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XHTML: WHAT YOU SHOULD DO ABOUT IT, AND WHEN

Last month we covered what was hot at the big annual XML event the GCA produces. At XML 2000, XHTML was out-buzzed by the Semantic Web, Topic Maps, Schemas, and XSLT. Yet XHTML is certainly more important than some of those popular topics, and should be looked at carefully by anyone thinking strategically about web applications.

We know many of you are already struggling with multiple versions of HTML, and some of you with mixed XML, HTML, and even SGML marked-up content. No doubt you are wondering what the relation is between XML and XHTML, and why we need yet another markup language. The very short answer is that, while XML allows you to build applications that extend well beyond the limitations of HTML, it would be a whole lot easier and less costly if there were something more flexible and robust than HTML to start from. This is true even, or especially, for simply publishing to multiple channels (e.g., wireless devices).

This month guest contributor Sebastian Holst joins David to describe how XHTML fits into the evolution of the web and to provide advice on what to do about it.

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XHTML: WHAT YOU SHOULD DO ABOUT IT, AND WHEN

The XHTML family is intended to take HTML to the next level—to be “the next step in the evolution of the Internet,” as *XHTML 1.0: The Extensible HyperText Markup Language* (W3C, p.3, January 26, 2000 www.w3.org/TR/html/xhtml1.pdf), puts it.

Why does the Web need another language? The world has changed quite a bit from the time where text-based scientific documents were all that HTML needed to publish. New devices, specialized applications on an industry-by-industry basis, and epic battles between browser vendors have generated new requirements and stressed HTML to its limits. XHTML is intended to address the realities of the ubiquitous Web that is showing up anywhere a chip can be found. There are a number of quite significant differences between HTML and XHTML, but they can mostly be understood as addressing two major classes of enhancement:

1. Improving the extensibility and simplicity of HTML
2. Providing universal device and channel support for access to the Web

The XHTML family is designed to accommodate extensions through XHTML modules and standard techniques for developing new modules. This “modular” approach is one major difference between HTML and XHTML. Modularizing XHTML permits developers to manage the footprint of their application. The ability to create new modules and add them to the existing family of XHTML modules provides a standard way of extending and customizing the publishing language for the Web.

And then there is the growing challenge to HTML developers posed by the expanding ways of accessing the Internet that are regularly being introduced. From broadband to wireless to embedded appliances, it is a safe bet that Web users will increasingly leave the PC monitor behind. The XHTML family is designed with “general user agent interoperability” in mind. What this means is that through a new user agent and document profiling mechanism that is part of XHTML, servers, proxies, and user agents will be able to perform best effort content transformation for the growing variety of Web content access devices. Ultimately, the goal is to ensure it is possible to develop XHTML-conforming content that is usable by any XHTML-conforming user agent, from any device.

In order to accomplish these very ambitious goals, XHTML must:

- ▲ Reformulate itself to fully leverage the explosion of XML-based languages and technologies that are transforming the Web from a primitive, albeit ubiquitous, publishing paradigm into the infrastructure behind every major business, organization, and community across the globe.
- ▲ Account for emerging technologies such as the avalanche of end-user devices.

- ▲ Preserve the significant legacy investments in code and training behind today's HTML.

This is obviously a Herculean set of tasks and the W3C has wisely decided to tackle them one step at a time, taking into account the migration of content, technology, and training that will be required.

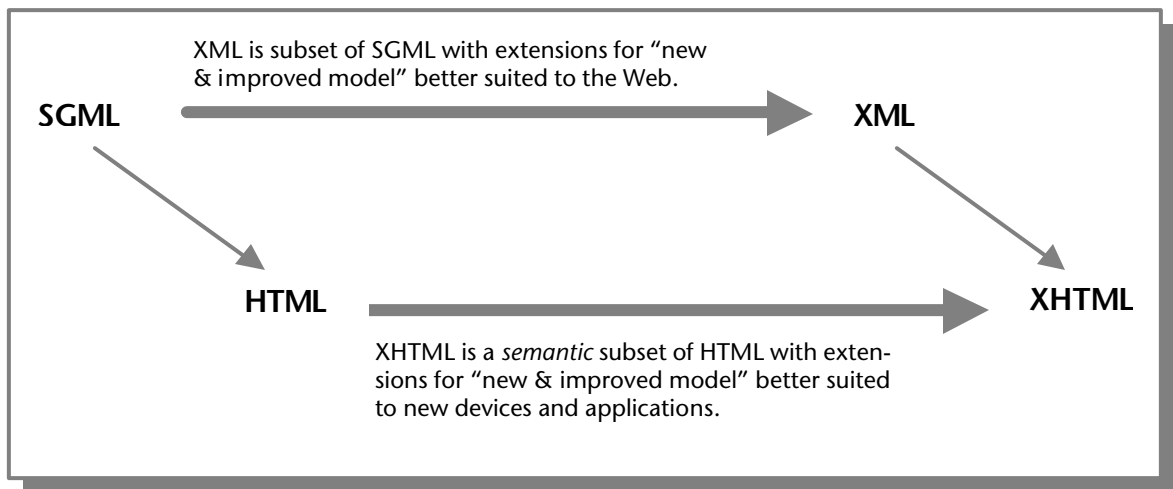
WHAT IS XHTML'S POSITION IN THE **ML FAMILY TREE?

The relationships between the **MLs are often confusing and can get in the way of understanding and ultimately effectively planning for these closely related, but very different technologies.

XHTML is a family of current and future document types and modules (XML applications) that reproduce, subset, and extend HTML. Ultimately, the XHTML family is being designed to work in conjunction with "pure" XML-based browsers and other XML-based user agents. This means that there would be no requirement that they support any of the arcane behaviors prevalent in HTML.

In much the same way that XML offered a simpler and otherwise more attractive platform as compared to SGML, XHTML has set out to provide a simplified and otherwise more attractive platform as compared to HTML.

Figure 1.
The **ML
Family
Tree. SGML
defined
HTML; XML
defines
XHTML.



SGML, the grandfather of the **MLs, came first. HTML is an SGML application and one of many applications of SGML in use today. XML was an entirely new language designed to replace SGML, or more accurately, to take the power of SGML to places like the Web where SGML could not effectively go, mostly due to the complexity and size of SGML.

As XML has proliferated, the mismatch between the SGML application, HTML, and the numerous XML applications that have arisen has created the need to transform HTML into an XML, rather than an SGML, application.

This makes XHTML unique in the **ML lineage as the only language that has two “parents.” XHTML must capture the semantics of HTML, both in order to provide a migration path, and to conform to XML to be a first class member of today’s Web architecture.

The following table is designed to bring out the similarities and the differences between these four languages. The similarities between SGML and XML and the similarities between HTML and XHTML can be seen in the intent behind the languages. The differences arise mostly due to the changing requirements introduced by the onset and central role of the Web.

Table 1.
XHTML’s Relationship with SGML, XML, and HTML at a glance.

SGML	HTML	XML	XHTML
Language to define other languages	Language to publish and to capture content	Language to define other languages	Language to deliver, render and capture content
Language to define markup languages in support of document exchange, management, and publishing	SGML application originally conceived to handle scientific documents with little document processing expertise needed	Conceived to retain the power and flexibility of SGML while eliminating much of the complexity. XML is a replacement for SGML .	Conceived to retain the semantics of HTML while eliminating HTML ’s rigidity and ambiguity. XHTML is a replacement for HTML .
Complex and expensive to build software for	Relatively simple with built-in support for text-based documents.	Powerful yet materially simpler to process. Encourages software development.	Greater flexibility than HTML enabling better support for multimedia and multiple devices.
Validation of content is complex	Validation is often impossible	Validation is simplified and rapid	Validation is simplified and rapid

WHAT ARE THE ADVANTAGES OF XHTML?

Developers who migrate their content to XHTML 1.0 will realize the following benefits:

- ▲ XHTML documents are XML conforming. As such, they are readily viewed, edited, and validated with standard XML tools. Conformance is critical to interoperability between systems and underlies XHTML’s promise to support access to the Web from non-PC devices.
- ▲ XHTML documents can be written to operate as well or better than they did before in existing HTML 4-conforming user agents, as well as in new XHTML 1.0 conforming user agents. This backward compatibility provides a much needed bridge between the current generation of browsers and future XHTML-based user agents. This interoperability between HTML and XHTML is what will give users a few years before XHTML migration is an absolute requirement.

