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*Content, Computing, and Commerce – Technology & Trends*

## WHO SHOULD OWN YOUR CONTENT MANAGEMENT SYSTEM?

While most of the articles we publish cover technology issues and trends for IT managers or business managers who need to understand content technologies, often what they need the most help with are the organizational challenges they face when introducing new technology. This is especially true in the case of today's content management systems (CMSs) as neither they, nor the content they manage, typically exist in isolation. Who controls the content is often a very sticky issue. A successful content management system implementation is one where the CMS system architecture, the organization, and the information flow all work in harmony. How do you begin to figure out how to do this?

This month we are pleased to have content management consultant and author Bob Boiko join us to provide some expert advice on these issues based on his extensive consulting experience. His article is excerpted from his comprehensive new book, due out any day, *The Content Management Bible*.

### NEW BOOK ON DRM

By the way, don't forget to check out associate editor Bill Trippe's new book as well. *Digital Rights Management, Business and Technology*, co-authored with Bill Rosenblatt and Stephen Mooney has just been released, and as the title suggests, covers both technical and business issues.

Both books can be found at [www.amazon.com](http://www.amazon.com).

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# WHO SHOULD OWN YOUR CONTENT MANAGEMENT SYSTEM?

The purpose of a CMS is to help organizations create and offer valuable content and functionality. For commercial organizations, the content and functionality aid in the sale of goods; for government organizations, the content and functionality aid in the production and distribution of laws and regulations; and for nonprofit organizations, the content and functionality support a social concern.

Each department in an organization has something to add to the design or implementation of a CMS, but none of the traditional groups has the inherent right to own the system. Because the job of a CMS is so closely aligned with the job of the organization, to do its job, a CMS must be integrated fully into an organization.

In this article, I'll discuss how a CMS fits into a stereotypical large organization.

Because the task of a CMS is so closely aligned with the job of the organization, to do its job, a CMS must be integrated fully into an organization. Of course, a CMS might serve a small part of an organization. Many organizations are diverse and have a variety of types of value to create and offer. In these cases, it might be necessary or preferable for the CMS to be designed to serve a sub-organization. Regardless of the size or scope of the organization that the CMS serves, its purpose is so intertwined with the purpose of the organization that the more integrated it becomes, the more able it is to serve the goals of the organization.

A CMS becomes integrated into the organization in the following ways:

- It organizes many departments and job types into an overall system.
- It harvests information from throughout the organization.
- It unifies the organization's communications to itself (an intranet site, for example) and the outside world (an Internet site, for example).
- It ties into the organization's existing information management infrastructure.

Quite often, the need for a CMS is felt most acutely by one part of the organization. The group that feels the pain organizes a team to confront the problem. In my travels, I have seen these originating groups:

**A business unit** (or department) that needs a much fuller Web site than it now has. The business unit has diverse content and core functionality that it needs to bring to its audiences.

**The organization's corporate communications** or editorial group that finds it cannot keep up with the explosive growth of content that must be created and delivered.

**The organization's IT group** that needs to unify all of the divergent requests it receives for Web pages into a single, manageable system.

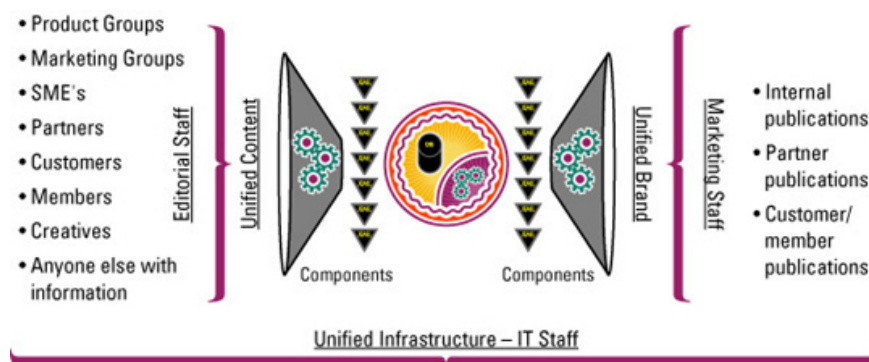
**The organization's marketing department** that wants to both unify the organization's appearance to the world and better target market segments.

If all goes well, the originating group brings in all other groups and they coalesce into a tight team that serves all the groups' needs. More often than not, however, this does not happen. Rather, the originating group avoids the hassle of dealing with other groups' budgets and politics and decides to go it alone. The result is, at best, inefficiency and redundant efforts. At worst, the result is massive infighting and paralysis while the organization decides who owns the effort.

I have seen organizations waste a tremendous amount of time and effort sorting out ownership of the new function of content management. The problem is that each group has a fair claim to ownership based on the part of the problem that they own. The business unit owns the content, the editorial group owns the management process, the marketing group owns the recipients of the content and the messages they receive, and the IT group owns the computer system that makes it all happen. Any group on its own can only duplicate the expertise already in another group. If a member group does not have the experience or skill to participate, then the group needs to be built up, not avoided.

The deadly forces of bad interpersonal dynamics and poor communication notwithstanding, the solution is obvious. Each group needs to understand the contribution of the others and make the best use of it. If the CMS effort is to remain in a single group, then that group must reach out to the others to be sure they are included. If the effort is to lie outside of any group (a solution I favor), then the purpose of the outside group is to marshal the resources of the other groups toward the goal of easily collected, well-managed, and fully deployed content.

For good or ill, in order to do its job, a CMS must integrate and unify the organization (see Figure 1).



**Figure 1:** To do its job, a CMS must integrate many of the parts of an organization.

To serve the whole enterprise, the CMS must accept a wide variety of information from a cross-section of the organization. To crunch all of this disparate information into a single system requires that you develop a single editorial approach to the organization's information (preferably with a unified editorial staff). If you are lucky, the organization will embrace this approach and will even-

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tually create information in a unified way. If you are unlucky, you will be converting and reworking content for the indefinite future.

To allow information to flow into the CMS from throughout the organization and then from the CMS out to a variety of delivery platforms requires a unified infrastructure. CMS systems generally assume you will have a unified Web infrastructure for collecting and distributing information. Whatever infrastructure you create may be one of the few that spans the whole organization. If you are lucky, the infrastructure will be embraced and maintained by your existing IT group.

To allow diverse information sources to coexist in the same publications requires that you create a single brand (or small family of related brands) for your organization. Broadly speaking, a CMS must integrate and unify marketing approaches into a single approach with many channels. If you are lucky, your organization will be firmly behind this effort and will see it as a great step forward. If you are unlucky, you will be stuck trying to unify groups that would rather go it alone.

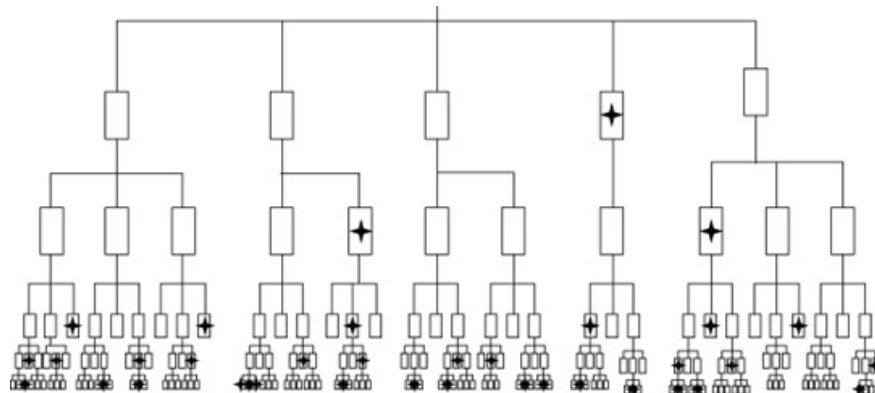
The challenge of a CMS is to be able to unify the organization enough that it is possible to have a single system collect, manage, and publish its information.

## TRACKING INFORMATION FLOW IN THE ORGANIZATION

All organizations create content. To create a successful CMS, you must be able to separate the content that has value beyond the context in which it was created from the content that serves one specific purpose and does not need to be managed and shared.

It is not uncommon for valuable content never to make it out of local distribution within a small segment of the organization. In order to do its best, the CMS must reach into each area where valuable information exists and tap into it. To reach in and tap, the CMS must be designed to target the right information sources, creators, and accumulators, and easily be used by them even if they have little or no background in the CMS.

In a typical organization, valuable information and functionality is created at all organizational levels, as shown in Figure 2.

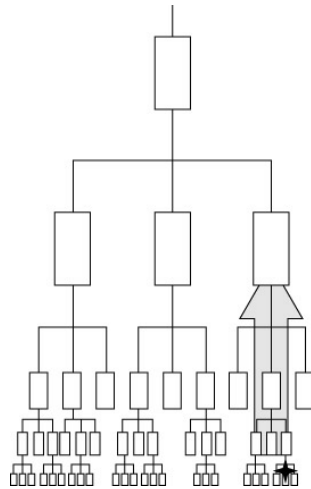


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**Figure 2: Valuable information and functionality (represented by the stars) is created throughout the organization.**

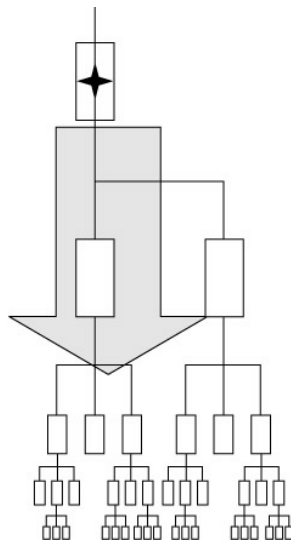
After it's created, information can flow within the organization in a number of ways.

Some information is created by an individual, who then passes it on to others higher up in the organization in the form of reports, analyses, presentations, and recommendations. The creator of this sort of information usually thinks of it as meeting a particular deliverable for a particular person, as shown in Figure 3. Often, the creator does not consider her information to be valuable beyond its original purpose (whether or not this is true).



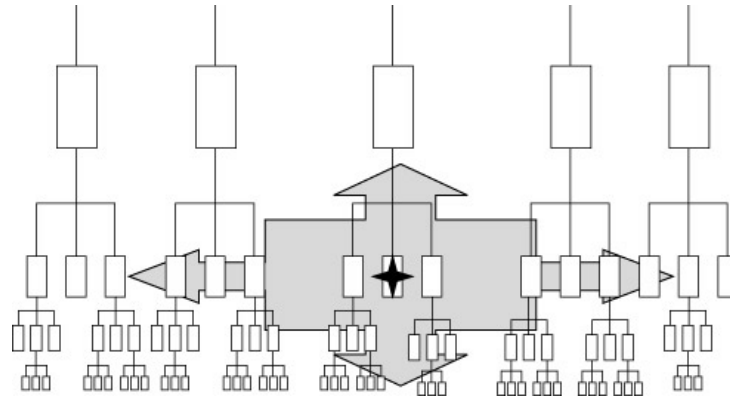
**Figure 3: Some information flows upward in the organization.**

Other times, an individual creates information and distributes it to her team. Information such as plans, policies, new initiatives, and background is developed to give context to employees, and often this information is not considered by the creator to be generally useful (whether or not this is true), as shown in Figure 4.



**Figure 4: Some information flows downward in the organization.**

Finally, some information is created by an individual who then distributes it to peers. Information such as discipline-specific analyses, tips and tricks, and training resources is developed and distributed to help people of a certain type do their job more effectively, as shown in Figure 5. Once again, this information of-ten is not considered generally useful but may indeed be.



