

# THE GILBANE REPORT

*Content Technology Works!*

## KM AS A FRAMEWORK FOR MANAGING KNOWLEDGE ASSETS

As long-time readers know, “knowledge management” (KM) is a topic we have mostly avoided, especially during the peak of the hype surrounding it in the mid-nineties when even CRT displays were being marketed as “knowledge management solutions”. We also did our best at the time to convince document management vendors that repackaging themselves as KM vendors was a big mistake. Eventually, vendors ended-up adopting the other, more reasonable choice, *i.e.*, “content management”. (For more on this evolution see *Vol 8, Num 8: [What is Content Management?](#)*).

In spite of the mostly negative things we had to say about KM, we did recognize there was a real, identifiable problem that a combination of business practices and processes, with the help of a little technology, could address. In fact, and this was part of the cause of the vendor frenzy, businesses thought of many of their information management problems as knowledge management problems. You can argue that the concept is flawed, but you can’t tell the customer they don’t have a problem.

Today, the idea of KM is much more respectable – there is less hype, and a lot more understanding of the role technology can legitimately play in helping companies better manage their knowledge assets. Contributor Lynda Moulton is one technologist and KM expert that has helped KM become reputable. Her advice in this issue is valuable, current, and hype-free.

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# KM AS A FRAMEWORK FOR MANAGING KNOWLEDGE ASSETS

## INTRODUCTION

You might have noticed how frequently knowledge management (KM) pops up as a topic in surprisingly diverse contexts. Knowledge work has been acknowledged for over three decades since Peter Drucker emphasized it in *Management: Task, Responsibilities, Practices*. The phrase *knowledge management* emerged in business circles in the 1980s, usually used by information technology managers. Perhaps because computers and software applications were implemented to manipulate data creating new versions of information, a misleading idea came into existence, namely that the resulting information was *knowledge being managed by computers*.

Being inspired by the promise of automated solutions that could somehow manage knowledge, managers leapt to implement an astonishing variety of software applications associated with KM hype. The late-90s killed the belief in the hype, more quickly than most implementations could be brought to maturity. Some of those implementations might actually have resulted in desired benefits but the will to persevere in such undertakings requires thoughtful approaches and sustainable plans that evolve over time.

Now is a good time to talk about what KM should really be about and how it relates to business processes like content management (CM) and information technology (IT). In attempting to scope out important business components for managers to keep in mind, we give them a framework for positioning IT projects as adjunct, enabling activities in the larger business context. *KM as a framework for managing knowledge assets in the organization* is one way of looking some of the components of KM and relating them to other infrastructure activities.

## HOW KNOWLEDGE AND ORGANIZATIONS RELATE

Two definitions of *knowledge* seem to persist in society. The first, referring to an *organized body of information*, would seem to be ripe for computerized management. The second focuses on *human perceptions, understanding and learning*, and is more important for the discussion of knowledge within the organization. This assertion follows from the point that no body of information would organize itself without human understanding to govern the methods of information organization. Likewise, all drivers of any organization from its inception are the result of human knowledge.

To successfully understand and manage knowledge in an organization, we need to have a fundamental grasp of an organization's origins and intent. Why it was founded and what it was supposed to achieve. What are the inputs and what is the planned output? Only humans can communicate those ideas that are the foundation for an organization. Ideas are clearly rooted in the knowledge of the founder. We can all agree that without ideas and the means to communicate, a founder's knowledge could not be used or useful to an organization.

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This brings us to ingredients we need to make the knowledge – organization connection. We need to leverage the knowledge of the founder(s) in the form of ideas that are communicated to the participants in order for the organization to take a path toward the target result. One thing that all sustainable and successful organizations need is clarity around what the founders and subsequent leaders expect, and what members get from them when a founder's knowledge is **shared (communicated)** effectively. This can happen with or without technology.

Finally, ongoing organizational development depends totally on a sustainable pipeline of human inputs all derived from the knowledge of the members. An organization in which the members fail to communicate at least some of their knowledge will cease to function as an organization. Even an act as simple as passing on an explicit phone message or placing a directive to ship product is a communication that results from what one member *knows* and passes on to another contributing member.

## HOW CONTENT MANAGEMENT AND KNOWLEDGE MANAGEMENT RELATE

Much of the communicating that goes on in organizations results in typed, graphic or spoken formats that are captured for sharing. These captured items form a body of information currently referred to as *content*. They represent the majority of the currency of most organizational communication. The remaining communication is verbalized but not captured except by the audience; it must not be neglected as critical content but is harder to tack, manage and organize in a system. [Note: Voice messages and other tape-recorded information might also be considered significant content but that depends on the context and the organization.]

There is much philosophical debate about whether knowledge in the form of tacit understanding or expertise can truly be captured. Of course, the connections that are made in a human brain among disparate pieces of information can only be approximated by *representations* that are communicated in some form. While, those connections may be electronically mapped and captured in a future electronic mind mapping, they aren't useful to today's organizational operations. For good or ill, captured human speech, writings, drawings or other human communications represent the best that we can do in terms of harnessing knowledge for sharing. These forms of content, we can think of as *knowledge tokens*. The better the communicator, the closer to the knowledge source we are and the better our understanding of what their knowledge truly is.

In an efficient and effectively operational organization, we find well-communicated information in the form of shared content that helps workers know what is expected of them, how to do their jobs, where to go for more information, and so on. Content is a significant part of our *idea currency* in the form of these knowledge tokens.

Before moving on to how we can manage these knowledge tokens in the form of content, it is important to make a distinction between sharing the tacit knowledge that an expert has and knowledge management. Tacit knowledge in the form of deep expertise is strictly a brain managed activity. Sharing tacit knowledge by an expert with a less experienced colleague is an activity that is vital to

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sustaining and growing organizations. How that happens and succeeds is another type of organizational activity and can't be easily defended as knowledge management. However, making sure that experts are identified and findable in any system of knowledge mapping and retrieval is a useful and important aspect of building up a knowledge management system. Exactly, how the expert shares tacit knowledge with the individual, who approaches him/her with a need to know, is a knowledge transfer activity that currently eludes any practical knowledge management system. It is important to note that context is a useful starting place for learning to build up expertise. Content is a component to be leveraged in solving problems by experts. Content also needs to explicitly identify its source so that users, who are still learning, have a way of finding experts from whom to directly gain richer understanding.

## **BEFORE ANYTHING CAN BE MANAGED WE HAVE TO KNOW ABOUT IT**

Having established an organizational need for communicated knowledge, let's turn our attention to managing these knowledge tokens. Like the seemingly endless variants on how different human brains process the same information, organizations can operate in infinitely diverse ways when using the same or similar data sources. The variations depend, in large measure, on human knowledge and behaviors interacting. The complexity of possible reactions is studied in a subset of management sciences, i.e., organizational behavior. Understanding organizational behavior is a useful aspect of identifying how knowledge is shared and reacted to in a particular domain.

This prompts us to examine ways in which members of the domain relate to each other and the means they use to communicate among themselves. The artifacts of their communication, content, tell organizational behavior experts something about their effectiveness in communicating their knowledge. By looking at significant amounts of content, we also see norms of communication that have grown up within a body of content. In some organizations, it may be normal to share significant technical information in the body of e-mails, while in another the practice may be to use e-mail only for scheduling or to transmit attached formal technical memos. Still another organization may have evolved to a point of structuring a repository in which technical memos reside and members are notified of memo existence through an e-mail announcement with a link to that memo. Teaching and training activities that have been captured on video are a fourth example of a type of content.

