# THE GILBANE REPORT™

# E-BOOKS: TECHNOLOGY FOR ENTERPRISE CONTENT APPLICATIONS?

Publishing technology has influenced computing in general, and information technology in particular, since the first word processor. While progress was excruciatingly slow for years, today's business applications owe a large debt to markup languages and formatting technology. Our expectations about what content we can view, how it is presented, and what we can do with it have been irrevocably changed by publishing technology. Business models associated with publishing, such as syndication, are also reshaping IT strategies.

E-books have been getting a lot of attention from the publishing community lately. The number of e-book conferences in the past 2 months, the attention our friends at Seybold have devoted to e-books, and Microsoft's e-book activity, all suggest the technology and market interest are converging. Since we are always on the lookout for technology that can be applied to corporate content applications, we thought it was time to see whether e-book technology had something to offer corporate IT strategists. An important part of the answer depends on whether there is in fact a market for e-books at all, and if so, *when* the market will be large enough to support continued investment in development. This month Bill and David take a provocative look at these issues. Let us know what you think!

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# E-BOOKS: TECHNOLOGY FOR ENTERPRISE CONTENT APPLICATIONS?

*Look out.* Oprah has stepped into the fray. The e-book business may have received its best publicity infusion yet when Oprah included a commercial e-book reader in her annual list of "Oprah's Favorite Things" featured on her November 17 show, her *O Magazine,* and on her website. Oprah is a good friend of the publishing industry. Every book included in her Book Club is a guaranteed best seller, and many authors consider a guest spot on her show to be the brass ring of the book-selling circuit. An executive from e-bookRCA, whose Gemstar REB1100 was showcased by Oprah, called it, "An incredible piece of luck."

While it may be a great piece of luck for that company, it speaks volumes about why the e-book business may well fail. The anecdote addresses directly the historical problem of the trade publishing industry, where the business plan is to keep making a whole bunch of things in the usually vain hope that one of them strikes gold.

From that perspective, what ends up happening with e-books might be nothing more than a footnote for the publishing industry as a whole and for the allied software and hardware vendors in particular. One speaker at the recent e-Book World Expo in New York cited a figure of fewer than 30,000 e-book readers shipped or downloaded to date, compared to over *165 million* copies of Acrobat in its various forms.

Will the e-book then go the way of the 8-track tape, videotext, and any number of other clever but short-lived technical innovations? If it does, it will be because the people shaping the industry fell victim to praying for a lightning strike. The emerging e-book industry—along with those big trade publishers that are to one degree or another, often grudgingly, climbing aboard the e-book bandwagon— has simply made up its mind that if e-book readers are built, people will buy them, regardless of whether these devices are ultimately useful or necessary.

We take a look at what is taking place in the e-book world, and do some wondering about what this bodes for enterprise content. After all, e-books are the latest "new thing" with digital content, right? There's no reason to think that the advances with e-book readers shouldn't play some role in the efforts of today's information-heavy companies (and who isn't?), with all that digital content that needs to be disseminated to the right audiences, whether employees, partners, or customers. On the face of it—the electronic book face, that is—the promise of e-book readers is the promise of a new alternative for accessing and using digital content that doesn't require PCs. It is easy to name many situations where the alternative to PC use would be welcome, including training and field sales and maintenance.

Whether or not e-books succeed in the commercial publishing world may be less significant than what happens—or fails to happen, more than likely—in the larger industries of content management, educational technology, and information technology. We don't see a whole new platform that accesses, displays, and manages content in ways that creates new markets and expands current markets.

# WHAT DO E-BOOKS DO AND WHAT SHOULD THEY DO?

The argument about e-books and the IT world rests on the question of what e-books do. Today, the answer is, not much. The big problem is that e-books are, ironically, presented as the digital analog of print books. The e-book companies have set out to mimic the experience of reading from the page, and yet the electronic page, while improving, still doesn't match the clarity and crispness of the printed page. And while the e-book companies have added some functionality not found in print books (search for example), e-books still fail to live up to their print counterparts, never mind surpass them.

Herein lies the real issue. The e-book market sees itself as competing against its print counterpart, but in the meantime the world of content has decidedly changed. Books are just one of many kinds of content, and perhaps, in many applications, an uninteresting one at that. Admittedly, annotation and bookmarking are common features in e-book readers today, although notes are difficult to share, even while writing them is a clumsy process. While the clarity of the display text has improved (in some of the e-book readers, at least), the often cited advantages in readability through changing type font size is largely offset by the small page form factors found among e-book readers.

## How far content technology has come

Not only does digital content include executables, audio, video, or simulation animations, in addition to text, but digital content has also become intertwined with e-commerce. The obvious forms are content in web catalogs, but less obvious forms abound—marketing materials, contests, and e-mail campaigns, all the way down to content that is increasingly integrated within the business processes of companies, such as inventory, maintenance, and supply chain undertakings formerly known as ERP.

And finally, not only is digital content integrated content, but it is also content that is meaningful to the user. The well-run organization is tying content to business processes, and automating more and more of those processes along the supply chain (see our recent coverage on syndication and the letter to the editor in this issue). In such an organization, content is available to support both machine-based and human decision-making. Over the next couple of years, businesses will invest significantly in precisely these kinds of improvements.

Given the current thinking—and devices—populating the e-book reader marketplace, over the next couple of years the investment in digital content systems isn't likely to turn to e-books.

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## Content is many things

Content is many things, and digital content is far from monolithic. Such "content" includes structured databases, as well as unstructured content such as business documents, from email to marketing reports and business plans, and fine-grained digital assets such as the pieces of catalogs.

Together, these content types represent the range of material with which an enterprise may be dealing, and even individually, any of these content types can present a myriad of practical challenges dealing with storage, extraction, presentation, and metadata handling, just to name a few. E-book advocates, with their eyes too focused on their print cousins, are ignoring or bypassing larger issues. When questions about other media types came up at e-Book World Expo in New York, more than one speaker reflexively answered, in effect, "CD-ROMs tried that and it didn't work." And, as if to congratulate themselves on their great judgment, hastened to distance themselves from that history.

In two days of forced analogies though, perhaps the worst was to suggest that CD-ROMs failed because people didn't want other media, which is a curious conclusion at best. Anyone paying attention to the early days of electronic publishing—say, ten or fifteen years ago—will easily remember the first wave of ROI extracted from publishing on CD-ROM was in the enterprise arena. This was especially true in situations where complex technical document sets such as repair manuals that mixed text and images and just-in-time training changed the whole economics of handling content for many companies. And then, of course, there were—and still are—the huge data collections such as STM bibliographic databases, catalogs of all sorts, financial information about companies previously available to relatively few, and law libraries on disc that all helped prove the financial case for electronic publishing. To suggest that there are no real success stories of multimedia is also an odd re-thinking of recent history, not to mention an impressive denial of the rows upon rows of the many types of software today available at CompUSA and BestBuy, or the type of content available at a click of the mouse button through the Web.

We don't mean to be cruel, but the general insistence coming from the e-book world that digital content should be merely thought of as monolithic—as print text, basically—is a type of denial that suggests the need for therapy. Or, more than likely, this denial reflects the current limitations of the e-book reader and market and helps keep disappointment (and fear of business failure) at bay.

## Content, commerce, and system integration

As Frank Gilbane wrote in the previous issue's main article, "*What is Content Management*?" because of e-commerce, "personalization, syndication, digital rights management, catalog searching, product configuration, and other applications are being increasingly tied to content management. … Also, because of e-commerce, content management is being integrated with ERP, data analysis, and other back-end enterprise and business partner systems."

With the mechanism of personalization alone, the promise of delivering targeted digital content to individuals can make the organization and use of information far more manageable. Tie in Digital Rights Management (DRM), with its specific content-related access and usage management, and companies can provide even smarter information dissemination, and solve license compliance issues and security challenges. For companies that structure content, especially through the

use of XML strategies, digitally serving content that can be dynamically personalized and controlled is now a reality, albeit, hardly an easy or inexpensive goal to reach.

Now, take a look at what e-books do with this sort of integration, and anyone with any interest in using e-book platforms to further business goals is going to be disappointed. While every e-book reader has some connectivity—how else would one download books—the current thinking around e-books as digital print books means designs don't allow for capturing many of the advantages for digital content.

## SMART CONTENT VERSUS DUMB E-BOOKS

Smart content is integrated content, but integrated in ways that make the content meaningful to the user. While there is still a long way to go, the content management business has been making great strides in bringing digital content into smart, dynamic, and "actionable" or "transactive" environments. Business processes still tend toward their distinct information silos, but even today, companies can get different types of enterprise content from different parts of the business process to work with other types of content from other parts of the business process. Web publishing tools are working with content enrichment tools to, for example, apply taxonomy, categorization, personalization, and various analytical tools to make the content delivered to individuals relevant, particular, and on-target to the individual's needs. Content creation tools are working with content distribution platforms to capture the value of digital content early, and impose systems such as syndication and digital rights management to extract the content's fullest value.

The well-run organization is tying content to business processes, and automating more and more of those processes along the supply chain (see our recent coverage on syndication in *Volume 8, Number 7*). In such an organization, content is available to support both machine-based and human decision-making. Over the next couple of years, businesses will continue to invest significantly in precisely these kinds of improvements.

For the content consumer, though, content must be tied to the individual's interests, and, more specifically, how the individual views those interests. Library scientists and information specialists like to talk about "reader-centered" or "user-facing" organizational schemes. In plain English, people like to organize things in their own way. There may be a canonical Dewey Decimal System out there, but we also have our own personal Dewey System we operate on. For the Web to reach its true usefulness for us, we need to be able to organize it as we wish.

