertise Location and Content Visualization. Entopia K-Bus 3 is available immediately. www.entopia.com

VIVISIMO INTRODUCES VELOCITY FOR INTEGRATED ENTERPRISE SEARCH

10/27/2004

Vivisimo announced Vivisimo Velocity, rapid-deployment, customizable enterprise software that combines dynamic clustering, search and meta-search into one solution. Velocity is a comprehensive search solution that lets enterprise customers customize their crawling instead of "re-customizing" their content to fit the arbitrary requirements of other search solutions. Velocity eliminates the need to re-format content or pre-define taxonomies, and is designed for applications that need to crawl up to one million documents and meta-search an arbitrary number of other search engines or documents. Velocity crawls textual information in databases, emails and files, meta searching external sources of information, and then integrating all of the results in easy-to-navigate clusters of information. As a result, knowledge workers can pull from multiple sources of disparate information—both corporate-owned and Web-based—and see it presented by theme. Vivisimo Velocity pricing starts at \$10,000 per year and scales with the number of documents to be crawled or meta-searched. Velocity will ship within 30 days. www.Vivisimo.com

CONVERA ANNOUNCES RETRIEVALWARE 8.1

10/27/2004

Convera Corporation announced version 8.1 of the company's RetrievalWare search software platform. Version 8.1 is currently available on a limited basis with general release scheduled for next year. RetrievalWare 8.1 enables users to set customized content filters and alerts for the specific information they require to do their jobs, personalize their own unique query interface, and share search results from personal queries within Public Folders. To establish highly personalized, "always-on" search queries, a user can utilize the new Content Filter feature of RetrievalWare 8.1. For both commercial and government environments where vast amounts of information enter databases each day, a user can set very specific queries to automatically identify certain documents as soon as they enter the database. Key words selected by the user within the query immediately tag exact details within a document, isolate the document, and then route it to the users Personal Folder. Other new features include Alerting and Personalized Folder Sharing. Future RetrievalWare 8.1 capabilities planned include: Web Services APIs for .NET application development, JSR168 WebLogic Portlet; New industrial and manufacturing taxonomies and the Convera Workbench 3.0; New language detection, encoding detection and conversion, and Unicode compatibility. www.convera.com

IXIASOFT ANNOUNCES INTEGRATION OF STELLENT OUTSIDE IN TECHNOLOGY

10/26/2004

IXIASOFT announced the integration of Stellent Outside In XML Export transformation technology to its product, TEXTML Server. By signing this OEM agreement with Stellent IXIASOFT offers its customers the ability to store and index a much wider range of document types enabling a normalization of content and quick access to information. Stellent Outside In XML Export technology converts over 225 document types to XML and supports a wide variety of document formats, such as word processing, spreadsheets, presentation, database export, graphics, Adobe Acrobat (PDF) and vCard. The transformation technology will be fully integrated into TEXTML Server's next release. www.ixiasoft.com

TATA CONSULTANCY & VIGNETTE EXTEND PARTNERSHIP

10/26/2004

Tata Consultancy Services, Ltd. (TCS) announced an extended global partnership with Vignette. TCS will continue to focus on working with Vignette customers, providing complete IT services including integration, migration and development of Vignette-powered solutions. Vignette solutions include content management, portal, collaboration, integration and document and records management capabilities that drive greater business efficiency for enterprise organizations. www.vignette.com, www.tcs.com

COPERNIC CREATES COVEO SOLUTIONS TO MARKET ENTERPRISE SEARCH SOLUTIONS

10/26/2004

Copernic Technologies Inc. announced the creation of a new separate company, Coveo Solutions Inc. The company will focus exclusively on providing enterprise search software to businesses, organizations and government entities. The creation of Coveo is in response to market demand for Coveo Enterprise Search (CES), formerly known as Copernic Enterprise Search. Laurent Simoneau, formerly COO at Copernic Technologies, Inc. has been appointed President and CEO of the newly formed company. David Burns will continue to lead Copernic Technologies as CEO. www.coveo.com

GLOBALINK FOR DOCUMENTUM CONTENT SERVER 5 UNVEILED

10/25/2004

Translations.com announced that the company has completed integration of its GMS product, GlobalLink, with Documentum Content Server 5. GlobalLink is a web-based java application that helps content managers identify, source, track, and publish multilingual content. Integration with content repositories, including file systems, databases and content management systems, enables content managers and authors to focus on managing source language content without managing a manual workflow for multilingual content. www.EMC.com, www.translations.com