In each case, knowledge and content have a relationship. But, in each case, an organizational member captured knowledge and communicated it differently. What the content is, how it is formulated and communicated are important things to know about organizational behavior. As well, the behavioral expert will want to explore whether a practice is widespread or spotty, and who in the organization is influencing one practice versus another.

To have these organizational understandings about content means knowing forms of communication, patterns of forms, and the nature of the information in each form. Identifying the type of content (e.g. technical data, scheduling, relaying a message, documentation), mapping content sources, where they are routed, and the purpose of these knowledge tokens is what we must know about before we can effectively manage them. In any management process the goal

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should not be to create barriers or add complexity. Management must understand what “is” before it can make changes to effect what “should be.” In the case of knowledge, the object should be to improve flow, facilitate sharing, encourage participation, and affect learning. Furthermore, and most important, behaviors that have already happened easily or through disciplined structures, which are working, should be identified for replication and reinforced.

## **BEFORE KNOWLEDGE TOKENS CAN BE MANAGED WE HAVE TO KNOW WHERE THEY ARE – LOGICALLY AND PHYSICALLY**

An analysis of knowledge flow in an organization is an important component of knowledge management. KM experts use techniques in the areas of social network analysis, systems analysis, process mapping, focus group sessions, one-on-one interviews with key employees and other methods to identify knowledge assets and where they exist. These assets are generally embodied in two components: humans with expertise and content, which has been captured, collected and stored for later use.

When we ask, what is KM really about, analysis is another key component. Some use the expression *knowledge audit*, for it expresses a process of codifying critical knowledge elements in an organization. During the audit, the analyst should be able to identify:

- How an organization does its work – the source of important new ideas
- How ideas and new information are disseminated and shared in the organization
- Who the idea generators and recipients are
- How information is preserved for future re-use

Also, an auditor will pursue:

- What is missing
- What is not captured
- What is not being shared
- Where there are critical information needs that are not being met

It is also useful to discover how individual workers meet their own information needs. Where do they look for information when it is not readily at hand or when there is not an apparent process for finding fundamental documents that reflect what the organization has learned in the past? The answers to these questions inform a full view of an organization’s knowledge map.

Physical location of files, technology applications that are used to store and retrieve information, external resources that provide background research content, subscriptions to databases and publications, and society memberships need to be identified. A list of all forms of content (e.g. paper print, PDF, GIF) and experts will be needed to develop the specification for building a comprehensive KM infrastructure.

Finally, content must be categorized not only by topic or subject matter but also by the groups that use it and by other criteria they would find meaningful (e.g.

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date of creation, customer name). A common situation is that a number of groups in an organization need the same content for different purposes. A manager may require the same financial data in a structured report that an analyst needs in a spreadsheet or database application where it can be manipulated and edited. The context of content need and use is noteworthy.

## **BEFORE CONTENT CAN BE MANAGED USING INFORMATION TECHNOLOGY (IT), WE HAVE TO KNOW ITS ORIGINS AND INTENDED AUDIENCE**

How and why content is created, its purpose, when and where it will be called for, who the creator(s) were and who the users are likely to be must all be understood. This is often achieved through development of a knowledge map. A knowledge manager armed with this representation can guide a plan for managing knowledge tokens in the future. The management plan must accommodate three key content processing activities:

- Capturing
- Organizing (physically) and categorizing (logically)
- Search and retrieval

It is at this stage that knowledge management can begin to leverage information technologies. Because of the diversity of organizational behaviors, types of content, cultural norms, leadership styles and the possibilities of software applications already in existence and perhaps in heavy use, it is foolish to think that a single software product will contribute a “knowledge management” solution. Such “software solutions” presume a standard framework for knowledge management. No such generic model exists. Even within a single organization, we can find hundreds of possible frameworks for managing knowledge, even as many as there are employees. Here is the most difficult KM challenge to be addressed. Unlike a highly structured discipline like, for example, accounting, typical knowledge handling reflects mostly the human behaviors inherent in its local domain. Imposing a pre-structured packaged solution is sure to fail, and examples of those failures abound. Implementing an unbounded solution will fail, as well, unless a plan with structure is set forth in advance in a roadmap with defined results.

However, an organization can and must look within its own practices to discover what technologies combined with business behaviors are already working well. It needs to learn where there is a comfort level and success in capturing key knowledge content, or where communities of sharing already exist, even outside formal organizational structures. Armed with examples of workable solutions and “natural” knowledge leaders or knowledge champions, the organization has a starting point.

## **WHO IS GOING TO BE THE KNOWLEDGE MANAGER?**

The position of Chief Knowledge Officer (CKO) may make sense in a very large organization, or in a smaller one a knowledge architect (KA) may be an appropriate role. Regardless, devising a knowledge management plan for creating

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more structure around capture, categorization and search depends first on the investigation we have explored in the preceding sections. Armed with this information, highly unique to the domain, the CKO or KA can begin to implement cohesive technology architecture. The next steps emulate that of any data modeling process by using one or more existing knowledge handling prototypes to use as a starting point. Aiming for an architecture that seamlessly integrates already working components is both practical and realistic. It is also bound to be the most economical in terms of technology. Often commercial-of-the-shelf (COTS) software can contribute a missing component for a content area that has been neglected or perhaps the company intranet can provide a simple gateway to all the applications that contain these knowledge tokens that are of greatest value.

Having planned a technology strategy, the true challenge is in the details of implementation. To implement successfully we need to affirm what we know about organizational knowledge, those who create it, those who need it and why and how it will be used. The hardest part of knowledge management is managing the people at all points in the lifecycle of each knowledge asset. Value comes from dependability, consistency/uniformity, and comprehensiveness. Without clear structure and the assurance of that structure being followed, the resulting resource will not inspire confidence and will not be used. If seekers don't find what they need, when they need it, they will not contribute to the system what they know – a cycle of non-compliance will surely set in. Technology can be used to help every step of content process: capture, integration, categorization and retrieval but it won't replace the human knowledge processes from which content originates. Furthermore, technology will never replace human interactions that help experts convey to learners how they use their deep tacit knowledge to solve problems and to innovate.

To assure IT success the CKO or KA must have deep understanding of organization priorities and its workings. This professional must understand content organization techniques and methods and have the leadership skill and authority to garner participation and compliance with standards. The person needs to be able to establish standards, always within the framework of the unique domain, paying attention to "what makes sense" but also be knowledgeable about industry norms, standards, and technologies deployed and working elsewhere. But the chief role of this person is really one of fostering a community of rich collaboration, a sense of passion for sharing among the constituents. To do this the CKO must influence managers and construct a belief in a knowledge-publishing model. Maintaining relationships throughout all departments and having knowledge of the business, always mindful of how this organization goes about doing its business, is essential.

## CONCLUSION

Organizations need to remember that knowledge creation is first a personal activity. Knowledge is assembled internally by individuals. Knowledge contributes to the building up of the value of the person, the worker, in whom it is embodied. Protecting growing expertise, nurturing it, encouraging it and exposing that expertise to others who will benefit is the ultimate knowledge management activity.

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Leveraging expertise speaks to how the individual relates to his communities. The product of that leveraging results in “knowledge tokens” (verbalized communiqués, writings, or other detectable outputs) that convey or attempt to convey what knowledge the communicator wants to share with one or more communicants. When the individual uses knowledge tokens contributed by others to assemble new knowledge that in turn gets shared, we have a knowledge system that is working. Human behavior is the key at every phase and technology is only there as an enabler.

