

THE GILBANE REPORT™

CONTENT, COMPUTING, AND COMMERCE – TECHNOLOGY & TRENDS

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Published by:
Bluebill Advisors, Inc.
763 Massachusetts Ave.
Cambridge, MA 02139
USA
(617) 497.9443
Fax (617) 497.5256
www.bluebilladvisors.com

Editor:
Frank Gilbane
frank@gilbane.com
(617) 497.9443

Editors Emeriti:
Tim Bray
tbray@textuality.com
(604) 708.9592
David Weinberger
self@evident.com
(617) 738.8323

Associate Editors:
Bill Trippe
bill@gilbane.com
(617) 497.9443
David R. Guenette
david@gilbane.com
(617) 868.6093

Recent Contributors:
Sebastian Holst
sebastian@gilbane.com
Girish Altekar
girish@deepcoolclear.com
Bob Boiko
bob@metatorial.com
JoAnn Hackos
Joann.hackos@comtech-serv.com
Rita Warren
rita@ziacontent.com

Associate Analyst:
Jared Spataro
jared@gilbane.com

Production Assistant:
Sarah G. Dionne
sarah@gilbane.com
(617) 497.9443

Subscriptions:
sales@gilbane.com
(617) 497.9443

Customer Service:
customersevice@gilbane.com

Consulting Inquiries:
Steve Paxhia
steve@stratadatapartners.com
(617) 868.4668

Gilbane Report White Papers:
Bill Trippe
bill@gilbane.com
(617) 497.9443

Speaking Engagements:
speakersbureau@gilbane.com
(617) 497.9443

THE TOP 10 TRENDS IN CONTENT MANAGEMENT

This month we provide a summary of the latest trends in content management. Our aim is to help you think not only about individual content management projects, but also about how content management technologies are fundamental to broader IT infrastructure strategies.

JOIN US AT THE GILBANE CONFERENCE ON CONTENT MANAGEMENT @ SEYBOLD

Our newest conference is co-located with Seybold San Francisco and will have all the major content management players, as well as consultants, analysts, and experienced IT and project managers sharing content management strategies, learning about new content management technologies, and discussing approaches. We don't know of any other single event where you will find Documentum, FileNet, Interwoven, Stellent, Vignette, and many other content management and digital asset management vendors all under one roof exhibiting their solutions and debating the issues in a vendor neutral forum. You definitely will not want to miss our keynote panel lineup! *September 11-12, San Francisco, Moscone Center.* Links to the full program, registration, and information about other activities at the Seybold event can be found at www.gilbane.com/seyboldsf02.html.

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THE TOP TEN TRENDS IN CONTENT MANAGEMENT

One of the most popular free downloads on our website is an eighteen month old issue called “What is Content Management?”¹ We think it is still a useful report (naturally!), and recommend it to those new to the subject, but the report lacks the insight of recent developments and is increasingly of historical interest. The content management market has changed dramatically since then, and promises to remain diverse and dynamic. This means there will continue to be animated discussions among analysts and vendors on just what content management is. There are many perfectly reasonable definitions of content management that have been created by very smart people. However, in spite of the title, our earlier report did not propose a crisp definition ready to take on all comers, but described where the term came from and how it was being used at the time.

Our aim is to educate and facilitate rather than promote. So, while we often come up with definitions to help a particular audience understand segments of the product and technology landscape, we have always been more Wittgensteinian in our approach. But don’t worry, you don’t need a refresher course in 20th century philosophy to understand either content management or our point of view – we just mean that it is simply more useful to understand how we (users, vendors, analysts) *use* the term ‘content management’, than it is to argue over whether definition A is better than definition B. There will always be many definitions and all will be influenced by the definer’s experience and motivations.

So, although we didn’t title this “What is Content Management? – An Update”, we are, in a very real sense laying out what content management today is all about. Each of the trends we discuss below extends our understanding and use of “content management”. In a sense, we are simply reporting how the term has grown in the last eighteen months.

ONE MEGATREND

Because of our view, history is important. In fact, history is essential to understand where content management and content technologies are headed. You can read our earlier report to learn how the term ‘content management’ came into use, but there is a much more fundamental historical trend that explains why content management technologies are becoming the central focus of our use of computing technology.