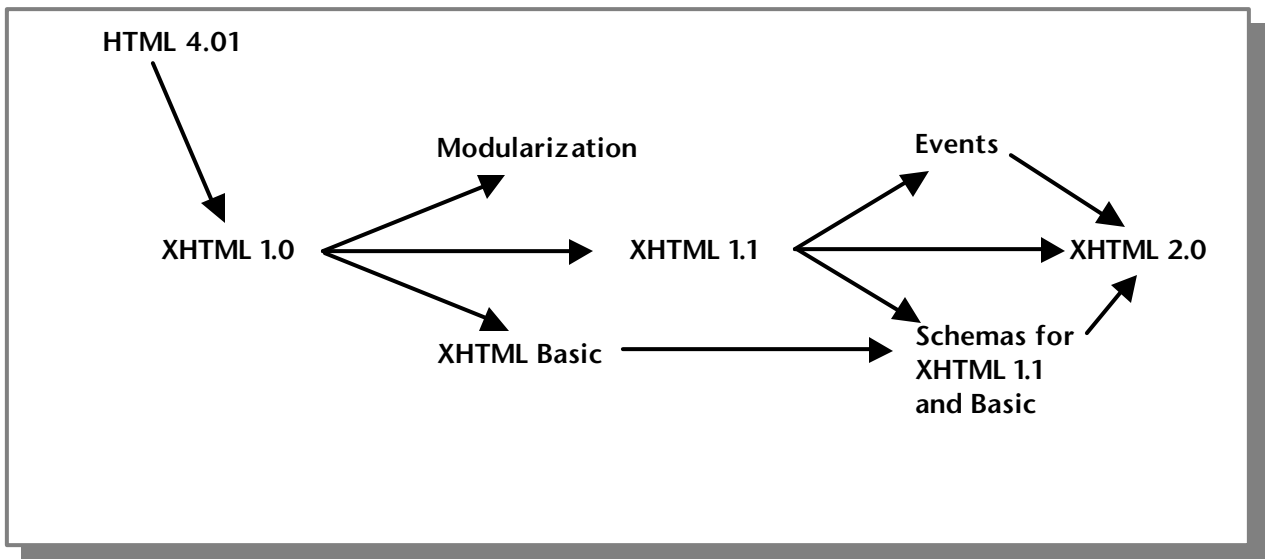
- ▲ XHTML documents can utilize applications (*e.g.*, scripts and applets) that rely upon either the HTML Document Object Model or the XML Document Object Model. This is a similar interoperability feature that preserves programming done today against HTML documents.

As the XHTML family evolves, documents conforming to XHTML 1.0 will be more likely to interoperate within and among various XHTML environments. As XHTML is supported in more and more exotic and atypical devices and appliances it is likely that content and applications developed today will be supported with little or no conversion required.

THE XHTML ROADMAP

XHTML 1.0 has been a W3C recommendation, which is the final stage of development and approval as a specification, for just over one year. XHTML 1.1 is can be expected out as a proposed recommendation sometime in 2001. At this pace, the complete XHTML family will not be at the recommendation phase until 2003 or perhaps even later. This is not at all unusual for work of this scope and potential consequence.

Figure 2.
The
XHTML
Roadmap
at a
glance.



The following summaries of the various completed and anticipated components of the XHTML family should serve as a basis for planning the timing of your migration to XHTML-based systems. The fact that many important aspects of XHTML may not be completed or widely supported for years to come should not be taken as an excuse to ignore what will most likely be a major step forward for the Web. There are already many opportunities to improve development practice and shorten the inevitable migration from HTML to XHTML. For the forward-looking enterprise, there will be many more such opportunities for business practice advantages to be gained through migration to XHTML.

“The fact that many important aspects of XHTML may not be completed or widely supported for years to come should not be taken as an excuse to ignore what will most likely be a major step forward for the Web.”

XHTML 1.0 - Extensible HTML

W3C Status: Recommendation

XHTML 1.0 is an XML-based implementation of HTML 4 expressed in three XML DTDs. Included in this work are guidelines for building XHTML content that will be both HTML and XHTML compliant, so that XHTML content will work in both worlds simultaneously.

The XHTML 1.0 specification forms the basis for the XHTML family of document types and modules. It is targeted at content developers who want to be forward looking and backward compatible, and also at user agent developers who want to start making the transition from SGML to XML.

XHTML Modularization

W3C Status: Proposed Recommendation

XHTML Modularization will define a collection of abstract modules that can be grouped together and used as the basis for future XHTML conforming document type definitions. The XHTML Modularization effort is important for those who anticipate subsetting XHTML or extending through the addition of specialized modules. The work will be validated initially by reproducing the XHTML 1.0 DTDs through the assembly of these modules.

This specification is targeted at developers who wish to augment the basic definitions of XHTML with additional client-specific and/or document-specific markup.

XHTML 1.1

W3C Status: Draft

XHTML 1.1 is a forward-looking markup language built using modules defined in XHTML Modularization. This means that it will make the final break with HTML and will most likely not be backward compatible.

This specification is targeted at developers who wish to streamline their development and can afford to ignore legacy HTML content and user agents.

XHTML Basic

W3C Status: Recommendation

XHTML Basic is a simplified flavor of XHTML built using modules defined in XHTML Modularization. XHTML Basic is intended to serve as a baseline for thin client development.

This specification is targeted at developers of thin client applications such as those being produced by the television and wireless communities.

Extended Events Module

W3C Status: Draft

This specification will develop an add-on module that defines a new events model and enables events processing. The events model and associated processing handle the various actions that can occur within a Web application. These in-

clude user interface (mouse, keyboards, *etc.*), changes in the XHTML content, changes in focus, *etc.* XHTML includes new forms capabilities intended to reduce the need for writing scripts – these enhancements will require enhancements to event processing.

These specifications are targeted at client developers and content providers.

Applying XML Schema to XHTML

W3C Status: Early stages of development

This work will explore the reformulation of XHTML using XML Schema. This early work is likely to impact both XHTML specifications and future versions of the XML Schema specification.

This specification is targeted at client developers and content providers.

XHTML 2.0

W3C Status: Early stages of development

XHTML 2.0 is intended to fulfill most, if not all, of the requirements of the XHTML family. This includes complete integration with other XML family standards such as XML Linking and XML Schema. In order to accomplish this, one should expect the following conditions and consequences to occur:

- ▲ a complete break with HTML
- ▲ potential upward incompatibility with XHTML 1.1
- ▲ additional base modules to XHTML

This specification will be targeted at client developers and content providers.

CONCLUSIONS

Is XHTML real? We think there is no doubt that the answer to this question is a strong “Yes.” What should you be doing right now about XHTML? That depends on who you are. Vendors, content creators, syndicators, and web site developers all see the world through slightly different lenses. However, we can divide the question into a number of distinct issues you can evaluate to determine how important each is to your specific situation.

Legacy Content

HTML quality is notoriously poor. Broken links and syntax errors can be found on virtually every site. When the time is right for your organization to move to XHTML it will be more likely that there will be no bottleneck due to conversion issues if you undertake a careful review of your existing content, take deliberate steps to eliminate the content errors, and migrate existing HTML content to a XHTML compatible form. The added bonus, of course, is an improved site today with a much high assurance of quality.

“... don't confuse design elegance with vendor commitment.”

There are two utilities available from the W3C that can assist with this task:

- ▲ The HTML Validation Service checks HTML documents for conformance to W3C HTML and XHTML Recommendations and other HTML standards.
- ▲ HTML Tidy is able to actually repair a wide range of HTML problems and to bring to your attention things that you need to work on yourself. HTML Tidy also offers a means to convert existing HTML content into well-formed XML, for delivery as XHTML.

Content Creation

Evaluate your methods of content creation, including tools, quality assurance, and workflow lifecycle. With the rise of XHTML compatible authoring tools, one should be able to generate mostly compatible HTML and to identify and quarantine exceptions to this practice.

Issues of both legacy content and content creation are ideally addressed at the enterprise level, and if done right result in a coherent and practical plan to migrate, re-create and/or retire inconsistent HTML content. This is a no lose proposition as it will position your organization for the future and provide immediate returns in terms of a more complete inventory of your digital content, with improved quality and better Web site and content management workflow. This is simply a “best practice”.

Software Support for XHTML

Generating XHTML-compliant content will require less of an investment than ingesting and properly processing XHTML (*i.e.*, developing a user agent) because generating XHTML can be accomplished while simply avoiding the functionality that demands more complex or challenging implementations. If you suspect Modular XHTML will be too expensive to support, keep in mind that this is only a problem if your system is expected to *process*, rather than simply generate, XHTML.

What Are Software Developers Up to with XHTML?