This is the impetus for "My Yahoo," "MyMP3," and various other well-intentioned but ultimately limited approaches. User interface experts such as Jared Spool suggest that personalization is a far more complex undertaking than the technology currently available to support it. What's needed is an effort to create something that is indeed useful and necessary, a platform supporting, for lack of a better term, "knowledge management and discovery" for everyone from students to professionals.

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While the e-book industry may be satisfied with unit sales of titles, there is a big- ger dragon to slay out there, and the shocking reality of the current state of e- book readers is that while much of the rest of the digital content industry is busy uncovering the intrinsic value of the digital domain, e-book companies are merely trying to harness the power of print, digitally.

## Today's e-books are too simple

When you look at what the current crop of e-book devices provide the reader, you're more likely to think back to the early days of shovelware, and you may just find yourself wondering if any of the e-book reader companies have tuned into the digital content efforts over the last 15 years. The systems being mar- keted are, by and large, simple page-at-a-time display engines with functionality similar to Acrobat—page turning, simple search, bookmarks and annotations. And while they all allow reasonable storage and at least a dedicated means of downloading additional material, they are curiously disconnected from the larger Web. Several of them are challenged by surmountable problems, like searching across titles or searching both an individual title and Web space. Moreover, the notion of dedicated devices with fixed communication protocols is a loser. Com- panies such as Gemstar claim the appeal is for the publisher concerned with pi- racy, but that is a non-starter for the consumer and is curiously indifferent to advances in encryption and DRM. These would only be attractive at such low costs as to be throw-aways—the reading equivalent of the disposable camera.

And then, of course, there is the experience that e-book readers for themselves: reading text. The best reader device, from a readability perspective, is probably the Gemstar REB 1200, which is based on their SoftBook acquisition. The screen is 8.2-inches on the diagonal, with 480 x 640 resolution (VGA) with 32,768 col- ors, at 97.3 dpi, and the text looks good. In terms of connectivity, this reader leads too, with both 56K modem and Ethernet connection ports built-in. But the high-end Gemstar e-book reader doesn't connect with anything but E-Book Stores (from Gemstar, and various partners, including Barnes and Noble).

Unlike the Rocket e-Book-based REB 1100, there is no USB connection to PCs or laptops for the REB 1200. There is a Gemstar feature called "Personal Bookshelf" which manages one's book and magazine purchases and storage off-line, avail- able through direct download. The price for the REB 1200, by the way, is $700. Other functionality? Gemstar's own website ([www.softbook.com](www.softbook.com)) answers this through an FAQ that includes "Can I receive e-mail on my REB1100 or REB1200?" and "Can I download my address book or calendar 1100 or 1200?," and the answer to each question: "No."

On the other hand, Franklin Electronic Publishers represents more functionality, with their eBookMan, perhaps the most functional of the Palm-based e-book readers out today. Through a USB port, the eBookMan can synchronize with Mi- crosoft Outlook, and carries scheduling, contacts, and other productivity applica- tions, along with an audio book player (some other PDA-type e-book readers include MP3 playback). While the eBookMan makes a big deal out of having a bigger screen for reading than many (older, especially) models of PDAs, even reading one simple page of text is painful, and never mind graphics in the mix. But it is a PDA after all.

There are, already, more e-book formats and platforms than one can easily track. Microsoft has the .lit file format, which will have dedicated e-book devices at some point soon, but which currently is available for PCs, and admittedly, the

ClearType looks good. Similarly, Glassbook (now part of Adobe) has PDF as the e-book file format, and that type can look quite good, both on PC and dedicated e-book devices supporting Glassbook. It is all like the dancing dog, however. Sure, the book text looks good, but only compared to the text on a PDA-based e-book reader. It is hard to avoid the conclusion that e-book readers are novelty acts, and not serious platforms for the use and management of information.

And that's not taking into consideration the current pricing problems, not only for the e-book devices themselves, but also for the e-books themselves; Gemstar, for example, is trying to convince publishers to pre-release their print titles exclusively for the Gemstar devices, and charge the same price as the pending hard cover. Anyone trying to figure out the prognosis for the current e-book market as applied to the trade book publishing business need only look to readability, pricing, and functionality limitations to grow pessimistic. Anyone trying to figure out if the e-book reader concept holds much hope for use in the enterprise—at least as e-books are currently imagined by the dozen and a half companies trying to build the market—has only to look at what the enterprise needs to do with digital content to forget about e-books readers for now and get back to business.

This isn't to conclude that the e-book marketplace doesn't offer some interesting ideas for the enterprise information manager. A different tact being taken by the likes of ebrary ([www.ebrary.com](www.ebrary.com)) and netLibrary ([www.netlibrary.com](www.netlibrary.com)), and newcomers Questia ([www.questia.com](www.questia.com)) and Rovia ([www.rovia.com](www.rovia.com)) offer variations on the theme of content environments, where digital content is served in protected fashion. Especially with Questia and Rovia, the tools for collaborative information work and information management tools such as searching and data analysis tools have clearly applicable uses within enterprises. The bad news for such enterprises is that both of these new companies are seeking to address the academic and research environments, not the business markets. Still, both Questia and Rovia are offering concepts of value for businesses that go light-years beyond the already tired print-books-in-digital-form e-book concept.

## CONCLUSION: WHAT ENTERPRISES NEED

The enterprise user needs broad, unfettered access to "content in context" and, as we said above, context as defined by the individual user; certainly the enterprise user needs this much more than secure but limited access to discrete titles. As many observers have been saying, the next phase of the Web will be a semantic one, where users will be able to quickly connect to information that is most meaningful to them.

Such a web will depend on, at least for the foreseeable future, highly structured content, embedded with XML and specifically tagged with metadata to help tie it to subject matter and audience. The web is being built out at least with XML in mind, and schemas for metadata are gaining traction.

Users will be most productive on the Web, and will indeed develop a facility for knowledge discovery and management, when their primary interface with content provides them the following:

> ◢ A means of ready and simple access to a variety of materials representing their interests. For a person in an enterprise, this would include both internal and external materials, and both free and for-pay

*"This isn't to conclude that the e-book marketplace doesn't offer some interesting ideas for the enterprise information manager."*

materials. This assumes a means of easily purchasing content, including establishing subscription relationships in a secure and auditable fashion.

- ◢ A means of easily creating and maintaining a visual metaphor for organizing their interests. It should be easy to subscribe and unsubscribe to resources, to "store" frequently used resources, and to have ready access to valued resources.

- ◢ A means of dealing with limited time and personal resources, including "attention bandwidth," which is one of the benefits of personalization well applied.

- ◢ A means of dealing with all manner of structured, semi-structured and unstructured text.

This kind of mechanism is suggestive of an intellectual device from the Renaissance known as the "Commonplace Book," a bound volume in which aristocratic readers would copy out their favorite poems from manuscript. E-books, at first blush, suggest a digital version, and one quite that would apply quite broadly, not just to today's executives, but to those of the front lines of technical support or maintenance, and not just for poetry, either, but for all kinds of content that supports a particular person's responsibilities within a company.

But when one gets clear of the current marketing hoopla for e-books, the applicability of e-book readers within the enterprise doesn't survive. Yes, everyone is interested in getting away from the problems of complex devices—read, PCs—for information access, but today's thinking about e-books is far too simple, stuck as it is on replicating print books. Given the inherent absurdity of using dynamic digital content to represent the static print form, we have to wonder whether the latest versions of e-books will even survive for long on Oprah's Favorite Things list.

Today, about the best information management solution among the e-book readers is a form of online personal library, but in the barest sense of the thing, as a simple bookshelf designed to stack up e-book purchases tied to a restricted access reader. *Microsoft Bookshelf*, one of the first big titles among the much-maligned CD-ROM standard bearers, and first published in 1985 bringing ten desk references with hyperlinks (including *Bartlett's Quotations*, *Roget's Thesaurus*, and *The American Heritage Dictionary*) to the desktop, makes for a much better e-book than what's being shown these days.

Some e-book people point to the Open E-Book (OEB) standard, which is an XML-based language for marking up books that can be used to publish e-books in the variety of formats. While XML is playing an increasingly dominant role in the Internet, and while client devices will need to accommodate a widening variety of XML, the current OEB specification is anemic and does little to strengthen the utility of e-books within the enterprise.

Technology moves fast, and there's little doubt that there is a good market for less expensive portable content access devices, but it isn't going to be the single-function e-book readers we see today. Bill Gates went on to show COMDEX crowds the TabletPC just a week after Microsoft's e-book guy, Dick Brass, talked it up at e-Book World, and there's something that remains compelling about a multipurpose device that both handles and manages all kinds of content while remaining connected to the ever-growing information universe made up of the

Web, enterprise portals, and published works. Something will have to be done about correcting the complexity of what is, essentially, a notebook computer even with its "tablet" form factor, and something will have to be done about the price. But the TabletPC is a far smarter imagining of what e-book devices can be then the REB 1100 or 1200.

The truth is that the focus on devices is almost always a misdirection. The work that enterprises face today isn't figuring out which or whether e-books are in their future. The work remains the difficult task of increasing the value and utility of the information to the enterprise, by applying intelligent tagging schemes to content and applying database processes and e-commerce technologies like personalization to the serving of content. The work remains providing the means for easily creating and maintaining a visual metaphor for organizing the participants' interests, to make it easy to subscribe and unsubscribe to resources, to "store" frequently used resources, and to have ready access to valued resources. The work remains to increase the access to and managing of that information by the enterprise's own employees and partners, by getting content management to work with content distribution systems to deliver the right content in the right context.