This “megatrend” is that the primary use of computing technology continues to evolve to be more for communication than for data crunching. We won’t go through the entire history here, but think of the progressive use of computers from numeric calculations, to data processing, to unstructured (text, graphics, *etc.*) data and document processing, to Web publishing with a steady increase in rich media and metadata, to the incorporation and use of all content types in enterprise applications to better communicate with customers *etc.*

¹ *Gilbane Report, Volume 8, Number 8.* Available as a free report at www.gilbane.com/subscribe.pl

Content is what we communicate, and effective communication is about as fundamental a business requirement as you can get. The insight that computing technology development is increasingly targeted at communication is neither original, nor difficult to see. What is *useful* about it is that keeping it in mind will help your predictions about near and long-term technology directions, and therefore your IT strategy, stay on track. It may be completely obvious that richer media will become more prevalent in enterprise applications, but it is all too easy to forget in the heat of, for example, major application integration projects.

As we go through the trends you will see that most of them have to do with the increased emphasis on using computing for communicating.

TEN TRENDS

Ten is an arbitrary number, and inconveniently outside of the number of items easily kept in short term memory, but it sounds good and each of the trends is important enough to be separately identified. An entire issue could easily be devoted to any one of these trends, but our purpose this month is simply to bring them to your attention and briefly comment on each.

Trend one — emergence of second-generation solutions

Our first trend is the only one not directly related to computing and communicating, but is a typical characteristic of software application market segments.

Many software solutions are first developed as highly customized solutions to meet specific and important business requirements. Development is done either in-house or with the help of a very involved vendor or integrator. Because all development is expensive, the business needs have to be important enough to justify the investment, and are often viewed as “mission critical”. It should be obvious that custom development + mission critical = expensive. If the result is successful, it is worth replicating in some form for other businesses. It takes a little while to hone in on what parts of the overall solution are common across companies, so early software markets are by nature characterized by expensive custom solutions.

As the solution becomes more widely implemented and understood it is natural for a new generation of providers to emerge that focus on the most common and generally important parts of the problem, and provide an “80%” solution that is less customized and therefore less expensive. This second-generation broadens the market, and forces prices to come down. There are many other repercussions and further stages in market evolution such as increased vertical specialization.

What is important to remember about this trend is that the content management market has a healthy number of first and second-generation vendors (and arguably a third, but we’ll ignore that for now), and pricing has come down quite a bit.

Trend two — consolidation

There are two types of consolidation relevant to us. The first is *vendor* consolidation, and the second is *solution* consolidation.

Vendor consolidation is a standard part of software market segment life-cycles. Most analysts would say that there is only room for 3-5 major players in a market segment. In the content management market, analysts would include Documentum, Interwoven, Stellent, and Vignette on their short lists, although there are dozens of other vendors. There certainly is a lot of traditional consolidation going on in the content management market, with the four vendors just mentioned, as well as many others including Microsoft, divine, and FileNet, buying companies.

Because of the size and scope of content management, consolidation will take longer, and not be as complete or clean, as usual.

Solution consolidation is a bit more interesting. One example of solution consolidation is what some vendors are referring to as "enterprise content management", by which they mean management of all types of content (Web content, documents, rich media assets). Another example is the incorporation of search and categorization tools into content management systems. A third, and more complex, example involves the inclusion of some content management capabilities in application servers, e-commerce platforms, e-catalogs, and other enterprise applications (ERP, CRM, *etc.*). This consolidation will keep all of us guessing for a little while. Solution consolidation is directly related to our next trend...

Trend three — content convergence

In the "What is Content Management?" article mentioned earlier we argued that "content" was actually becoming (in fact, not by prescription) a term used almost synonymously with "information", and that this was a good thing. We have long needed a term that incorporated both structured data and unstructured data². "Information" could have worked but didn't for some reason. In any case, while we still mostly use separate systems for managing structured and unstructured data because that is what we have in place, nobody (we hope!) would build an IT infrastructure strategy that didn't include or facilitate the management of both types of data. The distinction between the two is becoming less and less meaningful. How many business applications do you have that don't require integrating database data with unstructured content?

One obvious, and very critical, sub-trend to pay attention to, is how the database platform vendors (IBM, Oracle, Microsoft) are rapidly changing their platforms to support structured and unstructured data, as well as XML data, which can encode both. (The database platform vendors call out XML data specifically to make the point they support it and because it is only in some newer applications that XML makes up the majority of the content.) Content management and other vendors (especially of the enterprise kind) that sit on top of these database platforms already have to build applications with integrated data types, will have an easier job as the database platforms role out this capability. The solution landscape will certainly be changing as a result.