A visit to the heavyweight sites of Microsoft, Sun Microsystems, and IBM provide a hint of things to come. These sites yield dozens of references, descriptions, and FAQs that uniformly sing the praises of XHTML and list the products, scripting languages, *etc.*, that have early support of XHTML. This is a pretty strong indication that XHTML is coming on strong and that HTML, with its relaxed rules for syntax, structure, and case sensitivity, is getting edged out. Having said that you will be hard pressed to turn up XHTML-specific products in these mainstream sites. Today, the XHTML support you are most likely to find will be within already existing XML-based software that can now generate XHTML. *Hint:* If an application can process XML and arbitrary well-formed DTDs, it will have support for XHTML already built-in. This is a good thing, and one of the very attractive characteristics of XHTML, but don't confuse design elegance with vendor commitment.

Milestones to watch for include the following:

- ▲ The release of mainstream browsers that have specific value-added support for XHTML content.

-
- ▲ A non-PC Web access device offering support for XHTML Basic.
 - ▲ The arrival of a Web access device or browser that *requires* XHTML to operate (*e.g.*, will offer marginal, if any, support for HTML 4.0).

If you have software that currently generates HTML, make sure that it can also generate compatible HTML content, and don't rush out and deprecate all of your HTML capabilities. If you have software that currently generates XML, ensure that you can generate XML that conforms to the XHTML DTDs. Do not abandon tag sets, stylesheets, and software that are not XHTML compliant.

Of course, where larger, more established vendors fear to tread, smaller, more entrepreneurial vendors rush to fill the gap. One example of a software company looking to create a business from XHTML-derived products is Mosquito Technologies (www.mosquito.org), a Munich-based company that has produced their own markup language, Forms Markup Language (FML). FML is based on XHTML standards. The extended forms capability of XHTML eliminates scripting from your forms by adding functionality to the tag set (such as validation rules and navigation order) to make them more portable and more likely to be supported on smaller devices. The Mosquito technology does not eliminate the requirement for scripts (only true device support for XHTML can), but it does eliminate the need for your developers to write scripts and uses XHTML-like tags as placeholders. It is a product focused on a niche market and can therefore afford to be innovative and aggressively adopt the early work of the W3C.

What Should You Do?

XHTML is a major initiative exactly in line with the overarching charter of W3C to achieve interoperability across all peoples, geographies, and access devices. XHTML is already playing an increasingly important role in best practices for the entire content lifecycle. To the extent that your organization has been postponing improving the quality of your existing content, or optimizing your content and web site development workflows, and/or planning for a world where the majority of users will be accessing the web through non-PC devices, XHTML is one more important reason to stop procrastinating and start now.

“Do not abandon tag sets, stylesheets, and software that are not XHTML compliant.”

David R. Guenette and Sebastian Holst¹

¹ Sebastian works for Artesia Technologies, a company we have consulted with.

INDUSTRY NEWS

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

FILENET & PLUMTREE ANNOUNCE ALLIANCE

1/31/01

FileNET Corp. and Plumtree Software announced an alliance to integrate FileNET's Panagon eProcess Services and Content Management software into the Plumtree Corporate Portal known as Plumtree Portal Gadgets. Plumtree Portal Gadgets are distributed portal components that retrieve the most useful information and services from enterprise applications and the Internet. Users of the Plumtree Corporate Portal can now search FileNET content libraries for documents, open and work with these documents within the portal, and have their personal, role-based workflows routed to them through the portal. Soft Cell has integrated FileNET's technology into the Plumtree Corporate Portal as Plumtree Portal Gadgets. The gadgets are available for sale from partner Soft Cell and will soon be available from the Plumtree Gadget Factory. The Plumtree Gadget Suite for FileNET consists of Panagon Content Service gadgets and a Panagon eProcess Services gadget. The Panagon Content Service gadgets include: Panagon simple search gadget: allows user to search the FileNET repository for content in any stage of the workflow process. Content in the gadget is available for viewing and check-in/check-out. The search result set can be personalized to show a maximum number of documents and to sort documents by item ID, title, or date added; Panagon advanced search gadget: allows user to define an advanced search on all system and custom properties; and, Panagon stored search selection gadget: allows user to reuse stored searches in the Panagon Content Services repository. The Panagon eProcess gadget allows employees to see their tasks, select and work on the tasks routed to them, view the user names of co-workers who have checked out content and launch the work items they select.

www.filenet.com, www.plumtree.com, www.softcell.be

As we pointed out last month, there has been an onslaught of partnerships between enterprise portal vendors and content management vendors. This reflects the obvious fact that content repositories are holding a steadily increasing percentage of the information required for portal applications.

PERCUSSION & YOURCOMPASS INTEGRATE CONTENT MANAGEMENT & PERSONALIZATION

1/31/01

Percussion Software announced a technology partnership with YourCompass to jointly market an integrated content management solution that enables companies to more effectively target products and content based on individuals' navigation through a Web site. Working together, Percussion's Rhythmyx Content Manager, a native XML content management system, and YourCompass' True Personalization, a behavior-based recommendation engine, will enable clients to efficiently create, manage, and publish finely tuned, on-target content to their online customers using any browser or wireless device. YourCompass offers behavior-based personalization technology that integrates quickly so e-commerce and content-based sites can begin generating highly targeted, dynamic product and content recommendations within days. YourCompass' True North suite of products and services provides personalized recommendations on a single site through True Personalization; networked personalization for online retailers and their affiliates through True Network; and Web-based site usage reporting through True Sight.

www.percussion.com, www.yourcompass.com

OASIS TO DEVELOP XML SPEC FOR MANAGING BUSINESS TRANSACTIONS

1/31/01

OASIS has formed a new technical committee to develop an XML-based protocol for managing complex, B2B transactions over the Internet. The OASIS Business Transactions Technical Committee plans to build an open specification for XML message interfaces that will support the coordination and processing of Web services from different organizations. The new OASIS committee initially plans to base its work on the Business Transaction Protocol (BTP) specification, submitted to the Consortium by BEA Systems. BTP allows complex XML message exchanges to be tracked and managed as loosely coupled 'conversations' between businesses. OASIS welcomes the submission of other suitable technologies for consideration in this work. Organizations and individuals interested in business transaction issues are invited to join the OASIS Business Transactions Technical Committee and participate in this development. Information on Consortium membership can be found on

www.oasis-open.org

TRAPEZO & eBT ALIGN TO PROVIDE CONTENT MANAGEMENT & SYNDICATION

1/30/01

Trapezo announced an alliance with eBT to provide a content management, integration and syndication application. The enterprise-scale application will target Fortune 1000 and Global 2000 companies to streamline and simplify content management for their online content and commerce partnerships. Trapezo and eBT's alliance offers a content management application that will combine eBT's engenda, an XML-based content management and workflow automation solution, with Trapezo's Partner Fusion Platform, a hosted application enabling clients to easily integrate external content while syndicating their own. The content management applications' existing compatibility will drive content anywhere partnerships are established: intranets, extranets, the Web, Email, and over wireless devices and PDA's. Future plans include seamlessly integrating the solution between platforms, collaborative sales initiatives, and mutual marketing activities. www.ebt.com, www.trapezo.com

Syndication and content management partnerships are another ongoing trend.

TACIT ESP BRINGS PEOPLE TO CORPORATE PORTALS

1/30/01

Tacit Knowledge Systems, Inc. announced the availability of "Tacit ESP (Expertise Search for Portals)," a new product designed to help companies manage business complexity more effectively by delivering the full human ingenuity of the enterprise through a corporate portal. Tacit ESP is a simple expertise automation solution that installs alongside an Enterprise Information Portal (EIP), infers expertise from published content, and adds "people search" capabilities to the portal. By putting "people in the portal," portal users can access the expertise of others when the content in the portal alone does not fully address their needs. Tacit ESP Plus adds the capability to "profile" expertise using profile management facilities. The Tacit Expertise Portlet (for Lotus Development Corporation's K-Station) combines expertise with the portal's information and focuses on "people-to-people" connections. The Tacit Expertise Gadget (for the Plumtree Corporate Portal) combines expertise with the portal's information to ensure that all of the enterprise's available resources are made avail-

able to every individual through a single point of access. Tacit KnowledgeMail 2.0 delivers full expertise automation through tight integration with enterprise e-mail, Web Browsers, and the Windows Desktop; and Tacit Expertise Toolkit allows corporate and commercial application developers to access the Tacit Server to develop custom Web-based or proprietary expertise automation solutions through XML APIs. The software is sold on a server and client-access basis. Enterprise pricing is available. www.tacit.com