Get your head out of that e-book. The work of the enterprise goes far beyond the turning pages, digital or otherwise.

*Bill Trippe and David Guenette*

# INDUSTRY NEWS

Current news, old news (to January 1999), and commentary is available at
www.gilbane.com/

## ADOBE, ATG & INTERWOVEN COLLABORATE
*10/31/00*

Adobe Systems Incorporated announced alliances with Art Technology Group, Inc. and Interwoven, Inc. The three companies plan to integrate their respective Web development, enterprise-class content management and e-business platform products to provide Web professionals complete workflow solutions for content creation, management and multi-channel content delivery. As part of these alliances, the companies will work together to integrate their product offerings. By integrating Adobe GoLive 5.0 and Interwoven TeamSite software, content contributors will be able to easily author and manage large volumes of content while working directly within GoLive. Likewise, Adobe and ATG will integrate GoLive with the ATG Dynamo e-Business Platform – enabling page designers to use GoLive to visually create highly personalized Dynamo pages.
www.atg.com, www.interwoven.com, www.adobe.com

*It will be interesting to see how this affects future versions of GoLive. Will functionality be more business focused or design focused?*

## ENIGMA INTRODUCES UPDATE TO TRANSACTIVE CONTENT PLATFORM
*10/30/00*

Enigma, Inc. introduced CommerceSight 2.0, the second release of its B2B software platform for aftermarket sales and support of capital equipment. By providing rich product content as context for aftermarket purchasing and maintenance decisions, CommerceSight 2.0 allows manufacturers to increase follow-on sales of spare parts and services, while equipment operators benefit from higher equipment uptime and greater purchasing and maintenance productivity. Enigma's solution addresses the problem of rich-content collaboration that manufacturers with complex products sold and supported through complex channels currently face. The CommerceSight engine provides the core content delivery services for channel management and technical support applications and

can be integrated with transaction and EAI applications for complete e-commerce solutions. CommerceSight 2.0 automatically packages multiple text, graphic and relational data sources into portable XML-based applications that can be dynamically delivered to Web sites, intranets, third-party applications and offline media. CommerceSight 2.0 is a unified, open standards-based B2B transactive content platform. It is comprised of several key components: Enigma's InSight and DynaWeb solutions, enabling content delivery for complex maintenance manuals and other text-intensive, high-volume product content; eIPC, an intelligent product catalog that links technical illustrations, parts lists and related text information and provides shopping cart functionality; Enigma's Xtend, a buy-side solution that allows equipment operators to seamlessly integrate best practices and policies information into manufacturer-originated product content behind their corporate firewalls; Connectors to ERP, order management and e-procurement systems that shorten the aftermarket sales cycle by providing context for purchasing decisions; and Connectors to document management and product data management systems that enable full automation of content assembly and delivery and full integration across disparate repositories and data formats. CommerceSight 2.0 is available now. Pricing begins at $150,000. www.enigma.com

*See the letter to the editor in this issue from Enigma in response to an article we wrote earlier this year.*

## TRADOS ROLLS OUT WEB-ENABLED TERMINOLOGY MANAGEMENT
*10/30/00*

TRADOS Incorporated announced MultiTerm Web Access (MuWA) for Web-based terminology management environments. TRADOS MuWA further extends the Internet/intranet resource sharing capabilities of MultiTerm, TRADOS' terminology management tool. Specifically, MuWA will allow business users to distribute, access and manage their organizations' multilingual terminology databases using standard Web browsers, making it even easier and faster to translate documents from one language to another. Since companies' language translation needs are highly specific to their industries, technologies, product lines, and corporate cultures, users need efficient terminology management systems that enable them to build their own databases of terminology over time. These databases, or "termbases," will be centrally maintained with TRADOS MuWA so that all users can take advantage of the latest, most complete sets of translated terminology, available from any location. MuWA leverages Microsoft SQL Server 7.0

to enable these shared- resource capabilities through a client/server architecture. Benefits of MuWA include: fuzzy search (now also works for double-byte languages, e.g. Japanese, Chinese, Korean), simple and Wildcard searches, and easy-to-use migration tools to convert existing MultiTerm databases to XML and import the results to an SQL database. Commercial availability for TRADOS MultiTerm Web Access is scheduled for 30 October 2000. www.trados.com/muwa

## OPEN TEXT INTRODUCES LIVELINK 9
*10/30/00*

Open Text Corporation introduced Livelink 9. Livelink 9 builds on its Web-based workflow and extending it to support integration with SCM, CRM and ERP applications through its XML interfaces. Using Livelink 9's intuitive graphical interface and workflow, it is easy to define sophisticated business processes. Livelink 9's shared workspaces support business relationships and collaboration between vendors, suppliers, customers and partner communities. Livelink 9 provides powerful metadata management capabilities. Users can easily build HTML forms to associate sophisticated category and attribute information with any object in Livelink. Coupled with advanced search capabilities, this new feature enables users to build powerful cataloguing systems for objects such as documents, drawings and images. To Improve navigation and speed, Livelink 9 incorporates pop-up menus that present a Windows-like appearance. Making use of Livelink's new XML capabilities, organizations can create custom user interfaces which offer Livelink's collaborative features within a Web site look and feel, without incurring any of the costs associated with programming. In order to protect its customers' significant investments in mission critical data, Open Text has integrated encryption software from RSA Security Inc. into Livelink 9.
www.opentext.com

## SOFTWARE AG & SEQUOIA SOFTWARE TO PARTNER
*10/30/00*

Sequoia Software Corporation and Software AG have announced a strategic partnership. The companies will integrate Software AG's Tamino native-XML database with Sequoia's XPS portal server, allowing businesses to move content between a portal, a database and the Web seamlessly and without the need for data conversion. To support the strategic partnership, Software AG will add XPS to the range of products it markets worldwide through its 1,500-member sales force and its ex-

tensive world-wide network of value-added resellers; Sequoia will offer Tamino licenses through its own sales force and through systems integrators, resellers and consultancies in North America and elsewhere. www.softwareagusa.com, www.sequoiasoftware.com

## CPEXCHANGE LAUNCHES PRIVACY-ENABLED STANDARD
*10/26/00*

The Customer Profile Exchange Network (CPExchange) launched the newly authored Customer Profile Exchange standard, which creates a standard for privacy-enabled customer data interchange. The CPExchange Network, a volunteer consortium made up of over 70 e-business organizations, is offering a vendor-neutral, open standard for exchanging privacy-enabled customer information across different businesses and computer systems. Organizations with many different and separate data sources who are seeking an integrated view of customers – such as suppliers and employees – will utilize CPExchange. CPExchange facilitates the management and promotion of customer relationships, while profiling customer information – appealing to all industry sectors. Few of today's supply and demand chains share a unified profile of the customer, leaving customer support, order management, lead sharing and other primary business functions working independently to grasp a customer's identity, behaviors and needs. Customer service capability is severely reduced by this lack of shared information, creating significant short and long-term IT integration costs. Customers gain a unified profile of their situation among their suppliers, enjoy better customer service, and reduce the time and complexity of interacting with companies. Significantly, it will allow customers to more easily achieve the levels of privacy they require when handling sensitive and proprietary profile information. The CPExchange Network is hosted by the International Digital Enterprise Alliance (IDEAlliance), a non-profit, vendor-neutral organization dedicated to the development and implementation of open interoperability standards. Membership in the CPExchange Network is open to any and all contributors on an annual fee basis. www.cpexchange.org

*There is certainly a need for this, but we think there is a long road ahead before there is widespread use of any such standard. Many of the .coms who have been involved have more immediate problems to deal with, and there are a lot of different requirements among the various types of software vendors. Also, consumers are bound to be skeptical even with privacy protection.*

## GAUSS INTERPRISE INTEGRATES SPYVISION
*10/25/00*

Gauss Interprise announced the first phase integration of its VIP' Web content/portal management suite with its SpyVision document and line-of-business content management package. The integration of the two product suites positions Gauss Interprise as a vendor able to provide an end-to-end solution that captures all corporate content, including legacy system data, thereby enabling enterprises to seamlessly leverage their IT investments to work with next-generation Internet technology. With the integration of VIP' SpyVision components, the complementary product set acquired via a recent merger with Magellan Software, Gauss possesses the ability to not only manage multiple Web and portal authoring initiatives, but to access and serve-up corporate content maintained in SpyVision's centrally-managed digital repository. This includes back-office content often excluded from Internet-oriented solutions, such as electronic reports and scanned images, as well as audio and Windows application files. The Gauss VIP' solution is designed using the latest Java technology, thus providing platform independence, interoperability, and scalability. The end result is a measured and rational approach to achieve e-business agility, without the turmoil that can plague these critical initiatives, whether oriented toward building an intranet, extranet, or a full-featured Web presence. www.gaussinterprise.com

## ADXML.ORG ANNOUNCES RELEASE OF ADXML ONLINE DTD VERSION 1.0
*10/25/00*

The international open standards industry group, adXML.org, announced the release of adXML online DTD version 1.0. The new version is the result of a collaborated effort of the 350 companies and 500 individuals that are a part of adXML.org. The new version of the adXML standard includes a number of changes including: self-contained transport packaging, an extension for secure digital signatures, object-oriented modularity, and a streamlined creative construct to support creative data, image maps and 3rd party ad serving. The new DTD and a 100% Java implementation of an adXML development kit can be downloaded for free at www.adXML.org