**Figure 5: Some information flows laterally in the organization.**

If you begin to notice and then actually chart the creation and flow of information in your organization, you will be able to map out the sources and reservoirs of valuable content in your organization as the first step in harvesting it.

All organizations have systems that capture, store, and give access to data. A CMS rarely replaces these data systems. Rather, it brings the same degree of management to content that the organization is accustomed to applying to data. This is not to say that there is no interaction. Especially in the publication system, there is likely to be significant interaction.

Consider a typical staff management data system. Such a system has data about each employee or member of the organization, including name, ID, address, compensation package, position, and so on. The human resources and administration departments are likely to access the system via a specialized application. You are not likely to want to replace this system with a CMS. You may, however, want to connect the CMS to the system. For example, you might want to create a printed and Web-based company directory. You can base such a directory off the data system as follows: Once a week, software that is part of the CMS repository contacts the employee data system and retrieves data records for new or changed employees. It also retrieves the IDs of any employees that have left the organization. For each new employee, the CMS software adds a work item. The work item tells a CMS collection staff member to go get a picture and a memorable quote for the new people and to add them to the data that has already been retrieved. For employees that have left, the software can automatically delete their information from the CMS repository. To create the Web-based and printed directories, the CMS publication staff creates templates that draw the employee information out of the repository and format it as a set of Web pages and as a book.

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In addition to being integrated with other data systems, the CMS itself is an organizational system that requires the same sort of administration and maintenance as other organizational systems. The CMS is one in the overall set of systems that run the organization.

### **Understanding your information**

People will not naturally seek out the CMS and contribute to it. Rather, the CMS team must seek out contributors and go to them. To begin, you must define what makes information valuable to your organization. Some of this valuable information comes from outside the organization (industry news, for example) and some comes from within the organization (case studies, for example). For the information originating inside the organization, you must discover the following:

- Where in the organization is it created?
- What particular people or job descriptions create the information?
- What is its initial purpose?
- To whom is it distributed?
- Are there places (directory locations or file cabinets, for example) where the information naturally collects?
- Are there particular people or job descriptions that collect and save this information out of interest or job function?
- In what formats is it produced?

The main obstacles to harvesting information from the organization are finding it, understanding how to remove it from its original context, and any adverse attitudes in the content creators.

### **Understanding your functionality**

All organizations create and distribute functionality (even if only internally and on paper). Just as the CMS must reach into the organization to tap into the valuable content that exists in the organization, so the CMS must reach into the organization to tap into the valuable functionality (like the functionality that lets someone update their own HR records, or the functionality that allows customers to see their past transactions). And just as with content, you first should learn about your functionality and then plan for its harvest. The main obstacles to harvesting functionality are making it suitable for electronic distribution, tying into existing data management processes, and any adverse attitudes in your programmers and administrators.

Functionality, like content, might exist throughout the organization. To understand the functionality in your organization, you might start with these questions:

- Where in the organization is it created and maintained?
- Is it suitable for being segmented and delivered electronically on a Web site? If not, what would need to be added or changed?

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- Who is responsible for programming the functionality? Was it developed in-house or is it part of a commercial package?
  - Who is responsible for managing the data behind the functionality?
  - Can it be accessed by code executed on a Web server?
  - Who is the current audience for this functionality?
  - What knowledge or experience is required for someone to use the functionality?
  - Is there other functionality to which the functionality is related or on which it depends?

## UNDERSTANDING ORGANIZATIONAL ROLES

Each of the major groups in your organization has something different to add to a CMS initiative, as the following list indicates:

**Business units** create the valuable content and functionality that the organization must deliver. These groups are, or should be, designed to produce important information effectively.

**Editorial teams** should aim toward creating unified content across the organization.

**Marketing teams** should create a definitive audience analysis and unified messaging in all publications.

**The IT group** should implement and maintain the CMS infrastructure and, possibly, be responsible for functionality.

### **Business units generate value**

The valuable content and functionality that the organization delivers comes from business units. These groups are, or should be, designed to produce important information effectively. In addition, business functionality (ordering, getting support, making deals, and so on) originates and terminates in a business group. Business units should rightly be expected to create the value that the organization needs to deliver.

On the other hand, business units should not necessarily be expected to know how to gather, target, or deliver this value. Often, the valuable information the unit produces remains lodged on some individual's computer and never sees wide distribution. In addition, much of the valuable information is produced for an internal audience. Product specifications, for example, are extremely valuable information that is often inaccessible to the outside world because of their style or format.

### **Editorial teams unify content**

All organizations create some sort of written communication. Organizations employ technical writers to create product documentation, marketing writers to



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create brochures and press releases, and subject matter experts to create white papers and other background documents. Beyond these writers (and other content producers, such as graphic artists) is a group of editors who ensure that the output of the various writers is aligned and consistent. Consistency is the currency of content management. Without a strictly consistent approach to content structuring and tagging, the CMS cannot manage or publish content effectively. If your organization has editors, they should mediate between the business units and the central repository. Editors within the business units forge consistency within the content of the units. Editors outside any business unit forge consistency among all of the organization's content. When you implement a CMS, these two types of editors should form a common understanding and a common set of rules to make the editorial processes flow smoothly between the business units and the larger CMS effort.

On the other hand, editorial organizations rarely have been called upon to perform the very granular metadata tagging needed by a CMS. Thus, editorial skills in the organization must be augmented by the "metatorial" skills needed to develop and apply the level of metadata consistency needed by a CMS.

### **Marketing teams direct and unify publications**

An organization's marketing group is responsible for understanding and controlling the way the organization presents itself to the outside world. Two of the main ways that marketers present the organization is through brand and messaging. The brand is the identity of the organization. It is a set of traits and associations that encompass how the organization wants to be seen by the world. Messaging consists of the small set of clear messages that the organization wants to deliver to the world (for example, "we are the place for information on the third world," or "buy our cars and you will have lots of admirers"). Because of this responsibility, the marketing group is often in control of all the organization's communication, including its Web site and other publications. What the marketing group brings to these publications is clear, directed communication about who the organization is and what they most want the world to know. In terms of content management, the marketing group has an even more central role — they know the audiences. The marketing group knows what kind of people the organization is trying to serve and what they want. This is the key knowledge that enables the organization to identify and target valuable content and functionality.

On the other hand, the marketing group often knows little about the technology and process behind designing and building a CMS. The analysis and development skills needed to create a CMS are often beyond the desire and ability of a marketing group.

### **IT groups build and maintain infrastructure**

An organization's IT group keeps the computer hardware and software running and performing. Because a CMS is a set of interlocking software and hardware components, the role of the IT group is clear — to install and administer the system. In addition, the IT group has the knowledge and experience (or should have) to integrate the CMS into the array of other organizational systems (catalog and staff data systems, for example) that the CMS needs in order to provide content and, especially, functionality. In one sense, the CMS is just another enterprise information system and can be maintained by the same group and in the same way that other systems are.

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On the other hand, just as you would not ask an IT professional to enter invoices into the organization's accounts receivable system, so you would not ask her to create content or publications. The natural place for the IT group is not in the content but in the system behind the content.

The groups I have discussed, as well as others, are not candidates for sole and exclusive ownership of the CMS. They *are* integral players in the overall success of the CMS effort and each has a different contribution.

## EXPLORING ORGANIZATIONAL MODELS

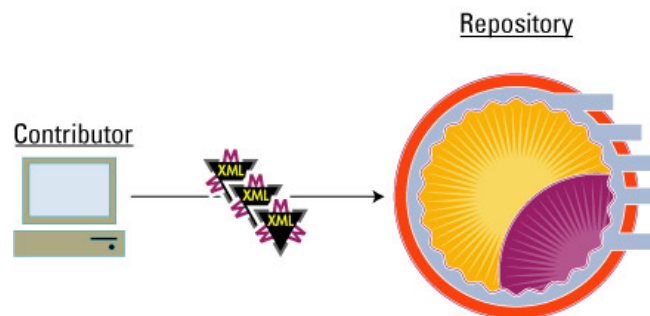
For simplicity, I present content management systems as single systems. Although it is surely most efficient to have a single system throughout the organization, it is by no means mandatory. If a single, monolithic CMS represents too much of a hurdle too soon for your organization, you can create a more or less loosely coupled system of relatively independent but interacting systems.

It's never a good idea to force a CMS on the organization. You are too much in need of the organization's active and creative participation ever to risk that sort of alienation. Rather, you need to figure out how the CMS can bring value to the groups it will encompass. You need to be clearly convinced that the CMS brings value to a group greater than the cost they will bear. Then you can present your case to the group and hope for the best. Be prepared for groups not to be convinced immediately. They may have a lot of personal and financial investment in the way they do things now. Think as objectively as possible. Is the problem that they just don't want to change? Is it that you have not presented your case well? Or do you just not have a compelling case?

For any of these reasons, you may need to fall back to a looser connection between the CMS and a particular group. There are a number of ways to loosen the connection.

### Collection variations

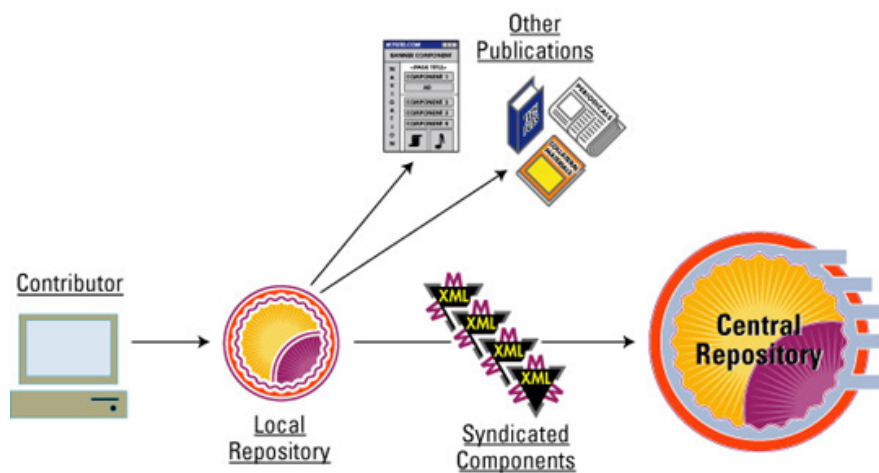
On the collection side, the "normal" way to proceed is by having contributors submit content directly to the central CMS repository (see Figure 6).



**Figure 6:** The usual collection mode

It is not always possible, however, to immediately encompass every group's collection process. Suppose that a group is already creating a set of print publications that you will not soon be able to duplicate with your CMS. Still, you need the content in those print publications for the Web site that the CMS will pro-

duce. Rather than taking on a task you know you can't do, or worse, forcing them to "dumb-down" their publications so you can create them, you can get the group to behave like a syndication source, as shown in Figure 7.