SYBASE & DOCUMENT SCIENCES FORM ALLIANCE FOR ENTERPRISE PORTAL PRESENTMENT

1/29/01

Sybase, Inc. announced a marketing alliance with Document Sciences Corporation. Through the alliance, Document Sciences Corporation will offer Sybase Enterprise Portal Customers rapid application development tools (RAD) for dynamic Web and print Content Automation of eProposals, eStatements, and eCorrespondence. The Sybase Enterprise Portal is an enterprise portal that offers continuous availability. It cradles the key functions of integration and personalization in an environment of continuous operation, 24 hours a day, 7 days a week. Built in are core portal components like content management, personalization, content retrieval and an extensive array of integration options for data, events and applications. Also included is systems management, a security framework that encompasses all elements of the portal and a meta-data repository. Document Sciences' family of RAD tools for delivering personalized, compliant data-rich content via Web or print includes DLS Enterprise, for delivering regulated document applications such as insurance policies and contracts; DLS Web Express, for instant web or print delivery of proposals and quotes; and soon-to-be-released Visual CompuSet Professional Web Designer, for building personalized portal applications for high-value financial account management. www.sybase.com, www.docscience.com

ACTIVE NAVIGATION ANNOUNCES PORTAL MAXIMIZER 2

1/29/01

Active Navigation, Inc. announced the immediate availability of Portal Maximizer 2, a content management and search solution that enables enterprise intranets and portals to go beyond typical searching capabilities. Portal Maximizer 2 automatically categorizes and analyzes content and

provides advanced navigation capabilities to help companies overcome the time it takes for employees, customers and partners to find the information they need. Building on technology for automatic cross-referencing of content in the first release, Portal Maximizer 2 adds four new features – categorization of content; immediate identification of related documents; enhanced search; and the ability to summarize documents on the fly. Active Navigation's solution also integrates with existing publishing workflow solutions and site security policies. Portal Maximizer 2 analyzes content to identify the most important concepts. The content is then automatically indexed and linked on the fly without any HTML coding. Active Navigation's solution shrinks the volumes of unrelated results typical of search engines, while quickly providing users with access to untapped information that is often lost in the masses of content on Web portals and corporate intranets. Enterprises and eBusinesses with existing enterprise portals or intranets can both expand the reach and significantly lower the cost of managing sites with Portal Maximizer 2. The new "related documents" feature tracks down other pages that address the same topics, and dynamically updates the document with links as new information is made available. The enhanced search functionality has an automatic drill down feature that typically enables users to find what they want in three clicks. In addition, the newly integrated and enhanced "summarization" feature offers thorough summaries of found and related documents resulting from a search. Portal Maximizer 2 runs on the Windows NT/2000, Solaris, and Linux platforms and is available immediately for an average cost of \$75,000 per server. www.activenavigation.com

ARIBA & VIGNETTE FORM ALLIANCE

1/25/01

Vignette Corp and Ariba, Inc. announced a strategic alliance to deliver solutions that enable buyers, suppliers and marketplaces to deepen relationships with their trading partners. Under the agreement, Vignette and Ariba will offer a B2B platform for enabling marketplaces. The Ariba B2B Commerce Platform facilitates market makers with a multi-buyer, multi-supplier solution consisting of administration, transactional capability and scalable infrastructure. The Vignette customer driven Internet applications provide marketplace community framework, content management, personalization and integration. The Ariba-Vignette joint solution will benefit all participants in a given marketplace. Suppliers will be able to differentiate their offerings by providing rich content and product data and by promoting their products with advanced product substitution and product bundling capabilities.

Buyers will be able to increase efficiencies in a number of commerce scenarios by providing highly personalized interaction with product catalogs. Market makers will be able to improve their ability to attract and retain buyers and suppliers by providing an improved market environment and the ability to create highly targeted marketing campaigns. www.vignette.com, www.ariba.com

An interesting questions is, "What vendors are going to end up with the lead in suppling web catalog solutions?". Will it be catalog vendors, content management vendors, e-commerce platforms, etc. It is going to get messy.

DOCUMENTUM ANNOUNCES PORTAL STRATEGY & 7 PARTNERS

1/25/01

Documentum announced a partnering strategy designed to facilitate global implementations of its Portal Content Management Edition as a content management foundation for enterprise portal initiatives. As part of the strategy, Documentum is working with portal vendors to deliver out-of-the-box integration with their existing portal products. Documentum's Portal Content Management Edition also delivers training and support services required to facilitate quick and easy deployment of these integrated solutions. Joint marketing and sales initiatives are underway with portal partners. Representative technology partners include: Verity, Plumtree, Epicentric, TopTier, Corechange, Semio, and Autonomy. www.documentum.com

Well they are certainly in sync with our trends!

ILANGUAGE & UNISCAPE PARTNER TO POWER GLOBAL WEB SITES

1/25/01

iLanguage, Inc. and Uniscape announced a partnership to jointly market their products and services. Uniscape will become iLanguage's preferred technology vendor for providing translation and globalization services. iLanguage will also become a Uniscape Preferred Vendor of localization and translation services for customers of the Uniscape Globalization Infrastructure. The partnership is designed to offer a comprehensive globalization solution to Global 1000 companies looking to globalize their Web sites. Uniscape provides a comprehensive globalization solution that tackles the challenges required to manage a global, multilingual Web presence. The Uniscape Globalization Infrastructure is a scalable, automated and highly reliable globalization platform that speeds the delivery

of marketing and product content across more than 40 languages. iLanguage provides the translation and localization services in conjunction with the Uniscape technology platform to Global 1000 customers. iLanguage has developed a new business model for translation services by creating strategically located translation centers, similar to call centers, in areas such as the Caribbean, Costa Rica and other offshore locations. www.iLanguage.com, www.uniscape.com

GAUSS & NEWWAVE FORM PARTNERSHIP

1/24/01

Gauss announced that Gauss and NewWave Technologies, a full service distributor with 2000 resellers nationwide in the document management space, have formed a distribution partnership. In the initial stage of the deal, NewWave will distribute the NT supported version of VIP SpyVision - the multi-platform document management and workflow module of the VIP unified content management platform. The first phase will also entail joint marketing and training programs. NewWave Technologies is expected to promote VIP's Web content and Portal management modules in subsequent phases of the partnership. NewWave Technologies' support infrastructure includes value-added services such as training, staffing and on site installations; as well as marketing services, Market development funding, mail campaigns, and tele-marketing. A key differentiator driving the partnership is Gauss VIP's ability to unify Web content and portal management, and document management and workflow on one integrated, modular platform. Future joint marketing efforts as well as the distribution program for VIP's Web Content and Portal management components are being developed. www.newwavetech.com, www.gaussenterprise.com

HAHT & EPRISE SIGN OEM AGREEMENT

1/24/01

HAHT Commerce and Eprise Corporation announced an OEM partnership agreement to integrate Eprise Participant Server and its Strategic Content Management capabilities into Haht's business-to-business e-selling applications, the HAHT Commerce e-Scenarios suite. Under the terms of the agreement, HAHT will actively resell and deploy the combined solution to its customers, providing a foundation for creating and maintaining targeted Web sites that enable customers to leverage Strategic Content Management functionality from

Eprise to more effectively and efficiently manage the catalog information housed within the HAHT Commerce catalog. The key to successful B2B e-commerce Web sites is to cater to users' needs while accomplishing business goals. The combination of HAHT Commerce e-Scenarios with Strategic Content Management from Eprise provides a solution that will allow organizations to streamline critical processes to provide better customer service. www.haht.com, www.eprise.com

Another reason for our comment about catalogs, Arriba and Vignette, above.

ATOMZ UNVEILS HOSTED CONTENT MANAGEMENT

1/23/01

Atomz unveiled Atomz Publish, a new content management system for medium to large Web sites. Atomz Publish allows Web site managers and Web developers to add content management capabilities to any Web site quickly and enables multiple people to update a Web site, keeping Web site content fresh and effective. Business users, who are used to having to wait to get content pushed to the Web site, can now be given control over tasks like publishing a news release, updating a job listing, or changing content on any page of the site without needing to know HTML. Atomz Publish is a hosted application that is delivered completely through the Internet, using a Web browser. There is no software to install or additional hardware needed, and it eliminates the typical IT efforts associated with installing and maintaining a complex, server-based content management system. There is no special programming language to learn and there is no need to install a database or hire a database administrator. The result is that Atomz Publish is quick to deploy and significantly less expensive than existing content management applications. It also includes advanced features such as versioning and roll-back of published files, plus seamless integration with Atomz Search, the leading hosted site search engine. The team managing the Web site retains complete control with Atomz Publish. The key to the Atomz Publish solution is its template system that allows Web designers to clearly separate Web content from site design by using basic HTML tags to create an XML database of content - transparently creating the database schema as part of the process. The Web designer then provides access to non-technical users of the Web site so that they can edit the content themselves. Webmasters can use Atomz Publish across their entire site or in the sections of their site with the most rapidly changing content - places where they want to provide content editors the ability to

add, modify, update and delete their own content. A simple HTML editor inside Atomz Publish creates the templates, or if users prefer, they can use popular Web authoring tools, such as Macromedia Dreamweaver or Adobe GoLive. www.atomz.com

If this works as well as their hosted search it is worth looking seriously at. It is however, in a very different price range!