*As opposed to CPExchange, if the DTD was well-designed, this could be widely adopted fairly quickly.*

## HP TO ACQUIRE BLUESTONE
*10/24/00*

Hewlett-Packard Company and Bluestone Software, Inc. announced the companies have reached a definitive agreement under which HP will acquire Bluestone in a stock-for-stock strategic transaction. Bluestone's software will become the integrating platform for HP's current software offerings and will serve as the core of HP's next-generation software strategy by leveraging the combined platform's advanced XML, e-services and mobile technology capabilities. Bluestone's standards-based J2EE and XML application server technology, along with their Java transaction service, will form the core of HP's middleware offering. With this solution, customers will be able to develop, integrate, deploy, and manage J2EE and XML applications and services across the enterprise, across trading community partners, and across interactions and transactions with customers using mobile appliances and devices. HP Consulting will develop a set of implementation and integration services in support of Bluestone's technologies. Under the terms of the agreement, Bluestone shareowners will receive 0.2433 pre-split shares of HP common stock for each share of Bluestone common stock. The completion of the transaction is subject to closing conditions and the approval of Bluestone shareowners. Upon completion of the transaction, Bluestone will become a wholly owned subsidiary of HP. www.bluestone.com, www.hp.com

## WORLDWEB.NET LAUNCHES EXPRESSROOM I/O 2.0
*10/24/00*

worldweb.net Inc. announced the launch of the beta version of its next-generation content management software, Expressroom I/O v2.0. Expressroom I/O is a 100%, Java-based, content management software system. It provides users with the control, flexibility, and power needed to produce, manage, and administer the most sophisticated enterprise Web sites with minimal technical experience. Managers of information are easily able to contribute, approve, and post content to their Web sites without the need of a webmaster or programmer. The newest version of the software, Expressroom I/O v2.0, promotes collaboration by providing advanced workflow tools that enable users to coordinate on the review and approval process of all Web site assets. Users can easily manage their content – whether it is created in Expressroom I/O, or imported from external sources, such as Word or Quark, syndication services, live news feeds, or legacy databases – and deliver it to multiple sources including Web pages and wireless de-

vices. Expressroom I/O v2.0 is extensible and J2EE-compliant, giving developers the flexibility needed to integrate a complete content management solution in an e-Business platform. Among other enhancements for content management, worldweb.net has integrated state-based workflow into Expressroom I/O v2.0. Business professionals easily control how content is routed, edited, approved and published, eliminating the need for programmers to control workflow processes. Now, users can work in a graphical interface to develop workflow patterns, rather than using complicated scripting. The template-based content management solution supports versioning and roll-back technology. In addition, a reporting feature allows for e-mail notification of progress or status reports, which can be sent to a user's cell phone or pager. Expressroom I/O v2.0 will be available at the end of the fourth quarter of 2000. The client applications run on Windows 95, Windows 98, Windows 2000, Windows NT 4.0 SP5 or higher, Red Hat, Linux, and Solaris. Supported servers include Windows NT 4.0 SP5, Windows 2000, Red Hat Linux 6.2, Debian Linux, and Solaris 8. Expressroom I/O v2.0 works with various Web and Application server environments, including IBM Websphere; IIS with Resin on NT; Resin on NT, Solaris, or Linux; ATG Dynamo; BEA Web Logic; Resin with Apache on Linux; Apache with Jserv. www.worldweb.net

# W3C ISSUES XML SCHEMA AS CANDIDATE RECOMMENDATION
*10/24/00*

The World Wide Web Consortium (W3C) has issued XML Schema as a W3C Candidate Recommendation. Advancement of the document to Candidate Recommendation is an invitation to the Web development community at large to make implementations of XML Schema and provide technical feedback. Simply defined, XML Schemas define shared markup vocabularies and allow machines to carry out rules made by people. They provide a means for defining the structure, content and semantics of XML documents. The XML Schema specification consists of three parts. One part defines a set of simple datatypes, which can be associated with XML element types and attributes; this allows XML software to do a better job of managing dates, numbers, and other special forms of information. The second part of the specification proposes methods for describing the structure and constraining the contents of XML documents, and defines the rules governing schema-validation of documents. The third part is a primer, which explains what schemas are, how they differ from DTDs, and how someone builds a schema. By bringing datatypes to XML, XML Schema increases

XML's power and utility to the developers of electronic commerce systems, database authors and anyone interested in using and manipulating large volumes of data on the Web. By providing better integration with XML Namespaces, it makes it easier than it has ever been to define the elements and attributes in a namespace, and to validate documents which use multiple namespaces defined by different schemas. XML Schema introduces new levels of flexibility that may accelerate the adoption of XML for significant industrial use. For example, a schema author can build a schema that borrows from a previous schema, but overrides it where new unique features are needed. XML Schema also provides a way for users of e-commerce systems to choose which XML Schema they use to validate elements in a given namespace, thus providing better assurance in e-commerce transactions and greater security against unauthorized changes to validation rules. The working group members include: Academia Sinica; ArborText, Inc; Bootstrap Alliance and LSU; Calico Commerce; Commerce One; Defense Information Systems Agency (DISA); DevelopMentor; Distributed Systems Technology Centre (DSTC Pty Ltd); Graphic Communications Association; Health Level Seven; Hewlett Packard Company; IBM; Informix; Intel; Lawrence Berkeley National Laboratory; Lexica LLC; Lotus Development Corporation; Microsoft Corporation; Microstar; MITRE; NCR; Oracle Corp.; Progress Software; SAP AG; Software AG; Sun Microsystems; TIBCO Software; University of Edinburgh; webMethods, Inc; Xerox; and XMLSolutions. www.w3.org

*Adding datatypes to XML makes it significantly more useful (and complex), especially for structured and unstructured data integration.*

# SOFTLOCK UNVEILS DYNAMIC CONTENT LOCKING
*10/24/00*

SoftLock.com, Inc. introduced its Dynamic Content Locking (DCL) technology that enables digital content to be packaged, secured, and distributed in real-time. Digital Content Locking is an innovative approach to digital rights management (DRM), which will allow consumers to order digital documents that are customized to their interests, packaged on the fly, and delivered within seconds. Content providers can focus on maintaining their content database rather than on the production and distribution of the final packaged product. Using SoftLock's DCL technology, content providers can generate a wide range of secure digital documents, which contain up-to-the minute information. Here's how it works: A consumer, after

viewing samples of available documents and content options clicks on the buy button to begin the DCL process. After the consumer's credit has cleared, the online commerce system sends a request to the content database describing the required XML document components and the document format. SoftLock's DCL process automatically retrieves the required XML components from the database, creates the Adobe PDF document, locks and encrypts the document using SoftLock's DRM services. The report is then instantly delivered to the consumer along with the keys to "unlock" their rights to the document, which enables full viewing- all within 30 seconds. Document types which are particularly appropriate for this "late binding" process include investment analysis, company reports, and technology updates. As with SoftLock's other Digital Content Marketing services, consumers can email the secure document to friends or colleagues using SoftLock's Passalong service. Passalong is a viral marketing technique that enables content providers to encourage the follow-on sales of content while maintaining its security wrapper. Friends and colleagues can view samples of the secure document and then click to purchase. An unlock key will be emailed to them within a matter of seconds. www.softlock.com

## KURION LAUNCHES RIGHTVIEW HYPERSYNDICATION FOR BROADVISION & VIGNETTE
*10/24/00*

Kurion launched RightView Hypersyndication for BroadVision and RightView Hypersyndication for Vignette. Immediately available, these RightView applications extend existing BroadVision and Vignette infrastructures to easily execute comprehensive hypersyndication tasks of application and content integration and syndication. With Kurion, BroadVision and Vignette users can integrate or syndicate applications and content faster, easier and with added functionality. And Kurion's technology is designed to be delivery, format and protocol independent, so integrating with non-BroadVision or non-Vignette sites, or sites using different delivery standards, is no longer a problem. Kurion's RightView Hypersyndication for BroadVision (RVHB) enables One-to-One Publishing customers to easily and automatically select the exact applications or content they want from source sites and then automatically modify the look, feel and presentation style of that information so it is displayed as an integrated component of the destination site. In addition, RVHB extends the capabilities of BroadVision's MarketMaker to allow members to dynamically and easily add selected applications and content – in new formats and styles if desired –

to a MarketMaker-powered Internet exchange. Kurion's RightView Hypersyndication for Vignette (RVHV) works with Vignette's Content Management Server and enhances Vignette's Syndication Server. For customers that do not have Syndication Server, RVHV provides capabilities lacking in Syndication Server, such as application syndication, offer transformation, or the ability to grant affiliates significant flexibility. For those customers that have Syndication Server, RVHV provides the same application, transformation, and affiliate control benefits, but also automates the affiliate's process of receiving Syndication Server packages. RightView Hypersyndication for BroadVision and RightView Hypersyndication for Vignette are available immediately at an introductory price of $50,000 for the remainder of 2000. www.kurion.com

