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Content, Computing, and Commerce – Technology & Trends

AN ALTERNATIVE MODEL OF PERSONAL INFORMATION MANAGEMENT

Industry observers would generally agree that Web commerce has the potential to dramatically change relationships between businesses and customers for the benefit of all parties. However, this change has yet to come about because Web commerce is seriously handicapped by too much “friction” in the area of customer information exchange. Sharing personal information, not just financial but any type, requires a degree of convenience, control, and trust not yet available from any of the current or would-be mechanisms. This month contributor Girish Altekhar argues passionately for a better way – one that is in sync with the freedom of choice the Web is all about.

This month’s issue breaks with tradition in a couple of ways. Most obviously, it will appear that we are promoting technology. In a sense we are. However, Girish’s article is a *call to action* to adopt a model rather than a *call to buy* a particular product. We believe he is onto something fundamental, and that the way we share personal information in the future is going to be a lot closer to the model he proposes than any of the current alternatives. It may not be obvious exactly how we’ll get there, but it will happen. We publish Girish’s article to broaden the debate and encourage both critical thinking and development. The second break with tradition is that we are making this issue available at no charge at www.gilbane.com, and you are encouraged to share it with anyone. We would love to hear what you think about this!

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AN ALTERNATIVE MODEL OF PERSONAL INFORMATION MANAGEMENT¹

INFORMATION DRIVEN COMMERCE APPLICATIONS

Commerce on the Internet is information intensive and it cannot realize its true potential until consumers can safely and securely deliver to merchants the information that needs to be exchanged for the transaction being undertaken. The models being proposed currently, Project Liberty's Federated model, or Microsoft's Passport solution or any of the myriad wallet or identity management solutions fail to deliver what the consumers truly want - the ability to deliver their information in a reusable fashion to merchants of their choice without requiring an iota of involvement from any third party whatsoever.

In this article, Internet commerce refers to all transactions in which data is exchanged between customers and merchants regardless of whether a buying/selling transaction took place. A significant fraction of tomorrow's Internet commerce will involve consumers delivering their personal information (preferences, resume, driving records, W2s) or information about their personal objects (appliances, cars, homes) in a myriad applications involving customer support, technical support, the government, product logistics (return, repair) that we have just barely begun to imagine. Solutions currently being proposed are focused on the narrow e-commerce aspects of Internet transactions and do not adequately address the needs a generalized personal information transfer mechanism that can scale linearly as new applications for consumer data emerge.

THE BIG BROTHER MODELS

All the models being proposed currently invite consumers to join one particular data kingdom or the other, guaranteeing safety, convenience, and a one stop shopping experience. We will argue that far from liberating the consumer, these federations, in practice if not in intent, control and restrict the choices of the consumers who join them. They do not address even the most basic questions consumers have. Will you never, never sell my data? What if I want to shop at a place that is not part of your federation? Can I store any arbitrary bit of personal information in your repository? Hmmm..., do I really feel safe enough to do this? What if you start charging me for the service tomorrow at an unacceptable price? Can I take all my data and join another kingdom? The answers to all of these questions can be answered with pleasant enough marketing-speak but at the end of the day we are left with this uncertain dread that causes us to just leave it well enough alone. What suffers is Internet commerce and that is a loss to all, businesses and consumers alike.

¹ **Disclosure:** Frank Gilbane is a strategic advisor to QPID, Inc., a company building solutions based on the model being proposed in this article.

Apart from the credit card business, there are few federated models in the real world. Credit cards, with their elaborate authentication schemes and business policies for fraud detection and prevention, are the only example of a widely used federated system where a person's credit card is universally accepted at millions of locations worldwide. No other universal identity management solutions are in commercial use today. Wouldn't it be ever so nice to go to an insurance office and to have them say, "Oh, lets not worry about filling out these tedious forms, just tell us what you need, the rest of the data we will get from the National Insurance Repository". The benefits to consumers are obvious but there are no such organizations simply because we will never put enough trust in such a repository. We would rather fill out these forms at mortgage offices, at insurance offices, at dentists' offices and thousands of others, simply because there never has been an acceptable alternative in the physical world.

In a free marketplace of diverse, competing preferences, it is hard to see how any single model can provide the choice and the flexibility demanded by consumers. Why not pursue an alternative that recognizes this reality? While others rush to create these huge repositories and kingdoms, we propose a fundamentally different alternative for the networked world, one that is centered on a responsible individual.

THE QUICK PERSONAL INFORMATION DELIVERY (QPID) ALTERNATIVE

The Internet is a liberating, dis-intermediating medium. While the attempts of overzealous politicians and activist judges in the US, France and elsewhere to control and curtail activity on the Internet are not surprising, the sponsors are realizing, much to their dismay, that the Internet is a beast that empowers individuals. Except where the State controls the telecommunications infrastructure, individuals are quite capable of deciding for themselves who to send messages to, exchange photographs with, buy from and sell to, and in general provide their personal information.

An important implication of the Internet on business is that intermediaries whose only value rests on being able capitalize on friction created by current information exchange mechanisms will eventually be eliminated from the Internet business gene pool. To some extent we see this today in the collapse of the dotcom businesses. By fits and starts, the control over who one does business with, and how, is being handed over to the most responsible individual in the world, the consumer! So instead of succumbing to the recent hype of third party data kingdoms, why not consider a mechanism that allows consumers to structure their most personal information on their own desktops, and create a mechanism that enables them to transmit it to a web site of their choice instantly?

By enabling individuals to create easily transferable personal information databases we put users in control of their personal information and make them open for business on their terms. The idea is simple:

1. Create a large number of XML vocabularies that describe various facets of an individual's life, their habits, preferences, possessions, purchases, *etc.* – things that are relatively unchanging.

2. Enable users to create instances of these XML documents (we call these instances QPIDs) to encapsulate personal information regarding that aspect of their life.
3. Have them name these QPIDs appropriately (according to their own worldview) and store them in safe secure directories on their own PCs.
4. When needed, have them transmit this data in a single click to a web site of their own choice.
5. Empower web sites with the server side tools to interpret and process the user data appropriately. That's it. No software to download, nothing. The following picture shows the basic two-step process.



The process of getting users to create these QPIDs and educating them about how to use them is a non-trivial task but creates opportunities to build easy-to-use tools. There are some people for whom this solution may never be simple enough to use. After all, many people still don't use PC banking or even email! However, we will argue that for relatively more sophisticated users – read educated, wealthy, responsible and self-confident – this mechanism provides enormous value in timesavings, reuse of information, control over their own destiny, and let's not forget, choice. And of course this is a highly prized demographic for web businesses.

The applications for which this technology can be deployed are many – and we're sure there are many more we haven't thought of yet. A quick short list includes:

Web site registration – simple personal information.

Logins – no need to create a single sign-on, create a separate login QPID for every site you frequent.

Searching for travel bargains – store your travel preferences, drop them on various travel related web sites, have them search for the best

deals that match your criteria. Search for air, hotel, and car rental bargains. Makes reservations a snap. (Sure, you would have to modify this QPID each time you travel, since your travel dates and destinations change, but that is still better than typing that same info in 5 different travel sites.)