FILENET ANNOUNCES NEW EPROCESS-BASED APPLICATIONS

1/23/01

FileNET announced Project Acenza, a new line of customer-driven eBusiness applications. Acenza applications will extend business processes and associated content across the Web in a variety of industries to provide increased operational efficiency. Based on FileNET's Panagon technology, eBusiness applications delivered through the Project Acenza streamline the business processes associated with acquiring and servicing customers and business partners across the Web. The first eBusiness application, announced and available, is Acenza Claims. This application supports the rapid deployment of Web-enabled claims operations, linking customers, agents/brokers and employees in shared processes and content. All Acenza applications will automate core front-office and back-office business processes and systems, externalize these business processes to the Web, and create and manage associated electronic content utilizing the latest Panagon eProcess and eContent Management technology. The Acenza Claims application is easily configurable to accommodate specific business requirements and highly scalable to meet business growth. Designed for businesses that require a comprehensive claims processing platform, such as the property and casualty insurance and product warranty markets, Acenza Claims facilitates rapid access to all claims in progress, status and associated information. The application provides auditing, logging, distribution and reporting templates that can be easily configured and updated to specific eBusiness requirements. Acenza Claims is currently available directly from both the FileNET sales force, as well as select ValueNET partners, and will be delivered through FileNET Professional Services. www.filenet.com

KINECTA & OPEN MARKET ANNOUNCE ARRANGEMENT

1/22/01

Kinecta Corporation and Open Market, Inc announced a joint sales, marketing and development

agreement. The parties have agreed to develop a combined Kinecta – Open Market solution, which is intended to allow businesses to leverage a single base of content assets to strengthen existing customer relationships on their own sites as well as target new customers and business opportunities on other sites across the Internet. Open Market will work with Kinecta to deliver solutions combining the Kinecta Interact syndication infrastructure solution with the Open Market Content Server content management solution. Both Open Market and Kinecta solutions are based on Java and XML and Kinecta Interact complies with the Information and Content Exchange (ICE) protocol providing customers with an open-architected solution for the syndication of content. The combined technologies will be designed to empower companies to create, update and manage Web content by giving business users the ability to submit edit, approve and post content as needed. Through this agreement, Open Market and Kinecta customers will be able to deliver content to interested subscribers, partners and marketplaces in order to showcase their information, goods and services beyond the limits of their own site. The companies will maintain a co-branded information Web site for distribution, configuration, support and documentation of the Kinecta Interact platform for Open Market customers. www.kinecta.com, www.openmarket.com

ONEPAGE OFFERS AGGREGATION APPLICATION & PARTNERS WITH LINQ

1/22/01

OnePage, Inc. announced a comprehensive content building application available for new and existing corporate portal installations. OnePage Content Aggregator for Corporate Portals is designed to accelerate the content development process for corporations creating external or internal facing portals. Using the OnePage Content Aggregator for Corporate Portals, corporations can now reach across any web site, capture any content and pull it back onto their corporate portal page, rapidly decreasing the deployment cycle, while giving employees, suppliers, and customers the content they want. Based on the company's information retrieval technology, the new OnePage Content Aggregator for Corporate Portals makes 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. The company also announced a partnership with LINQ. Under the agreement, OnePage's content aggregation technology will be offered to

customers as an add-on service to LINQ's LinqPortal product. www.onepage.com, www.linq.com

With Onepage's sole focus on HTML content, it could be a good match with other portals that are better with legacy content.

EKTRON ENTERS INTO OEM AGREEMENT WITH ALLAIRE

1/22/01

Ektron, Inc. announced an OEM agreement with Allaire Corporation. Under the terms of the deal, Ektron's eWebEditPro content editing tool is embedded into Allaire Spectra, Version 1.5, which started shipping last week. eWebEditPro's functionality offers Allaire Spectra 1.5 users improved "anywhere authoring," including an HTML editor with spell check and table and cell support. eWebEditPro also features browser independence, so Allaire Spectra 1.5 users will be able to edit content from Netscape or Microsoft browsers. Allaire Spectra 1.5 is focused on ease-of-use and productivity enhancements, including authoring and editing improvements, which will be provided by eWebEditPro. www.allaire.com, www.ektron.com

EXCELON & COLLEGO ANNOUNCE ALLIANCE

1/22/01

eXcelon Corporation and Collego Corporation announced a strategic business and technical alliance aimed at companies who are reengineering their electronic catalog strategies. Under terms of the agreement, eXcelon and Collego will integrate their respective products and services. eXcelon's B2B Portal Server and Supplier Connect will enable Internet sellers to connect and automate e-market transactions with the customer's existing back-office systems and business processes. The Atomic Catalog from Collego allows customers to easily build and deliver dynamic eCatalogs for multiple selling channels. The combined solution is being marketed to Fortune 1,000 companies with complex product offerings. eXcelon's B2B infrastructure products and services offer suppliers bi-directional automation between internal systems and multiple online markets. Internal automation capabilities enable a supplier to build sophisticated, computer-driven processes that streamline interaction with multiple markets by removing the need for inefficient email and fax communication to process eMarket orders. External automation provides suppliers with new online selling capabilities, such as the ability to provide eMarket customers with more detailed product information, personalized corpo-

rate pricing and pre- and post-sales customer support. Atomic Catalog from Collego is a multi-purpose e-catalog management application that provides the scale, flexibility and ease of use to drive down product information management costs and speed time to market. With Atomic Catalog, business managers can leverage existing product information to create, organize and distribute high quality electronic catalogs to multiple destinations quickly, easily and cost-effectively. Atomic Catalog enables businesses to solve the many-to-many problem for mass customizing detailed product information. www.collego.com, www.excelon.com

IPNOVATION TECHNOLOGIES ANNOUNCES BETA RELEASE OF XSL STUDIO

1/19/01

IPNovation Technologies Inc. announced the availability of the beta release of IPNovation XSL Studio, an XSL editing application. XSL Studio simplifies the process of creating data-driven Web pages and increases productivity of XSL development by integrating visual HTML editor, XML data structure, XSL document object model, source code and Web page preview in a single visual environment. IPNovation XSL Studio is a What You See Is What You Get (WYSIWYG) editing application for XSL authors and developers that enables the rapid building and editing of XSL-based data. With XSL Studio, developers can quickly create XSL documents in an iterative fashion, using familiar development environment with drag-and-drop functionality, wizard assistance, etc. XSL Studio offers an intuitive and simple user interface that graphically represents the tree structure of XSL data. The embedded graphical HTML editor allows the user to design templates and perform real-time XSL transformation. Source code editor provides color syntax highlighting to distinguish between tags, attributes, comments and non-markup text. XSL Studio provides a lot of other useful features in order to increase productivity of Rapid Application Development (RAD). IPNovation XSL Studio version 1.0 Beta 1 is available for evaluation download, free of charge. www.ipnovation.com

EDS BLUESPHERE & EPRISE PARTNER

1/18/01

EDS bluesphere and Eprise Corporation announced an agreement to jointly provide services and software for the web content management market. EDS' consulting services will be combined with Strategic Content Management software from

Eprise in a joint offering. In addition, EDS will utilize Participant Server by Eprise as a cornerstone technology for its own web content management efforts. EDS consultants are expected to complete Participant Server certification in the next several months, after which they will be able to provide site planning, architecture and implementation services to current Eprise and EDS customers. www.eprise.com, www.eds.com

NQL RELEASES NETWORK QUERY LANGUAGE FOR SOLARIS

1/18/01

NQL Inc. announced that the Java Edition of its Network Query Language technology is now qualified for Sun Microsystems' Solaris operating system. NQL's core technology, Network Query Language, is a scripting language that is suited for the rapid development of bots, intelligent agents, and content management solutions with capabilities in communications, data conversion, automation, and intelligent behavior. Capabilities offered in the Solaris version of the Network Query Language technology match those of the Windows version and contain essentially the same deployment features. NQL's Windows and Java versions of the Network Query Language technology are available in three editions – workstation, server and enterprise. The company plans to continue qualifying Network Query Language technology for other operating systems with future development to include running the technology directly on Java-powered mobile devices. www.nqli.com