PERCUSSION INTRODUCES RHYTHMYX 5.5 - FOCUSED ON MID-TIER

10/25/2004

Percussion Software introduced version 5.5 of its Rhythmyx Enterprise Content Management (ECM) solution, a major release that extends Percussion's position in the ECM market for mid-

tier enterprises. Rhythmyx 5.5 is tailored for organizations of any size that share the mid-tier market's need balance between out-of-the-box functionality vs. customization requirements. Among Rhythmyx 5.5's major new features are enhancements to the Document Management (DM) module, new Digital Asset Management (DAM) capabilities and the FastForward for WCM rapid implementation package. Other new Rhythmyx 5.5 features include the an automated Text Extraction capability, WebDAV support and enhanced search and collaboration capabilities. Rhythmyx 5.5 comes bundled with FastForward for WCM, the prepackaged WCM implementation for Rhythmyx that enables users to get their sites under management rapidly, without sacrificing multi-site, multi-channel features. FastForward for WCM is the first of the Rhythmyx FastForward for ECM series. Rhythmyx 5.5 also adds new browser support for Safari for Mac users and Mozilla Firefox for Windows users. Rhythmyx 5.5 supports Microsoft Windows, Red Hat Linux and Sun Solaris platforms and is available this month. Pricing varies depending on configuration, however a typical Rhythmyx 5.5 configuration starts at \$95,000. www.percussion.com

NEXTPAGE ANNOUNCES BETA OF NEXTPAGE 1.5

10/25/2004

NextPage Inc. announced the beta version of NextPage 1.5, a subscription service that helps users track and manage document versions stored on e-mail, hard drives and servers. It enables real-time feedback, tracking and notifications about document versions, using e-mail and Microsoft Office applications. NextPage prevents users from wasting time working on the wrong document version, reduces the risk of sending out incorrect information, and delivers control to confusing ad-hoc document processes. Every NextPage-tracked document contains a "silver thread," connecting different document versions together to ensure that users always have access to the latest information whether the document is saved as an e-mail attachment, stored on a shared drive, or stored on a personal hard drive. The service keeps track of status and versioning information, even when documents are e-mailed outside an organization, renamed or sent to non-subscribers. With NextPage 1.5, team members automatically receive notifications about the status of documents, such as who is currently editing a document and who has worked on different versions in the past. A real-time notification to users who begin to edit an outdated version prevents inconsistencies. NextPage 1.5 will be generally available in the first quarter of 2005. www.nextpage.com

EMC ADDS EMC DOCUMENTUM LEARNING SERVICES

10/25/2004

EMC Corporation announced the availability of EMC Documentum Learning Services, an extension of the EMC Documentum Enterprise Content Management platform that provides interoperability with third-party Learning Management Systems (LMS) and a variety of learning content authoring tools. Documentum Learning Services enables organizations to unify learning initiatives and reduce the overall associated costs by managing and storing all learning content in a centralized repository and leveraging content services provided by the Documentum platform. Through the EMC Documentum Independent Software Vendor (ISV) Program, which helps ISVs deliver Documentum-based offerings that are tailored to industry-specific requirements, EMC is working with three leading LMS vendors - Pathlore Software Corporation, Plateau Systems and THINQ Learning Solutions, to deliver integrated learning solutions. Documentum Learning Services is compliant with the Shareable Content Object Reference Model (SCORM) standard, which enables learning content creators to store and manage all learning content in the Documentum platform, and with Package Exchange Notification Services (PENS), an interoperability standard for learning management systems. www.documentum.com, www.emc.com

OPEN TEXT EXTENDS SAP INTEGRATION; INTRODUCES NEW VERSION OF IXOS SUITE FOR SAP SOLUTIONS

10/20/2004

Open Text Corporation introduced a major extension of its suite of ECM products that integrate with the complete range of SAP solutions, including financial, human resources and other business applications. IXOS Suite for SAP solutions let customers store, manage, retrieve and archive documents from SAP systems such as mySAP ERP Financials and mySAP Human Capital Management. The solution integrates all business documents into SAP solutions and promotes the consistent flow of information between employees, customers, suppliers and business partners. The new version of the product, Version 6.0, leverages the company's document management and data archiving, with new functionality such as complete integration with SAP NetWeaver. SAP NetWeaver lets customers standardize on a single ERP software platform. By integrating with SAP NetWeaver, IXOS Suite for SAP solutions provide a similar standard platform for managing documents and other content-a central repository that links with other systems.

www.opentext.com

INTERWOVEN INTRODUCES INTEGRATED RECORDS MANAGER

10/19/2004

Interwoven, Inc. announced the fully-integrated Interwoven Records Manager, providing enterprises with a single unified records management (RM) system. Interwoven Records Manager encompasses the complete content lifecycle, from creation to archiving and retention, enabling companies to manage paper documents, electronic documents and e-mail under a single system. The availability of Interwoven Records Manager follows Interwoven's acquisition in August 2004 of the assets of Software Intelligence, Inc. Interwoven Records Manager is initially integrated with Interwoven WorkSite 8 software, a collaborative document management solution for the legal, accounting and professional services industries. Interwoven Records Manager is generally available now. www.interwoven.com