**Figure 7:** You can treat other groups in your organization as syndication sources.

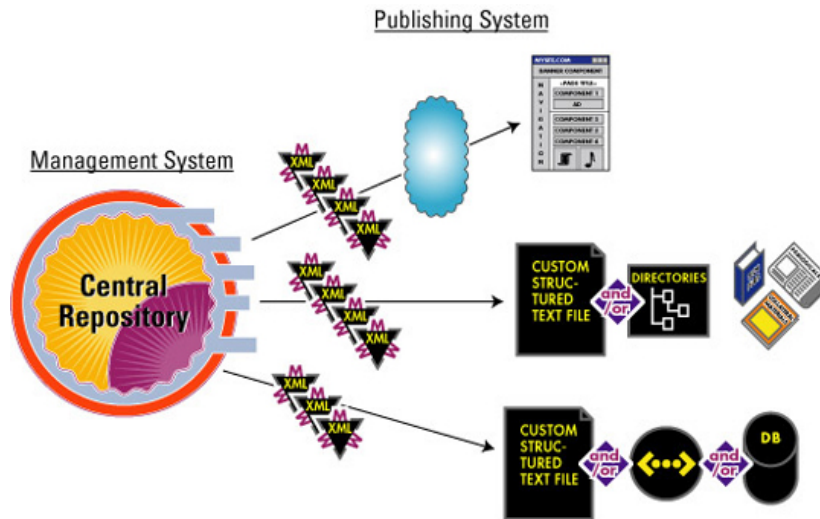
Your main task in this scenario is to get the other group to begin to think of its own system as a CMS. If they can figure out how to separate their own content from its publications, they can figure out how to give clean input to your CMS. Even if they never fully automate their process, you still will have accomplished two major tasks:

- The group will be on the road to becoming fully part of the CMS. As they get better at separating their content from their own publications, they will make their own compromises in their publications, and be learning the art of CM along the way.
- You will get a good content source without having to participate in its creation. Given that you can get the group to give you good stuff (valid XML, for example), you will have all you need to easily incorporate their content in your repository.

What you lose in this approach is time and control of the master source. You probably will not receive content from this group until it has already been re-released in their publications. In addition, can you be sure that they will not make significant changes to the content after they deliver it to you?

### Publishing variations

On the publishing side, the usual way to proceed is to have the CMS create all of the publications, as illustrated in Figure 8.



**Figure 8: The usual case, where the CMS creates all publications**

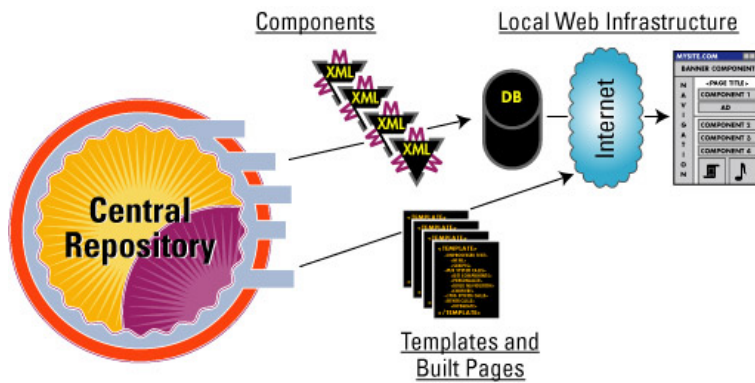
But it is not always practical or advisable to have the CMS control all publications. Suppose that you have a group that has already set up a dynamic Web presence with a set of content databases and a complete Web infrastructure. Rather than migrating them to the CMS publication system and Web platform, you can simply fill their databases full of content from your repository (see Figure 9).



**Figure 9: Using the tools you have for syndication, you can fill a Web database with content.**

Using this method, you can embrace all of the collection and management of content destined for the site without disrupting the site itself. In effect, you are syndicating content to the Web database. Although this may require some programming on your part, it will probably be a lot less work than re-creating the entire site from your CMS.

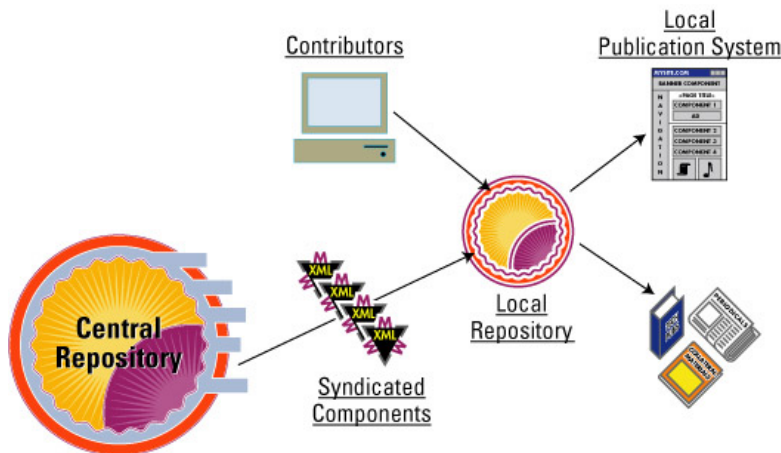
Of course, you may want to re-create some of the site. For example, maybe the site design is out of line with the other publications you are creating, or maybe the site really should include other content that it is not currently set up to handle. In this case, you may want to consider having the CMS produce not only data for the site, but also some of its page templates and even some of its pages (see Figure 10).



**Figure 10:** In addition to syndicating data, you can supply page templates and even complete pages to an external system.

This scenario is a bit tricky. To produce page templates for an existing Web site, you have to know a lot about the code and conventions of that site. In effect, your CMS would be managing much of the publishing of the external site. To produce pages, you have to make sure that they fit into the site. Both the look and feel as well as the navigation must match the way the site is constructed. Of course, if you are producing templates for the site, both of these variables are already in your control.

Finally, you can simply treat any system external to the CMS as a syndication target, as shown in Figure 11.



**Figure 11:** You can always just syndicate to an external system.

The external system controls its own publications and may have other content that you do not control.

## Management variations

In all of the collection and publishing variations I mentioned, the only thing that was absolutely under the control of the CMS was the central repository. Even in the case of the external collection system syndicating to the CMS, the central repository can contain the definitive content to be shared by the organization. If

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you back off this, and the definitive content to be shared is in two or more places, you are biting off some problems.

It is not so much that you shouldn't have more than one database, but that you shouldn't have more than one content structure and access methodology. Regardless of how many physical databases you have, if you have a single organizational structure and unified access methods, then you have a single repository. On the other hand, if you do not have a single organizational structure and unified access, even if you have all of your content in a single database, you do not have a single repository.

That said, if you can manage to have a single database for all your content, you will spare yourself the unenviable task of distributed data management. At the very least, you must have a single place where you can tell people to go to get the blessed version of a particular kind of content.

Optimally, you want to create a central repository that really unifies your content and content access.

To function as a central repository, your system must extend the following qualities over all of your content:

**Unified content structure.** The way content is chunked and tagged (your components and their elements) needs to be standardized across all data sources.

**Unified organization.** The hierarchies and other organizational schemes you use to categorize and get to your content need to extend to any place where the content is stored.

**Unified access.** The way you query and make use of the content you retrieve needs to be the same across all data sources.

My best advice concerning management variations is to try not to vary too much. The headaches you will have — trying to keep track of what content is in what structure, organization, and access system — will be unending. You will also inevitably find yourself in a position of not being able to get to the content you need in a publication or particular page.

-- Bob Boiko  
*bob@metatorial.com*

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# INDUSTRY NEWS

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

## **STELLENT ANNOUNCES FRENCH & GERMAN VERSIONS OF ITS CONTENT MANAGEMENT SYSTEM**

10/31/2001

Stellent Inc. announced that French and German versions of its Stellent Content Management system are now shipping. The Stellent Content Management system has always supported the management and delivery of multi-language content. The product now enables users to efficiently interact with the Stellent system in French, German or English, allowing localized Web sites in these languages to be more rapidly deployed and more easily maintained. Users can choose their language preference when they create their user profiles in the Stellent Content Management system, and the Stellent Content Server then automatically presents the interface in the preferred language. Stellent added a localization kit to the Stellent Content Management system in version 5.0, which was released in June 2001. The kit enables Stellent and selected partners to produce versions of Stellent Content Management in different languages. Stellent is also producing Japanese, Korean and Spanish versions of the Stellent Content Management system. Stellent Content Management supports full-text and metadata searching for multiple languages, including multibyte languages. The French and German versions are configured upon installation of the Stellent Content Management system and are provided at no additional cost. The Stellent Content Management system is priced at \$100,000 to \$250,000 USD.

[www.stellent.com](http://www.stellent.com)

## **NxN LAUNCHES ALIENBRAIN 5.0**

10/30/2001

NxN Software announced the release of alienbrain 5.0. Key new functionality in alienbrain 5.0 includes advanced project tracking and asset management facilities, 35 additional productivity features, scalability to 100+ users and new clients for Macintosh and Linux. With the release of 5.0, NxN also introduces entry-level configurations that make alienbrain available for a 10-person team for as low as \$9,900. Current alienbrain users may upgrade to the new version using their standard maintenance agreements. alienbrain 5.0 will be available on November 15, 2001. [www.nxn-software.com](http://www.nxn-software.com)

## **GREY ZONE ANNOUNCES 3 MINUTE EXTRANET WITH SECUREZONE 5**

10/30/2001

Grey Zone, Inc announced the release of SecureZone 5. SecureZone 5 enables business users to create a completely functioning extranet, including users and content, in "as little as 3 minutes". SecureZone empowers non-technical professionals to spawn an unlimited number of distinct Web sites from a single platform. The product combines security, content management, and audience-based publishing capabilities that simplify the Web publishing process. It incorporates technology called RDDAC (Reverse Driven Data Access Control), that provides company administrators with fine-grained control of data for security and administration, and provides access and administrative functions for each individual piece of content. The platform supports multiple publishing methodologies via prepackaged and/or XML API. It scales to run on anything from a PC to a mainframe. SecureZone for Linux is available on the IBM zSeries and S/390

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mainframes, as well as the IBM iSeries and pSeries product families. In addition, the new product supports a number of database environments, including Oracle and IBM's DB2.  
[www.greyzone.com](http://www.greyzone.com)

*Quite a claim!*

## **SEMIO ANNOUNCES NEW VERSIONS OF SEMIO TAGGER & PLUMTREE INTEGRATION**

10/30/2001

Semio Corporation announced new versions of its SemioTagger categorization engine and its Semio Plumtree Integration Module. Enhancements to SemioTagger include support for Oracle databases and the ability to crawl data stored by Documentum, performance improvements and additional source file support. Significant new features in the Semio Plumtree Integration Module include relevance ranking and crawl-time indexing. The new Oracle database support, in addition to existing Microsoft SQL Server support, means that XML metadata generated by Tagger can be automatically loaded into most databases in either Unix or Windows environments. Documentum support has also been expanded in SemioTagger for Unix, enabling categorization of information for Documentum in both environments. These features, along with many performance enhancements, are available immediately in version 4.2 of SemioTagger.  
[www.semio.com](http://www.semio.com)

*Categorization is an area that is definitely heating up, with multiple approaches to solving the problem.*

## **PAGEFLEX RELEASES MPOWER 3**

10/30/2001

Pageflex, Inc., announced it is shipping version 3 of Pageflex Mpower. By incorporating Adobe's Portable Document Format Library for native output of PDF files and enabling users to place PDF files as static or variable objects within documents, Pageflex offers customers advanced capabilities for variable print applications. Mpower 3 includes dozens of new features, usability improvements, and performance enhancements, including: the ability to preview transactional jobs before they are incorporated into a web site, advanced user-defined copyfitting rules, spot color and tint support, generic CMYK color matching of previews and bitmaps, placed PDFs as images, XML-based project files, and support for enhanced output drivers, including native PDF utilizing the Adobe PDF Library and the Personalized Print Markup Language (PPML). Pageflex offers Mpower through both purchase and subscription models. Mpower 3 upgrades will be sent to all qualified customers worldwide. It is immediately available. [www.pageflexinc.com](http://www.pageflexinc.com)