We asked at the beginning, what is knowledge management really about? Key components: ideas, communicating, sharing, collaborating, retrieving and learning. We start with knowledge, we add more knowledge, we re-use knowledge and we produce more knowledge. It’s a perpetual activity and will continue with or without technology. Top managers of knowledge creators will understand how to nurture and encourage individuals that will feed the knowledge system. They will also inspire those individuals to use the system to expand their own professional knowledge in ways that will enhance their value as members of the organization. By demanding and championing intellectual analytical and synthesizing behaviors we can elevate workers who actually experience interacting with explicit knowledge tokens as part of their professional work.

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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).

## **INTELLEXT LAUNCHES & RELEASES CONTEXTUAL SEARCH SOLUTION**

1/31/2005

Intellex announced that it has emerged from its research and development stage and is now commercially marketing and shipping its software solution, Watson. By reading and understanding what people are working on and using that knowledge to proactively find and deliver useful information to the user, Watson is able to find information the user didn't know existed -- in places they otherwise might not have looked. In emerging from the incubation stage, the company has changed its name to Intellex from Open Road Technologies. Watson determines what information is relevant to each user, and forms contextually-based queries rather than simple one or two-word search terms to generate the most useful and complete set of results. Watson automatically brings users any relevant information from their company's external and internal information sources including websites, desktop search applications, online news sites, subscriber services and search engines, as well as documents and data from a company's corporate knowledge management systems, databases and intranets. If the user chooses, Watson will even retrieve advertisements that are related to their current work. Information from Watson's multiple sources is then organized by relevance regardless of its source, and presented to the user in a non-intrusive way. The online information collected and presented by Watson is based solely on relevance, so users do not receive intrusive advertisements and unrelated content that interrupts their work. Intellex is also offering the MuseSearch MuseServer as part of the Watson solution for large organizations. [www.intellex.com](http://www.intellex.com)

## **INTERWOVEN ANNOUNCES INTERWOVEN OFFSITE**

1/31/2005

Interwoven, Inc. announced the introduction of Interwoven OffSite, an offering that provides business professionals with the capability to access and modify their working documents, e-mails, and projects while working offline. A new module for Interwoven WorkSite 8 software, OffSite enables business professionals to experience the functionality of WorkSite when disconnected from the network. With OffSite, users can create new documents, modify documents or file e-mail into appropriate folders. On reconnection to the network, this content is automatically synchronized with the entire matter or client file. As a fully-portable version of WorkSite, OffSite uses the same familiar user paradigms and interfaces available in online mode. Complete collaborative document management functionality provides users with the ability to browse the file hierarchy, view and modify existing documents, create new documents, and search repository content just as if they were connected to the network. Interwoven OffSite will be available in Q2 2005 as an add-on module to Interwoven WorkSite 8. [www.interwoven.com](http://www.interwoven.com)

## **DEEFILE CHANGES NAME TO STOREDIQ & LAUNCHES STOREDIQ 3.0 CONTENT-DRIVEN COMPLIANCE PLATFORM**

1/31/2005

StoredIQ Inc. (formerly Deepfile Corporation), a provider of content-driven compliance and security solutions for files and e-mail, announced StoredIQ 3.0, a content-driven compliance and security platform designed to discover, protect and manage business critical files and e-mail. StoredIQ 3.0 scans the internal content of files and e-mails, enabling business-based classifica-

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tion of unstructured data. This file classification is then used to enforce user defined automated policies on that data, mitigating risk for enterprise customers by ensuring adherence to corporate and regulatory compliance guidelines, as well as protecting information security. StoredIQ 3.0 is the basis for a suite of content-driven compliance and security applications. The company is also announcing the first such application, HIPAA Solutions Pack, an automated solution that addresses HIPAA security compliance requirements for files. Once found, files can be analyzed by location, owner, age, size, type and other characteristics that are critical to the enterprise's corporate compliance and security policies. StoredIQ 3.0 then allows users to define automated policies that can delete, move, migrate, or encrypt the files to meet the appropriate corporate or regulatory policies. Finally, reports and advisory messages are delivered to end-users and auditors to ensure that compliance is maintained over time. Implemented on a self-contained appliance that doesn't require any external software agents, StoredIQ 3.0 supports files on NT, UNIX/Linux and NetWare file systems. [www.StoredIQ.com](http://www.StoredIQ.com)

## **eCOPY & INTERWOVEN ANNOUNCE INTEGRATION**

1/31/2005

eCopy and Interwoven announced the integration of eCopy ShareScan OP (Open Platform) software with the Interwoven WorkSite collaborative document management solution. The integrated solution allows customers using Canon MEAP capable imageRUNNER devices to add paper-based information that may be otherwise left out of the electronic business workflow. The eCopy Connector for Interwoven WorkSite provides full function integration between eCopy ShareScan OP, Interwoven WorkSite, and Canon MEAP (Multifunctional Embedded Application Platform) digital copiers. eCopy Connectors directly link eCopy software to enterprise applications, such as document management, e-mail, and fax. The eCopy Connector for Interwoven Worksite is available for both eCopy ShareScan and eCopy ShareScan OP. eCopy ShareScan operates on a touch panel and PC attached to a Canon imageRUNNER device or scanner. ShareScan OP is embedded within a MEAP enabled imageRUNNER device. The suggested retail price for either Connector is \$1,495. [www.ecopy.com](http://www.ecopy.com), [www.interwoven.com](http://www.interwoven.com)

## **LANDOR TO RESELL INTERWOVEN'S MEDIABIN**

1/27/2005

Interwoven, Inc. and Landor Associates announced that the two companies have entered into a strategic partnership in which Landor is now reselling MediaBin Asset Server, Interwoven's Digital Asset Management (DAM) product, as a component of many Landor Brand Management and Marketing systems. Landor's Brand Management and Marketing systems provide clients with instant access and control over virtually any branding situation or promotional opportunity. These systems simplify the process of visual asset development and classification, enabling clients to manage a brand consistently in every medium. By employing the transformation capabilities of Interwoven MediaBin, Landor can provide a new level of targeting and visual personalization for clients' brand marketing campaigns. Under the terms of the agreement, Landor has become a worldwide Value Added Reseller (VAR) for Interwoven's MediaBin product line. Landor is integrating Interwoven MediaBin software into Brand Management solutions that support any form of branding expression including: packaging, advertising, promotional items, websites, signage, business cards, brochures, vehicles, or retail environments. [www.landor.com](http://www.landor.com), [www.interwoven.com](http://www.interwoven.com)

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## **STELLENT PARTNERS WITH FAST**

1/26/2005

Stellent, Inc. announced it has partnered with Fast Search & Transfer (FAST) to expand the suite of search technologies it offers Stellent Universal Content Management customers. Under the agreement, Stellent will integrate the FAST InStream OEM enterprise search solution with its Stellent Universal Content Management technology to provide Stellent customers with an alternative search and retrieval platform. The solution searches unstructured information within documents, Web pages, email, presentations and similar content, and also searches the meta-data for that unstructured information. [www.fastsearch.com](http://www.fastsearch.com)