GILBANE CONTENT MANAGEMENT CONFERENCE TO HOST CM PROFESSIONALS' FIRST SUMMIT

10/19/2004

The Gilbane Report and Lighthouse Seminars announced that the CM Professionals organization (CM Pros) (www.cmprofessionals.org) will hold their inaugural Summit in conjunction with the Gilbane Conference on Content Management to be held at the Westin Copley in Boston, November 30 - December 2, 2004. The CM Pros Summit will take place on November 30 in the same location. The programs for both events have been scheduled and coordinated to complement each other. The CM Professionals Summit is patterned on other similar professional community summits. 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. CM Professionals members receive a \$150 discount to the Gilbane conference. The Gilbane conference program is entirely focused on content technologies, and includes 27 educational sessions covering today's most critical issues for businesses planning or implementing a content management strategy. Gold sponsors of the Gilbane Content Management conference in Boston include EMC/Documentum (NYSE:EMC), GMC Software, Interwoven (NASDAQ:IWOV), Open Text (NASDAQ:OTEX), Stellant (NASDAQ:STEL), and Workshare. www.cmprofessionals.org/events/summit.html, www.gilbane.com/CM_conference_program_Boston_04.html

OPEN TEXT LAUNCHES 'COMMUNITIES' SOFTWARE FOR COLLABORATION

10/19/2004

Open Text Corporation introduced a solution for online "communities of practice" which bring together people in an organization with similar responsibilities or interests. The solution allows, for example, marketing professionals or purchasing managers to connect in ways they couldn't before, providing a forum where they can share information and best practices, and improve processes. Called Livelink for Communities of Practice, the solution provides a central workspace in Livelink where members can publish relevant news, share documents, participate in member Weblogs, arrange online meetings and hold Webcasts. The solution also tracks the contributions of participants to help members identify experts in the community on specific subjects. With Livelink for Communities of Practice, each community workspace offers a news-paper-like front page with syndicated headlines and content sections, where interesting patterns and trends are "bubbled up" for the community. Livelink for Communities of Practice is available immediately and works with Livelink 9.2 or higher on all supported platforms.

www.opentext.com

FATWIRE ANNOUNCES FIRSTSITE

10/19/2004

FatWire Software announced the rollout of FirstSite, which is a set of tools and best practices that helps companies using FatWire Content Server get their first Web site or application running quickly while providing a foundation for future expansion. FirstSite includes a collection of standard templates and site components that are common to most sites, combined with documentation, training, a rich developer community, and best practices methodology. FatWire and its solution partners are using FirstSite as the basis for developing content-centric applications for specific vertical markets. With only minor, cosmetic alterations, developers can use the code in FirstSite to implement a first site, while simultaneously learning how to utilize Content Server's capabilities, such as dynamic content delivery, personalization, caching, and product catalogs. www.fatwire.com

VERITY EXPANDS TRIAL SOFTWARE DOWNLOAD CENTER

10/18/2004

Verity Inc. announced a new, expanded software download center (DLC), located on the Verity Web site. Along with an improved user interface to simplify the download process, Verity has added two more of its products to the site along with Verity Ultraseek, the company's enterprise search software. The software products now available in the Verity Download Center site are: Verity Ultraseek, Verity Federator, and Verity KeyView Software Development Kits. In addition to new products to choose from for 30- or 60-day, no-obligation trials, the new Verity DLC now has the capability of presenting its content in either English or Japanese.

<http://downloadcenter.verity.com>, www.verity.com

GROOVE ANNOUNCES ENTERPRISE DATA BRIDGE

10/18/2004

Groove Networks Inc. announced the Groove Enterprise Data Bridge, a product that allows organizations to securely deliver live enterprise data from nearly any source directly to users' PCs, in the context of their teams, project work and collaborative tools. Integrated with Groove Virtual Office software, the Enterprise Data Bridge speeds business processes by enabling virtual, cross-organizational teams to work together anywhere at any time with both structured and unstructured data from enterprise applications and databases. The Groove Enterprise Data

Bridge is a bundle of products developed by Groove Networks and CASAHL Technology. The Groove Enterprise Data Bridge will be available for purchase this week and is \$24,995 per unit. The package includes licenses to CASAHL's ecKnowledge Server, the CASAHL Groove Connector, and the Groove Publisher bot service. The package also includes one of the following CASAHL ecKnowledge connectors to be selected by customer: DBMS, Oracle, XML, Lotus Notes and Domino, Microsoft Outlook and Exchange, Microsoft SharePoint Portal. For existing CASAHL ecKnowledge customers, the Enterprise Data Bridge package is priced at \$15,995 per unit. www.casahl.com, www.groove.net