## **SOFTWARE AG LAUNCHES XML-BASED INTEGRATION SOLUTIONS**

10/30/2001

Software AG, Inc. announced the launch of a re-configured and more robust suite of EntireX products, its XML-based Integration Server. EntireX is a family of flexible and easy-to-use component-based solutions for integrating enterprise applications across heterogeneous operating systems, applications and platforms. The EntireX product suite is composed of three major components: EntireX Orchestrator is an integration broker based on technology that enables customers to connect multiple disparate back-end applications and data sources from many platforms; EntireX Communicator provides "wrapping" technology and flexible programming interfaces that can deploy business processes to the Web in as little as three mouse clicks;



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EntireX 'Intelligent' Adapters enable software integration with standard applications such as Siebel, SAP, PeopleSoft; various databases such as Microsoft, Oracle, IBM, and Adabas as well as other technologies such as MQ Series and CICS.  
[www.softwareag.com/corporat/products/default.htm](http://www.softwareag.com/corporat/products/default.htm)

## **STRATIFY, FORMERLY PURPLEYOGI, LAUNCHES PRODUCT PLATFORM**

10/30/2001

Stratify, Inc. (formerly PurpleYogi, Inc.) announced the launch of its family of enterprise software solutions - the Stratify Discovery System and the Stratify Classification Server. The Stratify software platform transforms unstructured corporate data into relevant and immediately accessible information by automatically organizing millions of documents and displaying them in an easy-to-navigate hierarchy. The Stratify software platform can be embedded into existing corporate applications, such as enterprise search engines, corporate portals, news aggregation services, CRM solutions, sales force automation software, and content and document management systems. It collects this business-critical information from a variety of sources, automatically organizes it into a hierarchy of topics tailored to the needs of a particular enterprise. The Stratify Discovery System can either import an existing topic hierarchy or use patented clustering techniques to organize documents into a new, customized hierarchy. The Stratify Classification Server allows software application developers or service providers to build products that automatically organize and classify unstructured, text-based information. The Stratify Discovery System and the Stratify Classification Server are available now. Pricing starts at \$50,000. [www.stratify.com](http://www.stratify.com)

## **DEEPBRIDGE CONTENT & FATWIRE SOFTWARE UNVEIL CONTENT MANAGEMENT TOOL**

10/29/2001

DeepBridge Content Solutions unveiled ObjectBridge, an integrated solution developed in conjunction with FatWire Software. ObjectBridge, in addition to serving as a Media-Independent Publishing platform, provides clients with the core functionality of FatWire UpdateEngine, such as allowing people to edit content and have the change be extended to support every file-format information may appear in. ObjectBridge offers their clients an: Automated Approval Process, Browser Based Workflow Automation, Centralized Content Repository, and a Collaborative Work Environment. [www.deepbridge.com](http://www.deepbridge.com), [www.fatwire.com](http://www.fatwire.com)

## **VIGNETTE TO PORT TO IPLANET**

10/29/2001

Vignette Corp. and Sun Microsystems Inc. announced that Vignette will port its software applications to the iPlanet Application Server. The iPlanet port is part of an expanded sales, engineering and marketing agreement to provide combined enterprise hardware and software solutions to customers. Sun intends to integrate Vignette's content management suite into the Sun ONE architecture, leveraging iPlanet Directory, iPlanet Application Server, iPlanet Web Server and the iPlanet Portal Server., [www.vignette.com](http://www.vignette.com), [www.sun.com](http://www.sun.com)

## **ANTARCTI.CA SYSTEMS LAUNCHES VISUAL NET 2.0**

10/29/2001

Antarcti.ca Systems Inc. (ASI) announced the release of Visual Net 2.0 (VN2.0) and the development of a new personal visualization tool. Where standard database navigation relies on old-

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fashioned text search technology, Visual Net provides a Graphical User Interface, allowing users to browse and navigate information more easily using visual maps. With a cleaner more organized user interface, Visual Net 2.0 adds two new key features: Advanced Filter is a visual translation of traditional text search. After applying the Filter, the Visual Net maps will only display data and categories that match the search parameters entered by the user. The results are organized into topic neighborhoods on the map, with no long lists of text to sort through; and Target Landmarks that function as visual bookmarks. They allow users to highlight specific pieces of data by placing graphical icons on the map so users can easily return to them. Landmarks are automatically organized by location and can be personalized with user notes. PVN is a new architecture of VN 2.0 that is a standalone desktop client that allows users to create their own visually rich maps of personal data sets such as computer files or Web sites or as a tool for sharing and collaboration of enterprise information. Visual Net 2.0 is available now. Personal Visual Net is scheduled for release in early 2002. <http://antarcti.ca>

## **CNET SWEDEN LAUNCHES VISUAL NET SERVER 4.0**

10/29/2001

CNet Sweden launched Visual Net Server 4.0, an application server and integrated development environment for XML publishing and syndication applications. With Visual Net Server 4.0 developers can deliver large-scale, highly interactive and content-rich, cross-media publishing applications at a low cost. Visual Net Server 4.0 includes ready-to-go software for on-the-fly conversion of a large number of different data sources into XML - this includes SQL, Word, HTML documents, web pages, and delimited files. A built-in text parser also makes it possible to translate virtually any text file format into XML. The built-in cross-media engine makes it easy to publish and deliver content to different output format such as web pages, XML documents, Flash, Word, Quark XPress and text files. Visual Net Server fully supports XSL-T for rendering XML but also offers its own easy-to-use template language. Visual Net Server 4.0 is available for immediate delivery. [www.cnet.se/indexeng.vns](http://www.cnet.se/indexeng.vns)

## **DOCUMENTUM & HITACHI TO OFFER CONTENT MANAGEMENT TO JAPANESE GOVERNMENT SECTOR**

10/29/2001

Documentum, Inc. announced that it will partner with Hitachi Software Engineering Co., Ltd. to jointly distribute content management solutions for the public sector market in Japan. The focus of the solutions will be moving government applications and procurements online, making all publicly available information accessible via the Web and building an electronic infrastructure for Japanese government operations. The partnership will target the estimated \$15 billion electronic document and content management market represented by the prefectural and local government agencies now moving to the Web. This government sector is set to follow the lead of the central Tokyo government, which has been actively spearheading the eJapan Project launched by the Koizumi Cabinet earlier this year. [www.documentum.com](http://www.documentum.com)

## **LIQUENT ANNOUNCES THE RELEASE OF LIQUENT ENCORE**

10/29/2001

ESPS, Inc. (d/b/a. Lquent) announced the release of Lquent Encore, a content access, transportation and distribution engine that provides software companies, integrators, and consultants with access to critical business content. Encore enables bi-directional communication with most major document and content management repositories, including Documentum, OpenText, FileNet, Hummingbird (Docs Fusion), Lotus Notes, Domino.doc and standard file systems. It enables information reuse by providing access to and transportation of documents or content

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regardless of whether they are in proprietary repositories or buried deep within multiple repositories across multiple locations. Encore can be used to automatically migrate high volumes of content between multiple repositories and secure distribution of content between Encore servers using the Internet. Encore supports advanced content/document management system features, including check-in/check-out, renditions, compound/virtual documents, repository searches and workflow queue monitoring. [www.esps.com](http://www.esps.com)

## **SABA DELIVERS LEARNING CONTENT MANAGEMENT SYSTEM**

10/29/2001

Saba announced Saba Content, a new learning content management system (LCMS) and component of Saba3 Release4. Saba Content is a system that manages the processes of creating, capturing, assembling, publishing, delivering, and storing content and learning objects. Saba Content manages all forms of content including real time and unstructured content such as text, images, audio and video clips, modules, chapters, and test questions. Saba Content is differentiated through its support of learning standards such as AICC, ADL SCORM, and IMS, which simplify the integration process to ensure that customers are not locked in to one particular type of content or vendor. Saba Content is available in November. [www.saba.com](http://www.saba.com)

## **REEF INTRODUCES NEWEST VERSION OF REEF QUICKSTART**

10/29/2001

Reef unveiled Reef QuickStart 2.0, the newest version of its QuickStart suite of e-business solutions for small and medium-sized business, based on Reef's InternetWare enterprise software. The Reef QuickStart product line, comprised of QuickStart Website, QuickStart Intranet and QuickStart Extranet. QuickStart 2.0 has been entirely redesigned so that even non-technical users can design and launch their own dynamic websites, extranets and intranets in record time. The entire site structure, navigation, user rights management, and workflow are pre-configured for each QuickStart module, with users required only to add their own content and graphical elements. Reef QuickStart 2.0 starts at \$13,000 and is available immediately. The list price is based on a shared hosted environment, with a dedicated hosted environment also available. All Reef QuickStart modules will be sold exclusively through Reef's value-added resellers and distributors. [www.Reef.com](http://www.Reef.com)

*Does "QuickStart" mean less than 3 minutes? Well, it doesn't need to. The price is right in any case.*

## **DATACHANNEL UNVEILS DATACHANNEL SERVER 5.0**

10/25/2001

DataChannel, Inc. announced the general availability of DataChannel Server, version 5.0. The new enterprise portal server combines the ease of use with design tools that enterprise portal developers demand. Key features include Workspace Publisher, providing control and freedom of user interface design; and EAI Wizards, allowing for more connectivity and interaction with enterprise data and applications. DataChannel Server 5.0 is immediately available. [www.datachannel.com](http://www.datachannel.com)

## **NETEGRITY TO ACQUIRE DATACHANNEL**

10/24/2001

Netegrity, Inc. unveiled a new strategy for Secure Relationship Management (SRM). The SRM platform integrates access control, single sign-on, identity management, portal, and provisioning services for rapidly building, managing, and delivering interactive e-business portals. A cen-

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tralized "Management Dashboard" provides a single point of administration for all of the services delivered through the SRM platform. As part of this strategy, Netegrity signed a definitive agreement to acquire DataChannel, a leading provider of enterprise portal solutions. DataChannel will provide the centralized presentation and integration services for the SRM platform. The consideration for the acquisition is \$15 million in cash and 2.5 million in shares. Valuing the shares at yesterday's stock price of \$15 per share and including assumption of debt, would result in a total purchase price value of approximately \$54 million. Netegrity expects this transaction to contribute sales of approximately \$20 million in 2002. The transaction is expected to be accretive to earnings per share before amortization of intangibles beginning in Q2 2002. It is anticipated that the closing will occur in December 2001, subject to regulatory approvals. Netegrity will brand, package, and immediately sell DataChannel Server 5.0 as Netegrity Interaction Server. Netegrity will also create a Netegrity Secure Relationship Management Suite that will bundle SiteMinder, Delegated Management Services, Netegrity SiteMinder Affiliate Services, and Netegrity Interaction Server. Pricing will be on a per user basis. The Netegrity Interaction Server and the Netegrity Secure Relationship Management Suite are available immediately. [www.netegrity.com](http://www.netegrity.com)

*DataChannel was one of the first enterprise portal companies and Netegrity is a strong (and healthy) player in secure access so this is a natural fit. Note that this is at least the 4th portal company to be acquired this year and you can expect to see more consolidation.*

## **INKTOMI SIGNS AGREEMENT WITH BEA TO PROVIDE SEARCH TECHNOLOGY**

10/24/2001

Inktomi Corp. announced an agreement with BEA Systems, Inc. to integrate Inktomi Enterprise Search with BEA WebLogic Portal 4.0. This agreement provides BEA WebLogic Portal users with a unified search experience across multiple data formats, languages and locations for effective information retrieval and increased business efficiency. BEA WebLogic Portal 4.0 will be delivered as an integrated solution with tools for business users to personalize users' online experiences, and for IT organizations to enable enterprise-wide standards, security and administration. Built on BEA WebLogic Server, BEA WebLogic Portal can rapidly scale to thousands of concurrent users and transactions, and can be adapted to manage multiple portal initiatives. [www.bea.com](http://www.bea.com), [www.inktomi.com](http://www.inktomi.com)