Business Dealings – drop your business card QPID on a supplier/partner web site, specifying how you wish to be contacted.

Resumes – create your structured resume once; have the job sites search for precise matches.

Product Receipts – get your store to ship you an electronic product QPID for everything you buy and use it in technical support, customer support or repair/return applications. Keep the receipt for years.

Search for insurance – auto, home, life; as many times a year as you want.

Visiting a new doctor or a dentist – simply drop a set of QPIDs to tell them all that they need to know. Why sit listening to muzac in overstuffed chairs, repeatedly filling out forms that take a half hour to fill?

Car maintenance – make an appointment with your garage, provide them all the details they need to know about your car from your car manufacturer supplied car QPID. Receive repair QPIDs that provide a record of what was done to your car, when.

QPID is the first real consumer-oriented XML application. By using the power and the flexibility of XML, it liberates the consumer from arbitrary constraints imposed when a third party is required to facilitate the transaction between a consumer and a merchant. In doing so, QPID Technology makes possible, and enhances, the data rich Internet applications of the future.

A side benefit of using QPIDs is that it could obviate the need for stored cookies. Why allow web sites to store cookies on your PC, with the attendant risk of it creating trails in some databases you don't even know about, when you can login instantly whenever you want? There are interesting implications for businesses that rely on stored cookies to tell web merchants that visitor Jill wants to go to the Caribbean this month. Keen readers will note that if Jill wants to tell the web merchant this fact, she can now do so directly.

And then there is the wireless world

If you think typing personal information into a keyboard is difficult, you can bet that doing it on a small form wireless device will not appeal to consumers much. This is not a secret, and we know lots of people are thinking about ways in which to solve this problem, including changing the nature of mobile commerce to not require such data exchange. QPIDs that can be "phoned" to a wireless device from a PC might just do the trick.

WEB MERCHANTS BENEFIT TOO

QPIDs are, unabashedly, a tool for consumer convenience. There is no doubt that QPIDs make it easy for customers to take their business elsewhere, thus putting downward pressures on pricing and upward pressures on real differentiators such as service, support, product quality *etc.* However, there are positive benefits for web businesses as well. These include:

- Reducing abandonment.
- Rich, *accurate*, current customer data – at least to the extent the customer wishes to provide it.
- Single, consistent, clean, customer database – no mishmash of data, inconsistent views generated from multiple customer touch points.
- Eliminating privacy liabilities – QPIDs can carry in built instructions on how merchants may use the data, giving merchants the ability to adhere to their customer's wishes.
- Business processes – merchants don't have to "belong" to a merchant network possibly requiring changes in business processes to conform. There are also positive impacts on branding and data ownership.

We believe that the convenience and consumer protection provided by QPIDs will bring about a geometric increase in the number of transactions that take place on the Internet, thus lowering the costs of business and increasing efficiencies across the board. Any merchants who feel threatened by QPIDs might do well to examine their competitive advantage if it depends on the fact that it is difficult for consumers to provide their information to someone else. How sustainable is that advantage when QPIDs become slightly more widely used?

CHALLENGES

As we said earlier, we expect that there will be a segment of the population for which the QPID technology is not the perfect solution. In fact, there are some challenges to overcome, which we describe below.

No absolute control once data is transmitted

Because the transaction is completely between the user and the merchant, there is no control on what the merchant chooses to do with the data. QPID implementations can, and should, provide a mechanism for users to modify and delete their own information; however in the end there is no absolute defense against unscrupulous merchants. Users have to make informed decisions about who they do business with. This is no different than what they do today for a vast majority of Internet transactions. We will create client side P3P engine that helps the user understand a web site's privacy policies and act accordingly, but even then this is no guarantee that the data will never be misused. If a web site misrepresents how it intends to use the data a user provides, it seems to us that this is a case of fraud and, so the ultimate solution ought to rest with the courts.

Client-side security

There are some problems with respect to restricting unauthorized access to an individual's QPIDs. While this is a generic problem with personal assets on a shared PC and not unique to QPIDs, we are currently thinking about possible solutions.

QPIDs are Unauthenticated

As there can be no validation or authentication of data provided, users can create phony profiles or send in QPIDs that contain garbage data. But this is no different from "anonymous@example.com" today.

IMPLEMENTING QPID – A CALL FOR ACTION

Universal use of QPIDs would be ideal, but is unrealistic in the near term. However, the benefits of QPIDs do not require universal adoption. There are many specific applications, in business and in government, that require certain users to provide some input repeatedly. Just as today, many individual industries and supply chains are reaping the benefits of their own XML initiatives while waiting for industry groups and standards bodies to complete the task of creating and organizing XML vocabularies, we expect industry specific QPIDs to be developed and deployed even as QPIDs gain widespread acceptance. QPID Inc. is currently applying QPID technology to selected industry applications.

Large-scale acceptance will require influential organizations, businesses and consortiums, to agree upon standards and processes. It will also require consumers to demand their right to control their own personal information. The first step is to ensure that consumers know it is possible.

Whether you are a company doing business on the Web that wants a better relationship with your customers and more accurate data, a consumer concerned about control of your personal information and interested in a more convenient and friendly web experience, or a consortium or standards body looking to facilitate web business for your constituency, you need to be involved in QPID adoption. Visit us at www.qpid-central.com to learn more about QPIDs, and join us to make the Web a better experience for everyone.

SUMMARY

Consumers want the ability to reuse their personal information, easily and rapidly. We believe that they are quite able to judge for themselves who they want to do business with, and the amount and the quality of information they wish to share. We also believe that they have the confidence they can adequately protect access to this information, as they currently do their financial information, on their own PCs.

The difference between QPIDs and the other models is simple - QPIDs lower barriers for consumers, and these other approaches raise them. QPIDs are consistent with the philosophy and spirit of the Internet, with free markets, and with individual freedom of choice. Why should you settle for anything less?

-- Girish Altekar
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INDUSTRY NEWS

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

GREY ZONE PARTNERS WITH NETEGRITY

11/30/2001

Grey Zone, Inc. announced a partnership with Netegrity. Under the terms of the partnership the two companies will tightly integrate SecureZone with Netegrity's SiteMinder platform. The two key benefits of this integration include single sign-on across multiple applications and centralized management of user entitlements. SecureZone incorporates secure targeted publishing and dynamic audience-based assembly into a single out-of-the-box software platform that allows business users to spawn a completely functional extranet in "as little as 3 minutes."