## **QUADRALAY CORPORATION UNVEILS WEBWORKS ONTIME**

1/26/2005

Quadralay Corporation unveiled WebWorks OnTime, an online consulting service that converts Microsoft Word or Adobe FrameMaker documents into every major online format or professional online help system for implementation on a wide variety of electronic devices. WebWorks OnTime is on-demand ePublishing, reducing both the deadline pressure and the cost associated with deploying technical documentation, marketing copy, and other corporate communications. The only knowledge required for using WebWorks OnTime is proficiency in either Microsoft Word or Adobe FrameMaker. WebWorks OnTime will convert raw XML data as well, providing a service for publishing legacy database. WebWorks OnTime helps writers convert their Microsoft Word or Adobe FrameMaker content into one or more online formats without needing either the expertise to convert it themselves or the in-house hardware, software, and personnel that these tasks require. [www.webworks.com](http://www.webworks.com)

## **W3C SUPPORTS IETF URI STANDARD & IRI PROPOSED STANDARD**

1/26/2005

The World Wide Web Consortium (W3C) announced its support for two newly issued publications that are critical to increasing the international reach of the World Wide Web. These publications, coordinated through both the IETF and W3C, are RFC 3986, STD 66 Uniform Resource Identifier (URI): Generic Syntax and RFC 3987 Internationalized Resource Identifiers (IRIs), respectively an Internet Engineering Task Force (IETF) Internet Standard and Proposed Standard. The World Wide Web is defined as the universal, all-encompassing space containing all Internet - and other - resources referenced by Uniform Resource Identifiers (URIs, sometimes commonly called "URLs"). In Tim Berners Lee's original proposal, and in the initial Web implementation, the Web consisted of relatively few technologies, including the Hypertext Transfer Protocol (HTTP) and the HyperText Markup Language (HTML). Yet perhaps more fundamental than either HTTP or HTML are URIs, which are simple text strings that refer to Internet resources -- documents, resources, people, and indirectly to anything. URIs are the glue that binds the Web together. IRIs extend and strengthen the glue, by allowing people to identify Web resources in their own language. Uniform Resource Identifier (URI): Generic Syntax was written by Tim Berners-Lee (Director, W3C), Roy Fielding (Day Software) and Larry Masinter (Adobe Systems) with involvement of the W3C Technical Architecture Group (TAG). The Standard describes the design, syntax, and resolution of URIs as well as security considerations and normalization and comparison (determining if two URIs are equivalent). This new Standard replaces the URI specification released in 1998. Among several technical changes, the host component of a URI is now enabled for internationalized domain names. Other technical changes include a rule for absolute URIs with optional fragments, a rewritten section 6 "Normalization and Comparison" by Tim Bray and the W3C TAG, simplified grammar, clarifications for ambiguities, and revisions to the reserved set of characters. The Internationalized Resource Identifiers (IRIs) Proposed

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Standard was developed in part by the W3C Internationalization Working Group, and was written by Martin Dürst (W3C) and Michel Suignard (Microsoft Corporation). [www.w3.org](http://www.w3.org)

## **BELUS TECHNOLOGY ANNOUNCES XSTANDARD VERSION 1.5**

1/25/2005

Belus Technology announced Version 1.5 of XStandard, a WYSIWYG editor for Windows and browser-based content management systems (IE/Mozilla/Firefox/ActiveX). The new version of XStandard brings significant performance enhancements, including a loading time for the editor that is five times faster than previous versions, and under half a second on the average computer. Version 1.5 of XStandard also introduces a unique "Heartbeat" feature that ensures content is not lost when editing sessions are "timed out" and authors are forcibly logged off their content management system. By sending regular "pulses" to the server, the Heartbeat ensures that Session state remains open for as long as authors need to complete their work. Whatever the author's skill level, XStandard always generates clean XHTML Strict or 1.1. <http://xstandard.com>

## **VIGNETTE ANNOUNCES DISTRIBUTION DEAL WITH ACCESS DISTRIBUTION**

1/25/2005

Vignette Corp. and Access Distribution, a General Electric company and a value-added distributor of complex computing solutions announced a distribution relationship whereby Access Distribution will make a mutually agreed selection of Vignette solutions available to its reseller partners. With the agreement, Access Distribution will add Vignette portal and collaboration solutions to its portfolio of enterprise application software solutions. Access Distribution will also offer service, education and maintenance programs to its newly recruited authorized resellers throughout North America. Vignette solutions will augment existing products and services offered through Access Distribution's Sun Business and Enterprise Solutions groups. Adding Vignette solutions to its portfolio helps Access Distribution as it furthers its move into the enterprise applications software market space, which was announced in December 2004. [www.vignette.com](http://www.vignette.com), [www.geaccess.com](http://www.geaccess.com)

## **K4 PUBLISHING SYSTEM VERSION 5.1 AVAILABLE FROM MEI**

1/25/2005

Managing Editor Inc. (MEI) announced the availability of version 5.1 of the K4 Publishing System, a professional publishing solution for Adobe InDesign-based workflows. Featuring support for regional editions or multi-version publications, e-mail notifications of assignments, virtual layouts for issue planning integration, and object rules for connecting digital asset management systems, version 5.1 expands the range of workflow setups with K4 and provides better overall integration into publishing enterprise environments. In K4 version 5.1, each frame in an InDesign document can contain multiple variations of text, images, ads or multimedia content. For multi-language publications, each set of text frames can contain a different language variant. K4 version 5.1 allows data from ad layout and asset management systems to be sent to K4 directly via XML as object rules. K4 can read and interpret these rules to build layouts and/or place objects dynamically, then send back information about the placed files and page statuses as well as JPG previews of InDesign pages to the integrated system. Object rules for images or multimedia objects can be sent to K4 from asset management systems or image databases in the same way. K4 Publishing System 5.1 is available for Mac OS X and Windows XP/2000/2003. Its TCP/IP-based SQL database can run on OS X server, Windows XP/2000/2003 server, Linux and Sun Solaris. [www.maned.com](http://www.maned.com)

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## **PAPERTHIN RELEASES COMMONSPOT CONTENT SERVER 4.5**

1/24/2005

PaperThin, Inc. announced the availability of CommonSpot Content Server version 4.5, the company's Web content management solution. This major release introduces expanded authoring features like rich text editing for Mac, collaborative authoring and email review, a Web Services-based content import facility, a taxonomy module, and several features that benefit organizations with a large-scale Web presence. Several new features have been added that directly benefit content authors. Full authoring and administrative functionality is now available under any Mozilla-based browser, including Mozilla 1.7, FireFox 1.0, and Netscape 7.2. Content can now be authored, published or approved on the Mac, Windows and Linux platforms. Additionally, CommonSpot 4.5 supports collaborative authoring, enabling content authors to view 'Work in Progress' by other authors, and if authorized, take ownership of the content for further editing. A new 'Email Review' feature has also been added. A Web Services-based content import facility now available enables developers to initially populate a CommonSpot site with content from external sites or systems, and allows for the ongoing consumption of syndicated content. Additional enterprise level functionality introduced in CommonSpot 4.5 includes a transaction/audit log which provides the ability to track all contributor actions and events to better comply with audit trail regulations. Full UTF-8 support enables organizations to publish content in any language including multi-byte UNICODE languages. [www.paperthin.com](http://www.paperthin.com)