INTERWOVEN DELIVERS ENHANCED INTRANET SOLUTION

10/18/2004

Interwoven, Inc. unveiled an intranet solution, designed to help companies realize the full value of their intranet investments through multi-site management and usability. Powered by Interwoven's TeamSite software, the Interwoven Intranet solution simplifies intranet publishing and site management. Leveraging the Web Content Management (WCM) capabilities of Interwoven TeamSite, the Interwoven Intranet solution enables enterprises to address the challenge of supporting numerous intranet initiatives by decentralizing content contribution and control while centralizing WCM infrastructure. TeamSite simplifies the intranet content publishing process, helping non-technical subject-matter experts to contribute content quickly and easily. The Interwoven Intranet solution is generally available now and pricing starts at \$49K.

www.interwoven.com

UNICON TO DISTRIBUTE COLUMBIA UNIVERSITY PORTAL & CONTENT MANAGEMENT TECHNOLOGIES

10/15/2004

Unicon Inc. announced that it will be distributing and supporting the development and maintenance of both Columbia University's open-source HyperContent Web content management application and Announcements Channel for Unicon's Academus Portal and the uPortal community. HyperContent (formerly CuCMS) is an open-source Web content management system developed at Columbia University, featuring a set of management and authoring tools that enable content experts, designers, developers, and administrators to collaborate effectively in the production of Web sites with consistent navigation and design. It uses XML storage for data reuse and Java. Columbia has agreed to let Unicon assist clients in the installation, configuration, training, and troubleshooting of issues associated with the HyperContent Web content management system, which Columbia contributed to the JA-SIG Clearinghouse. www.unicon.net

SYNCR0 SOFT ANNOUNCES NEW RELEASE OF XML EDITOR & XSLT DEBUGGER

10/15/2004

Syncro Soft Ltd announced the immediate availability of Version 5.0 of its XML Editor and XSLT Debugger. Version 5.0 adds XSLT 2.0 Editor and Debugger, XPath 2.0 evaluator, XQuery Editor, WSDL Editor and SOAP Analyzer, SVG Viewer and a lot of other new features and improvements. It provides complete XSLT 2.0 support including editing, validating and debugging XSLT 2.0 stylesheets as well as transforming XML documents using XSLT 2.0 stylesheets. Editing XSLT 2.0 stylesheets with is easier because each presented XSLT 2.0 element or attribute in the content completion is accompanied by documentation. The XSLT 2.0 debugger adds mapping from the transformation output result to the document and stylesheet locations that produced that output. This feature is available for Xalan 2.5.1, Saxon 6.5.3 (for XSLT 1.0) and Saxon 8.1B (for XSLT 2.0) in the XSLT Debugger perspective. With version 5.0

you can edit, validate and test WSDL documents. While editing the Web-Services descriptors you can check their conformance to the WSDL and SOAP schema. The new XQuery Editor provides syntax coloring and content completion for XQuery keywords, functions and operators. It features validation and transformation support. The transformations can be configured using transformation scenarios similar with the ones for XSLT. XPath 1.0 support was enhanced to allow evaluation of XPath 2.0 expressions. XML Editor and XSLT Debugger is available immediately in two editions: Multi-platform Academic/Non-profit license costs USD 48.00, and Multi-platform Commercial license costs USD 96.00. XML Editor and XSLT Debugger runs on Windows, Mac OS X, Linux, Solaris and as an Eclipse plugin. A 30 day free trial may be downloaded. www.oxygenxml.com

DASSAULT SYSTEMES UNVEILS 3D XML FOR PRODUCT LIFECYCLE MANAGEMENT

10/13/2004

Dassault Systemes announced the introduction of 3D XML for PLM (Extensible Markup Language for Product Lifecycle Management), a universal, lightweight XML-based format that enables users to capture and share live, accurate 3D data. 3D XML compresses highly complex data, with file sizes up to 99 percent smaller than those of existing formats. Developed in conjunction with industry leaders, it provides rapid file transmission and shorter load times while maintaining the exact geometry of the files exchanged. Using 3D XML, users can drag and drop files into other applications such as e-mail or office applications. The new format will greatly enhance collaboration around 3D information. With 3D XML, the use of sophisticated 3D graphics is no longer restricted to engineering departments. These graphics can now easily be incorporated into technical documentation, maintenance manuals, marketing brochures, websites, email communications and many other everyday uses. Dassault Systemes is introducing this 3D format for PLM to its customers based on Version 5, Release 14 (V5R14) of its PLM solutions, and has incorporated the 3D XML format in its entire line of products - CATIA, DELMIA, ENOVIA, SMARTEAM, SolidWorks and Spatial. www.3ds.com