*Hmmm... How much functionality do you expect from your application server? How many applications should be part of application servers...?*

## **HP & BANTA TO LAUNCH ENTERPRISE PUBLISHING SOLUTION**

10/24/2001

Hewlett-Packard Company and Banta Corporation announced an enterprise publishing solution to help businesses streamline the capture, management, distribution and publishing of digital information. Using the solution, corporations will be able to deliver accurately branded and up-to-date information on any device anytime, anywhere, in the format the customer wants. HP will integrate its expertise in networking, consulting and digital print technologies with Banta's content management applications and print services. Banta's B.media content management system, the foundation of the enterprise publishing solution, provides an application for customers to easily manage their data from multiple repositories. [www.banta.com](http://www.banta.com), [www.hp.com](http://www.hp.com)

*Banta has had a good story with this product for awhile, but it never seemed to get any momentum going. Maybe this deal will help.*

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## **DATAMIRROR ANNOUNCES TRANSFORMATION SERVER FOR XML**

10/24/2001

DataMirror Corporation announced Transformation Server for XML, the latest addition to the company's Transformation Server software. Transformation Server for XML enables companies to capture, transform and flow data in real-time to and from common database formats and XML. It enables companies to capture selected events such as the posting of purchase orders or issuing invoices from any application and send it in commonly understood industry standard formats across the enterprise and beyond to business partners, suppliers, employees and customers. The software also features real-time message queue streaming to enable businesses to stream XML documents to application servers, business-to-business exchanges or other XML-driven applications without the need for any programming. Transformation Server for XML will be available for customers on a managed basis beginning October 30, 2001 and will be generally available on November 23, 2001. [www.datamirror.com](http://www.datamirror.com)

## **WESTLAW & NEXTPAGE ANNOUNCE STRATEGIC ALLIANCE**

10/23/2001

West Group and NextPage Inc. announced a strategic alliance that will enable NextPage users to retrieve and display Westlaw content and services within the NextPage framework and associated Web-based applications. Through the West Group/NextPage alliance, researchers can retrieve documents from across their enterprise - and related content from Westlaw all in one operation. The NextPage framework provides access to a wide array of sources, such as local and remote firm document collections in Microsoft Office, PDF, Lotus Notes or other formats, as well as third party content such as publishers, partners, supplier or customers. When NextPage users access Westlaw from within this peer-to-peer architecture results will be displayed in an integrated fashion with those from their other content sources. This alliance will also allow users in the UK to access the same functionality when they use Westlaw UK from Sweet and Maxwell. [www.westgroup.com](http://www.westgroup.com), [www.nextpage.com](http://www.nextpage.com)

## **DOCUMENTUM SUPPORTS SUN ONE WITH ECONTENT SERVICES**

10/23/2001

Documentum announced its support of the Sun ONE software product architecture with the intention to certify Documentum eContent Services within the Sun ONE architecture. Documentum eContent Services will allow content management capabilities to be available through portal interfaces and enable the creation of customized content-rich services. By exposing content management functionality within the Sun ONE architecture, joint customers will have the ability to control the creation, production, and delivery of their company's content assets through a variety of applications and devices. [www.documentum.com/products/webservices](http://www.documentum.com/products/webservices), [www.sun.com/sunone](http://www.sun.com/sunone)

## **ENFISH & KNOWLEDGETRACK SHIP INTEGRATED PORTAL SOLUTION FOR THE ENTERPRISE**

10/23/2001

Enfish Inc. and KnowledgeTrack Corporation have formed Enfish Corporation. The two companies formed the new company to provide a solution that simplifies access and use of both personal and corporate information in a common working environment. Enfish Corporation is now shipping Enfish Enterprise. A portal solution that integrates a user's personal computer with a portal, Enfish Enterprise allows for the indexing, cross-referencing and display of corporate con-

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tent in context with knowledge workers' content - in a common environment. Enfish Enterprise enables the personalized and collaborative use of knowledge among employees, customers and vendors. [www.enfish.com](http://www.enfish.com)

## **MICROSOFT PREVIEWS XML WEB SERVICES ARCHITECTURE**

10/23/2001

Microsoft Corp. presented an architecture for XML Web services and published four specifications supporting that architecture. The Global XML Web Services Architecture provides a set of principles and guidelines for advancing the protocols and file formats of today's XML Web services to more complex and sophisticated tasks. The four specifications -- WS-Security, WS-License, WS-Routing and WS-Referral -- build on XML Web services technologies such as SOAP. As with previous XML Web services specifications, these four will be available for a review period and then submitted to appropriate standards bodies. The four specifications provide standard ways to implement and enhance two key XML Web services capabilities -- security and routing. These specifications adhere to the road map outlined by Microsoft and IBM Corp. at the W3C Web Services Workshop in April 2001 and represent a first step toward a comprehensive Global XML Web Services Architecture. The security specifications are WS-Security, which outlines how to use the W3C specifications XML Signature and XML Encryption, and WS-License, which, along with WS-Security, outlines how existing digital credentials and their associated trust semantics can be securely associated with SOAP messages. The routing specifications are WS-Routing (formerly SOAP-RP), which describes how to place message addresses in the SOAP message header and enables SOAP messages to travel serially to multiple destinations along a message path, and WS-Referral, which enables the routing between SOAP nodes on a message path to be dynamically configured. Each of these specifications provides extension and composition mechanisms that enable future specifications to be incorporated into a complete solution. They are available for download from [msdn.microsoft.com](http://msdn.microsoft.com)

## **BEA ANNOUNCES AVAILABILITY OF BEA WEBLOGIC PORTAL 4.0 & 66 PARTNERS**

10/22/2001

BEA Systems, Inc. announced the availability of BEA WebLogic Portal 4.0 and BEA WebLogic Integration 2.1. The new products are designed to simplify the development, integration and presentation of applications, systems, and business processes spanning an enterprise's employees, customers, and partners. BEA also announced the BEA Portal Star Solution, BEA Portlet Gallery and more than 65 partners supporting BEA WebLogic Portal and BEA WebLogic Integration. In a separate BEA announcement, the BEA Portal Star Solution is now available, with 66 partners initially committed to join. This BEA partner initiative is designed for partners who want to build application portlets for BEA WebLogic Portal 4.0, integrate their applications to BEA WebLogic Portal 4.0, or develop consulting practices around the product. With Portal Star Solution partners, customers will be able to create portals with pre-integrated partner solutions for content management, search, syndicated content, security, collaboration, and analytics. Some of the partners are: AltaVista, Autonomy, Inc., Artesia, Bowstreet, BoxCar, Business Objects, Cardonet, CrystalDecisions, divine, inc., Documentum, Entegriety, E.piphany, FatWire, FileNET, Gauss, Hyperion, Informatica, Inktomi, Interwoven, Intraspect, Netegrity, NetGenesis, NewsEdge, Oblix, OnePage, PeopleSoft, Reef, ScreamingMedia, RSA/Securant, Selectica, Stellent, Venetica, Verity, and Vignette. BEA WebLogic Integration 2.1 is available for download. BEA WebLogic Portal 4.0 is scheduled to be generally available for download on Oct. 29. [www.bea.com](http://www.bea.com)

*Note the large number of content management vendors.*

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## VITRIA ANNOUNCES SUPPORT FOR WEB SERVICES

10/22/2001

Vitria announced its plans to support Web Services standards by the end of the fourth calendar quarter of 2001. These standards include WSDL (Web Services Definition Language), SOAP and UDDI. WSDL is used to define a web service, SOAP is used to access a web service, and UDDI provides a repository for storing Web service definitions. By adding support for these three standards, Vitria customers will be able to expose their Vitria integration solutions as "Web Services" to simplify internal integration of applications and external collaboration between partners and industries. All current connectivity and process modeling options will remain available to Vitria customers who choose not to embrace Web Services. [www.vitria.com](http://www.vitria.com)

## IPEDO RELEASES XML DATABASE 2.0

10/22/2001

Ipedo Inc., released the latest version of the Ipedo XML Database featuring capabilities to make it easier to gain better control over an increasingly diverse array of enterprise XML. New query capabilities, document options and enhanced transformation capabilities enable the Ipedo XML Database Version 2.0 to provide a platform enterprises can use to integrate, manage and deliver XML content to their Web, portal, wireless and other content-driven applications. The Ipedo XML Database Version 2.0 includes new features that support the growing use of XML in content-driven applications, including: Free-form XML search, Scalable Vector Graphics (SVG) management, Distributed database management, Integrated XSL transformation, and Large document processing. The Ipedo XML Database can be used standalone or as a caching layer on top of existing relational databases. The Ipedo XML Database stores XML natively. Utilizing XPath, XML document collections can be queried directly in XML syntax. The Ipedo XML Database also contains an XSLT transformation engine that combines data access and transformation in a single step. The Ipedo XML Database 2.0 is available now for Windows 2000, Windows NT, Sun Solaris and Red Hat Linux. Pricing is on a per-CPU basis. Developer licenses are available for \$995. [www.ipedo.com](http://www.ipedo.com)

*It is not likley that XML databases will replace relational databases, especially since Oracle and Microsoft are adding more and more XML handling capability. However, that does not mean there isn't a need, or market, for specialized extra-efficient XML database functionality that can be part of an XML infrastructure strategy.*

## FILENET ANNOUNCES EPROCESS SERVICES 4.2 & ARBORTEXT INTEGRATION

10/22/2001

FileNET Corporation announced general availability of Panagon eProcess Services 4.2. This version offers a range of new functionality including process submaps, out-of-the-box timing and event synchronization, support for Internet attachments and automatic launching of document lifecycle processes within Panagon Content Services. FileNet also announced a partnership to integrate FileNET's Panagon family of Enterprise Content Management (ECM) products with ArborText's Epic software. Customers will be able to create customized documents that leverage content created in many disparate forms, bringing this content together to deliver fresh, consistent and complete information to multiple types of media - PDF, Web, CD-ROM and wireless devices. The two companies are working together to create an integration that will combine Panagon's in process management and enterprise content management services with ArborText's XML-based authoring, conversion and multichannel publishing of customized documents. [www.filenet.com](http://www.filenet.com), [www.arbortext.com](http://www.arbortext.com)

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## **EKTRON INTRODUCES DREAMWEAVER EXTENSIONS**

10/22/2001

Ektron, Inc. announced the immediate availability of extensions for Macromedia Dreamweaver and Dreamweaver UltraDev. These new extensions give Web developers the ability to quickly and easily deliver low-cost, powerful, business-user-oriented Web content authoring and management capabilities - while ensuring that the developer retains important control over the site architecture, look and feel, navigation, and other important elements of a Web site. Ektron ships the Dreamweaver extension files with its Ektron CMS100 and Ektron CMS200 products, as well as its eMPower system. These Web content management applications are available for the Macromedia ColdFusion and Microsoft Active Server Pages platforms. Ektron also makes an extension available for its multi-language browser-based XHTML/HTML editor, eWebEditPro. The extensions are available at the Ektron or Macromedia Web sites. [www.ektron.com](http://www.ektron.com), [www.macromedia.com](http://www.macromedia.com)