SiteMinder provides a centralized policy management platform to manage users and their access to e-business applications and resources. By integrating SecureZone and SiteMinder, a seamless e-business environment can be deployed that is rich in both content and interactive business applications, regardless of what server or platform the content and applications reside on. www.greyzone.com

INTERLUCENT ANNOUNCES CMS 2.1

11/30/2001

Interlucent Internet Solutions announced the release of Interlucent CMS 2.1. Interlucent CMS replaces the earlier version 1.3, and will be delivered to current customers immediately. Interlucent CMS 2.1 establishes a web development and site management environment, which provides a framework for development. It ensures a seamless integration of applications into the site, and provides for the maintenance and the extension of the applications into other areas of the site or across the business enterprise. To manage the publishing process Interlucent CMS 2.1 utilizes a flexible yet extensive Work Flow Management system that enables it to conform to any editorial review process. Management is provided the ability to quickly view the current status of any stage of the process either from the perspective of the individual and sections of web pages or from that of an author, workgroup, or supervisory manager.

www.interlucent.com

CANTO RELEASES QXP ASSETSTORE

11/30/2001

Canto released the QXP AssetStore, a new Option for all Cumulus 5 Editions. With this new Option a Cumulus 5 user can archive and manage individual pages of a QuarkXPress document as well as the entire document. The text will be read out so that a user can use search techniques to search for the text of a cataloged QuarkXPress document. The Option is available for Mac OS (no Windows) with German, English, French and Japanese user interfaces and it requires QuarkXPress to be installed. The Option is available for free without batch cataloging functionality. Batch cataloging functionality costs \$399 per installation. The software will be available as a free download. It will be available as a boxed product in Q1 of next year. www.canto.com

DIVINE LAUNCHES DIVINE ATHENA 5.4

11/30/2001

divine, inc. introduced divine Athena 5.4, which provides a single point of access and control for all of an enterprise's unstructured knowledge resources and a platform for collaborating around that information. divine Athena captures, stores and indexes documents created from throughout the enterprise and makes them available from a single point of access. Available as a stand-alone application or integrated into any portal or intranet, divine Athena can deliver its functionality to any touchpoint with customers, partners or employees. Its search agents allow users to browse and retrieve documents from a variety of internal and external sources, and its access control capabilities protect knowledge assets. This search technology remembers past searches and uses this intelligence to serve up relevant content in future searches. divine Athena can be integrated into leading portal applications, or be accessed through the Web or from a standard PC desktop. www.divine.com

divine has been building quite an arsenal of content management and portal technologies. It will be interesting to see exactly how, or whether, they will all be integrated.

LERNOUT & HAUSPIE SELLS REMAINING TECHNOLOGY ASSETS

11/28/2001

Lernout & Hauspie Speech Products N.V., L&H Holdings USA, Inc., and certain of their subsidiaries (collectively, "L&H" or "the Company") announced the sale of remaining speech and language technology assets through a court-approved, public auction held on the 26th of November. The sales of the Company's individual assets are subject to final approval by the U.S. Bankruptcy Court for the District of Delaware and the Ieper Commercial Court of Belgium. The major portion of L&H's core speech and language technology business, including its text-to-speech (TTS) technologies, including L&H RealSpeak, and certain of its automatic speech recognition (ASR) technologies, including the Dragon Naturally Speaking line of products, will be acquired by Massachusetts-based ScanSoft, Inc. in exchange for \$10 million in cash, a \$3.5 million note, and 7.4 million common shares of ScanSoft, Inc. stock with a market value of \$26 million based on the November 26th closing price of \$3.52 per share. Additional assets sold at the auction include: The ASR technologies of L&H's ISI division to Pennsylvania-based Multimodal Technologies, Inc., and L&H's Intelligent Content Management (ICM) assets and its Knexys division, which develops ICM technologies to Vantage Technology Holding for \$2 million in cash. www.lhsl.com

COMPUTER ASSOCIATES ANNOUNCES CLEVERPATH ECM

11/28/2001

Computer Associates International, Inc. announced the availability of CleverPath Enterprise Content Manager (ECM). CleverPath ECM extends the collaboration-and-community capabilities of CA's CleverPath Portal to simplify management of all types of content across the enterprise using a graphical Portal interface. Supported content types include data, images, multimedia, presentations, spreadsheets, documents, email and text. CleverPath ECM provides comprehensive content management capabilities for these diverse content types – including storage and access management, process automation and workflow administration, version control and secure check-in/check-out functions. CleverPath ECM stores and manages metadata for all content types. Its type-specific plug-ins can be developed to scan content as it is loaded to extract this metadata. Other media services, such as thumbnail creation, can also be automated for streamlined workflow. CleverPath ECM is delivered with a set of standard plug-ins for most common media types such as Word and PDF documents, Excel spreadsheets,

PowerPoint presentations, JPEG images, MPEG and Quicktime multimedia, and MP3 audio. It can also be customized to work with third-party content services, such as audio and video search engines. <http://ca.com>

Whoa! This one snuck up on us. Anyone have any early experience with this? Opinions?

VIRAGE RELEASES VIDEO APPLICATION SERVER 3.0

11/28/2001

Virage, Inc. announced the release of Video Application Server 3.0, a server platform that allows organizations to publish, manage and distribute digital video content. With this latest server software from Virage, customers can deploy and centrally manage an even wider variety of automated streaming video applications. Video Application Server 3.0 adds user management and authentication features. Administrative privileges such as account creation and content editing can be assigned to specific groups. The new Virage software supports (LDAP), enabling easy integration with existing IT infrastructure. The latest release also provides permission-driven folders. Virage's latest server software also supports playlists and a customizable HTML player that allows users to select the proper playback file based on connection speed and format preference. Virage's latest product offering also includes an enhanced software developer's kit (SDK) with new code samples and documentation. www.virage.com

SEMIO ANNOUNCES TECHNOLOGY ALLIANCE WITH ANTARCTI.CA

11/28/2001

Semio Corporation announced that it is forming a technology alliance with Antarcti.ca Systems. The companies will offer enterprises a unique Graphical User Interface for their categorized data. Semio and Antarcti.ca will cooperatively sell and market their respective products, Semio-Tagger and Visual Net, to organizations seeking solutions for the management and visualization of unstructured data. Use of the combined products results in improved search relevancy and more intuitive navigation of datasets. Semio uses a linguistic-based categorization method and statistical clustering techniques to find the most relevant phrases and concepts within unstructured information matched to a customized taxonomy. Semio then organizes massive volumes of online content into easily understood, topic hierarchies by linking information based on the concept(s) contained in the phrases. After SemioTagger has categorized and tagged data, it is fed through Antarcti.ca's Visual Net engine which creates graphical, information-rich, large-scale maps of the newly structured data. <http://antarcti.ca/>, www.semio.com

This looks like a promising approach for antarcti.ca to penetrate a broader corporate market for their technology.

ENGAGE & ALTAVISTA ALLY TO DELIVER MULTICHANNEL CONTENT MANAGEMENT

11/27/2001

Engage, Inc. and AltaVista announced an OEM alliance to incorporate AltaVista's Enterprise Search software into Engage's ContentServer 7 solution. AltaVista's Enterprise Search software will provide Engage customers full-text search capability, enabling them to index both print and online digital assets for fast, efficient deployment across the broader marketing organization. Under the terms of the agreement, Engage will develop a unique content management search interface for the ContentServer client, tightly integrating AltaVista Enterprise Search software. Search results, enabled through a combination of natural language and database queries, will be incorporated into Engage's content management solution, allowing users to access

digital assets from desktop applications such as Quark XPress and Adobe Photoshop. Content-Server 7 with integrated AltaVista Enterprise Search software is scheduled for release in early 2002. Engage will also make AltaVista's Enterprise Search software available to its existing customers and customers purchasing Engage's current release of ContentServer 6.4.

www.engage.com, www.altavista.com

They are both CMGI companies.