50+ INDUSTRY LEADERS SPONSOR GILBANE CONFERENCE ON CONTENT MANAGEMENT TECHNOLOGIES

10/13/2004

The Gilbane Report and Lighthouse Seminars announced that over 50 organizations have signed up so far to support the Gilbane Conference on Content Management Technology. The conference, being held at the Westin Copley in Boston, November 30 December 2, is entirely focused on content technologies, and includes 27 educational sessions covering today's most critical issues for businesses planning or implementing a content management strategy. Sponsors of the Gilbane Content Management conference in Boston include EMC, GMC Software, Interwoven (NASDAQ:IWOV), Open Text (NASDAQ:OTEX), Stellent (NASDAQ:STEL), and Workshare. Other sponsors include Oracle (NASDAQ:ORCL), the Integration Consortium, OASIS, IDEAlliance, InfoWorld, CMSWatch, EContent magazine, Transform magazine, Web Services Journal, XML Journal, Business Wire, and the Gilbane Report. Additional exhibitors-to-date include Arbortext, Astoria, Atomz, aXtreme minds, CrownPeak Technology, Day Software, Ektron, Hot Banana, Idiom, Infodata, Infostoria, Inmagic, INSCI, IXIASoft, Mark Logic, Ovitas, Percussion Software, PaperThin, RedDot Solutions, Refresh Software, SchemaLogic, Scientific Software, SDI, SiberLogic, SilkRoad Technology, Software AG (TECDAX:SOW), ThomasTech Solutions, Vasont, Venetica/IBM (NYSE:IBM), Vignette (NASDAQ:VIGN), and Visisimo. For a complete list of sponsors and exhibitors-to-date see www.gilbane.com/CM_conference_Boston_04.html. Registration is open at <http://home.lighthouseseminars.com/lighthouse/ccmregistration.html>

ARBORTEXT ACQUIRES UK-BASED ADVENT PUBLISHING SYSTEMS, LTD

10/13/2004

Arbortext announced it has completed the acquisition of Advent Publishing Systems, Ltd. (Advent3B2). Arbortext's acquisition of Advent3B2 combines two publishing software companies to serve the Enterprise Publishing Software industry. Arbortext's Enterprise Publishing Software helps companies streamline and automate their information creation and publishing process. Through the acquisition of Advent3B2 and its product line, Arbortext extends the benefits of enterprise publishing to design-intensive and complex documents such as financial reports, marketing collateral, consumer catalogs, directories and journals. With this acquisition, Arbortext will broaden its product offerings and grow its customer base with the inclusion of over 300 Advent3B2 customers. Arbortext will also expand its operations by combining the Advent3B2 development, professional services and sales and marketing capabilities through the integration of its Swindon, United Kingdom and Konstanz, Germany offices. www.arbortext.com

STRATIFY RELEASES LEGAL DISCOVERY 4.0

10/13/2004

Stratify, Inc. announced the release of the Stratify Legal Discovery 4.0 service for law firms and corporate legal departments to accelerate electronic discovery. Electronic discovery is being transformed by the explosion of discoverable information in legal proceedings (including emails, desktop documents, PDFs and OCR documents) together with new document compliance regulations and requirements. Stratify's technology automatically analyzes and catalogs discoverable documents, weeding out irrelevant content and reducing the universe of reviewable documents. At the heart of the Stratify Legal Discovery 4.0 service is Stratify's technology to automatically create intelligent concept folders specific to a case or matter based on the content of the document universe, organize these concepts hierarchically based on their interrelationships, and then automatically sort documents into relevant concept folders. The Stratify Legal Discovery 4.0 service introduces a series of new document review and analysis capabilities, including seamless in-line redaction, message unit tagging, and additional workflow features. www.stratify.com

PLUMTREE ANNOUNCES CONTENT SERVER 6.0

10/12/2004

Plumtree Software announced a major upgrade to its content and Web publishing product, Plumtree Content Server. Content Server 6.0 includes a new distributed content administration model, desktop integration, and templates. Content Server was created to let subject matter experts without Web programming skills publish their own content such as technical support articles, corporate communications, product specifications and market updates throughout the Plumtree environment. New features include: portlet templates, distributed content administration, workflow enhancements, a Rich Text Editor, WebDAV integration, and scheduled publishing and expiration. With WebEdit, Business users can edit MS Office files attached to content items within Content Server 6.0, without downloading a local copy. Plumtree Content Server 6.0 will be generally available as part of the Plumtree Enterprise Web Suite in late 2004. www.plumtree.com

IDIOM ANNOUNCES WORLDSEVER OPENTOPIC FOR XML-BASED PUBLISHING

10/12/2004

Idiom Technologies, Inc. announced WorldServer OpenTopic, a new XML-based publishing solution for simplifying and accelerating the creation, management, localization, and production of print and electronic documents. WorldServer OpenTopic includes enhancements in the latest version of WorldServer Global Electronic Publishing, which was also announced. Based on the Darwin Information Typing Architecture (DITA), WorldServer OpenTopic is an extensible solution that accelerates the transition to XML-based publishing, and streamlines ongoing global publishing efforts. It enables Idiom customers to improve the quality and consistency of evolving content, and to reduce the time and costs associated with authoring, updating, translating, and delivering information. WorldServer OpenTopic includes: an Out-of-the-Box DTD based on DITA, an XSL-FO-based Automated Print Transformation process, an Automated Help Transformation Process, XQuery Templates, and a Getting Started Kit. DITA is an OASIS standard originally developed by IBM SGML and XML content architects. WorldServer OpenTopic is a separately priced and packaged option to the new version of WorldServer Global Electronic Publishing. Both are available immediately. www.idiominc.com