## EPRISE RELEASES PARTICIPANT SERVER 3.0
*10/23/00*

Eprise Corporation announced Version 3 of Eprise Participant Server. Eprise moves beyond tactical content management approaches focused solely on the efficiency of Web operations to offer Strategic Content Management solutions. Strategic Content Management is a comprehensive approach using software and services to help businesses efficiently plan, implement, measure, and enhance corporate Web sites that deliver significant value to the site audiences and the business. The key technical component of Strategic Content Management is Eprise Participant Server. This software application enables business users to manage not just traditional content, but also business rules, approval processes, and user interaction. The result is that implementation and ongoing change of Eprise-managed sites is easier than with products that rely on technical scripts and configuration files for similar functions. The latest release adds several capabilities including: an enhanced user interface that includes a robust visual editing capability for browser users; expanded templating options to improve manageability and performance; and enterprise level scalability enhancements including global content distribution capabilities. Eprise Participant Server Version 3 will be available next month for Windows 2000, Windows NT, and Solaris operating systems. The typical customer engagement for software and services starts at approximately $150,000. www.eprise.com

## INTERWOVEN ACQUIRES METACODE & AJUBA
*10/20/00*

Interwoven, Inc. announced definitive agreements to acquire two privately-held companies, Metacode Technologies and Ajuba Solutions. Metacode is a developer of content tagging and taxonomy technology. Ajuba is a developer of XML solutions. Under the terms of the agreements, an aggregate value of approximately $150 million in Interwoven common stock and stock options will be exchanged for the capital stock and stock options of Metacode and approximately $31 million in Interwoven common stock and stock options will be exchanged for the capital stock and stock options of Ajuba. Along with the content analytics technology acquired earlier this year from Neonyoyo, the Metacode technology will play a key role in providing the intelligence necessary for next-generation content management. The Metacode technology will enhance how customers use Interwoven solutions to create a compelling and relevant Web experience. By automatically including metadata based on customer-specific or industry-specific taxonomies, content can be readily shared and repurposed across multiple Web properties and B2B exchanges. The Ajuba team will be assimilated into Interwoven's existing technical staff. The Ajuba product line will be discontinued.
www.interwoven.com

*What will the content management system of the future look like? We'll see, but categorization and taxonomy tools are likely to be included in many.*

## MONDECA LAUNCHES TOPIC NAVIGATOR SOFTWARE
*10/20/00*

Mondeca is launching its Topic Navigator software solution. The Dynamic Content Navigation program provides users with better methods to access and manage Internet-based data. This is possible as a result of Mondeca's unique content structure as a topic network, and intuitive access to content via spatial navigation tools. No additional programming is required to use the software, and users experience no delays in accessing information. Topic Navigator features template-based content organization, content editing, powerful browsing tools, and is based on an open architecture using as XML, Topic Maps, Java, and EJB. Traditionally, companies have had few choices for intelligent web navigation. Typically, users are restricted to linear page-by-page views of information or random searches when clicking on embedded links

that may lead to other web sites or dead-end searches. Neither process is intuitive or efficient. Poorly designed links, hierarchical structures, and multiple searches with no guarantee of end results are all common experiences using today's Internet options for obtaining information. Topic Navigator is scalable, flexible, and secure. In addition, Mondeca software can be integrated with e-commerce tools to direct users towards products in internal or external e-commerce catalogs as they browse the knowledge base. Immediately available, prices for a single license begin at $20,000, with training, consulting, and maintenance extra.
www.mondeca.com

*Whoa! Topic Maps in another product!*

## SEEBURGER ANNOUNCES XML BUSINESS INTEGRATION SERVER
*10/19/00*

The new Business Integration Server (BIS) from Seeburger is a middleware module that maintains processes and accounts for all business and process transactions based on a customizable workflow rule set. With a graphical drag-and-drop definition of business processes, any data interchange requirement on Windows NT, UNIX and IBM AS/400 can be implemented quickly. BIS fully supports Java, XML, and existing business system technologies, including B2B eCommerce requirements: shopping, auctions, marketplaces, eProcurement and works with EDIFACT and ERP management systems. The Business Integration Server also works with ebXML, cXML, XML EDI, BizTalk and Rosettanet. Additionally, it supports classical EDI transaction formats, including EDIFACT, X.12, ODETTE or VDA. BIS has connectors to all known ERP systems, including: SAP R/3, SAP R/2, Baan, Oracle, BRAIN, infor, J.D.Edwards and Baurer. In FrontOffice, BIS works with Siebel, Intershop, Openshop and Brokat. Even legacy and proprietary systems are supported. The Seeburger middleware supports unique XML DTDs and other custom interfaces.
www.seeburger.com

## POET RELEASES ENHANCED eCATALOG SOFTWARE
*10/19/00*

POET Software announced the latest releases of its turn-key eCatalog management software solutions for suppliers, ASPs and eMarketplaces. POET's eCatalog Suite - Supplier Resident Edition (eCS-SR) and eCatalog Suite - Service Provider Edition (eCS-SP) introduce several new features that provide enhanced pricing management, platform and data-

base support, as well as simplified administration for ASPs and eMarketplaces. POET's flexible pricing management features provide customers with several customization options to reflect the diverse requirements of both suppliers and buyers. With contract pricing, users can create buyer-specific pricing for groups of products or on a product-by-product basis. With volume discounts or tier pricing, suppliers can define different prices based upon item quantity. In addition to custom pricing, users can also employ a calculation-based pricing method, incorporating discounts based on percentages or fixed amounts in relation to list prices. POET added new database and platform support, giving ASPs and eMarketmakers the option to run eCS-SR and eCS-SP using the POET object database or Oracle's 8.0 or 8i on Solaris, Windows NT and Windows 2000 platforms. The latest versions of eCatalog Suite-Supplier Resident Edition and eCatalog Suite-Service Provider Edition are now available. Pricing for the supplier edition starts at $60,000. Pricing for the service provider edition starts at $175,000. www.poet.com

## XML Global Adds ODBC/JDBC Indexing to goXML
*10/18/00*

XML Global Technologies, Inc. announced it has completed a software add-on to goXML version 2.0 that will allow arbitrary tables from any ODBC/JDBC compliant database to be indexed by goXML. GoXML is a context-based XML search system which easily and securely accepts and delivers XML based content in- house and via the Internet. The new software add-on will allow goXML to act as a broker to various relational database management systems and legacy data sources. Included with this add-on is a web conduit which permits the RDBMS/legacy data that has been indexed into a goXML index to later be accessed from source, thus ensuring only the most up-to-date information is delivered to clients. Examples of databases supported by goXML and the software add on are Microsoft SQL Server, Microsoft Access, Microsoft Excel, Microsoft FoxPro, dBase, xBase, Oracle, DB2, Sybase, MySQL, PostgreSQL, Informix, Pervasive SQL, Adabas and CSV. www.xmlglobal.com

## EBT Announces Graphic Workflow Description Tool for Engenda
*10/18/00*

eBusiness Technologies announced the working prototype of a new workflow tool for engenda

based on Microsoft Visio which will allow customers to build workflows by creating graphic representations of the processes. The new workflow tool will streamline development by speeding and simplifying workflow creation and modification. An intuitive method for creating engenda workflow descriptions, the simple, visual editing tool will allow customers to drive their workflow processes from a diagram. The workflow diagrams will be saved in engenda as XML. engenda is currently scheduled to ship with the new workflow tool in the first quarter of 2001. www.ebt.com

## RightWorks Announces Partnership with Vignette
*10/17/00*

RightWorks Corporation announced a development partnership with Vignette to integrate Vignette's V/5 E-business Application Platform into the RightWorks eBusiness Application Suite. The agreement enables RightWorks to offer an expanded array of catalog formats, providing companies with an enhanced, automated solution to perform transactions within the purchasing environment. Under the terms of the agreement, Vignette's eBizXchange will drive business transactions and processes, while eContent will automate the aggregation and integration of catalog content. Because both companies support XML standards, EDI, flat files, HTML and databases, RightWorks' customers will benefit from a quick time-to-market and accelerated supplier adoption rates. In addition, RightWorks is now licensed to resell Vignette's eIntegrate technology with the RightWorks eBusiness Application Suite. eIntegrate will enable companies to integrate at both the application and process levels with a wide range of back-office systems including ERP, SCM, and CRM systems from Oracle, J.D. Edwards, PeopleSoft, Siebel and SAP. www.rightworks.com, www.vignette.com

*Hmmm… Should Vignette have their own e-catalog solution?*

## Inxight Adds Features to Categorizer 2.0
*10/17/00*

Inxight Software, Inc. announced the next level in automatic categorization. Inxight Categorizer 2.0 is an application that efficiently and automatically classifies unstructured data, such as web pages, e-mail, word processing documents, presentations, PDF and text into pre-defined categories to significantly improve and add value to information found

on portals and corporate knowledge libraries. Using Xerox PARC and Xerox XRCE advanced language and pattern matching technologies, Categorizer takes classification beyond simple methods such as rule-based systems and pure pattern recognition techniques. Categorizer advances its technology by combining linguistic processing engines with patented mathematic algorithms and helps users to discover context through actual language. For example, the word "ground" can mean ground pepper, the ground that you stand on, or the ground for a wire. Categorizer is able to distinguish between the meaning of the three "grounds" in its context. Another example is the word "teach." Categorizer identifies and associates words that have the same meaning, depending on how the word is used, like teaches, teaching and taught. Moreover, Categorizer maintains its scalability even as the number of categories or documents grow. New features of Categorizer 2.0 include: Client API coded in Java and C; Database independence (designed for integration to any database or flat file); Added administrative tools to tune accuracy and performance; Support for most file formats including MS Office, Adobe PDF, e-mail, web pages and news feeds; Support for 12 European languages; XML compatibility which enables integration to most enterprise portal applications. Inxight Categorizer is expected to be available in December directly through Inxight corporate sales.
www.inxight.com/products_sp/categorizer/index.html