## **IBM UPDATES COLLABORATION OFFERINGS**

1/24/2005

IBM has launched a broad array of software and technologies. The new technology and services are designed to give organizations the choice and flexibility to build the "front end" of their collaborative solutions - on a variety of client devices, from PCs to mobile devices. Along with new enhancements to Lotus Notes and Domino, IBM is introducing new WebSphere Portal and Workplace solutions. These three product families form the core of IBM's collaboration portfolio. The new version of Lotus Notes and Domino, WebSphere Portal and the Workplace platform are designed to help organizations extend the reach and value of their back-end systems and all play a key role in increasing collaboration and productivity for employees, customers and partners. In addition to new software enhancements, IBM is also introducing new Workplace development tools, enhanced business partner programs and a new hosted solution that allows customers to leverage IBM collaborative software on demand. New products include: Notes and Domino 7, Workplace Collaborative Services, IBM Web Services for Remote Portlets (WSRP) Self-Service Validation Site, IBM Workplace for Business Controls and Reporting (WBCR), and more. [www.software.ibm.com](http://www.software.ibm.com)

## **MCLAREN & FILENET ANNOUNCE AVAILABILITY OF ENTERPRISE ENGINEER**

1/24/2005

McLaren Software and FileNet Corporation announced the general availability of McLaren Enterprise Engineer for the FileNet P8 Enterprise Content Management (ECM) platform. McLaren Enterprise Engineer is a suite of configurable, out-of-the-box applications for the management of all forms of engineering content. The suite of applications is designed to meet the business requirements of organizations in process manufacturing, oil and gas, utilities, government, and design & construction sectors, as well as other organizations operating large production facilities and similar assets. Enterprise Engineer is designed to accelerate the business processes associated with engineering content, such as drawings, correspondence, procedures, specifications and other related documents. [www.mclarensoftware.com](http://www.mclarensoftware.com), [www.FileNet.com](http://www.FileNet.com)



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## **CM PROFESSIONALS ELECTS FIRST BOARD OF DIRECTORS**

1/20/2005

CM Professionals, a group of content management professionals from around the world, elected its first formal Board of Directors. The new Board roster includes: Ann Rockley, President; Erik Hartman, Vice President; Seth Gottlieb, Treasurer; Samantha Starmer, Secretary; and Frank Gilbane. The election marks a kind of coming of age of the organization, which was formerly launched in October, 2004. Now with more than 250 members from around the world, CM Pros is expanding rapidly. The new board - which take the reins from an interim board - will be charged with converting a variety of strong program ideas from members into active initiatives. Early accomplishments include a resource gallery, active mailing lists, and a successful member "summit" in Boston, USA. CM Professionals is the premier community of practice for people involved with managing content for electronic and other media. CM Professionals collects, develops, organizes and provides access to knowledge about content management through online resources, email interaction and face-to-face summits. By identifying, refining, publicizing and advocating for respected content management practices and models, CM Professionals educates and fosters interaction among content management professionals, enterprise leadership, product vendors and university educators. [www.cmprofessionals.org](http://www.cmprofessionals.org)

## **DESIGN SCIENCE RELEASES MATHFLOW 1.4**

1/19/2005

Design Science announced the release of MathFlow 1.4, targeted at users of Arbortext's Epic/E3 (v 4.3 or later) or Blast Radius' XMetaL/XMAX (v 4.5) that need to deal with mathematical content. Free MathFlow evaluations are available. [www.dessci.com](http://www.dessci.com)

## **FILENET ANNOUNCES NEW EMAIL MANAGER**

1/18/2005

FileNet Corporation announced the general availability of FileNet Email Manager, a new FileNet P8-based suite that helps organizations capture, organize, monitor, retrieve, retain and share email content. FileNet Email Manager is designed to help organizations manage the growth in corporate email and support their need to comply with government regulations for managing email as business records. FileNet Email Manager is designed to make email content an active element of an organization's business processes while helping to simplify and automate the declaration of email messages as business records. Rather than simply storing every email, FileNet Email Manager applies predetermined business rules at the server level to automatically assign the proper lifecycle criteria, enabling the automated enforcement of compliance with limited user interaction or user-related errors. FileNet Email Manager is a server-based email management solution that integrates with corporate email systems like Microsoft Exchange and Lotus Notes mail servers and desktop applications such as Microsoft Office. [www.filenet.com](http://www.filenet.com)

## **INTERWOVEN INTRODUCES LIVESITE CONTENT PUBLISHING SERVER**

1/18/2005

Interwoven, Inc. announced the introduction of the Interwoven LiveSite Content Publishing Server. Powered by new WYSIWYG (What You See Is What You Get) content publishing technology, LiveSite empowers business users to easily create and publish dynamic websites - including public sites, intranets and extranets - while still providing IT with the tools to maintain a high degree of control and security. In a related announcement, Interwoven also introduced the new Interwoven Intranet Solution based on LiveSite technology. Fully integrated with the Interwoven TeamSite Web Content Management Server, LiveSite leverages TeamSite's work-

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flow, version control, staging, rollback, and preview capabilities. Key product features of Interwoven LiveSite include: WYSIWYG Publishing, Component-Based Page Assembly, Point-and-Click Customization, In-Context Review and Edit, and Single-Point Deployment and Delegated Administration. Interwoven LiveSite is generally available now. [www.interwoven.com](http://www.interwoven.com)

## **CADMUS COMMUNICATIONS UPGRADES RAPIDRIGHTS DRM SERVICE FOR MACINTOSH USERS**

1/18/2005

Cadmus Communications Corporation announced the release of a Macintosh client for its RapidRights digital rights management (DRM) software. The Mac client will run on Mac OS X v10.3 or higher and will use Preview, the built-in Mac Viewer for PDF. RapidRights allows publishers to deliver protected PDF files and is a DRM solution that does not require a separate download or plug-in to open the protected files. RapidRights is the electronic delivery component of Cadmus' ArticleWorks, a comprehensive content delivery and digital rights management system with complete e-commerce functionality that enables publishers and other content providers to deliver content on demand in either printed or secure electronic formats. [www.cadmus.com](http://www.cadmus.com)

## **ALTOVA ANNOUNCES DIFFDOG 2005**

1/18/2005

Altova announced that a new dedicated differencing utility has been added to its product line. Altova DiffDog 2005 is a synchronization tool that facilitates the comparison and merging of files, folders, and directories for application developers and power users. DiffDog 2005 is available in both Standard and Professional editions. DiffDog 2005 Standard and Professional editions allow users to quickly compare source code files, HTML files, or any text-based files then merge changes with a click of the mouse. Both editions deliver comparison and merging options for all file directories as well. DiffDog 2005 Professional Edition also provides advanced XML-aware differencing and editing capabilities based on those popularized in Altova XMLSpy. DiffDog 2005 integrates with any version control system that supports external differencing applications. Intelligent syntax-coloring, line numbering, indentation guides, folding margins, and other innovative features are provided to assist in comparing source code and XML files. Special XML differencing capabilities in DiffDog 2005 Professional Edition include DTD/schema-based validation, well-formedness checking, intelligent entry helpers, optional entity resolution, and attention to attribute and child element ordering. Developers can compare XML files in either an advanced text view or enhanced grid view. Altova DiffDog 2005 is immediately available for purchase in both Standard and Professional Editions with (USD) prices for a single-user license starting at \$69 and \$129 respectively. [www.altova.com](http://www.altova.com)

## **REDDOT SOLUTIONS LAUNCHES LIVESERVER 2.2**

1/18/2005

RedDot Solutions announced the launch of the RedDot LiveServer 2.2, a personalization and integration platform offered specifically for the midmarket. The new RedDot LiveServer features improved functionality for personalization, search and integration. RedDot LiveServer 2.2 now features: improved personalized search with Verity K2 5.5 technology; official certification and registration as an SAP SAP2EE Application; faster integration of pre-existing Web applications; integrated Web applications can now be "content aware"; extended integration with directory services using LDAP; and a new editor toolbar and additional display functions. [www.reddot.com](http://www.reddot.com)