FATWIRE RELEASES CONTENT SERVER 6

10/12/2004

FatWire Software announced the release of Content Server 6. Content Server 6 adds major new features that help organizations speed multi-site deployments, increase reuse of existing assets, provide higher levels of security and utilize Content Server in portal environments. Site Launcher allows administrators to duplicate an existing or prototype site within Content Server 6 with just a few clicks. When creating the new site, the user can specify whether the content, business logic, and workflows should be copied from or shared with the original site, depending on the level of reuse the company desires. SAFE (Secure Authorization for Enterprise), increases the flexibility of the Content Server security model by allowing authorized users to easily control access to content at any level of the repository hierarchy, from broad categories down to individual assets. Content Server 6 includes 17 pre-built portlets for integration with enterprise portals. These portlets support JSR 168. InSite Editor 2 improvements allow users to make multiple changes on a page, review a summary of changes, and save or cancel all pending changes at once. This latest version of Content Server is available and shipping to customers today. www.fatwire.com

HUMMINGBIRD ANNOUNCES ENTERPRISE CONTENT INTEGRATION & NOTES INTEGRATION

10/12/2004

Hummingbird Ltd. announced the availability of Hummingbird Enterprise Content Integration to deliver a solution for consolidating, migrating, centralizing and standardizing both structured and unstructured data. The content integration capabilities of Hummingbird Enterprise enable customers to maximize the value of their ECM deployments by allowing businesses to easily and securely exchange and share valuable enterprise data across their enterprise. The data integration tools merge and consolidate information from multiple document management libraries on an enterprise-wide basis. Content can be shared across each of the components of Hummingbird Enterprise, providing customers with a unified view of their enterprise content.

Hummingbird also announced that Hummingbird Enterprise will provide out-of-the-box integration with Lotus Notes for e-mail and business content management. The Hummingbird Enterprise Lotus Notes Integration Module is expected to be available in Q1, 2005.
www.hummingbird.com

ANACUBIS RELEASES DESKTOP 3.0

10/11/2004

anacubis has released anacubis Desktop 3.0, an upgrade to its visual research and analysis software tool. Designed to give business users easy access to analysis, anacubis Desktop 3.0 transforms complex information drawn from any structured or semi-structured data source into a dynamic graphical map that instantly highlights the relationships and links buried in the data. The results of this research can now be queried, categorized and summarized using a range of new analysis features. The product now automates and simplifies the process of complex analysis through a wizard-driven interface. anacubis Desktop 3.0 also extends the scope of enterprise information sources that can be analyzed in its visual environment, adding support for Microsoft Access, Oracle and SQL-based databases. These complement the existing Microsoft Excel and HTML importers and information available from anacubis-enabled online providers such as Dun & Bradstreet, Hoover's, LexisNexis and Questel Orbit. anacubis Desktop 3.0 is available to download for a free 10-day trial and purchase online. A one-off single user license is US\$2,950. The Intellectual Property Analysis Add-in is available on a subscription basis for US\$750 per year including all product updates. www.anacubis.com

VERITY RELEASES VERITY FEDERATOR VERSION 2.0

10/11/2004

Verity Inc. announced the immediate availability of Verity Federator version 2.0. Highlights of the new release include a Web Services interface for heterogeneous and multiple search applications, as well as enhanced security capabilities. Verity Federator is a universal search platform that provides secure and unified access to relevant information from virtually any content source across an organization and beyond. A Java infrastructure with a public API, the latest Verity Federator release includes new features that allow users to get unified access to content quickly and accurately. The product's key features and benefits include: Web Services interface that brings together multiple search systems, including Verity's K2 and Ultraseek enterprise search products, as well as any third party search mechanism; The ability to apply, in real time, Verity K2's capabilities, such as summarization, classification and recommendation to any vendor's search products; Enterprise-strength security to ensure that the existence of documents and their contents are made known only to designated individuals; and, Dynamic filtering, merging, and re-ranking of search results with multiple viewing options. Verity is offering a first-time free 60-day evaluation of Verity Federator at its download center. Customers can create a universal search platform by downloading and installing Verity Federator. www.verity.com

KENTICO CMS 1.1 INTRODUCES KENTIFORM TECHNOLOGY

10/11/2004

Kentico Software has released Kentico CMS 1.1 for ASP.NET. It comes with new KentiForm Engine that makes development of content editing forms much easier. The new version 1.1 of Kentico CMS for ASP.NET introduces a new KentiForm Engine that allows developers to easily create and deploy content editing forms without programming. They only need to specify field names, types and how the fields will be displayed. The KentiForm engine then reads the form definition and displays a form. The engine also automatically ensures data loading, validation and saving. Kentico relies on traditional SQL database instead of XML to provide better performance and flexibility in publishing the content. www.kentico.com