LIQUENT & PERCUSSION SOFTWARE PARTNER

11/27/2001

Liquent, Inc. announced a partnership has been formed with Percussion Software. The partnership will provide companies with a scalable XML content management solution. A mutual referral agreement will enable both Percussion and Liquent to actively market the combined solution. The offering will leverage Liquent's Encore and Xtent technologies and Percussion's Rhythmyx Content Manager product line. Companies utilizing this solution will be able to automatically retrieve content from their existing content repositories using Liquent Encore, transform the content into XML through Liquent's Xtent engine and load the resulting XML content into the Rhythmyx Content Manager. Using Liquent Encore to pull content from many repositories and Liquent Xtent to transform and normalize all content to one XML format, developers can access content immediately without additional translation. www.percussion.com, www.liquent.com

PERCUSSION INTRODUCES PERSONALIZATION ACCELERATOR FOR BEA WEBLOGIC SERVER

11/26/2001

Percussion Software announced the immediate availability of the Rhythmyx Personalization Accelerator for BEA's WebLogic Personalization Server. This Accelerator is the first of the new Rhythmyx Accelerators that enable enterprise organizations to speed deployment between Rhythmyx Content Manager and other technologies. The Rhythmyx Personalization Accelerator combines the functionality available in the BEA WebLogic Personalization Server with the content production capabilities of Rhythmyx Content Manager, including content entry, dynamic workflow, Active Assembly and publishing. The Rhythmyx Personalization Accelerator includes a set of standard components required for the integration and a sample demo application to show how these components are used from end to end. www.percussion.com

VIGNETTE & IBM ANNOUNCE THE BLUE PACK

11/26/2001

Vignette Corp. and IBM announced they will jointly market IBM's packaged e-infrastructure solutions with Vignette Content Suite V6. The Blue Pack is immediately available, will be jointly marketed by IBM and Vignette, and comes in two prebundled packages: one for small to medium-sized Web sites and another for more advanced, robust, high-volume sites. The solution will be available on IBM eServer pSeries systems running Vignette's Content Suite V6 software. The Blue Pack also includes IBM middleware, including WebSphere Application server Advanced Edition and high-performance DB2 Universal Data Base Enterprise Edition. www.ibm.com, www.vignette.com

CNET LAUNCHES NEWS TO BUY

11/26/2001

CNet Sweden launched NewsToBuy, an ASP service offering small and medium sized publishers all editorial tools and cross media publishing functions needed to run a professional publishing business. Designed entirely around XML, NewsToBuy provides a cost effective solution for small publishers such as local newspapers, trade magazines and trade portals to run their web publishing business. The NewsToBuy application service offers a complete editorial system, news archive, newsletter distribution, cross media publishing to different formats and channels, integration of external news feeds as well as export of news feeds. Publishers can manage their own web portals and digital newspapers without having to install any hardware, database or content management system. Editing, categorization and prioritizing of news articles is done through an Internet browser and the publisher can choose any layout they want. Besides publishing to web portals it is also possible to export content for paper publishing and for news syndication using XML formats such as NewsML and RSS. Another market for NewsToBuy is micro publishers such as freelance journalists and business intelligence specialists, that need to deliver news items to be included in corporate intranets and portals. NewsToBuy is available for immediate delivery. The monthly rate is \$649 and there is no start-up fee. www.cnet.se

DATAMIRROR RELEASES DB/XML 2.5

11/26/2001

DataMirror announced the release of DB/XML Transform Version 2.5. Using DB/XML Transform, companies can integrate their existing EDI infrastructures with XML-based technologies that allow businesses to communicate faster and smarter both internally and externally with virtually any trading partner. In addition to allowing businesses to transform standard EDI messages to XML, database and flat file formats, DB/XML Transform now supports RosettaNet. It also includes engine enhancements that enable the software to perform faster and offer greater flexibility in creating mapping rules with more fine-grained transaction control for any-to-database transformations. DB/XML Transform Version 2.5 features more built-in functions and enhancements to its graphical user interface, including an enhanced query designer and an input-parameter data entry screen that enables users to easily and quickly define complex queries for database-to-any transformation projects. www.datamirror.com

CONTENTGUARD RELEASES XRML 2.0

11/26/2001

ContentGuard, Inc. has launched version 2.0 of its eXtensible rights Markup Language (XrML), which broadens the range of business models available to digital content and Web Services providers. ContentGuard has also released a Software Developer's Kit to. ContentGuard also confirmed that it will hand control of XrML to an international standards organization. The company is currently in discussions with several standards organizations about accepting this governance role. ContentGuard plans to propose XrML 2.0 to any standards organization seeking a Rights Language. Within the last week such proposals have been made to MPEG-21 and TV Anytime. XrML 2.0 expands the capabilities of a Digital Rights Language to now also allow developers to establish the rights and conditions needed to access various Web Services. As part of a trusted environment, XrML can be used to apply rights to a wide variety of content and services to enable custom tailoring of digital offerings. The XrML 2.0 specification is available free at www.xrml.org. XrML 2.0 is extensible and compliant with XML namespaces using XML

schema. In addition, XrML 2.0 extensions can be designed for specific industries or with the inclusion of other elements, such as resource-level metadata standards like ONIX. The XrML 2.0 SDK is available for download. www.contentguard.com

This has potential for many types of corporate applications. Think of the more general problem of sharing and enforcing business rules rather than copyrights.

STELLENT & GEDAS MEXICO ANNOUNCE STRATEGIC ALLIANCE

11/21/2001

Stellent Inc. announced a strategic alliance with gedas Mexico, a subsidiary of Volkswagen Group and one of the largest systems integrators in Mexico. Under the agreement, gedas will integrate the Stellent Content Management system with e-business solutions for customers in Mexico. gedas specializes in business IT solutions based on global systems integration, consulting, outsourcing and a wide portfolio of e-business offerings that focus on diverse market segments such as government, automotive, products and services, health care and financial services. The integrator plans to implement the Stellent Content Management system as part of several customer projects that are currently underway. www.stellent.com, www.gedas.com.mx

An example of content management going global – not only are we seeing European content management vendors more active in North America, but US vendors are now more aggressively moving into international markets.