*This company's editing technology is behind the scenes in a lot of places.*

## **AKAMAI & INTERWOVEN ENHANCE DISTRIBUTION OF DYNAMIC CONTENT**

10/19/2001

Akamai Technologies, Inc. announced an expansion of its technology alliance with Interwoven Inc. that will result in an integrated solution for managing and delivering ESI-based content and applications. Akamai and Interwoven are now jointly leveraging Edge Side Includes (ESI), a mark-up language used to define Web page components for dynamic assembly and delivery from distributed servers at the Internet's edge. ESI technology enables Interwoven TeamSite customers to off-load the burden of assembling dynamic content to Akamai's servers. Interwoven TeamSite Templating software will facilitate the inclusion of ESI tags and metadata. The integrated solution is slated to be available later this quarter. ESI is a proposed standard created to define Web page fragments, such as stock quotes and catalog prices, for dynamic aggregation, assembly and delivery at the Internet's edge -- closer to end-users and bypassing the Internet's inherent bottlenecks. ESI enables companies to develop Web applications once, then choose at deployment time where the application should be assembled -- on the application server, the content management system or the content delivery network. [www.akamai.com](http://www.akamai.com), [www.interwoven.com](http://www.interwoven.com)

## **OPEN MARKET & BOXCAR PARTNER**

10/18/2001

Open Market is teaming with Boxcar Software to offer its customers a way to syndicate Web content. Through this strategic relationship, companies can capitalize on their existing content investments by automating content syndication to partners' websites and backend systems. Boxcar's J2EE-based eContent Factory works with Open Market's Content Server Enterprise Edition (CSEE) to aggregate, deploy and distribute content in a fully controlled, configurable environment. Boxcar's J2EE-based product connects partners, suppliers, distributors, customers and employees by streamlining the exchange of content. Boxcar Software's eContent Factory is immediately available for use in conjunction with Open Market's CSEE. [www.openmarket.com](http://www.openmarket.com), [www.boxcarsoftware.com](http://www.boxcarsoftware.com)



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## **DOCUMENTUM ANNOUNCES INTEGRATION WITH ORACLE9i APPLICATION SERVER**

10/17/2001

Documentum announced three integration points between Documentum 4i eBusiness Platform and Oracle9i Application Server (Oracle9iAS) in addition to the existing integration between Documentum 4i and Oracle9i Database. These additional integrations include a JDBC-based Documentum eConnector providing a integration between the Documentum eContent Repository and Oracle9iAS; Documentum Web Development Kit content management application components running within Oracle9iAS container; and Documentum eContent Portlets available as portlets within the portal technology in Oracle9i Application Server. Joint customers who already run Documentum 4i on Oracle Database can use the Documentum 4i platform and Oracle9iAS to deliver dynamic and personalized enterprise content to Web sites, develop and rapidly deploy content application services with Oracle9iAS and expose content management capabilities through the corporate portal interface. [www.documentum.com](http://www.documentum.com)

## **SAQQARA ANNOUNCES COMMERCSUITE 4.0**

10/16/2001

Saqqara Systems Inc. announced the release of Saqqara CommerceSuite 4.0, a comprehensive and collaborative content authoring and publishing solution that allows suppliers, manufacturers, distributors and industry exchanges to leverage product content as a strategic asset for increasing revenue and decreasing costs. With CommerceSuite 4.0, administrators may define content management workflows to allow globally located product content managers to jointly participate in catalog authoring, maintenance and publishing by following their prescribed management processes for content updates and catalog publishing. A content controller enhances this management process with synchronized catalog content updates across multiple servers and content sources. Authoring specialists at multiple locations can now edit content and label with activation dates for an automatic update on one or more catalog servers. Updates can now occur at any time from any location. Saqqara CommerceSuite 4.0 employs SOAP and XML, allowing catalogs to be offered as ready-to-use Web services to dynamically link with enterprise applications across the Internet. Saqqara CommerceSuite 4.0 is available immediately. Special upgrade pricing and maintenance agreements are available to current Saqqara ProductServer customers. [www.saqqara.com](http://www.saqqara.com)

## **TOPICALNET ACQUIRES COLLECTIVELY SHARPER**

10/16/2001

TopicalNet, Inc. has agreed to purchase substantially all of the assets of Collectively Sharper, Inc. of Boston, Mass. The deal combines TopicalNet's ability to understand and classify electronic content with Collectively Sharper's Content and Expertise Integration platform to create a product that combines all the latest facets of Content Management technology. The first product utilizing TopicalNet and Collectively Sharper technology is expected to ship in Q1 2002. Financial terms of the acquisition were not disclosed. [www.TopicalNet.com](http://www.TopicalNet.com)

## **W3C ISSUES XSL 1.0 AS A W3C RECOMMENDATION**

10/16/2001

The World Wide Web Consortium has issued the Extensible Stylesheet Language (XSL) 1.0 as a W3C Recommendation, representing cross-industry agreement on an XML-based language that specifies how XML documents may be formatted. It works in concert with XSLT. XSLT 1.0, the

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XML language which performs transformations on XML data and documents already enjoys significant usage in both developer communities and in commercial products. XSL 1.0 builds on XSLT 1.0, and provides users with the ability to describe how XML data and documents are to be formatted. XSL 1.0 does this by defining "formatting objects," such as footnotes, headers, columns, and other features common to paged media. XSL 1.0 makes it possible for professional printing capabilities and functions to perform with XML documents today. XSL 1.0 and XSLT make it possible for the needs of Web and print-based media formatting to be met. The Cascading Style Sheet language (CSS), both levels 1 and 2 has long been recognized as the style language of choice for HTML and XHTML documents. CSS may still be used for XML formatting, and in cases where structural transformations are not needed, suit the needs of Web designers. The W3C CSS and XSL Working Groups have cooperated to ensure that their results are complementary. [www.w3.org](http://www.w3.org)

*Many of you will probably be surprised that this is just happening now - after all XSLT has been out for awhile. But as difficult as tree transformations are, adding formatting capability is arguably much harder.*

## **WEBCOM ACQUIRES COMPELIS**

10/15/2001

Webcom Limited announced that it has strengthened its content management offering through the acquisition of Compelis Corporation in order to deliver complete e-publishing solutions for its customers. Webcom now offers its customers a solution including content creation and conversion, storage, management, manufacturing and distribution of published materials for print and new media. Webcom's solutions allow customers to take advantage of web-based custom publishing, print-on-demand and e-book distribution. With the ability to deliver content via new media channels - including the Internet and CD-ROM, Webcom is a single-source provider of integrated communications solutions. A specific advantage to Catalog publishers, Webcom's Content Management includes the aggregation of industry databases. [www.webcomlink.com](http://www.webcomlink.com)

## **MERANT TO BUNDLE DREAMWEAVER**

10/15/2001

Merant announced that it has signed a reseller agreement with Macromedia, Inc. Under terms of the agreement, Merant will bundle Macromedia Dreamweaver 4 or Dreamweaver UltraDev 4 with Merant PVCS Content Manager 2.0. Through WebWebDAV support, FTP integration, and "drag-and-drop" access to more than 40 pre-built Content Manager components and objects within Dreamweaver, PVCS Content Manager 2.0 provides customers with a dynamic content management solution. PVCS Content Manager ensures tight integration with Dreamweaver through product extensions including pre-built components such as authentication, syndication, personalization and dynamic date and document contribution. The pre-built components enable Web sites to be up and running quickly. This integration means Web designers can remain in the Dreamweaver environment and check assets in and out directly. PVCS Content Manager 2.0 addresses both enterprise and departmental content management requirements with one product. [www.merant.com](http://www.merant.com)

## **ADOBE ANNOUNCES VERSION OF INCOPY WITH XML SUPPORT**

10/15/2001

Adobe Systems Incorporated announced Adobe InCopy 2.0, an editorial application built on Adobe InDesign architecture. InCopy software is designed for writers, editors and copy fitters

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working in cross media publishing environments. New features include support for XML, enhanced editing tools such as dynamic spell check, and an improved user interface that lets users work on multiple views of a story simultaneously. InCopy 2.0 provides writers and editors with the ability to create, import, edit and export stories in XML format. Because InCopy and InDesign share the same XML support, stories created in InCopy can be imported directly into InDesign. This separation of form and content also allows InCopy to create editorial content that can be used for many different media types in any type of workflow. Several new editing tools provide professional writers and editors a more streamlined editorial creation process. Adobe InCopy 2.0 will be available to system integrators as part of an integrated solution in the second (calendar) quarter of 2002. InCopy will be available solely through the Adobe InDesign system integrator channel. Pricing will be determined by the integrators based on individual installations. [www.adobe.com](http://www.adobe.com)

*Increased XML support is a good way for Adobe to take market share from Quark.*

## **TRADOS LAUNCHES T-WINDOW COLLECTION**

10/15/2001

Trados Incorporated announced the release of T-Window Collection, a suite of enhancements to Trados 5 that streamlines text translation within Excel and Clipboard. T-Window for Excel enables the translation of Microsoft Excel files using Trados 5. T-Window for Executables lets translators work on the text contained in software user interfaces, specifically executable, dynamic link library and ActiveX control files. T-Window for Resources also accelerates localizing software user interfaces, specifically text contained in resource and dialog definition files that have been created in Microsoft Visual Studio as well as text in Java Properties files. T-Window for Clipboard enables the translation of any clipboard content coming from any Windows application that uses clipboard functionality. To translate text associated with graphics or charts using Microsoft Visio, translators can now use T-Window for Clipboard. T-Window Collection operates only with Trados 5 and is available for free starting October 15, 2001, to all existing customers using Trados 5 or who upgrade to or purchase Trados 5 before December 14, 2001. T-Window Collection will be priced at \$295 after December 14, 2001, and will be available from local Trados offices. [www.trados.com](http://www.trados.com)

## **EASYPRESS PROVIDES QUARK TO XML DEMO**

10/12/2001

Easypress Technologies announced the availability of the Atomik 2.0 Demo version, its QuarkXPress-to-XML software. Atomik 2.0 enables users to easily repurpose QuarkXPress content for the Web and other digital media. The content is exported in XML. Atomik also supports automated image extraction and the extraction of tabular data into XML. The Atomik 2.0 Demo version is available immediately for download. Users can select from several versions of the download including full and minimized demonstration options. [www.easypress.com](http://www.easypress.com)

## **STELLENT ANNOUNCES EXPANDED SUPPORT FOR IBM PLATFORMS**

10/10/2001

Stellent Inc. announced it has added support for the IBM DB2 relational database and the IBM AIX operating system to its Stellent Content Management system. With these additions, Stellent now offers support for its content management system on IBM's AIX, DB2 and WebSphere Application Server platforms. [www.stellent.com](http://www.stellent.com)

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## NEOCORE OFFERS TRIAL VERSION OF NEOCORE XMS

10/9/2001

NeoCore is now offering a downloadable trial of its product, NeoCore XML Information Management System (XMS). The NeoCore XMS Evaluation PAK demonstrates how quickly and easily developers can build, change and create applications around a complex, native XML database. The XMS Evaluation PAK supports two simultaneous sessions and the ability to build an information store of up to 10 megabytes. The trial version includes all of the documentation needed for developers to begin building a working application with NeoCore's native XML database. NeoCore customers are using NeoCore XMS as the information foundation for a variety of applications, including knowledge management, supply-chain management, Web services and customer-relationship management. Because NeoCore XMS models and indexes information automatically, there is no need for the usual upfront physical database design effort. Adaptable and customizable applications can be built and changed quickly to meet ever-changing business requirements. The NeoCore XMS Evaluation PAK is available for download at [www.neocore.com/evaluation](http://www.neocore.com/evaluation)