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## **GOOGLE UPDATES ENTERPRISE SEARCH APPLIANCE & ANNOUNCES GOOGLE MINI**

1/13/2005

Google Inc. announced the availability of the Google Mini, a search appliance that enables small-to-medium businesses to access and manage their information using Google search. The Google Mini is an integrated hardware/software search appliance that indexes all content within a company's intranet or public website so users can search that content as they can on Google.com. The Google Mini searches up to 50,000 documents and comes with one year of support, software updates, and hardware replacement coverage. It can be purchased online, directly from the Google Store, for \$4,995 with a credit card or purchase order. Google also announced enhancements to the Google Search Appliance, a product designed for larger enterprises. New improvements to the Google Search Appliance include: database search, localized administration, third-party content feed API, enhanced secure content access, and SNMP monitoring. [www.google.com/enterprise](http://www.google.com/enterprise)

## **AUTONOMY ANNOUNCES AGREEMENT WITH EIDOSMEDIA**

1/12/2005

Autonomy Corporation plc announced an OEM agreement with EidosMedia, who has embedded Autonomy's technology into its knowledge management and cross media publishing environment Methode. Autonomy's advanced pattern-recognition software adds the ability to automate and accelerate processes on structured and unstructured data to EidosMedia solutions. Automatic profiling and alerting allow the delivery of content to the right recipients without the need for any manual input. Information can be imported and retrieved from a variety of sources and in numerous different formats. Additionally, the software enables EidosMedia to provide their customers with automatic hyperlinks to relevant content from internal and external sources. [www.eidosmedia.com](http://www.eidosmedia.com), [www.autonomy.com](http://www.autonomy.com)

## **QUARK ANNOUNCES SUPPORT FOR QUARKXPRESS FILE FORMAT AS XML**

1/12/2005

Quark, Inc. introduced QuarkXPress Markup Language (QXML), an XML schema of the W3C Document Object Model (DOM) that will make it easier for developers to create custom XTensions software for QuarkXPress. The QXML schema fully describes the QuarkXPress file format in XML and enables QuarkXPress 6.5 XTensions software to be developed using a variety of development platforms and languages, including Java, .Net, and many scripting languages. QXML presents a QuarkXPress project as an XML tree and any modifications to the XML files change the project in real time. With QXML, developers can dynamically access and update the content, structure and style of a QuarkXPress project using a DOM interface. XTensions modules can be more versatile because they can use a project's complete content, including all formatting, style sheets, hyphenation, and justification specifications. Additionally, developers can run query expressions using XPath queries. The initial version of QXML allows developers to read data from a QuarkXPress project. In the next version, developers will be able to both read from and write to QuarkXPress projects. The QXML developer kit is available immediately to certified QuarkXPress XTensions developers. [www.quark.com](http://www.quark.com)

## **MONDOSOFT WEB SERVICE SEARCH KIT NOW AVAILABLE**

1/12/2005

Mondosoft announced the availability of a Web Service Search Kit that facilitates the deployment of search through web services. The Web Service Search Kit makes it easy to create a uni-

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fied search index across multiple data sources, programming languages and software applications. Because it allows for local customization of search results and search options no matter where content is stored, it is useful for departmental, branch or user-specific adjustments of search results. The Kit can be accessed by and deployed with any language that supports XML and SOAP. Two samples are included with Mondosoft's Web Service Search Kit. The Research Service for Microsoft Office 2003 sample allows access to content sources from different places and of various types directly from a search field in MS Office applications. In addition, a Windows application sample is included to demonstrate how the Kit is used and how web services can operate in Microsoft environments. The Web Service Search Kit is available free of charge for download to Mondosoft customers and partners and easily installs on top of existing MondoSearch implementations. [www.mondosoft.com](http://www.mondosoft.com)

## **BARE BONES SOFTWARE RELEASES TEXTWRANGLER 2.0**

1/12/2005

Bare Bones Software, Inc. announced the immediate availability of TextWrangler 2.0, a major upgrade to its general purpose text editor. TextWrangler 2.0 introduces syntax coloring and function navigation for eight new languages plus feature additions and improvements, including a new Documents Drawer and Navigation Bar, a new Shebang menu, SFTP support, enhanced multi-file search and replace, the ability to apply Text Factories created with BBEdit 8, enhanced text transformation tools, improved Unicode support. TextWrangler 2.0 requires Mac OS X 10.3.5 or later. TextWrangler 2.0 is available immediately, free of charge for all Mac users. Registered owners of TextWrangler are eligible for a discounted cross-upgrade price on BBEdit. All currently registered owners of TextWrangler version 1.0 and later are also eligible for a credit of \$49 on future purchases from Bare Bones Software and will be notified automatically via email. Commercial licensing terms are available for companies who wish to include TextWrangler 2.0 in their product. [www.barebones.com](http://www.barebones.com)

## **XENOS RELEASES D2E VISION 2.0**

1/12/2005

Xenos Group Inc. announced the release of version 2.0 of d2e Vision. Three new major components are now available - for processing Adobe PDF 1.4 and TIFF input files and for easily generating indexes for high volume electronic content management, archive and database applications. These complement the existing capability to process IBM AFP and Xerox Meta-code/DJDE printstreams and generate PDF, HTML/CSS, Image, TIFF, AFP and XML output formats for e-business applications such as web-based customer statement presentment. d2e Vision is available on Windows NT/2000/XP, AIX, HP-UX, Linux, Solaris and IBM z/OS (running Unix Systems Services). [www.xenos.com](http://www.xenos.com)

## **DATAPOWER UPDATES XA35 XML ACCELERATOR**

1/11/2005

DataPower announced the availability of firmware release v3.1 for its DataPower XA35 XML Accelerator. The latest version of the product expands the benefits of hardware acceleration to applications that make use of XML schema, XML parsing, XSLT 2.0 and XPath 2.0. Firmware release v3.1 release allows the XA35 to accelerate not just the XML messages themselves but also the XML schemas associated with the messages. A brand new XML Schema engine improves the performance of XML parsing and schema validation. V3.1 also includes Java object support for J2EE-based XML applications and support for transforming XML into binary messages (via DataGlue option). Also included are multiple enhancements for the user interface including the Control Panel for overall management, wizard-like interface to facilitate XML accelerator creation, logging drill-down, and enhanced troubleshooting tools. The XA35 XML

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Accelerator is a member of DataPower's XML-aware networking product family, which includes the XS40 XML Security Gateway, the XI50 XML Integration Appliance and the XG4 XML Chip-set for OEMs. DataPower's firmware release v3.1 for the DataPower XA35 XML Accelerator is available immediately. [www.datapower.com](http://www.datapower.com)

## **CMS WATCH RELEASE 7TH EDITION OF "THE CMS REPORT"**

1/11/2005

CMS Watch released their semi-annual update of "The CMS Report". The key findings of the report include: Mid-market vendors now offer comprehensive Web content management packages that are typically easier to implement than those from enterprise-tier players; A new class of mid-market "challengers" can provide XML-based solutions, often for less than US\$40,000 in licensing; Major USA-based CMS vendors have seen only limited success selling Web content management tools in Europe, where national and regional suppliers have snapped up most large accounts; Although feature sets are converging across CMS vendors, underlying technical architectures continue to diverge in important ways; Different vendors also follow highly distinct user-interface models, and; There are no predominant Web content management suppliers in the marketplace, which means prospective buyers face a confusing set of alternatives - nevertheless, a little diligence can yield good choices. The 7th Edition of The CMS Report provides updated analysis and 4-10 page comparative product surveys of 31 Web content management offerings as well as short descriptions of more than 15 other packages across 7 product categories. New vendors added in this edition include IBM, SiteCore A/S, and Refresh Software. Other vendors covered include Microsoft, Documentum, Interwoven, FileNet, Vignette, Stellent, Day, OpenText, Percussion, Serena, RedDot, Ektron, Tridion, FatWire, Mediasurface, PaperThin, and Atomz. The report is available for purchase online from CMS Watch <http://www.cmswatch.com>.