ARTESIA ANNOUNCES SUPPORT FOR SCORM

11/19/2001

Artesia Technologies announced a software extension to support the Shareable Content Object Reference Model (SCORM) initiative as part of the company's support for this emerging standard. Developed under the supervision of the Department of Defense-sponsored Advanced Distributed Learning initiative (ADL), SCORM is designed to serve as a common, XML-based standard for the use and distribution of e-learning content across all federal agencies. Teams provides organizations with a solution for creating, identifying and managing the various meta-tag fields used to define content attributes within the SCORM initiative. The ADL Initiative is a collaborative effort between government, industry and academia, to establish a common framework that permits the interoperability of learning tools and content on a global scale. The Office of the Secretary of Defense, the Department of Labor, and the National Guard have established the ADL Co-Lab as a forum for cooperative research, development and assessment of new learning technology prototypes, guidelines and specifications. To learn more about, or to download, SCORM Version 1.2, visit www.adlnet.org, www.artesia.com

Has e-learning's time finally come? We are not yet familiar with this standard, but we have definitely seen more vendors expressing interest in the e-learning market. This kind of a standard could help grease the wheels.

APPLIED SEMANTICS ADDS SUPPORT FOR IPTC CODES TO AUTO-CATEGORIZER

11/15/2001

Applied Semantics, Inc. announced it has added direct support for the International Press Telecommunications Council's (IPTC) subject codes to its Auto-Categorizer enterprise software product. This enhancement enables electronic publishers to automate the process of tagging news articles with topic labels for easy routing, archiving, syndication, and retrieval. Augment-

ing Applied Semantics' Auto-Categorizer with IPTC's subject codes, a three-level hierarchical taxonomy comprising over 900 categories, also enables electronic publishers to integrate news content easily with other document collections for presentation in intranet portals. Applied Semantics' Auto-Categorizer tool accepts XML input and responds with XML output, providing compatibility with any XML format, but particularly with NewsML and the News Industry Text Format (NITF) – two additional standards established by the 50-plus member IPTC organization. The IPTC developed the subject codes in support of these two standard XML schemas, both of which provide for use of topic tags. www.appliedsemantics.com

EM3 & XCACHE PARTNER TO DELIVER WEB CONTENT MANAGEMENT

11/15/2001

Group EM3 Inc. (EM3) and XCache Technologies announced a technology partnership that includes integration of the XCache dynamic content caching and delivery solution within EM3's fully dynamic Web content management system, iOn (information object network). iOn's out-of-box functionality is designed for non-technical business communicators. Coupled with XCache, iOn's page delivery speed has increased by "an average of 800 percent." Because CPU load is also significantly reduced, many more pages can be served with the same or fewer hardware resources, which means lower ongoing maintenance costs. Non-technical content providers still specify dynamic publishing rules and lifecycle dates within iOn, and the caching occurs automatically. www.xcache.com, www.em3.com

STELLENT TO PROVIDE CONTENT MANAGEMENT FOR CITRIX PORTAL

11/14/2001

Stellent announced a partnership with Citrix Systems, Inc. to integrate the Stellent Content Management system with Citrix portal software. The integration will enable users across the enterprise to contribute content in more than 225 formats directly into the Stellent Content Server through their Citrix portal. Citrix customers will be able to access and utilize features of the Stellent Content Management system, such as automatic conversion, search, subscription and workflow, through Citrix Content Delivery Agents. Citrix Content Delivery Agents are Web-based applications that plug into a user's portal and provide direct access to a wide range of applications, content sources and services such as the Stellent Content Management system. Citrix and Stellent will engage in joint marketing and sales efforts through the Citrix Business Alliance Internet Solutions program. www.stellent.com, www.citrix.com

NEW BOOK ON DIGITAL RIGHTS MANAGEMENT

11/14/2001

Gilbane Report Associate Editor Bill Trippe has co-authored the first book about this important new topic, Digital Rights Management: Business and Technology. As the title suggests, the book addresses both the business and technical aspects of DRM. For publishers, DRM presents whole new opportunities and new potential business models. Along with understanding these business models, publishers must come to grips with the technology of DRM. DRM includes complex component technology such as encryption and watermarking, but it also needs to be understood in the broader context of enterprise content management, digital asset management, and enterprise security. This book provides comprehensive explanations of all these topics, and includes detailed descriptions of all the vendor offerings, as well as related standards such as XrML and ICE. Digital Rights Management: Business and Technology by Bill Rosenblatt, Bill Trippe, and Stephen Mooney Published by Hungry Minds Books www.amazon.com/exec/obidos/ASIN/0764548891/newmillenn-20/107-0709506-3870149

JCORPORATE RELEASES EXPRESSO FRAMEWORK 4.0

11/14/2001

Jcorporate Ltd. unveiled its Espresso 4.0 application development framework, a major release which includes integration with the Apache Jakarta Struts Framework. Espresso is an OSS Java application development framework, a foundation set of reusable, Java software components. By leveraging Java, JSP, Servlet, XML, J2EE, Javamail, Cactus, Log4J, JUnit, Xerces, Xalan, and Struts, Jcorporate empowers businesses to design and implement unique, adaptable, and unrestricted solutions that are independent of platform and application server. Struts is a MVC light weight framework emphasizing presentation and application configuration, and bringing a powerful tag library to Espresso. Espresso 4.0 is an application development framework with components for developing database-driven web applications. Struts concentrates on specific areas of the application development process, whereas Espresso adds capabilities for database-stored security, object-relational mapping, background job handling and scheduling, self-tests, log4j logging integration, automated table manipulation, database connection pooling, email connectivity, event notification, caching, internationalization, XML automation, testing, registration objects, configuration management, automatic database maintenance, etc. Espresso is available for download at www.jcorporate.com/product/expresso.html

ALPNET LAUNCHES FASTTRACKXML

11/14/2001

ALPNET, Inc. announced the launching of its FastTrackXML, an extensible solution that offers corporations a quick and easy way to implement an XML-based authoring and single-source publishing system. Working with the client, AlpNet consultants and engineers implement, over a period of four to six weeks, a system that enables the client to author information modules, assemble them into publications and publish the result to paper, Web or on-line help. The FastTrackXML solution from AlpNet makes use of off-the-shelf packages and combines them with AlpNet design, development and customization services and powerful AlpNet-developed components. It is made up of an authoring environment and a publishing environment, developed and customized for one publication type, a service manual for instance. FastTrackXML from AlpNet lets users customize the content of the manual and output it to print, Web or on-line help format. Target users of FastTrackXML from AlpNet are publication departments, engineering teams that develop product information and marketing teams that need to publish the same information to multiple channels. www.alpnet.com

FATWIRE SOFTWARE & BEACONFIRE PARTNER

11/13/2001

FatWire Software announced a strategic partnership with Beaconfire Consulting to bring content management solutions to nonprofit organizations. As the latest addition to FatWire's Partner Program, Beaconfire will be able to use FatWire's UpdateEngine5 software to address the content management needs of many of their nonprofit clients. Beaconfire employees have been fully certified in FatWire's technical training programs. FatWire will provide sales and technical support. www.FatWire.com, www.Beaconfire.com