## INXIGHT LAUNCHES METATEXT SERVER

10/9/2001

Inxight Software, Inc. announced Inxight MetaText Server 1.0 (IMS), a solution that creates access to previously inaccessible unstructured information such as email, Web pages, word processing documents, presentations, news archives and other forms of content residing across the enterprise. The product easily integrates within any corporate information infrastructure to automatically analyze, extract and index important data for delivery to end users. Designed for rapid integration, accuracy and scalability, IMS is a content intelligence platform for information-intensive applications in enterprise markets such as government, electronic publishing, financial services, life sciences and manufacturing. The product is able to manage unstructured information in a number of environments, including enterprise portals, Web content management, e-mail routing systems, document management, business intelligence, human resource, skills management and CRM applications. Inxight MetaText Server is built upon Inxight's LinguistX Platform, a suite of natural language processing components that understands the structure of language in documents. Inxight MetaText Server is available immediately. [www.inxight.com](http://www.inxight.com)

*It is probably time to start seriously thinking about all that "really unstructured" information in emails etc. There has been some helpful technology around for a bit, but you will see more of it soon. We still feel like washing our hands when we hear the term "knowledge management", but sometimes it is used to refer to useful technology such as this.*

## EKTRON UNVEILS NEWEST CMS

10/9/2001

Ektron, Inc. unveiled its newest browser-based product, Ektron CMS200, designed specifically for the Microsoft Active Server Pages (ASP) platform. Base-priced under \$3,000, Ektron CMS200 delivers Web content management functionality for small and mid-sized organizations, department-level corporate use, and most intranet and extranet environments. Ektron CMS200 was created to meet the needs of IT professionals, Web developers, Web site administrators, and content contributing business professionals — with simple installation/integration; a Windows Explorer-like folder design; user-friendly administrative functionality; and Ektron's XHTML/HTML editor, eWebEditPro. With Ektron CMS200, the user interface is the Web site itself. Features include: advanced workflow (unlimited number of users, content groups, and approvals), defin-

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able user permissions (to content folder or content block level,) advanced check-in/check-out, content scheduling, advanced search capabilities, and simplified template creation and management. Ektron also announced it has renamed its eMPower Express product to Ektron CMS100. This application, base-priced at \$499, delivers basic Web content publishing functionality, and is predominantly used by organizations with less sophisticated workflow requirements. [www.ektron.com](http://www.ektron.com)

*Here is some serious downward price pressure!*

## **HUMMINGBIRD INTEGRATES COLLABORATIVE FRAMEWORK INTO ITS DOCUMENT MANAGEMENT & PORTAL**

10/9/2001

Hummingbird Ltd. announced the immediate availability of PD Accord, a new Web-based collaborative framework. PD Accord's document-centric collaboration environment integrates with Hummingbird's document management products including CyberDOCS, PowerDOCS and DOCS Open, and Hummingbird EIP (Hummingbird Enterprise Information Portal). Suitable for intra- and inter-enterprise deployments in any industry, PD Accord increases the effectiveness of collaborative activities that occur continually between all team members, increasing productivity and speeding the delivery of targeted results. It allows team members to securely access project documents, discussion threads, task lists, schedules, and the like, through a Web browser. PD Accord also provides audit trails, automatic notification, delegated authority and a customizable user interface using XML/XSLT. [www.hummingbird.com](http://www.hummingbird.com)

## **NEXTPAGE INTRODUCES MATRIX**

10/9/2001

NextPage Inc. introduced Matrix, a new software application that utilizes the company's peer-to-peer architecture to streamline the way companies complete large-scale transactions for business. NextPage Matrix is an enterprise peer-to-peer application that allows users to share knowledge and expertise in context of a business process. With Matrix, users can create a collaborative workspace, where they can instantly access information, people and best practices located within the company or distributed across external organizations, such as customers, third-party partners or suppliers. While working on a project or transaction in the workspace, distributed teams can interact, calendar, plan and generate new ideas. Once a project is completed, the successful steps of that project can be archived, shared and repeated by other peers within the collaborative Peer-to-Peer Business Network. [www.nextpage.com](http://www.nextpage.com)

## **YELLOWBRIX & ACTIVE DATA EXCHANGE PARTNER**

10/9/2001

YellowBrix and Active Data Exchange announced a new partnership to offer publishers a more efficient means of delivering customized and targeted information to their subscribers. Under the terms of the agreement, YellowBrix's ArchiText content infrastructure technology will be integrated with Active Data Exchange's Active Data Syndicator. Active Data Syndicator enforces "business rules" assigned to content by producers and distributors. For example, Active Data Syndicator manages intellectual property rights and subscription authentication for content producers, ensuring that only authorized clients are able to display the syndicated information. Concurrently, YellowBrix's ArchiText technology serves as an advanced aggregation, classification and linking technology, allowing customers to organize content more effectively and deliver the relevant information to each end user in a customized format. [www.yellowbrix.com](http://www.yellowbrix.com), [www.activedatax.com](http://www.activedatax.com)

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## **REDDOT ANNOUNCES REDDOT CMS EXPRESS**

10/8/2001

RedDot Solutions Corporation has announced the release of RedDot Content Management Server Express 4.0, a core-functionality version of the RedDot CMS Professional 4.0 product. RedDot CMS Express is not a new product, but a new licensing arrangement created for a lower-priced entry to content management. Express and Professional are the same application. The Express license enables all the core content management functionality required for and is targeted to small-scale content management implementations. Express is designed for organizations that need a WYSIWYG editorial environment for maintaining their web presence, but only need to manage a single site with a handful of users and do not need deep content deployment or management tools. Because the Express and Professional products are actually the same application, upgrading from Express to Professional is simply a matter of purchasing a new license key. There are no new installations, nor any data conversions, that need to occur to upgrade. RedDot CMS Express will retail for \$9,900 and will be available directly from RedDot Solutions and RedDot business partners. [www.infooffice.com](http://www.infooffice.com)

*Compare to Ektron's announcement above.*

## **STELLET INTRODUCES QUICK VIEW PLUS FOR POCKET PC 2002 DEVICES**

10/4/2001

Stellent announced a strategic relationship with Microsoft to provide document viewing capabilities for Microsoft's Windows-Powered Pocket PC 2002 Software. The Stellet Quick View Plus technology enables document and attachment viewing on Windows CE-based devices, without having to access the native application. By deploying Quick View Plus on the Microsoft Pocket PC 2002, device manufacturers are able to offer their users the ability to easily view documents and attachments on their handheld devices. [www.outsideinsdk.com](http://www.outsideinsdk.com)

## **TEXTERITY EXPANDS TEXTCAFE TO SUPPORT MICROSOFT READER 2.0 & POCKETPC 2002**

10/4/2001

Texterity, Inc. announced TextCafe support for Microsoft Reader 2.0, enabling creation of high-quality eBooks for Pocket PC 2002 and desktop computers. The new service enhances the functionality of TextCafe by supporting the Open eBook (OEB) and Text Encoding Initiative (TEI) standards to automatically create retail-ready eBooks in Microsoft Reader 2.0 "LIT" format. Texterity has enhanced its automated, volume conversion solution to support the new features of Microsoft Reader 2.0, including: Support for Pocket PC 2002; External web linking; Custom dictionary support; Creation of dictionary LIT files; Enhanced image support; and Embedded font support. The TextCafe Logistics Solution with integrated support for Microsoft Reader 2.0 is available immediately. [www.texterity.com](http://www.texterity.com)

## **INFORMATION ARCHITECTS ANNOUNCES SUPPORT FOR WEB SERVICES**

10/3/2001

Information Architects announced that SmartCode will provide a development framework that quickly extends existing e-business applications to deliver tightly integrated Web Services. Web Services built by iA SmartCode are SOAP-compliant and take full advantage of XML, RDF, and J2EE. SmartCode's SOAP-compliant framework provides an open, extensible way for applications to communicate using XML-based messages over the Web. The SOAP wire protocol speci-

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fication for invoking methods on servers, services, components and objects is compatible with SmartCode's object-based approach to identify and delivering content as independent objects. Implemented as a plug-in for NetBeans, SmartCode's IDE provides built-in support for the Resource Description Framework (RDF) that further simplifies the creation of SOAP-compliant Web Services. Availability will be 4th Quarter 2001. [www.ia.com](http://www.ia.com)

## **XML GLOBAL PARTNERS WITH SEREBRA**

10/3/2001

XML Global Technologies, Inc. and Serebra Learning Corporation announced they have partnered to offer eLearning Services to both individuals and organizations. Under the terms of the partnership XML Global will join forces with Serebra to provide online courses at affordable prices. Courses will range from basic and advanced skills in popular information technology topics to advanced business skills accessed through the partnership's professional development library. All courses will be coded entirely in XML and are self-paced using state-of-the-art content, design and delivery. Serebra's latest learning center partner technology, coupled with XML Global Technologies' own data transformation frameworks, will provide XML Global clients will have a one-stop source to fulfill their development needs. <http://xmlglobal.gofcs.com/>, [www.serebra.com](http://www.serebra.com)

## **IBM LAUNCHES NEW CONTENT MANAGEMENT INITIATIVE**

10/3/2001

IBM announced new software products and launched an aggressive sales and marketing campaign in the enterprise content management market. By the end of this year, IBM will dedicate more than 300 content management sales specialists and 275 content management software engineers to its data management portfolio. The new Content Manager products, based on DB2, feature enhanced capabilities including faster search and load capabilities, enhanced report distribution features and broad access to all forms of content. IBM's federated approach enables customers to store, access and analyze critical information in any format, regardless of where it resides. The combination of IBM Content Manager and the Lotus Web Content Management offering gives customers the ability to efficiently manage online content in their intranet, extranet and Internet environments, and will reduce the need for customized programming and education commonly associated with Web content management. IBM Content Manager is currently available for IBM z/OS, IBM OS/400, IBM AIX, HP-UX, Sun Solaris, Windows NT, and Windows 2000. Supported client environments include: Windows 98, Windows NT 4.0, Windows 2000, and Windows Millennium Edition. Pricing starts at \$15,000 per workstation server and \$1,200 per concurrent user. [www.ibm.com](http://www.ibm.com)

*IBM has been involved in content management before the term was popular, and has a lot of content management-related activity. The only problem is that it is extremely difficult for the average user to figure out which content management solution to buy from them given their own products and all their partnerships, eg., with Vignette and Interwoven.*

## **INTERWOVEN RELEASES FRONT-OFFICE 5.0**

10/3/2001

Interwoven, Inc. announced the release of TeamSite Front-Office 5.0 software, the latest edition of its document and content contribution software. The software, available immediately, offers new functionality to improve document publishing capabilities and enable expanded content contribution across the extended enterprise. TeamSite Front-Office 5.0 allows business users and Web designers to submit content directly from Microsoft Office 2000 applications, Win-

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dows Explorer, Macromedia DreamWeaver and Adobe GoLive. TeamSite Front-Office 5.0 extends a set of predefined TeamSite publishing menus, including the ability to submit content to the TeamSite server. In addition, the new product automatically classifies content to a corporate taxonomy using Interwoven's advanced metadata management software, MetaTagger, and has it automatically tagged for personalization. Key New Features in Front-Office 5.0 Include: Document Publishing, Document Lifecycle Management, and XML Publishing for Advanced Content. [www.interwoven.com/products/frontoffice](http://www.interwoven.com/products/frontoffice)