CAPTARIS ANNOUNCES AVAILABILITY OF CONTENT INTEGRATION & DELIVERY SOLUTION

10/7/2004

Captaris, Inc. announced the immediate availability of Interchange, a pure Microsoft .NET-based content integration and information delivery platform. Interchange helps with challenging information delivery issues - content integration, output formatting and high-volume delivery via email, fax, HTML and SMS channels simultaneously - ensuring the right information flows to all recipients and back-office systems in their preferred format. Interchange 1.0 is immediately available and can be purchased through Captaris or a Captaris-authorized channel partner. www.captaris.com

EPLUS RELEASES VERSION 4 OF CONTENT+ CATALOG CREATION & MANAGEMENT SOLUTION

10/7/2004

ePlus inc. announced Content+ v4, a suite of software and outsourced services for electronic catalog content production and management. This new release of Content+ provides a fully customizable and modular package enabling customers and partners to select license components that best serve their needs. Content+ is now an affordable and "pluggable" solution for virtually any eProcurement or ERP system in the market. Content+ modules can be used in many configurations to meet the needs of diverse enterprises, including: Catalog creation and maintenance, Schema/Taxonomy creation and maintenance, Change Management with approval workflow, Commodity Classification, User Administration, Catalog publishing and syndication, Catalog Navigation and Shopping, Punch-out to Supplier Catalogs, and, Integration with eProcurement/ERP systems. Content+ programmatically cleanses and classifies commodity data, accelerating the creation of enhanced, parametrically searchable catalogs. www.eplus.com

JOTSPOT LAUNCHES, UNVEILS APPLICATION WIKI

10/6/2004

JotSpot, an "application wiki company", announced the official formation of the company. JotSpot extends wiki technology into the realm of workgroup applications, aiming to make Web-based applications simpler to build, deploy and evolve. JotSpot will offer its application wiki as a hosted service and, the company will offer its product free for open source project use. Workgroups can start using the service in three ways: begin immediately using the full-featured commercial wiki, install pre-packaged wiki-applications from JotSpot's application gallery or customize an individual wiki-application for a specific business need. The JotSpot application wiki is designed as a platform for lightweight workgroup collaborative applications that can be customized for very specific business needs and uses. The ultimate benefit of the JotSpot application wiki is that the design of a web application can constantly evolve based on user behavior and learning. Multiple people can collaborate on the design of a web application and the structure of the application can emerge as people continue to use it. The JotSpot application wiki offers the feature set of a standard document wiki: collaborative editing, version control, attachment capability and full-text search. In addition, JotSpot extends document-wiki functions by offering: Microsoft-Word style WYSIWYG editing, email integration (every page is an Inbox) and a database backend. The company has an invitation-only beta program. www.jotspot.com

OPEN TEXT'S RECORDS MANAGEMENT SOFTWARE RECEIVES UK NATIONAL ARCHIVES APPROVAL

10/6/2004

Open Text Corporation announced that its records management software has been approved by the UK Government's National Archives electronic records management systems (ERMS) program. The UK government's ERMS program, which incorporates the Management of Classified Records, involves a rigorous testing process to ensure that organizations using records management software can adequately control and manage those records. The UK government has set a target for all central government organizations to be able to store and retrieve their public records electronically by 2005, to ensure that they are able to meet the demands of working in an electronic environment. www.opentext.com

ADOBE & GEOTRUST ADVANCE TRUSTED DOCUMENTS FOR CONDUCTING E-BUSINESS

10/5/2004

Adobe Systems Incorporated and GeoTrust, Inc. announced the availability of a jointly-developed certified document service or "CDS" solution. Now, people who receive certified Adobe PDF files can be automatically assured that the author's identity has been verified by a trusted organization, and that the document has not been altered. Through the reach of the free Adobe Reader organizations can use the new GeoTrust True Credentials digital signing solution for creating trusted electronic documents to conduct business and communicate with customers, constituents, partners and suppliers. CDS signing significantly raises the level of document integrity and verification over traditional digital signing because the user's digital credentials must be issued by a WebTrust-certified authority using strict vetting guidelines, and then must be stored on a secure cryptographic hardware device. Adobe Acrobat 6.0, Adobe LiveCycle Document Security software and GeoTrust True Credentials for Adobe Acrobat certificate offerings are currently available. A single-user, 1-year signing credential provided on a cryptographic token is priced at (US) \$895.00 and is available from GeoTrust. For information on enterprise-wide solutions and volume pricing discounts contact GeoTrust. www.adobe.com, www.geotrust.com