ONEPAGE DELIVERS PORTLET & WEB SERVICE TOOL FOR WEBSHERE CUSTOMERS

11/13/2001

OnePage, Inc. announced it has joined the IBM portlet provider program and is offering IBM WebSphere Portal customers its OnePage Content Connect Studio software. OnePage Content Connect Studio enables companies to eliminate manual scraping and scripting processes that currently slow down and add to the expense of portal implementations. Using OnePage Content Connect Studio, organizations are able to create portlets rapidly from HTML Pages, databases, datafeeds, applications and flat files and easily publish those portlets into any existing enterprise portal, wireless solution or to web services UDDI registries. WebSphere Portal exploits IBM's WebSphere Application Server. The portal software enables companies to build portals that offer users a personalized, secure, single point of interaction with people, content, applications and processes. OnePage Content Connect Studio also can be used to build web service elements for WebSphere Portal. OnePage Content Connect Studio is available immediately for the IBM WebSphere Portal environments. www.onepage.com

XML GLOBAL & IWAY UNVEIL XML INTEGRATION SERVER

11/13/2001

XML Global Technologies, Inc. and iWay Software announced the general availability of XTS, an XML Transformation Server. Jointly developed between XML Global Technologies, Inc. and iWay Software, XTS is a lightweight, low-cost integration server that enables businesses to link B2B or A2A systems together in real time utilizing XML for message transport and enhancement between systems. XTS's easy-to-use Transformation Workbench enables implementers to create the sophisticated message transformations necessary to enable systems to collaborate through iWay Intelligent Adapters, without custom code, Java Components, or proprietary scripting languages. The XTS Transformation Workbench provides over 3,000 predefined templates to link EDI feeds, HIPAA exchanges, e-business exchanges, and packaged applications with each other and other enterprise information assets. www.iWaysoftware.com, www.xmlglobal.com

INFOTERIA ANNOUNCES BUSINESS LANGUAGE OBJECTS FOR XML

11/13/2001

Infoteria Corporation announced availability of Infoteria Business Language Objects for XML (BLOX). Based on its Asteria B2B Platform technology, Infoteria's BLOX offer technology companies the ability to add the B2Bi capabilities of RosettaNet business processes into their J2EE or .NET Web Services infrastructure. Using Infoteria's BLOX, IT managers can add business-process-intelligence to their current Supply Chain, Order Management and ERP systems. Infoteria's J2EE Web Services for RosettaNet, the first set of Infoteria's BLOX, are J2EE objects that run on any J2EE Application Server. They augment any back-end system by providing RosettaNet Implementation Framework (RNIF) support and Partner Interface Process (PIP) message handling, including support for over 140 RosettaNet PIPs. Infoteria's BLOX for Microsoft's .NET web services environment will be released in early 2002. Infoteria's BLOX are available for OEM. Pricing is based on bundles of BLOX components that can be configured according to the needs of an individual OEM customer's needs. J2EE Services for RosettaNet are available now. www.infoteria.com

INKTOMI TO PROVIDE CONTENT MANAGEMENT CAPABILITIES FOR MICROSOFT PRODUCER

11/12/2001

Inktomi Corp. announced that it is a developer partner for Microsoft's new Microsoft Producer for PowerPoint 2002. Inktomi has enhanced Inktomi Media Publisher software, allowing users of Microsoft Producer to automatically publish, distribute and manage rich media content across distributed, heterogeneous networks using Producer's built-in Publish Wizard. Working seamlessly with Microsoft Producer, Inktomi Media Publisher enables networks to handle the flow of multimedia presentations and other rich content across networks while giving users fast access to business critical information. Inktomi Media Publisher provides users of Microsoft Producer with integrated content publishing, scheduled distribution, content management and search capabilities through a Web application. To facilitate access to this content, Inktomi Media Publisher includes Inktomi's enterprise search technology, allowing users to search and retrieve rich media content published across networks by keyword, title and description. www.inktomi.com

XYENTERPRISE INTEGRATES WITH INTERWOVEN TEAMXML

11/12/2001

XyEnterprise announced that it has entered into an alliance with Interwoven, Inc. XyEnterprise has integrated XML Professional Publisher with Interwoven's TeamSite, and TeamXML. This joint integration allows users to publish XML content to PostScript and PDF while simultaneously publishing the same XML content to the Web. Under the terms of the agreement, XyEnterprise and Interwoven will work collaboratively to bring the integration to the marketplace. XML Professional Publisher (XPP) composes pages from XML/SGML or other source data and creates high quality output in PDF, PostScript and HTML using XSLT/XSL. XPP provides XML and typographic support combined with speed and throughput. The XPP system is ideally suited for high volume batch publishing as well as dynamic print-on-demand applications. www.interwoven.com, www.xyenterprise.com

IDIOM LAUNCHES THE WORLDSEVER 5.0

11/12/2001

Idiom Technologies, Inc. announced the availability of Idiom WorldServer 5.0, Web infrastructure software for globalization. WorldServer 5.0 features advanced translation technology with a centralized, shareable enterprise-level Translation Memory and Terminology Database, and a high performance translation workbench powered by Deja Vu. WorldServer 5.0 enhancements were designed to meet the specific needs of everyone working on globalization projects, including translators, reviewers, Webmasters, and business, project, and IT managers. WorldServer 5.0 features a high performance translation workbench, powered by Deja Vu, a translation tool that includes translation memory technology. WorldServer 5.0 offers a browser-based translation workbench, as well as a Windows translation workbench, features a role-based user interface, and includes wizards for rule building, process automation, and globalization workflow that partially automate the globalization process. WorldServer's J2EE architecture can integrate with any corporate information repository, content management system, or application server. Pricing starts with a basic model and increases as users and locales are added. Idiom offers availability with both in-house licensing and hosting options. www.idiominc.com

LEXIQUEST RELEASES CATEGORIZE FOR CATEGORIZATION & TAXONOMY MANAGEMENT

11/12/2001

LexiQuest, Inc. announced the release of LexiQuest Categorize for automated document categorization and taxonomy management. Powered by LexiQuest's proprietary Language Recognition technology, LexiQuest Categorize will help firms in such information-intensive industries as pharmaceuticals, financial services, and law firms efficiently organize and manage hundreds of thousands of documents improving knowledge management and information sharing. LexiQuest Categorize can adapt to language the same way people do. Using a set of training documents, Categorize "reads" the content and intelligently "learns" the type of information you expect to see in each category. The resulting definitions can then be customized and refined by expert users to ensure accuracy. Incoming documents are then "read" in the same manner and compared to category definitions until a suitable match is found at which time the document will be assigned to that category. Capable of handling over 250,000 pages of text per hour, Categorize can work on HTML, XML, MS Office, PDF, and e-mail and be used to catalog research and patent documents, journal articles, websites, analyst reports, legal briefs, etc. The administration functions allow you to continually monitor the performance of the system and make changes as needed to deliver the highest degree of accuracy. www.lexiquest.com