## ONEPAGE UNVEILS AGGREGATOR & PORTAL PRODUCTS
*10/17/00*

OnePage Inc. unveiled three new products that automate the collection, dissemination and presentation of Internet-based data. Based on its information retrieval technology, the new OnePage products make content aggregation and presentation easier and more cost effective, addressing a critical information task for organizations whose employees, suppliers and customers rely on timely, relevant content. OnePage announced three software products: OnePage Content Aggregator - Designed for corporations and web properties, the OnePage Content Aggregator automates and uncomplicates the process of collecting information from disparate sources - data feeds, web content, databases, etc. - and disseminating it throughout an enterprise or web site. OnePage Personal Portal - Designed for existing portals and other web properties, the OnePage Personal Portal enables web businesses to increase user satisfaction and retention by offering a unique environment where

users can create personal pages with relevant content collected from any website. OnePage Corporate Portal - Designed for corporations, the OnePage Corporate Portal combines content aggregation features and the personalized portal functionality in a single solution to ensure that employees, customers and suppliers have the most relevant information available to them at any time. OnePage is offering its software as a hosted ASP solution and as stand-alone, licensed business applications. www.onepage.com

## SEQUOIA & STC FORM ALLIANCE
*10/16/00*

Sequoia Software Corporation announced an alliance with STC. Sequoia will leverage the STC e*Xchange eBusiness Integration Suite to enhance the connectivity of its XML-pure portal server, XPS. With this expanded integration capability, Sequoia can provide customers rapid connectivity to many enterprise and e-business applications from leading vendors including SAP, PeopleSoft, Siebel Systems, Oracle, Sybase, Lotus Notes, Onyx, Clarify, and BroadVision. Sequoia XPS functions as an e-business command center, interconnecting an organization's various islands of information and processes, often with those of its customers, partners and suppliers, through a universal Web-based interface. Many of these islands are "enterprise applications" that support corporate manufacturing, financials, customer service or administrative functions. The STC eBusiness integration platform provides Sequoia customers with efficient solutions for tightly integrating XPS with their enterprise applications, eliminating the need for custom built connections, which can become costly to develop and maintain. www.stc.com, www.sequoiasoftware.com

## PERCUSSION PARTNERS WITH LIONBRIDGE
*10/16/00*

Percussion Software and Lionbridge Technologies, Inc. announced a joint marketing agreement to deliver native XML-based multilingual content management solutions to companies developing international Web sites. Their combined solution, which includes the Lionbridge Globalization Platform and Percussion's Rhythmyx Content Manager, will build globalization into the content management process at the beginning of the development cycle, increasing the velocity and efficiency of converting content into multiple languages and formats. Lionbridge's enterprise-scale workflow system automates processes and offers collabora-

tion capabilities for all parties working on a Web site project. To begin the translation process, Rhythmyx Content Manager creates, changes, or updates the content in an Oracle database in XML, HTML, or other formats. Lionbridge servers automatically detect changes to the English content and prepare it for translation. Once the new or changed content is translated, the Rhythmyx Content Manager then creates updates to the translated Web sites based on these changes. www.lionbridge.com, www.percussion.com

*Now is a good time to start integrating language technology with all sorts of commerce and content systems.*

## POET SELLS CONTENT MANAGEMENT SUITE PRODUCT LINE TO SORMAN
*10/5/00*

The Content Management Suite (CMS) product line of POET Holdings, Inc. was sold to Sorman Information AB, Vaxjo, a Swedish company. The agreement provides that Sorman will assume the intellectual property rights for CMS worldwide except for the United States, Canada and South Korea and the obligations associated with the European CMS customer base. Sorman has a six-month exclusive option to assume the intellectual property rights for the United States and Canada. The agreement includes a license fee arrangement, which would provide license revenues to POET based upon future CMS sales by Sorman within the next three years. In addition, Sorman has entered into a license agreement for the POET Object Server Suite (OSS). www.poet.com

*Hmmm… Why? The intense competition at the high-end, or to concentrate on e-catalog solutions? We suspect both.*

## O2 ESSENTIAL MARKETING TECHNOLOGIES TO ACQUIRE CONTENT MANAGEMENT SYSTEM
*10/4/00*

O2 Essential Marketing Technologies announced that it has entered into an agreement to acquire the assets of a proprietary electronic Content Management System (eCMS) from affinity-based content provider ChannelSpace Entertainment. The electronic Content Management System (eCMS) works with virtually any knowledge source to automate manual processes such as Web produc-

tion (with audio, video, image and text content from thousands of contributors), auditing, access control, site review, and accounting. O2 will hold eCMS as a subsidiary. This forthcoming acquisition occurs as part of a larger effort to position O2 as a top provider of technologies that enable content rich, interactive Web experiences. Building upon its core 3D shopping technology, which uses proprietary digital photography and programming to produce a fluid full-range rotational view of selected products, the addition of eCMS offers O2 the unique ability to offer complete end-to-end solutions spanning traditional content, broadcast, and commerce. This combination of strong technology and innovative marketing tools provides O2 with a strong base from which to grow their business. Internet users require more personalized content, yet the people associated with maintaining and adding that content can be prohibitive. The essential nature of the eCMS technology is as a cost-effective content management application that is targeted to small- to mid-sized companies that either do not have large IT staffs or cannot afford the large upfront license and monthly maintenance fees associated with competing products. Also announced today was the appointment of Jeff Laskowski to General Manager of the forthcoming eCMS division of O2. www.o2emt.com

## MADGE.WEB & MAGNIFI TO PROVIDE CONTENT MANAGEMENT & MARKETING COLLABORATION
*10/4/00*

Madge.web, a subsidiary of Madge Networks N.V. has entered into a strategic alliance with Magnifi. The alliance will provide businesses with service, rich content management solutions and project management tools to support the end-to-end marketing process – from strategic planning and creative development to program execution and assessment. Madge.web has also agreed to make an investment in Magnifi by the end of the fourth quarter. Magnifi's workflow, brand and asset management extranet solutions are tailored to the marketing environment, enabling global marketing teams to collaborate online with each other, their agencies and partners around the world. In addition, companies can digitally store massive volumes of marketing material online, such as TV commercial footage or print advertising designs, for worldwide, client-secure retrieval. These services help companies to streamline brand management and marketing campaigns and reduce time to market. As part of the strategic alliance, Madge.web will integrate Magnifi's solutions into its global, managed infrastructure, the "Overnet." These content management solutions are designed to com-

plement Madge.web's other services for all stages of the rich content value chain (encompassing content creation, management and marketing). These other services, which are also integrated in Madge.web's Overnet, include virtual private networking, managed hosting, encoding services, content distribution including streaming media, and Internet advertising solutions. Under the alliance, Madge.web is also Magnifi's exclusive partner in Europe for sales and support, enabling Magnifi to expand their services to the region. First services resulting from the alliance are planned for availability by the first quarter of 2001. www.magnifi.com, www.madgeweb.com

*Content management for marketing. The content management need/market is big enough that we'll see a lot more such targeted solutions.*

## EXCOSOFT ANNOUNCES AVAILABILITY OF EXCOSOFT CONTENT MANAGER
*10/4/00*

Excosoft AB announced the availability of Excosoft Content Manager, a fast, flexible and scalable document management system. Excosoft Content Manager is the first of three of the company's planned packaged offerings, which also includes Excosoft Web Publisher and Excosoft Documentation System. A common feature of each offering is that they all leverage the latest Web technology to enable organizations to create, update, reuse, repurpose, and publish business critical information. Available immediately, Excosoft Content Manager enables businesses to cost-effectively communicate and coordinate information across globally distributed business units, as well as with their customers, partners, and suppliers. Excosoft Content Manager manages vast amounts of unstructured information with support for creation, administration, storage, publishing, and workflow. Excosoft Content Manager is a standards based content management system, which being designed to integrate with existing systems can be deployed quickly and easily. Moreover, the modular architecture of Excosoft Content Manager can be easily tailored to meet the specific requirements of an organization for performance and functionality. www.excosoft.com

## ATG & BEA TO INCORPORATE INTERWOVEN COMPONENTS
*10/3/00*

Interwoven, Inc. announced the launch of its newest partner initiative to embed application specific content management functionality with providers of eBusiness applications. Available immediately, Interwoven is offering components of its product suite to eBusiness application providers who need robust, proven content management solutions to complete their offerings. The initiative is aimed at eBusiness application providers who service the Global 2000 and have a need for a targeted content management solution customized to the unique requirements of their application suites. Two new partners to take advantage of the initiative are eBusiness application providers Art Technology Group (ATG) and BEA Systems, Inc. BEA and Interwoven have entered into an agreement to expand their existing partnership with a more comprehensive personalized eCommerce solution. This solution will provide seamless, out-of-the-box content management included with BEA WebLogic Commerce Server 3.1. This new initiative will allow end users to capitalize on the time advantage of having pre-tested and bundled solutions of applications and content management available from a single point of contact. www.interwoven.com, www.bea.com, www.atg.com

*One wonders what Interwoven's strategy is for balancing OEMing their technology (not just here) and direct sales. At some point there will be channel conflict.*