NEXTPAGE ANNOUNCES ACQUISITION OF NETLENS

1/17/01

NextPage Inc. announced the purchase of netLens Inc. of Cupertino, Calif. The acquisition will enable NextPage to accelerate development of its platform for Peer-to-Peer Content Networking for businesses. NextPage plans to retain the netLens employees and Cupertino, Calif., office as part of the transaction. Over the next several months, development teams from the two companies will be integrating their respective technologies and creating a schedule for new product releases. NextPage is currently utilizing Peer-to-Peer Content Networks to create a secure exchange of business-critical information, where users have integrated access to relevant data that is distributed on the Internet, intranets, a partner's database, commercial publishers or other resources through a Web browser. The company employs peer-to-peer technology to enable businesses to manage, access and exchange

distributed content from partners, suppliers, customers and employees—in real time. Information-intensive industries, such as high-tech financial services and professional services, are rapidly deploying the technology. NextPage said it has appointed the netLens CEO Mr. Wesemann as the new chief executive officer and a member of the board of directors of NextPage. Brad Pelo, the company's founder, will retain his role as chairman of the board of directors. The acquisition will be finalized pending U.S. regulatory approval. Financial terms of the acquisition were not disclosed. www.nextpage.com

REQUISITE LAUNCHES VERSION 3.0 OF CATALOG CONTENT MANAGEMENT SOFTWARE

1/17/01

Requisite Technology, Inc., announced the availability of BugsEye 3.0 and eMerge 3.0, its catalog content management system. Requisite's Unifying Structure (RUS) – the company's standard for organizing catalog content – bundled with its content creation services, and the BugsEye and eMerge products provide customers with a platform optimized for the creation, organization and finding of commerce-quality content on the Web. Requisite's 3.0 platform supports B2B e-commerce industry categorization standards such as UNSPSC and eCl@ss, and interoperability standards such as cXML, xCBL, CIF and BMEcat, a European e-commerce standard. The BugsEye software is embedded in or can be integrated with leading e-commerce platforms such as Oracle, SAP, and Arriba. Other features include a product request button for finding products not currently listed in a catalog and an attribute server connector that allows real-time information to be extracted from third-party systems. Users now have the ability to auto-generate a table of contents from a UNSPSC hierarchy containing only those categories that include items. The BugsEye software now includes an automatically generated table of contents, as well as a new automated scheduler feature, which allows for an executed action to be initiated at any designated time. The BugsEye software now supports LDAP, Web server security and other OEM security features. The eMerge 3.0 software boasts an improved and updated user interface, which includes a new rules management tab for catalog administrator and an improved interface that allows users to follow step-by-step instructions to set business rules and build reports on e-catalog product data. www.requisite.com

VIGNETTE TO USE LIONBRIDGE FOR LOCALIZATION & INTERNATIONALIZATION

1/17/01

Lionbridge Technologies, Inc. announced that it has been named as a preferred supplier of globalization services by Vignette Corp. In addition to globalization consulting, Lionbridge will provide internationalization consulting, as well as localization for Vignette's V/5 eBusiness platform into French, German, and Spanish. By utilizing the language management feature of the Lionbridge Globalization Platform (LGP), Lionbridge will leverage and recycle translations to improve consistency, speed time-to-market, and reduce costs. The collaboration portal feature of the LGP will enable Vignette to view the project status and other critical information required for accurate job estimating and costing. www.lionbridge.com

SOFTWARE AG & THINKXML PARTNER

1/16/01

Software AG Inc. and thinkXML Inc. have entered into a partnership to integrate Software AG's Tamino native XML database with thinkXML2000. The combination offers organizations worldwide, engaged in electronic business, a mechanism to simultaneously manage their Web interface and their data store, enabling them to rapidly create XML-based data management systems. Traditionally, form and data schemas are maintained separately and map files must be created whenever a form or database schema changes. The Software AG - thinkXML offering allows users to create a dual-purpose data structure in the thinkXML2000 Management Console without having to maintain a map file. The thinkXML2000 Transaction Server routes and processes data-rich XML transaction documents directly to Tamino. The thinkXML2000 Transaction Manager for Tamino, now in beta testing, provides enterprise intelligence, scalability and streamlined monitoring that enable users to ensure predictable service levels and response times. Using Tamino's rich reporting and data extraction capabilities and its XQL (XML Query Language) query engine, the thinkXML Transaction Manager for Tamino enables users to search and view logs; complete transaction audit trails and schema transformations; edit a new instance of a transaction inside the original, populated dynamic Web forms; and repair and replay failed transactions instantly. www.softwareagusa.com, www.thinkxml.com

INTERWOVEN ANNOUNCES TURBO FAMILY

1/16/01

Interwoven, Inc. announced its new Interwoven Turbo product family for rapid integration with eBusiness solutions. The Interwoven Turbo software products will accelerate time-to-Web by connecting eBusiness product suites through a standard set of integration points and by facilitating content reuse across applications. Joint customers will now benefit from access to the latest product functionality as Interwoven Turbo keeps pace with upgrades to TeamSite and partner products. Initially, Interwoven Turbo will be available for application servers, personalization servers and commerce servers from ATG, BEA Systems, IBM, iPlanet and Microsoft. With the Turbo product family, Interwoven gives enterprises a head start on developing, managing and deploying compelling Web properties and also reduces implementation cycles by standardizing its support for leading eBusiness application suites. As TeamSite and partner products are enhanced, Interwoven Turbo will provide a reliable upgrade path, ensuring that enterprises will continue to have access to new features and technologies. For product availability see www.interwoven.com/products/turbo.html.

METRATECH LAUNCHES XML WEB BILLING SOLUTION

1/16/01

MetraTech announced the launch of the MetraTech billing solution, a native XML billing platform. The MetraTech billing solution enables businesses to capture and manage all aspects of the billing process, including metering, rating, taxing, branding, presentation, and payment, thereby reducing a business' time to market for value-added service offerings. It was built from the ground up specifically for web-based business service providers using XML. MetraTech helps service providers accelerate profitability by enabling them to rapidly introduce new high-value, high-margin services, offer creative pricing for those services, and automate the billing process so customers can view their charges immediately, in real time online. The MetraTech billing solution is deployed via an a la carte model, allowing clients to license or outsource only the components they require, with the fluidity to add more billing components as business needs dictate. MetraTech's web services architecture allows businesses to leverage existing IT investments and technologies. MetraTech targets three key industries: Application Service Providers/Business Service Providers (ASPs/BSPs); en-

hanced communication service providers; and digital marketplaces. The MetraTech billing solution is available today. It can be licensed or outsourced via the Internet. www.metratech.com

WEBGAIN STUDIO 4.1 NOW AVAILABLE WITH TURBO XML

1/16/01

WebGain, Inc. is now shipping WebGain Studio 4.1. This release includes VisualCafe V4.1 with support for WebLogic Application Server V6.0, the new TurboXML integrated XML support module, and WebGain StructureBuilder. The WebGain Studio 4.1 Professional Edition adds WebGain TopLink, an advanced object-relational database mapping capability. StudioPro automates the creation integration and continuous improvement of enterprise-class e-Business applications. WebGain's new TurboXML provides XML creation, validation, conversion, and management capabilities. WebGain Studio's integrated support of XML-based deployment descriptors is designed to enable developers to work much more efficiently by simplifying the deployment process. Both versions of WebGain Studio have full compatibility with Sun Microsystems' JDK (Java Development Kit) v1.3. and upgraded JSP (Java Server Page) editing capability. Both editions also support BEA WebLogic Server 5.1 and 6.0. StructureBuilder includes comprehensive EJB creation, development and deployment, IDE integration, and an API that allows customization by providing access to the user interface, metadata and code generation capabilities. Additional features of WebGain Studio 4.1 include debugging support for JDK 1.3 virtual machines, allowing developers to take advantage of the features and performance enhancements of the latest JDK version from Sun Microsystems. The new version also offers upgraded JSP editing capabilities with Macromedia's Ultradev 1.0. www.WebGain.com