EQUILIBRIUM LAUNCHES MEDIARICH 2.0

11/12/2001

Equilibrium announced the availability of MediaRich 2.0 for corporations to dynamically generate, update and deliver visual content to Web sites and data-enabled devices. New features in version 2.0 include advances in data integration for XML, ODBC and Metadata sources, increased font rendering capabilities, support for Unicode international character sets, ICC color profiles and enhanced Photoshop 6.0 support. MediaRich is server-based imaging software that automates image production and enables the dynamic delivery of images to output devices. Equilibrium MediaRich Enterprise Edition 2.0 is server based software starting at \$35,000 per server and is available immediately. www.equilibrium.com/products/MediaRich/index.jsp

INTERWOVEN ANNOUNCES AVAILABILITY OF TEAMXML

11/12/2001

Interwoven, Inc. announced the availability of Interwoven TeamXML software, its XML repository. Interwoven also announces new technology alliances with XML players Arbortext, DeskNet Inc., SoftQuad, Software AG and XyEnterprise to provide customers with a complete, end-to-end XML content solution. TeamXML attributes include: Parametric Search, Native Object Model, Migration Flexibility, and Multi-Channel Output. www.interwoven.com/news/0612teamxmlpr.html

RWS & GREY ZONE INTRODUCE MULTILINGUAL CONTENT MANAGEMENT PRODUCT

11/9/2001

RWS Group, LLC and Grey Zone, Inc. announced the introduction of an integrated product to speed development of globalized web content. SecureZone 5 enables business users to rapidly create completely functional intranets, extranets, and public web sites, including users and content. The product combines security, content management, and audience-based publishing capabilities. It incorporates technology called RDDAC (Reverse Data Driven Access Control),

that provides total control of the data, and RWS Grey Zone Partnership 2–3 V–Site technology. RWS Glossary Manager product is a database driven glossary and terminology management system, which works with standard databases in a Server–side Java application. Clients may be developed through Java, C or C++. Multiple glossaries can be stored on one server or linked across servers. The RWS Group/SecureZone integrated product supports multiple publishing methodologies via prepackaged and/or XML API. It runs on a PC or a mainframe. A Linux product is available on the IBM zSeries and S/390 mainframes, as well as the IBM iSeries and pSeries product families. The product supports a number of database environments, including Oracle and IBM’s DB2. www.translate.com, www.greyzone.com

XYZFIND RELEASES V.2 OF NATIVE XML DATABASE

11/9/2001

XYZFind Corp. announced the general availability of XYZFind Server version 2.0, a native XML database that delivers storage, search and query functionality for a wide range of business applications. The latest release includes improvements to the XML indexing and retrieval functionality first introduced earlier this year. Performance, scalability, and query capabilities are enhanced with this current version of the server, which retains the ability to adapt to new or modified existing XML document types without dependence on explicit schema or DTD information. Version 2.0 extends the v1 feature set to include support as a Windows Service, improved indexing and query performance and extensions to the web–based administrative console. XML document round tripping is improved, and keyword search, Boolean operators, wildcard queries, numeric range queries and stop word support are all available. Interfaces include XML over HTTP, a Java API and SOAP 1.1. XYZFind Server currently ships on Linux, Solaris, and Windows NT/2000/XP. www.xyzfind.com

CROWNPEAK PROVIDES ROI CALCULATOR FOR CONTENT & DIGITAL ASSET MANAGEMENT

11/8/2001

CrownPeak Technology unveiled an "ROI calculator". The new tool enables companies to determine the return on investment of content management initiatives, and provides a framework for evaluating the balance between content management and content development. CrownPeak's "Return on Investment Analysis for Content Management and Digital Asset Management" consists of 40 questions and formulas aimed at determining hard and soft returns for various content and digital asset management scenarios. Two–thirds of the analysis zeroes in on hard numbers associated with content management. The CrownPeak ROI calculator also includes a series of digital asset management queries. www.crownpeak.com

These kinds of things can be self–serving. However, even when they are they can still be useful. We have not looked at this so are in no position to judge, but the company is made up of experienced content management integrators from marchFIRST, so they should know what they are talking about.

ZYCUS ANNOUNCES AUTOCLASS

11/7/2001

Zycus announced the release of AutoClass, a Universal Standard Products and Services Classification (UNSPSC) classification solution for e–Catalogs. It is an automated solution for classifying products into one or more of 13,000 categories. AutoClass's capabilities will simplify catalog integration for buyers and exchanges, provide the backbone for catalog searches, and assist enterprises in accurately analyzing their spending patterns by commodity and supplier. It will also

provide a common platform for mapping disparate supplier and buyer schemas to the industry-standard UNSPSC schema. AutoClass automates UNSPSC-based classification through a Bayesian Inference Engine that extracts the concepts and then statistically links the concepts to product categories. The speed of automatic classification (100,000 documents per hour) enables rapid supplier enablement and provides a way of replacing manual coding. The AI based classification engine is trained on millions of product items where it discerns statistically significant patterns. Built-in UNSPSC libraries and embedded domain intelligence facilitate automatic and accurate classification of the supplier's/client's schema into UNSPSC, while version control is made possible through continuous update of UNSPSC. AutoClass can support other schemas such as eClass and client specific schemas through additional libraries. AutoClass is language and domain independent, and can process e-Catalogs on a real time basis using a web interface. www.zycus.com

SAQQARA ANNOUNCES CORNERSTONE FOR .NET SUPPLIER ENABLEMENT

11/6/2001

SAQQARA Systems Inc. announced availability of SAQQARA Cornerstone for the Microsoft Solution for Supplier Enablement allowing manufacturers, distributors and industry exchanges to leverage product content as a strategic and global eCommerce asset. Microsoft Solution for Supplier Enablement (MSSE) is part of the .NET Enterprise initiative. MSSE offers a fully integrated, tested, documented and supported solution that addresses the complexities of sell-side, multi-channel eCommerce. SAQQARA Cornerstone is an integral component that complements the Microsoft Solution. SAQQARA Cornerstone provides B2B suppliers and exchanges with SAQQARA ContentWorks. ContentWorks, when combined with the Microsoft Solution, enables suppliers and exchanges to build an Internet-ready product information asset by combining existing product information with internal product expertise to create cleansed, classified and attributed product information that can be published in an on-line catalog or exchanged with customers and business partners. www.saqqara.com

PLATEAU JOINS DOCUMENTUM PROGRAM

11/6/2001

Plateau Systems announced it has joined the Documentum Signature Partner Program. The partnership will focus on enabling organizations using Documentum 4i eBusiness Platform to integrate rapidly with Plateau's software, and continuing support and enterprise-wide compatibility between the two applications through future releases. Plateau will now have access to Documentum Consulting, as well as automatic software upgrades and technical support, and all Plateau programmers will continue being trained on the Documentum 4i platform. The partnership will be beneficial for the vertical industries in which Plateau and Documentum share a wide customer base, such as pharmaceutical, energy, chemical and heavy manufacturing. Federal regulators in these industries have strict guidelines for electronic documents, and impose regular audits on each company's document systems. By integrating Plateau LMS and Documentum 4i, enterprises can show regulators they have a way of automating learning management as it relates to all document and Standard Operating Procedure (SOP) updates. www.documentum.com, www.plateau.com