## **LIQUENT & SOFTWARE AG FORM PARTNERSHIP**

10/3/2001

ESPS, Inc. (d/b/a. Liquent) announced a partnership with Software AG, Inc. This partnership will offer U.S. companies a scalable XML content management solution designed to meet their mission critical e-business needs. The partnership is underpinned by a mutual referral agreement that will enable Software AG and Liquent to be actively involved in marketing the combined solution. The combined solution resulting from this partnership will leverage Liquent's Xtent technology and Software AG's Tamino product line, providing an infrastructure consisting of an XML transformation engine, XML database and other supporting tools. Companies utilizing this solution will be able to automatically retrieve both structured and unstructured content from their existing data and content repositories, and utilizing Liquent's Xtent engine transform the content into XML that is base-lined into the Tamino XML database. Companies can then utilize this baseline to meet their ongoing requirements to search, assemble and transform critical information for consumption by employees, customers, partners and electronic systems. [www.softwareagusa.com](http://www.softwareagusa.com), [www.liquent.com](http://www.liquent.com)

## **TOPICMAPS.ORG MOVES DEVELOPMENT EFFORTS TO OASIS**

10/2/2001

OASIS added support for the XML Topics Maps (XTM) specification to its technical agenda and TopicMaps.Org, announced its decision to continue development within the OASIS Technical Process. XTM (ISO/IEC 13250:2000), which provides a model for organizing, retrieving and navigating information resources, will be advanced by a series of newly formed OASIS technical committees. Topic maps provide a 'knowledge layer'--independent of the information resources themselves--to capture and manage corporate memory, improve indexing and enable the integration of information that spans multiple, disparate repositories. Applications include the semantic web, distributed ontologies, business processes, workflow, search and retrieval tools, knowledge management, diplomatic communication, cultural dialogue and various other disciplines and functions. Organizations contributing to the OASIS Topic Maps Technical Committees include Boeing, DataChannel, empolis, Reuters, Sun Microsystems and other OASIS Contributors and Individual members. OASIS will host an open mail list for public comment on XTM. Completed work will be freely available to the public without licensing or other fees. [www.oasis-open.org](http://www.oasis-open.org)

*We think topic map technology is still a ways off. Let us know what you think...*

## **INTERACTIVE BUSINESS RESEARCH IN DEAL WITH NSTEIN**

10/2/2001

Interactive Business Research Inc. announced an agreement with Montreal-based Nstein Technologies Inc. to use its Computer-Aided Indexing software to build the search engine for IBR's new Research Data Management System. The Nstein Technologies agreement will support IBR's effort to pre-index and classify the content of a large number of business and financial data-



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bases that can be accessed and searched through the RDMS. The same CAI tool will be used by IBR's corporate clients to categorize and summarize large volumes of unstructured electronic data that has high value and needs to be incorporated into internal fact-finding databases.  
[www.nstein.com](http://www.nstein.com)

## **CITRIX & DOCUMENTUM FORM ALLIANCE**

10/2/2001

Citrix Systems, Inc. and Documentum announced a multi-tiered alliance that will bring content management functionality to portal users across the enterprise. By using Documentum eContent Services for Portals to expose content management capabilities through the portal interface, portal users will be able to manage business-critical content and participate in business workflows. To energize the product initiatives, Citrix has joined the Documentum Signature Partner Program, and Documentum has become a premier member of the Citrix Business Alliance (CBA) Internet Solutions Program. The initial focus of the alliance will be the integration of Citrix XPS portal software with Documentum 4i eBusiness Platform. This will be accomplished through the development of a new Content Delivery Agent (CDA), an individual, easy-to-use, Web-based application that snaps directly into a user's XPS homepage. The CDA is based on Documentum eContent Services for Portals, a set of content management user functions that are exposed through the portal interface.

[www.documentum.com/products/editions/portal/portlets.html](http://www.documentum.com/products/editions/portal/portlets.html), [www.citrix.com](http://www.citrix.com)

## **INTERTRUST, ARTESIA, nCUBE, PORTAL SOFTWARE & SKYSTREAM JOIN FORCES**

10/2/2001

InterTrust Technologies Corporation announced its Rights|Alliance Program (RAP) with four technology vendors to help service providers enter new digital commerce markets and create new sources of revenue from digital content. Artesia Technologies, nCUBE Corporation, Portal Software, and SkyStream Networks have joined forces with InterTrust to provide pre-integrated DRM-enabled digital media subscription solutions for the entertainment market. The Rights|Alliance Program is based on InterTrust's recently announced Rights|System platform for content protection and management, which easily integrates with existing systems. The Rights|Alliance Program integrates the software and hardware technology from each of its participant companies into a complete content monetization solution. As a result, content owners and service providers can quickly start new digital content businesses. Until now, complete DRM-enabled, digital content solutions have been assembled piece-meal -- making it difficult for service providers and content owners to turn a profit from their content. Through the Rights|Alliance Program, InterTrust is working with its partners to develop a variety of pre-integrated solutions that eliminate the need to integrate multiple disparate systems and applications. The resulting solutions provide a way to monetize digital content.

[www.skystream.com](http://www.skystream.com), [www.portal.com](http://www.portal.com), [www.ncube.com](http://www.ncube.com), [www.artesia.com](http://www.artesia.com),  
[www.intertrust.com](http://www.intertrust.com)

## **GAUSS LAUNCHES VIP ENTERPRISE 8**

10/1/2001

Gauss announced the worldwide availability of VIP Enterprise 8, the company's Enterprise Content Management (ECM) suite. The J2EE-based software suite fully integrates ECM's primary point solutions -- Web content management, portal development, as well as document management and business process automation. Gauss invested 16 months and \$20 million to unify Web content management and portal development technologies with document management

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and process automation workflow capabilities. VIP Enterprise 8's modular architecture supports the deployment of the full suite, or individual modules incrementally over time. In addition, VIP Enterprise's architecture scales from department to globally distributed, cross-enterprise scenarios. [www.gaussvip.com](http://www.gaussvip.com)

## **FILENET & XENOS ANNOUNCE PARTNERSHIP**

10/1/2001

FileNET Corp. and Xenos announced a new partnership that will help organizations in markets such as financial services and insurance to leverage their existing legacy IT systems to do business with their customers over the Web. The joint solution provides transformation and presentation of legacy data such as statements, invoices and policy data into Web-compatible forms. The combination of Xenos' legacy document and data transformation software and the FileNET Panagon enterprise content management solution enables organizations to manage and present high volumes of personalized content online. The Xenos d2e (data to e-content) Platform transforms legacy data in documents into Web XML, HTML, WML and PDF. Each company's technologies are incorporated in Panagon Report Manager, and together, provide customers with 24/7 access to both current and historical copies of correspondence, statements and other valuable records. [www.xenos.com](http://www.xenos.com), [www.filenet.com](http://www.filenet.com)

## **AUTHENTICA INTRODUCES MAILRECALL GATEWAY**

10/1/2001

Authentica, Inc. introduced MailRecall Gateway, an enterprise secure e-mail solution that combines automated digital rights management, encryption and content scanning. MailRecall Gateway gives organizations a solution for enforcing corporate-wide e-mail policies to prevent the misuse of intellectual property and the loss of sensitive business information in a way that is transparent to the desktop user. MailRecall Gateway plugs into content scanning technologies, allowing organizations to scan for viruses or inappropriate content and to control what recipients can do with e-mail content after it's delivered. MailRecall Gateway combines: policy/rights management, content scanning, and 128-bit encryption. MailRecall Gateway plugs into e-mail content scanning technologies such as Baltimore MAILsweeper and works in conjunction with Authentica's policy server to encrypt and register e-mail messages based on rights policies. Available immediately, MailRecall Gateway's pricing is based on concurrent users and server configuration and starts at \$17,500 (USD) for a 100-sender environment. [www.authentica.com](http://www.authentica.com)

## **TUMBLEWEED INTRODUCES SECURE GUARDIAN**

10/1/2001

Tumbleweed Communications Corp. introduced Tumbleweed Secure Guardian, an enterprise-wide policy-based security framework that offers solutions to both protect and extend enterprise networks, and enable secure communications with customers, partners and suppliers over the Internet. Secure Guardian provides centralized security for both incoming and outgoing communications and integrates various enterprise applications for safe delivery of all forms of enterprise content. Secure Guardian is based on a platform consisting of the Tumbleweed Secure Policy Gateway and a series of protocol enablers that allow any application to connect to it. The Secure Policy Gateway enables the enterprise to apply security to and manage content policies for bi-directional communications traffic, web content and Internet usage. Tumbleweed Secure Guardian is available immediately and pricing is CPU-based. [www.tumbleweed.com](http://www.tumbleweed.com)

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## **TIBCO ANNOUNCES ACTIVEPORTAL 3**

10/1/2001

TIBCO Software Inc. announced the TIBCO ActivePortal 3. This new version is a framework for allowing employees, customers, vendors and business partners to interact directly with underlying business processes and systems. The TIBCO ActivePortal 3 platform enables companies to develop and deploy enterprise portals, providing visibility to critical corporate data, such as inventory, sales data and customer service information through wired and wireless connections. The TIBCO ActivePortal platform brings the functionality of underlying business systems to the portal, allowing users to conduct self-services. With extensive out-of-box functionality and pre-built TIBCO PortalPack interfaces to ERP, CRM and other enterprise applications, organizations can deploy enterprise portals faster. ActivePortal 3 is available now. [www.tibco.com](http://www.tibco.com)

## **KVS ANNOUNCES ENTERPRISE VAULT SUPPORT FOR SHAREPOINT**

10/1/2001

KVS Inc. announced plans to support and optimize Microsoft SharePoint Portal Server (SPS) through their Enterprise Vault. Enterprise Vault will provide long-term management of corporate assets stored on SPS. SharePoint Portal Server allows project or workgroup teams to benefit from collaborative document sharing, management and publishing capabilities over the Internet. Enterprise Vault for SPS will give SharePoint customers the means to archive, protect and manage proprietary information for long-term retention and optimal performance of the SPS environment. Enterprise Vault performs as a knowledge backbone to Exchange systems, and now SharePoint Portal Server, by providing a secure, centralized archiving service for those systems while easing their storage burden. All archived information is indexed and may be searched and retrieved by users, who can quickly and easily find and restore individual messages and files. The entire service is controlled by corporate defined policies that allow central control of an organization's Information. [www.kvsinc.com](http://www.kvsinc.com)

## **MOZQUITO'S XML WEBACCESS 2.0 LAUNCHED**

10/1/2001

Mozquito Technologies launched their new XML WebAccess 2.0. XML WebAccess 2.0 is a user interface for native XML data and brings XML data to any Web user. This server software snaps into running IIS or Apache Web servers to make the data interactive. End users can view, edit, save, add, delete and submit pure XML data in current browsers - no plug-ins, no browser updates needed. XML WebAccess 2.0 is powered by a new markup language -- XML-UI. This language is based on the W3C XForms standard, which is still a work in progress. XML WebAccess 2.0 is being offered at a special launch price of US\$/Euro 1,099, which runs from Oct. 1-15. After Oct. 15, the regular price will be US\$/Euro 1,299. On Oct. 15, Mozquito Technologies will release the development suite, XML WebFactory 2.0. [www.mozquito.com/xmlwebaccess](http://www.mozquito.com/xmlwebaccess)

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## CALENDAR

**XML & e-business Integration Forum.** November 20-21, Tutorials: November 19, 2001 Palais des Congrès, Paris, France. The 4<sup>th</sup> annual XML Forum will cover: web services, application integration, corporate portal architectures, content management, ebXML and EDI, Supply Chain integration, e-catalogs, XML & J2EE, B2B platforms, XML & data modeling, and more.  
[www.technoforum.fr/Pages/forumXML01/index.html](http://www.technoforum.fr/Pages/forumXML01/index.html)

**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/>

**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](http://www.ecmseries.com)

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