ECVISION ANNOUNCES XPRESSB2B

1/15/01

ecVision announced its new service provision, XpressB2B iDX. This affordable, XML-based document exchange service supports EDI, which is critical to retailers and brand merchandisers in managing their sourcing processes over the Internet. A solution for retailers seeking to replace its Value-Added Networks (VANs), XpressB2B iDX is a service that is fully encrypted and offers all the specialized features and security of a traditional VAN along with the fast implementation and low cost of the Internet. XpressB2B iDX brings secure multi-

point-to-multipoint document exchange services to retailers who need to source internationally, and is fully supported in Spanish and Chinese software environments. Furthermore, XpressB2B iDX's scalability makes it an ideal document exchange service for mid-to-large size retailers, who need to process billions of dollars worth of documentation for sourcing. In addition to the fast implementation, low cost, and security benefits of XpressB2B iDX, users will also be able to enjoy all the features they would expect from a VAN including mail boxing, security and audit control. Other features of XpressB2B iDX include: an Internet-based EDI document exchange center for sending and receiving any type of files such as EDI, non-EDI, binary, text, or XML; non-repudiation support; secure channels and environments for messaging interchange over the Internet; message archival and retrieval; and multi-language support. XpressB2B iDX is currently available throughout The Americas and Asia Pacific. For an average transaction of 6000 documents, XpressB2B iDX is priced at \$2,000(US). www.ecvision.com

SAPMARKETS TO DELIVER CONTENT MANAGEMENT SOLUTION

1/12/01

SAPMarkets, the SAP AG subsidiary announced the launch of Open Content Network, a global program for content providers that delivers multi-supplier catalogues from a single source. This initiative in the field of electronic catalogue and content management will fulfill the needs of e-marketplace operators, buyers and sellers simultaneously. Based on a network of partners, the Open Content Network will provide high quality content and content services. This distributed architecture guarantees that a reliable flow of high quality content, including regional specificities, will be available from a single source. SAPMarkets also announced that Content Europe, the European-based provider of technology and services for content management, is the founding European member of Open Content Network. The two companies have signed a memorandum of understanding to develop an open content management solution by combining their expertise in the field of multi-standard content management. The goal of the partnership is to create, merge, manage and publish generic supplier content in accordance with e-marketplaces and large buyers' requirements. www.sapmarkets.com, www.contenteurope.com

Hmm... A metacatalog for SAP customers?

BLUE MARTINI TO RESELL INTERWOVEN CONTENT MANAGEMENT SOFTWARE

1/11/01

Interwoven, Inc. and Blue Martini Software, Inc. entered into an agreement by which Blue Martini Software will resell a tightly integrated version of Interwoven TeamSite software. The alliance and combined solution will provide customers with a content management platform to accelerate the development and deployment of content for Web sites and other touchpoints driven by Blue Martini's catalog management, personalization, analysis, marketing and commerce applications. For Blue Martini customers, the combination will extend Blue Martini Software's existing content and catalog management capabilities with Interwoven TeamSite content management solution. Interwoven customers will now have the ability to leverage their investment in TeamSite to manage and deploy content for applications powered by Blue Martini. In addition to Blue Martini Software reselling TeamSite, both companies will market the integration software to customers that have already made investments in either company's applications. Interwoven TeamSite supports complex content management tasks including collaborative, concurrent, multi-author content development involving diverse web assets such as HTML, application code, multimedia and with the integration, will support Blue Martini business rules. Blue Martini driven Web sites will now be able to take advantage of TeamSite Templating, virtualization and workflow. Interwoven customers will be able to benefit from the catalog management, personalization and pervasive distribution of content across multiple touchpoints offered by Blue Martini applications. The integrated solution is expected to be generally available at the beginning of the second quarter of 2001. Pricing information is available directly from Blue Martini Software.

www.bluemartini.com, www.interwoven.com

Blue Martini's own content management software was/is just a piece of their commerce platform. Depending on the integration with Interwoven is done it may still be a good choice depending on the application.

PERCUSSION & GLOBALSIGHT PARTNER FOR GLOBAL CONTENT MANAGEMENT

1/10/01

Percussion Software announced a partnership with GlobalSight Corporation. The integration of Percussion's Rhythmyx Content Manager, a native XML content management system, and GlobalSight System3 allows multinational companies to develop and maintain Web sites in the language and culture of target markets worldwide. A major barrier to global e-business success is the difficulty in delivering compelling and timely multilingual information to buyers and partners worldwide. As a result, content must be customized to address differences in language, culture and local business practices for each market. To address these complexities, companies must efficiently acquire and localize content from multiple sources, data formats and languages. Together, Rhythmyx Content Manager and GlobalSight System3 enable companies to acquire content from any source in any format and transform that content for any delivery mechanism. With the workflow capabilities in the Rhythmyx/System3 solution, multinational companies can effectively create and automate the global content approval process, including the translation of that content into multiple languages. All the linguistic, technical, organizational, and managerial challenges in overseeing multilingual, multicultural content are addressed, enabling businesses to successfully compete in the global marketplace.

www.percussion.com, www.globalsight.com

MERANT TO ACQUIRE ENTERPRISE DIVISION OF NETOBJECTS

1/9/01

MERANT announced a definitive agreement to acquire the Enterprise Division of NetObjects for U.S. \$18 million (approximately 2 million pounds sterling) payable in cash on completion, which is anticipated to take place by March 2001. The value of the net assets, subject of the transaction, are \$2.2 million U.S. dollars. In the year-ended September 2000, the Enterprise Division generated approximately \$10 million U.S. dollars in revenue and the loss attributable to the net assets being acquired amounted to \$7.6 million. The approximately 40 employees of the Enterprise Division will become MERANT employees. As part of this transaction IBM, a substantial owner of NetObjects, will be making a limited equity investment in MERANT on the open market after the transaction closes to demonstrate its commitment to MERANT. With

this strategic acquisition, MERANT will offer a solution from a single provider to manage the entire e-business assets of the enterprise. The acquisition enhances MERANT's Egility Enterprise Change Management solution by embracing the convergence of applications and web content. The combination expands MERANT's offering of traditional software configuration management with web content management. www.merant.com

IPLANET EXTENDS XML SUPPORT WITH ECXPERT 3.5

1/8/01

iPlanet E-Commerce Solutions, a Sun-Netscape Alliance, announced the availability of iPlanet ECXpert 3.5, a server-side B2B software solution that routes and converts documents between designated senders and receivers. iPlanet ECXpert works across multiple protocols, partner types, and technology types. iPlanet ECXpert 3.5 software enhances the queuing of documents, minimizes information bottlenecks and efficiently processes rapidly-submitted data. With priority processing, iPlanet ECXpert now has the ability to handle translations based on specific rules and priorities. While some vendors force organizations to process documents on a first-in, first-out basis, iPlanet ECXpert provides organizational flexibility to process by priority type. High priority documents will be handled immediately and processed before lower priority documents. This minimizes companies' time to market based on expedient implementation of document processing. In conjunction with billing codes, this allows a service provider to offer different pricing for different levels of service. iPlanet ECXpert 3.5 now offers full XML parsing support, full XML translation support, priority processing, billing code support, HTTP/SSL support, and support for the automotive standard - HTTP for AIAG. iPlanet ECXpert's XML capabilities allow XML to be sent and received from any business partner, irrespective of document type, thereby substantially increasing the information exchange capabilities within the trading network. This enables organizations to expand the reach of their trading networks by an order of magnitude, and iPlanet ECXpert provides the bridge between disparate systems, processes and technologies used by each partner in the network. iPlanet ECXpert is immediately available beginning at a list price of \$100,00 per two CPU's. Pricing is subject to change. www.iplanet.com

MICROSOFT ANNOUNCES RC1 AVAILABILITY OF 'TAHOE' AS 'SHAREPOINT PORTAL SERVER'

1/8/01

Microsoft Corp. announced branding and RC1 availability for its forthcoming enterprise portal solution, Microsoft SharePoint Portal Server. Previously code-named "Tahoe," SharePoint Portal Server is the flexible portal solution from Microsoft that allows companies to easily find, share and publish information. The new server provides seamless knowledge portal integration with the Microsoft Office and Windows operating system productivity desktop environment, allowing enterprise customers to integrate document management, search, subscriptions and online discussions into their document collaboration process. SharePoint Portal Server has broad support for enterprise content sources and data types so users can find pertinent information quickly and easily. With one of the most comprehensive, timely and relevant search engines in the industry, SharePoint Portal Server can index multiple content sources, including Web servers, file servers, Exchange public folders, Lotus Notes databases, etc., and present search results based on a probabilistic ranking algorithm. In addition, SharePoint Portal Server supports adaptive crawling, allowing the server to "learn" where information changes the most frequently on relevant sites. In addition to its content aggregation technology, SharePoint Portal Server includes document management features that allow companies to incorporate business processes into their portal solution through check-in/check-out, version tracking and approval routing functionality. Built on Internet and industry standards such as XML, the digital dashboard-based UI can be easily customized and extended by adding Web Parts: reusable components that can contain any kind of Web-based information. SharePoint Portal Server also allows customers to search and index information stored in Web sites based on SharePoint Team Services, a new server-based team Web site solution from Microsoft that allows small teams and ad hoc groups to easily manage activities and work together. RC1 is now available for download from the Microsoft Web site at www.microsoft.com/sharepoint/ and will be the only release candidate before the final version, due later this year. www.microsoft.com

All of a sudden Microsoft is in the portal and the content management space! Not that anyone should be surprised. This could be a very useful solution for MS Office environments. There are only a few vendors who will be immediately effected.