## AGILE ANNOUNCES AGILE INTEGRATION SERVER
*10/3/00*

Agile Software Corporation announced the Agile Integration Server (AIS), an XML-based integration solution that makes the valuable product content held in Agile Anywhere available to a wide range of business applications and users, both internally and across the global manufacturing network. The Agile Integration Server (AIS) enables users to take every possible business advantage of their valuable Agile-based product information, utilizing it in design, planning, shop floor, field support, CRM, and order entry applications, as well as in collaborative manufacturing. By leveraging this information across the entire supply chain, Agile customers can rapidly expand the value of their Agile Anywhere-based private collaboration exchanges. The Agile Integration Server enables the integration of product information held in Agile with: Individual XML-compliant applications on a case-by-case basis, EAI solutions, or Business to Business Integration (B2Bi) solutions. AIS communicates with XML-compliant applications using HTTP and SSL, making AIS both firewall friendly and highly secure. The AIS generates XML output in several Internet-standard XML-based formats, including aXML and PDX 0.7, as

well as other XML-based formats, such as Rosetta-Net PIPs, OAG BODs, and cXML via XSLT, allowing Agile customers to easily exchange product content with both commodity and custom sourcing networks, such as PartMiner's Free Trade Zone and Ariba Sourcing. www.agilesoft.com

## DOCUMENTUM & BEA UNVEIL BUNDLED WEB CONTENT MANAGEMENT
*10/3/00*

Documentum announced that a limited license version of the newly launched Documentum 4i Web Content Management (WCM) Edition will come bundled with BEA WebLogic Commerce Server 3.1 and BEA WebLogic Personalization Server 3.1 from BEA Systems, Inc. This edition will be available for download from www.bea.com later this month. The bundling of Documentum and BEA products will provide businesses with a complementary solution for building e-commerce Web sites that can serve and manage dynamic, timely, and highly personalized content. With out-of-the-box content management, customers of the BEA WebLogic E-Business Platform will have an immediate solution for creating and delivering e-commerce content. The limited license version installs the Documentum products and BEA integration with a single click, and also includes sample web site content, pre-configured workflows and lifecycles. It also comes complete with a tutorial that shows how to use the Documentum products with the sample web site. The bundled solution simplifies multiple site updates, accelerates delivery of content to multiple targets, and extends content consistency across a company's Web sites, both internal and external, making the right content available in the right place at the right time. www.documentum.com

## NQL TO OFFER ENTERPRISE CONTENT MANAGEMENT PLATFORM
*10/3/00*

NQL Inc. announced that it is preparing an enterprise content management platform for release in the first quarter of 2001. As an out-of-the-box enterprise solution, the NQL IQ ContentAnywhere software will be targeted toward large-scale clients such as solution providers, VARs, portal companies and e-integrators, as well as vertical markets. NQL deployments already underway include licensing of the core technology called Network Query Language and IQ Series applications that represent various elements of the content management plat-

form. NQL IQ ContentAnywhere software collects content from both the Internet and corporate networks through agents, which are powered by the company's core technology. The platform consists of content aggregation and delivery layers, an intelligent content cache, and a taxonomy. The taxonomy describes content in terms of categories, access names, information sources, lifetime, and a collection schedule. For desktop PC users, the platform enables insertion of all content types into mail messages, word processors, spreadsheets, and presentation systems, to name a few examples. For lesser-known applications, a desktop content browser is provided for users to select content by name and copy to a clipboard and paste into applications. For application developers, NQL IQ ContentAnywhere software provides APIs for Visual Basic and Java. Automated communications between applications, systems and organizations are accommodated by web services such as Microsoft.NET. For web sites on NT servers, NQL IQ ContentAnywhere software provides filters that enable new tags for content that can be embedded in HTML pages for on-the-fly acquisition. The platform also provides content viewers for mobile devices such as connected Palm devices, pocket PCs and WAP smart phones. www.nqli.com

*We are always suspicious of "out-of-the-box" software, especially "enterprise" software, but we look forward to a new entrant in the content management space.*

## ALPNET RELEASES GLOBELIX
*10/3/00*

ALPNET, Inc. announced the release of GLOBELIX, a fully integrated translation database system. A client-server application for enterprise-wide globalization and localization management, GLOBELIX allows companies to get their products faster to worldwide markets by significantly reducing the time it takes to translate product information. GLOBELIX connects an unlimited number of translators and users in a globally networked environment, offering significant advantages over first-generation translation memory and productivity tools, which provide isolated functionality on a workstation level. GLOBELIX also allows linking of language resource data in an unlimited number of languages and allows searches of language combinations in all directions. The technology can be integrated into most enterprise applications, like content management, ERP systems, and corporate Intranets. GLOBELIX allows translators, authors and information users to connect to a central database and share localized content over the Internet and VPNs. GLOBELIX uses Oracle's 8i engine as the translation database backbone. It provides the

functions of alignment of text and management of language resource data on various component levels. A complete Unicode-based model, GLOBELIX is SGML/XML-optimized and compatible with most other business document formats. It can easily be integrated within corporate workflow systems, content management and authoring systems, and other enterprise application systems. The GLOBELIX Editor is a thin Java-based 'client' software program that allows translators to utilize all the power of the GLOBELIX technology on their remote workstation without having to load and maintain the hefty functionality on their local PC. www.alpnet.com

*Could be a good fit for a content management vendor who uses 8i.*

## ADOBE & INTERWOVEN TO INTEGRATE TEAMSITE & GOLIVE
*10/2/00*

Adobe Systems Incorporated and Interwoven, Inc. announced an alliance to integrate their respective Web development and Web content management products. The first joint development effort of the alliance will focus on Adobe GoLive 5.0 and Interwoven TeamSite software. The integration of GoLive and TeamSite will allow content contributors to easily author and manage large volumes of content while working directly within GoLive 5.0. From within GoLive, users can take advantage of enterprise-class content management features such as metadata tagging, locking and submission. The GoLive and TeamSite extension, leveraging the extensible architecture of GoLive 5.0, provides Web contributors with an integrated environment to build compelling dynamic sites in less time. Additionally, TeamSite's hybrid architecture currently enables users of Adobe Photoshop, Adobe Premiere and Adobe Illustrator to take advantage of advanced content management features such as asset auditing, Smart-Context QA and secure deployment. www.interwoven.com, www.adobe.com

# ENTERPRISE CONTENT MANAGEMENT 2001

The Gilbane Report is happy to announce we will be co-producing a new conference series focusing on all of the important topics we cover in our report. The conferences will be a great opportunity for contributing to and observing dialog and debate among the movers and shakers in the industry, and a forum for learning what content technologies are suitable for enterprise applications, what strategies make sense, and what kinds of implementations work.

Below is a copy of the press release.

## NEW "ENTERPRISE CONTENT MANAGEMENT" CONFERENCE SERIES TO BE LAUNCHED BY AIIM, GCA, AND BLUEBILL ADVISORS IN 2001

*New series to focus on spectrum of content technologies for e-business including: XML, content management, e-catalogs, syndication, portals, and metadata strategies.*

*December 5, 2000, Cambridge, MA, Silver Spring MD, and Alexandria, VA.* Bluebill Advisors, Inc., publishers of the Gilbane Report, AIIM International, the largest association of document and content management professionals, and the Graphic Communications Association, producers of the largest and most successful XML events worldwide, today announced "Enterprise Content Management 2001" (ECM 2001), a new conference series covering all the technologies and trends related to integrating content and data into enterprise e-business applications. The three organizations will jointly produce the new events. The first 3-day conference will be held October 2-5, 2001 at the Westin Century Plaza in Los Angeles, CA.

Today, businesses have to be able to publish content via multiple channels, including web, wireless, kiosk, and print, but publishing is only a small part of how enterprises must manage content. Content also has to be shared with suppliers, customers, channel partners, and employees, for a wide variety of enterprise applications. ECM 2001 is the only educational event dedicated to all the application and infrastructure technologies for managing content across and between enterprises.

"E-business technology requirements for content management range from commerce-oriented applications such as e-catalogs to more content-oriented applications like corporate research or HR portals…", said Frank Gilbane, President of Bluebill Advisors and conference chair, "…companies need to consider both the unique needs of individual business applications and enterprise requirements for application and information integration. At ECM 2001 we will focus on technologies and strategies across this spectrum and help companies navigate the confusing landscape of "content management".

"ECM 2001 brings together the leading analysts, enterprise implementers, and vendors involved in enterprise content management technologies, …" said John Mancini, President, AIIM International, "… IT and e-business strategists as well as business and project managers need a forum that analyzes content management, corporate portals, XML, digital rights management, digital assets, rich content, syndication, content aggregation and categorization, e-catalogs, and enterprise meta and metadata integration strategies. ECM 2001 provides an objective, unbiased, educational forum for learning how all these

technologies fit together and for discussion and debate among pundits, IT and business managers, and vendors."

"XML is critical to enterprise content applications especially because of the need to integrate structured data and applications with both web and traditional content, …" said Marion Elledge, VP of Information Technology at the GCA, "… Information integration is every bit as important as application integration, and needs to be part of enterprise strategies. ECM 2001 will help companies understand how these complementary needs can be implemented".

ECM 2001 is an educational, vendor-neutral event designed specifically for e-business and IT managers responsible for developing strategies involving content management, and for project managers in charge of implementing solutions.

For additional information, or to inquire about the Advisory Board, speaking opportunities, exhibiting or sponsorship opportunities, see www.ecmseries.com, send e-mail to info@ecmseries.com, or call +301.587.8202 (AIIM), +703.519.8160 (GCA), or +617.497.9443 (Bluebill Advisors).