## **CLEARSTORY SYSTEMS ANNOUNCES RELEASE OF RADIANT MAILMANAGER**

1/10/2005

ClearStory Systems announced the release of Radiant MailManager, a scalable e-mail active archiving solution that provides complete lifecycle, compliance, and storage management for the corporate e-mail knowledge base. Radiant MailManager is a complete, scalable solution for capturing, managing, and storing e-mail communications. The solution is available as a standalone application or as a component of the Radiant Content Suite, which provides management and on-demand access for the full range of enterprise content. Radiant MailManager's key features include comprehensive capture and indexing, easy retrieval, effective sampling and review, storage management, and policy-based lifecycle management. Radiant MailManager features easy administration, with configurable rules for policy and category management. Radiant MailManager's training-based analytics mean that searches and e-mails flagged for review get more accurate over time, reducing the resources required by enterprises to review non-compliant e-mail. Radiant MailManager is the latest addition to the Radiant Content Suite, a platform for integrating rich media and business documents into enterprise business processes. [www.clearstorysystems.com](http://www.clearstorysystems.com)

## **EBRARY INTRODUCES TECHNOLOGY FOR CREATING VIRTUAL LIBRARY PORTALS & SHARING REMOTE COLLECTIONS**

1/10/2005

ebrary introduced a new enterprise, server-based technology addressing how ordinary documents in the Portable Document Format (PDF) are viewed, distributed, and shared. Code named "Isaac" and currently in beta with several academic institutions, ebrary's new technology

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enables libraries to easily and cost-effectively create and share Remote Collections of PDF content within the institution, with peer institutions, or on the Internet. Additionally, it allows them to create Virtual Portals that seamlessly integrate PDF documents from any Remote Collection, their institutional repository or content management system, as well as existing subscription databases. The new server-based technology integrates all the PDF content an institution owns, with the PDF documents it produces, with the PDF content it borrows and leases, while protecting copyrights through a variety of access controls. The technology is delivered via a single Web-based administrative user interface that contains a library's brand. The ebrary Reader optimizes online viewing of PDF documents by serving one page at a time instead of the entire file in ebrary's Exchange Data Format (EDF). Anyone, regardless of bandwidth or connectivity limitations, can access files in EDF without downloads. Like PDF, an EDF document maintains the exact appearance of the original document. Unlike PDF, EDF documents feature advanced research capabilities and word-level interaction through ebrary's customizable InfoTools. Isaac will be available in Q3 2005. In separate press releases, ebrary announced the availability of Custom Collections and a new perpetual access model, a partnership with BookSurge to bring print-on-demand capabilities to libraries worldwide, and a strategic distribution partnership with Blackwell's Book Services. [www.ebrary.com](http://www.ebrary.com)

## **SER ANNOUNCES UNIQUE E-MAIL SEARCH TOOL, SEROUTLOOKACCESS**

1/10/2005

SER Solutions, Inc. announced the commercial availability of its e-mail search tool, SEROutlookAccess, designed specifically for use with Microsoft Outlook 2000+. Accessible directly from Outlook's toolbar, SEROutlookAccess uses natural language queries, not just keywords to search for content including e-mails, e-mail attachments, Calendar, Contacts, Journal, Notes, Posted Documents, and Tasks. With SEROutlookAccess, users simply type in what they are looking for - words, phrases, sentences, paragraphs, or even the entire content of a document. SEROutlookAccess' search technology includes fault-tolerant capabilities that overcome typos or misspellings and return accurate and relevant results. SEROutlookAccess operates on Windows 2000 or Windows XP running Microsoft Office 2000, 2002 (XP), or 2003. In addition to SEROutlookAccess, SER offers Personal and Enterprise Search solutions to find information on PCs, enterprise content management systems, mail servers, file servers, databases, intranets, the Internet, etc. [www.ser.com](http://www.ser.com)

## **NEAR-TIME CURRENT COMBINES CONTENT CREATION, MANAGEMENT, BLOGGING, & RSS INTO ONE TOOL FOR MAC USERS**

1/10/2005

Near-Time, Inc. announced the early access release of Near-Time Current. This release includes Near-Time's Flow collaborative content management system and focuses it for personal use. A document can be developed in Current from many sources simultaneously. Current's text processor functionality allows rich text creation and editing. Information pulled from the integrated Web browser can be entered directly into a document and a link to the original page created automatically. Application files of all types, including QuickTime, photos, html pages, and mp3 files, can be stored and launched within Current. Smart Folios allow RSS & Atom feeds and other Current documents to be searched for specific topics or keywords and those articles of interest to be brought together in Current. Current also maintains a history of each page and application file along a version bar, allowing the user to select previous drafts at the click of a button. Content from Current can be published to Weblogs via Blogger and MetaWeblog APIs, as RSS feeds or to Apple iDisk. This gives users one tool for authoring, gathering, organizing, and the publishing of content. Supported standards include XML, HTML, FTP, WebDav, SMTP, iDisk, RSS, and Web logs (via Atom). Near-Time Current is available for download. Near-Time

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Current will be free for all Current early access users. After that time, licenses will be \$29.95.  
[www.near-time.com](http://www.near-time.com)

## **GILBANE REPORT MAKES ALL REPORTS FREE, LAUNCHES CONTENT MANAGEMENT TECHNOLOGY BLOG**

1/10/2005

The Gilbane Report that it has made all Gilbane Reports available free of charge, and that there will no longer be a charge for subscriptions. The Gilbane Report also announced the launch of a new Weblog that will be authored by Gilbane analysts and consultants, and will provide interactive commentary on the information technology market, technology, and trends that the Gilbane Report is known for, including content management, XML, document management, enterprise search, enterprise information integration, digital asset management, knowledge management, collaboration, Intranet and portal publishing, authoring and editing, multi-channel publishing, standards, etc. "The addition of the new business blog will provide a much richer and dynamic environment for communication with our customers and colleagues in the content management community," said Frank Gilbane, Editor & Publisher of the Gilbane Report. "In combination with the 12 years of reports, news, white papers, and case studies on our website which are now free and permanently referenceable, we have a uniquely powerful way to reach and converse with our tens of thousands of readers around the globe that need to stay current on content technology". "As recent research from the Pew Center confirms, blogs are now an enormous part of the Internet, with more than 32 million readers in the US alone," said Bill Trippe, Senior Editor and Consultant at the Gilbane Report. "And while personal and political blogs are perhaps the best known part of the blogosphere, technical blogs are already central to the larger conversation about where enterprise computing is headed". Visit the updated websites at [www.gilbane.com/blog](http://www.gilbane.com/blog), [www.gilbane.com](http://www.gilbane.com).