DAY SOFTWARE & TRADOS PARTNER ON BRANDING SOLUTIONS

10/4/2004

Day and TRADOS announced an initiative that delivers global branding solutions combining TRADOS globalization management software with Day's content management solutions. It enables corporations to deliver the same, accurate messages to all their global markets, speaking in one voice across the linguistic divides. This Day-TRADOS initiative gives multinational companies a single, consistent, way to manage and globalize brand content. The initiative from Day and TRADOS enables delivery of global brand content in multiple languages, offering: joint Day-TRADOS technology solutions for delivering global content with consistent messaging and branding; and coordinated marketing, sales, delivery, and support from Day and TRADOS to ensure quality customer experience. www.day.com, www.trados.com

INTERWOVEN ENHANCES TEAMSITE 6.5, EMBEDS VERITY SEARCH

10/4/2004

Interwoven, Inc. introduced enhancements in TeamSite 6.5, including TeamSite Advanced Information Management Services and TeamSite ReportCenter. With the latest version of Team-

Site, Interwoven is delivering information reporting and re-use as well as business process optimization, and Full Parametric Search, Site-Specific Reporting, Advanced Tracking Reports, and Pre-Packaged Reports. Interwoven also announced it has embedded Verity search technology into its newest version of TeamSite. TeamSite Advanced Information Management Services and TeamSite ReportCenter are generally available in October. www.interwoven.com, www.verity.com

SCIENTIFIC SOFTWARE INTRODUCES FEDERATED SEARCH ENGINE FOR THE DESKTOP

10/4/2004

Scientific Software, Inc. announced a new federated search engine for the desktop PC that is integrated into Microsoft Windows Explorer. Scientific Software FUSION Search is a federated search engine that provides database-driven searches across multiple content sources via a single query. FUSION Search helps users get control of the emails and data they generate by allowing them to quickly search and retrieve content. FUSION Search focuses on finding information where the bulk of it resides on the desktop, on corporate shared drives, and on other knowledge worker and peer PCs. It also indexes and searches your email and attachments, Google, the Scientific Software Enterprise Content Manager (ECM) repository, and other 3rd party databases, applications and content repositories. FUSION Search a grid computing architecture for optimal performance. Instead of maintaining and updating a master index, FUSION Search incorporates a central web service that receives and processes requests from remote computers. Each remote computer has its own FUSION Search database index which reports these results sets to the central web service via XML over HTTP/SOAP messaging. The product is targeted for release in 4Q 2004. www.scisw.com

ALTOVA ANNOUNCES END-TO-END SUPPORT OF XSLT 2.0, XPATH 2.0, AND XQUERY

10/3/2004

Altova introduced version 2005 of its product line to enable accelerated application development and data integration. Altova software version 2005 includes a native implementation of the W3C's XSLT 2.0 and XPath 2.0 specifications across the entire product line, as well as native support for XQuery 1.0. In addition, version 2005 adds new features to all of Altova's products, including graphical schema management, automated function building, Eclipse integration, and relational database content editing. Beta versions of XMLSpy 2005, MapForce 2005, StyleVision 2005, and Authentic 2005 are immediately available through the Altova website. A valid Altova Support and Maintenance Package (SMP) entitles current customers to download and activate the beta software free of charge through October 31, 2004. Customers with active SMP will become eligible for a free upgrade to version 2005 production software beginning on November 1, 2004. Customers who purchase any Altova product from October 4, 2004 through October 31, 2004 will get the SMP free of charge for one full year along with immediate access to the version 2005 beta products. www.altova.com

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XML 2004. *Marriott Wardman Park Hotel, Nov. 15-19, Washington, D.C.* XML is used in applications running the gamut from content management and databases through publishing to web services, transaction management, and e-commerce. It's used as the format for describing music and graphics as well as purchase orders and technical documentation. The only conference to tie all these uses together, as well as to inform attendees of the latest news and information from the standards world, is the XML series of conferences. www.xmlconference.org/xmlusa/

The Gilbane Conference on Content Management Technologies. *Westin Copley Place, Boston MA, November 30 – December 2, 2004.* Our Boston event is being launched to complement our other content management conferences with an anchor event that covers all major content technologies. Our other conferences focus on topics for businesses embarking on a content management project. Our 3-day Boston conference will still include everything a project team needs to know, but will also offer a look ahead at upcoming technologies, "new" best practices, and a broader look at technologies necessary to supplement core content management applications. We are accepting proposals for speaker presentations and panels through May 15. www.gilbane.com/CM_conference_Boston_04.html or www.lighthouseseminars.com

Content Management Professionals Summit. *Westin Copley Place, Boston MA, November 30, 2004.* Join your peers at CM Pros for the first "CM 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/CM_conference_Boston_04.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 Boston. Sign up today and receive a \$150 discount on the Gilbane Conference equal to your CM Pros membership and Summit fee. Find out more and register at: <http://www.cmprofessionals.org/events/summit.html>

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