# LETTERS

Last month *(Volume 8, Number 7, ed.)*, the Gilbane Report ran an informative piece on Syndication and Actionable Content. This article provides a good overview of one aspect of a technology area that we believe will be critical for achieving B2B success. But we think it sells your readers short by presenting an overly-simplistic picture of what's really required to support cross-organizational business processes and increase their efficiency and effectiveness.

First, a brief aside. Enigma is among the groups that prefers the label *Transactive Content* over *Actionable Content.* While labels aren't the most important issue, we do feel that Transactive Content does a better job of describing the integration of content and transactional data crucial to delivering the benefits of this technology. And, it avoids the amusing and potentially misleading implication of legal involvement. We certainly want our content to drive business processes, rather than result in legal actions.

The recent piece focused on Syndication technology as an enabler for Transactive Content. Enigma certainly agrees that content exchange technologies such as syndication are important pieces of Transactive Content, but our experience over the last 5 years with some of world's largest organizations has taught us that it is just one of the pieces required to succeed.

Just as transactions flow between business partners, content also flows between partners. Content exchange tools provide an ability to manage this flow of content.

Transactive content is about integrating content and transactional data, using the content to provide a rich context for performing cross-organizational processes such as aftermarket support and operation, procurement of replacement parts for repair and maintenance, and product selection and sourcing. By applying transactive content technologies, companies are able to drastically reduce operation costs, increase equipment uptime, and increase aftermarket revenues.

However transactive content technologies must provide more than just content exchange and syndication support. In addition to exchanging content in a manageable way, applications need support for:

◢ *Access to enterprise systems and data* – Enterprise information is pulled into the transactive content application where it forms part of the context delivered to users. As users take part in the processes informed by this context, they push new data such as purchase orders and repair approvals into enterprise systems. Transactive content applications integrate content collections with enterprise systems and transform transactional data as it moves in and out of the application.

◢ *Tools to enhance and add value to transactive content* – Organizations receive content from their upstream partners, enhance that content locally, and distribute it down the commerce chain. Through activities such as customizing and tailoring content, including local procedures and best practices, and integrating content with larger collections, organizations are able to add value to the transactive content application and ensure their position in the commerce chain.

◢ *User interface support* – The transactive content application becomes the view for users into cross-organization processes. The application's ultimate goal is to improve

individual and organizational productivity. In order to achieve that goal, application developers need tools to provide high value user interfaces to the applications.

◢ *Management support* – finally, organizations need ways to manage the transactive content application and its associated processes, both locally and as the organization connects to its partners in the commerce chain.

Content exchange and syndication technologies are an important part of the platform. However, to take complete advantage of the interoperability at the content level that these technologies deliver, the platform must also support the other needs of transactive content applications. Only then can these applications become the basis for development of the next round of B2B e-commerce.

Sincerely,

Randy Clark
VP Marketing, Enigma, Inc.

*We couldn't agree more with Randy's points about the integration requirements and complexity involved in integrating content and commerce. For more on our view of this see Volume 7, Numbers 1,3,6 & 10, and Volume 8, Numbers 3,5 and 7.*

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I am an avid reader of your report, it having been introduced to me by a supervisor a few months ago. More importantly, as an employee of a content management company, I was intrigued by your publication's October article on content management and had a number of questions and comments.

First off, I appreciate your explanation of the complexities extant in the field of content management. I agree that the term is loosely used by vendors and users alike; this is an all too frequent occurrence from my personal experience at trade shows and in all sorts of various indsutry-related conversations. The so-called experts do, as you say, reuse one another's materials and research data, casting their own expertise in a negative light by essentially being unable to distinguish the differences among the multiple products on the market. It's a frustrating experience referring to these reports, only to find that they are not revealing anything you hadn't read previously. Any suggestions for additional industry sources would be welcome. The only one I have come across in the past few months has been a site called "CamWorld," available at http://www.camworld.com/cms.

In your breakdown discussing the evolution of the content management market, I was surprised to see that you neglected to mention the "process management" side of the content management industry. While web content, document/knowledge/content, digital assets, code/content, and e-commerce management all are discussed, I have found that the sub-category of process management also would deserve some exposure. I would broadly define this sub-sector as one that encompasses business procedures, authorization, workflow issues, accessibility, and other enterprise-related requirements.

The category you refer to as "Code & Content" (pages 4-5) is one I had not given serious thought to at first. The manner in which programmers and/or developers (I don't count myself among this group of professionals.) might use a content management system is clearly far-reaching. Despite sitting literally under my nose, I appreciate you bringing this to my attention.

The company I work for (VCIX) is also in this market; you even featured one of our recent press releases in your weekly email newsletter back in October. We have an OO-architected solution (Cortra) that is available in a browser-based GUI for full management of a site's content. A customer constructs his or her own business model in Visio, and Perl code is then automatically generated. We feel that our price-point, architecture, track record with our own experiences using the software, and adaptable business logic model are what set us apart from the competition (which is a hazily-defined field, in any case, as you argue). I'd be more than happy to send you a CD with an evaluation copy of our software, and am attaching our technical white paper for your review. We'd be glad to hear your critique and comments and to engage you in a phone or other conversation at your convenience.

On a duller and "fine-toothed comb" note, I cannot hold back from mentioning the small grammatical error I located in this lead article. On page 1, in the 3rd paragraph, the use of the word "it's" is incorrect. "It's" refers to "it is"; the meaning of your sentences is different from what I assume you had intended (the possessive).

Thank you for your time and please continue to produce an exciting newsletter!

Sincerely Yours,

Joram Borenstein
(former) Cortra Product Manager, VCIX

*Thank you Joram. We were hoping nobody would notice our grammatical error!*

## PUBLISHING SCHEDULE REMINDER

We don't publish in August or December. Our next issue will be a combined December/January issue (*Volume 8, Number 10*) and will be published in January. The entire staff will be at XML 2000 and we'll be devoting the next issue to an update on XML.

Happy holidays to all!

# BACK ISSUES

Issues from 1993 thru 1998 are $15 *if* in print. More recent issues are available in PDF for $20 and *may* be available in print form for $30. See www.gilbane.com/back_issues.htm for more information.

## Volume 8 — 2000

*Number 8*   **What is Content Management?,** *Frank Gilbane*

*Number 7*   **Syndication, Actionable Content and the Supply Chain,** *Bill Trippe David R. Guenette*

*Number 6*   **Digital Rights Management: It's Time to Pay Attention,** *David R. Guenette*

*Number 5*   **E-catalogs: Strategic Issues for Suppliers,** *Frank Gilbane*

*Number 4*   **Content Management: Application vs. Application Server Solutions,** *Bill Trippe*

*Number 3*   **XML on the Front End: Connecting People & Processes in B2B E-commerce Environments,** *Mary Laplante*

*Number 2*   **ASPs, Content, & Code,** *Frank Gilbane*

*Number 1*   **XML, EDI, Content, & Commerce,** *Bill Trippe*


## Volume 7 — 1999

*Number 10*   **E-commerce Evolution & Content Strategies,** *Frank Gilbane*

*Number 9*   **XML at Work — Technical Publishing,** *Bill Trippe*

*Number 8*   **Understanding Microsoft's XML Strategy,** *Frank Gilbane*

*Number 7*   **The IMS, Metadata, and Web-based Learning Resources,** *Richard Vacca*

*Number 6*   **Repository Solutions — Which Category is Right for You?,** *Frank Gilbane*

*Number 5*   **XML vs SGML: A Cautionary Tale,** *Mike Maziarka*

*Number 4*   **Rich Clients & Office 2000,** *Frank Gilbane*

*Number 3*   **Procurement, Nets and Butterflies: Content Applications for New Web Business Models,** *Mary Laplante*

*Number 2*   **Metadata, ICE, & New Horizons,** *Tim Bray, Bill Trippe*

*Number 1*   **Dynamic Content, XML, and Electronic Commerce,** *Frank Gilbane*

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# CALENDAR

**XML DevCon Fall 2000,** November 12-15, 2000, Doubletree Hotel, San Jose, (212) 251 0006. A conference and expo covering XML issues and tools for the developer community. The *Gilbane Report* is a sponsor of this event.

**XML & e-business Integration Forum**, November 20-22, Palais de Congrès, Paris, France, + 33 (0) 1 43 48 05 25. The third annual TechnoForum event covering the use of XML for all kinds of e-business applications. The focus is on application and information integration. The *Gilbane Report* partners with this event.

**Enterprise Content Management Special Interest Day**, December 4, Marriott Wardman Park Hotel, Washington DC, +301-587-8202. A full day at the XML 2000 event covering the role of XML in enterprise content management. (see page 23). Produced by AIIM and GCA. The *Gilbane Report* is a partner in this event.

**XML 2000**, December 3-8, Marriott Wardman Park Hotel, Washington DC, +(703) 519 8190. The oldest and most diverse annual gathering of the XML community. Produced by the GCA. The *Gilbane Report* is a sponsor of this event.

**XML DevCon London**, February 21-23, 2001, Novotel London West - Hotel and Convention Centre Hammersmith Int'l Centre,  London UK (212) 251 0006. A conference and expo covering XML issues and tools for the developer community. The *Gilbane Report* is a sponsor of this event.

**Documation France**, March 5-7, Palais de Congrès, Paris, France, + 33 (0) 1 43 48 05 25. The seventh annual TechnoForum event covering content and document management technologies. This is the largest and longest running of the Documation series. The focus is on content management, e-catalogs, corporate portal and Intranet applications.
The *Gilbane Report* partners with this event.