## **PHOENIX SYSTEMS INTEGRATION EXTENDS THE FEATURES OF PHOENIX LOTUS NOTES CONNECTOR FOR EMC DOCUMENTUM**

1/10/2005

Phoenix Systems Integration announced the latest release of the Phoenix Lotus Notes Connector for EMC Documentum. The Connector requires no Lotus Notes template alterations, provides notification when attempting to archive a previously-archived message, and allows the user to browse to a content repository for e-mail attachment(s) selection. The Phoenix Lotus Notes Connector for EMC Documentum provides both desktop and webtop functionality with no dependency on the desktop client or the webtop version. Configuration is content repository specific in order to satisfy the unique requirements of each application or business unit. Phoenix Lotus Notes Connector for EMC Documentum Features & Functionality include: Choose to "Send and archive" with a single command; Browse to a content repository location to save e-mail and/or attachments; Store e-mail and attachments in the same, or separate, content repository locations; Archive either single or multiple messages from personal or public Notes folders; Retain header & footer information, original formatting and color of archived messages; Store and embed attachments within the e-mail in their original position; Version documents with newer attachments; Configure document types selected for archiving; Displays user interface according to key field values from the document type definition; Automatically set document attributes based on e-mail field values; Easily assign profiles to some or all of the messages or attachments; Search for documents using all features of the Documentum Find tool; Attach either single or multiple documents; and Attach DRLs to be sent to other EMC Documentum users. [www.phoenixsi.com](http://www.phoenixsi.com)

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## **INXIGHT UPDATES ITS LINGUISTX NATURAL LANGUAGE PROCESSING PLATFORM**

1/10/2005

Inxight Software, Inc. announced the latest release of Inxight LinguistX Platform, which adds support for four new languages Catalan, Croatian, Slovak and Slovenian bringing the total number of supported languages to 31. This release also upgrades Inxight's Japanese language module with content from Inxight partner The CJK Dictionary Institute (CJKI). Inxight's LinguistX Platform capabilities enable software developers to build multi-language information retrieval and analysis features into their products, which are critical to search and text mining applications. The Inxight LinguistX Platform provides the differentiating technology and language know-how for Inxight's Entity Extraction, Fact Extraction, Categorization and Search solutions. [www.inxight.com](http://www.inxight.com)

## **SOFTWARE AG TO ACQUIRE SABRATEC LTD.**

1/7/2005

Software AG plans to acquire Sabratec Ltd. for its ApplinX legacy integration technology. The combined capabilities of the two companies will provide customers with the ability to integrate virtually all of their mission-critical legacy applications with the newest business architectures. The ApplinX product is synergistic with Software AG's Enterprise Transaction Systems and XML Business Integration portfolios. The ApplinX technology focuses on helping mainframe customers with applications written in COBOL to cost effectively extend those applications to other business systems. As part of the agreement, Software AG will acquire Sabratec's Israeli headquarters as well as Sabratec, Inc., located in New York. In addition, Sabratec's partners in 14 countries worldwide will be able to offer the full line of XML-based integration solutions from Software AG. [www.softwareag.com](http://www.softwareag.com)

## **ADOBE DELIVERS RIGHTS MANAGEMENT FOR DOCUMENTS WITH ADOBE LIVECYCLE POLICY SERVER**

1/5/2005

Adobe Systems Incorporated announced the immediate availability of Adobe LiveCycle Policy Server. Tightly integrated with Adobe Acrobat 7.0 and Adobe Reader 7.0, LiveCycle Policy Server enables organizations to apply policies to electronic documents for added assurances of persistent confidentiality, privacy and accountability inside and outside the firewall. Adobe LiveCycle Policy Server enables organizations to manage document policies by determining who can view a PDF document, and whether the recipient can modify, copy, print or forward the document. Through integration with standard LDAP-based authentication and identity management infrastructures for centralized document control, the software provides assurances that only intended recipients can open a protected document. The permissions on these documents also can be changed or revoked, regardless of how many copies were distributed or where the documents reside. Adobe LiveCycle Policy Server is a part of Adobe's Intelligent Document Platform for generating, collaborating, processing and securing intelligent documents in the enterprise. Together with Adobe LiveCycle Document Security software, LiveCycle Reader Extensions software and Acrobat, they enable more secure communications via electronic documents. Adobe LiveCycle Policy Server is available immediately starting at \$50,000 U.S. [www.adobe.com/security](http://www.adobe.com/security)

## **ADOBE ANNOUNCES ADOBE ACROBAT 7.0 SOFTWARE AVAILABILITY**

1/5/2005



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Adobe Systems Incorporated announced the immediate availability of Adobe Acrobat 7.0 software. Acrobat 7.0 provides users the ability to assemble documents from multiple sources, create intelligent forms, and collaborate on projects inside and outside the firewall. The Acrobat 7.0 family offers different functionality to address specific customer workflows. Acrobat 7.0 Professional provides more advanced control over engineering and design documents for technical and creative workgroups that rely on specialized software, including computer-aided design applications and publishing solutions such as Adobe Creative Suite. Acrobat 7.0 Standard is for business professionals in organizations of all sizes. Acrobat Elements is a license-only product that allows enterprises to put Adobe PDF creation capability on every desktop for more secure document distribution. Adobe also announced the immediate availability of Adobe Reader 7.0, including a public beta version for the Linux operating system. Adobe Reader 7.0 now offers the ability for users to participate in document reviews, have Yahoo! Search capabilities at their fingertips and interact with 3D objects placed in PDF. Acrobat 7.0 Professional and Acrobat 7.0 Standard for Microsoft Windows 2000 (with service pack 2), Windows XP Professional, Home and Tablet PC Editions, and Mac OS X v10.2.8 and v10.3, are immediately available in English. French, German and Japanese language versions are expected to be available in early 2005. [www.adobe.com](http://www.adobe.com)

## **MEDIASURFACE & CERVALIS TO PROVIDE HOSTED CONTENT MANAGEMENT**

*1/5/2005*

Mediasurface announced that it had entered into a partnership agreement with Cervalis, a managed service and hosting specialist. The new service allows companies to deploy the Mediasurface solution in a fully hosted environment, taking advantage of Cervalis' enterprise class security and scalability with an extremely low set up and maintenance cost. [www.cervalis.com](http://www.cervalis.com), [www.mediasurface.com](http://www.mediasurface.com)

## **MOBIUS ANNOUNCES LINUX SUPPORT FOR WEB PRESENTMENT**

*1/4/2005*

Mobius Management Systems, Inc. announced native support in DocumentDirect for the Internet for RedHat Enterprise Linux ES. DocumentDirect for the Internet, a component of the ViewDirect TCM suite, uses high-performance search and indexing to access content in any format. Automatic content presentment (ACP) transforms documents into Web-ready formats while retaining all formatting of the original. Flexible content presentment (FCP) repurposes content by extracting selected items from documents for display on a formatted Web page. [www.mobius.com](http://www.mobius.com)

## **VASONT CONTENT MANAGEMENT SYSTEM NOW INTEGRATES WITH MICROSOFT WORD 2003**

*1/3/2005*

Vasont Systems introduced a new integration between the Vasont Content Management System and Microsoft Word. Vasont is a single-source content management system that enables organizations to store their multilingual content once for multi-channel delivery. Using the Vasont Universal Integrator (VUI) extension, this integration enables users to: access Vasont directly from the Microsoft Word interface, so that they can take advantage of Vasont's versioning, advanced search, and workflow capabilities to streamline the editorial process; mix-and-match Microsoft Word content with XML content already stored in Vasont to create new documents; and convert Microsoft Word-authored documents to XML for use across an entire enterprise, while still maintaining a link to the source document. [www.vasont.com](http://www.vasont.com)

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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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