HYPERWAVE LAUNCHES eKNOWLEDGE INFRASTRUCTURE

11/5/2001

Hyperwave Information Management Inc. launched eKnowledge Infrastructure, a suite of modular collaborative knowledge management systems integrating content and document management, information search and retrieval, workflow, collaboration and e-learning capabili-

ties. Each module can be used individually or together, providing organizations with a flexible information management environment that can be scaled to their requirements. Hyperwave's eKnowledge Infrastructure is upgradeable from and replaces the company's Hyperwave Information Server (HIS) and Hyperwave Information Portal (HIP) products. It utilizes Oracle, Microsoft and Sybase in the areas of transaction security, high availability and data throughput. Open gateway to directories such as x.500 and Active Directory facilitates user and group administration. The new system includes technology from Verity and Autonomy. The Hyperwave eKnowledge Infrastructure is available later this month. www.hyperwave.com

CORECHANGE DELIVERS COREPORT 5.0 & CORERESPOND

11/5/2001

Corechange Inc. announced Coreport 5.0, portal software for unifying information, applications and communications across enterprise environments. This version offers tightly integrated content management and collaboration capabilities within a portal framework that scales to meet the needs of large organizations. Corechange also announced CoreRespond, a business communications and collaboration tool that integrates with Coreport 5.0 to control interactive business messaging, a process Corechange calls "dialogue management." New functionality includes: Integration with Microsoft's SharePoint Portal Server; Integration with Stellent's Content Management System; Dynamic load balancing; Direct, native support for Microsoft Web Parts; Web-based administration; and the ability to deliver portal resources and content via pocket PCs, including the Compaq iPAQ, as well as i-mode mobile devices. Coreport 5.0 is available now. www.corechange.com

BROADVISION UNVEILS BROADVISION ONE-TO-ONE CONTENT 6.0

11/5/2001

BroadVision, Inc. introduced its new content management solution, BroadVision One-To-One Content 6.0, a solution for full lifecycle enterprise content management and personalized delivery via web, wireless, or print. BroadVision One-To-One Content 6.0 supports every part of the content management lifecycle – including design, creation, management, deployment, distribution, analysis and expiration of content. Enhancements to BroadVision One-To-One Content 6.0 include accelerated performance for increased scalability, a role-based content publishing interface, support for creation of valid XML content for multi-channel delivery, and improved openness for integration into enterprise environments. BroadVision's XML-based Content Adapter allows BroadVision One-To-One Content 6.0 to be used with BroadVision applications, or integrated with application servers such as BEA WebLogic and IBM WebSphere and other content distribution systems. BroadVision One-To-One Content 6.0 is scheduled for general availability in the next quarter. www.broadvision.com

PERCUSSION ANNOUNCES RHYTHMYX V4.0

11/5/2001

Rhythmyx Content Manager V4.0 allows business users to define content usage and to group and arrange content into Web pages, without requiring template redesigns from Web developers. Rhythmyx provides end users with the flexibility and control required to easily assemble content into Web pages, while providing the scalability and the reliability required to quickly deploy, implement and maintain the content management system. Rhythmyx V4.0 features include: New Scaling Options; Active Assembly; Easier Administration; Advanced Workflow Capabilities; and eEnhanced assembly for templates. The newly optimized Assembly engine provides more powerful XSL functionality with the addition of the following upgrades: enhanced manageability, portability and an easier, centralized method to manage naming and linking

schemes of publishable content. Percussion's Rhythmyx Content Manager V4.0 supports Windows NT 4.0, Windows 2000 and Solaris platforms and will be available for shipment immediately. www.percussion.com

FATWIRE SUPPORTS ORACLE9I APPLICATION SERVER

11/5/2001

FatWire Software announced support for Oracle9i Application Server (Oracle9iAS). FatWire will leverage Oracle's complete infrastructure software to quickly deploy fast, highly scaleable and reliable Web applications and Web sites. Powering UpdateEngine on Oracle9i Application Server allows businesses to improve the performance and reliability of their Web applications, while spending significantly fewer resources on managing and maintaining that infrastructure. FatWire's UpdateEngine5 will be providing dynamic content management to build Web applications with personalized workflow, flexibility and scalability. www.fatwire.com

ANDERSEN & ARTESIA TECHNOLOGIES FORM ALLIANCE

11/5/2001

Andersen and Artesia Technologies announced an alliance for assisting organizations with significant brand equity and extensive use of online and offline rich media to more effectively manage their extended supply chain of brand assets. The two organizations will work closely to develop and implement best practices utilizing Artesia's TEAMS digital asset management solution for streamlining the production, management, use and dynamic re-expression of brand assets across areas such as multi-channel marketing, distance learning and interactive customer support. www.andersen.com, www.artesia.com

XML GLOBAL RELEASES GOXML TRANSFORM 2.0

11/1/2001

XML Global Technologies, Inc. announced the release of GoXML Transform 2.0, a solution for the dynamic exchange of XML, EDI and other data formats. GoXML Transform 2.0 directly addresses the need to quickly and reliably transform legacy and other data into XML. Features included in GoXML Transform 2.0 are: Design studio for building mapping rules, Intuitive Drag and Drop User Interface, EDI dictionaries for X12, EDIFACT, HIPAA, SWIFT, Routing and workflow, Extensive set of back-end connectors, Links to MQSeries, SOAP, HTTP, ebXML Registry Message Service and Component Dictionary, Web Services support, Registry and Database Lookup and Replace, Enhanced Document Recognition System, and Multiple Concurrent Inputs. GoXML Transform 2.0 is available for immediate delivery with special pricing until November 30th, 2001. www.xmlglobal.com

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 or call for more information.

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CALENDAR

XML Conference & Exhibition 2001, December 9-14, Walt Disney World Dolphin Hotel, Orlando, FL. XML: What Really Works? How much is hype and how much is reality? The recent downturn in technology has left many people asking these questions, and many more besides, such as: How much does XML really solve today's business and technology needs? Is XML enough? What else do I need? Where can I talk to the experts and the implementers who have the experience I lack? Where can I see demonstrations of the products that might be just what I need? Where can I ask the hard questions, and get the right answers? If these questions sound familiar to you, if you want to meet with the experts, exchange opinions with the authors of today's standards, or find out what the latest products are capable of, XML 2001 is the place you want to be. <http://www.xmlconference.net/xmlusa/>

Documation France 2002. March 19-20, Tutorials: March 18, 2001 CNIT, Paris La Défense, France. Technoforum's 8th annual Documation conference and exhibition in Paris is focusing on Content Management, Enterprise Portals, and information integration. This all-French event will include a large number of case studies, as well as over 100 exhibitors. www.technoforum.fr

Enterprise Content Management (ECM) 2001, April 29-May 2, 2002, Westin Century Plaza Hotel, Los Angeles, CA. Our Enterprise Content Management Series is an educational forum where IT, business managers, developers, analysts, consultants, integrators, and vendors meet in a vendor neutral environment to discuss, debate, and share experiences in implementing enterprise content management systems and strategies. www.ecmseries.com

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