ROSETTANET RELEASES NEW VERSION OF IMPLEMENTATION FRAMEWORK

1/8/01

RosettaNet has released a new version of its implementation framework core, which provides the foundational processes and message packaging specifications needed for supply chain partners to conduct e-business using RosettaNet standards. Version 2.0 of the RosettaNet Implementation Framework (RNIF), based directly on the real-world implementation experience from consortium partners, now supports intermediaries such as e-marketplaces and exchanges, accommodates complex business messages, and contains additional provisions for security, privacy and non-repudiation. The new implementation framework supports complex business messages. For example, companies can now send supporting files such as .pdf, .gif, or other binary documents with their XML-based RosettaNet business messages. This capability can greatly enhance the quality of the information transmitted between trading partners. Additional security measures have been added as well. Companies can take advantage of additional privacy and integrity measures such as digital signatures and payload encryption by using S/MIME. The S/MIME specification replaces RosettaNet's previous format and keeps the RNIF closely aligned with other cross-industry implementation frameworks. In an effort to assist small- to medium-sized businesses with limited capabilities in their applications, RosettaNet has included support for synchronous responses within RNIF v2.0. Using this support, an application replies to a request by returning the results on the same connection on which the request was received. This support allows simple applications incapable of complex server-like behavior to participate in a RosettaNet-based trading relationship. RNIF v2.0 also includes support for HTTP and SMTP transfer protocols to accommodate e-marketplaces, exchanges, portals and other intermediaries that route information on behalf of buyers and sellers. RNIF v2.0 specifies what information to add to message headers to enable these intermediaries to correctly route the business messages to their final destinations. RNIF v2.0 has been approved by the RosettaNet membership and now enters its validation phase where it will gain significant industry implementation use. During this validation period, RosettaNet encourages partners to implement the framework. Implementers should expect minor changes to the specification as a result of implementation experience gained during the validation phase. RNIF v1.1 will continue to be supported by the consortium until the next major release. RNIF v2.0 can now be

downloaded from the RosettaNet Web site at www.rosettanel.org

MARCH NETWORKS ACQUIRES CONTENT MANAGEMENT COMPANY

1/08/01

March Networks Corporation and Ottawa-based Mainsource Software Corporation announced that March Networks will acquire Mainsource through an exchange of cash and shares. The acquisition, the third for March Networks since Terry Matthews launched the new company in August 2000, is expected to be final before February 2001. The Mainsource acquisition provides March Networks with a highly-scalable content management system that will become a key capability for the delivery of the many complex and distributed IP broadband applications that the company has identified. The multi-platform architecture of the system supports all industry standard database platforms, including Oracle, Sun and Microsoft. In December 2000, March Networks announced the acquisition of Toronto-based Infopreneur to expand the company's web-centric content delivery expertise. The company's first acquisition took place in November 2000 when it acquired Ottawa-based Elcombe Systems Limited in a move to gain technology and domain-knowledge of the health care market. www.mainsrc.com, www.marchnetworks.com

BOWNE GLOBAL SOLUTIONS ANNOUNCES ONLINE TERMINOLOGY MANAGEMENT APPLICATION

1/8/01

Bowne Global Solutions announced an advanced tool for the creation and management of terminology assets. TermGLOBAL facilitates the creation of a linguistic repository capable of storing an entire organization's linguistic resources in a single location, accessible through a web browser. The TermGLOBAL linguistic repository is a multi-tier system which uses Unicode throughout the application. Based on XML, it is a B2B application that serves multiple clients, both web and non-web. TermGLOBAL is accessible by Bowne linguists and clients, who have access to general as well as proprietary terminology, through a secure Internet gateway. The advantages of the new product include opportunities for increasing leverage besides those currently gained through Translation Memories, as well as the establishment of Pattern translation, or the ability to use patterns with variables in order to translate identical linguistic structures. Planned enhancements include a dictionary re-

source for linguistic tools, in which several Bowne localization tools will use the linguistic- and meta-data in the repository to assess the level of difficulty and other project parameters. The database may also be used as a corpus for R&D objectives, enabling the identification of linguistic behaviors, structures, and other features in order to create tools that can be used for multiple purposes and ultimately to create the base for a Natural Language Processing environment.
www.bowneglobal.com

DOW JONES CONTRIBUTES XML WORK TO MARKET DATA PROJECT

1/4/01

Dow Jones & Company announced it is providing its Market Data Markup Language to a financial industry consortium as a starting point toward development of an XML-based global standard for market data delivery. The Market Data Markup Language (MDML), developed by Dow Jones is now posted at www.fisd.net, the web site of the Financial Information Services Division (FISD) of the Software & Information Industry Association (SIIA). The FISD – a forum for business and technical is-

– issues related to the distribution of financial information – recently formed a working group to coordinate XML efforts in the market data industry. Dow Jones contributed its MDML to speed development of a common framework to publish market data. The Dow Jones MDML has been in production for about two years at The Wall Street Journal Online at WSJ.com. The language is used for posting text and statistical data on the web site, and as a system interchange format within Dow Jones and with entities such as Factiva, a joint venture of Dow Jones and Reuters. The FISD market data work will be done in coordination with other XML initiatives, including XBRL, or Extensible Business Reporting Language. The XBRL consortium (www.xbrl.org) is developing XML vocabularies for corporate earnings and regulatory filings. Dow Jones, Reuters Group, and Reuters' Lipper subsidiary are all participants in XBRL. The FISD effort also dovetails with two XML standards developed by the International Press Telecommunications Council, of which Dow Jones, Associated Press, and Reuters are all members: NewsML is an XML model for packaging and managing news objects of any media type; the News Industry Text Format is an XML application for markup of news text.
www.fisd.net



CALL FOR PAPERS

We are accepting speaking proposals for "Enterprise Content Management 2001", the new conference series covering technologies and trends related to integrating content and data into enterprise e-business applications. ECM 2001 is an educational 2 1/2 day conference for technical and business managers preceded by 1 day of introductory and technical tutorials. ECM 2001 brings together implementors, consultants, vendors, and analysts involved in content technologies to educate, debate, and predict. The conference program will be carefully orchestrated to ensure presentations are educational, relevant, and high quality. We are looking for participants who have strong expertise or experience and are willing to share their knowledge and skills with other management and implementation leaders.

There are opportunities for visionary keynote presentations, management or technically oriented educational presentations, case studies, in-depth tutorials, introductory tutorials, and interactive panels. We are especially interested in hearing from companies who are integrating content management into inter- and intra-enterprise environments, whether commerce-oriented or knowledge-oriented, and from companies who are "single-sourcing" content for multiple media channels or applications.

The speaker application form and complete instructions are provided at www.ecmseries.com under the "Speaker" section. The deadline for submissions is March 30.

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.

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CALENDAR (OF EVENTS WE ARE INVOLVED IN)

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, and keynotes, this event. www.technoforum.fr

Your World Just Got Richer Seminars. March 8 in San Francisco, March 9 in LA, March 13 in Atlanta, March 14 in NY, and March 16 in Washington DC. (866) 278 3742. Sponsored by Artesia Technologies. The Gilbane Report and Gartner Group join Artesia to discuss digital asset management in this series of free morning seminars. See the web site for details. www.artesiatech.com/seminar

Financial Communications Forum. March 18-20, Royal Sonesta Hotel in Boston, Massachusetts. (617) 646 4000. Organized by Art Plus Technology (APT). This is the 7th annual conference specifically for document and content strategies for the financial industry. www.artplustechnology.com/forum/fcf2001/index.html

XML & Content Management Special Interest Days. April 29 in New York (during AIIM 2001), and May 22 in Berlin (during XML Europe). The Gilbane Report, AIIM, and the GCA host a "special interest day" on XML and content management. Gilbane Report editor Bill Trippe moderates these very popular seminars. www.aiim.org/events/aiim2001/conference.html, www.gilbane.com/Events.htm, www.gca.org/attend/2001_conferences/europe_2001/specialinterest.htm

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