Trend four — XML

The reason for XML's success is that it does not discriminate between structured and unstructured content and is therefore a powerful tool for application and information integration. Content management solutions benefit from this at least

² Structured data refers to data that fits neatly in relational tables. Unstructured data typically refers to everything else. There are differences of course between an email message and XML content in a content management system repository.

as much as other solutions do. Whether XML is used for content storage, or metadata sharing or in more imaginative ways (*e.g.*, RDF), you can count on its continued entrenchment.

Trend five — content enrichment or enhancement

As you will see at the end of the article, we think the addition of tools for the enhancement/enrichment (sorry, we can't decide which term we prefer) of content will define the next stage of content management. There are multiple aspects to content enrichment:

- Increased use of rich media
- More extensive use of metadata
- More integrated multi-lingual capability
- Increased use of linguistic analysis for searching, categorization, *etc.*

As our report last month pointed out, there has been an enormous increase in development of linguistic analysis tools. Note how important these types of enrichment are for communication.

Trend six — content control

What we mean by this could be considered part of the content enrichment trend. But it is important enough to call out on its own. There are two aspects to content control:

- **Access & authentication.** This is not always a job for content management systems, but content management systems will have to be more involved as we use them to manage more granular content components.
- **Rules & rights.** This is *not* just about digital rights management (DRM). DRM is only a small part of the more general problem of managing what people can do with content once they have been granted access to it. In business environments, there are many rules and processes that have nothing to do with copyright issues. Our ability to associate rules and workflows with content components based on user or user type (employee, customer, investor, supplier), significantly enhances the utility and therefore value of the content.

Trend seven — multi-channel delivery

The most important driver behind the document management market in the late 80s and early 90s was the need to publish information electronically as well as on paper. This dual need exposed the fact that there were few, if any, management processes in place, just as additional management and technical requirements were becoming necessary. While single-source repositories feeding multiple output channels remained out of reach for most applications, at least people started thinking about more effective ways to manage content and avoid completely redundant and wasteful systems. And of course it is not simply a "dual" need; there are many types of electronic channels (PDAs, kiosks, point-of-sale devices, billboards, *etc.*)

While the Web was responsible for convincing even the most diehard Luddites that electronic information would become the primary, *not* the only, focus of IT, it is sometimes shocking to see how far we still have to go. The problem of managing content efficiently for delivery to *any* of the channels appropriate to the business requirement will continue to drive a lot of activity – this is a pretty basic need, and one the big content management vendors are targeting.

Trend eight — portal interface model

This is not a very exciting trend in spite of the hype surrounding invented portal markets. What is important is that a browser-based interface with a single point of access to a variety of repositories and feeds is simply the current model being shared by *all* enterprise applications. It might make sense for you to build a portal using your content management system, or your ERP system, or your application server, or with a dedicated portal product. The difficult work is what needs to go on under the covers and relates to ...

Trend nine — new information integration architectures

This is a very interesting area. We have complained for years about integration solutions myopically focusing on APIs and application integration and ignoring the arguably more important half of the problem, *i.e.*, integrating the information the applications were developed to work on. In addition to the content integration we discussed earlier, and the work the database platform vendors are doing to facilitate it, there is a lot of other activity by EAI vendors and others aimed at the information integration problem. Among them are two categories of solutions we have run across in the past year.

“Enterprise content integration” is a term used in an article published in the Seybold Report³ to describe vendors, such as Context Media and Agari, that provide solutions for aggregating and managing content from multiple distributed repositories.

“Enterprise information integration” is being used by a number of other vendors, such as Metatomix, Metamatrix, and Nimble, to describe the same capability. The difference between the two categories is simply that the first is focused more on different media types (*e.g.*, streaming media, photos, HTML) and the second on different data types (*e.g.*, ERP and CRM data and transactions).

In both cases these approaches are mostly managing metadata and links to content stored elsewhere. This is a hard problem as there can be severe performance and schema and data synchronization challenges. Note that although most of these solutions are being deployed for specific applications, this is really an issue that should be considered as part of an IT infrastructure strategy. These types of solutions will increasingly look like...

Trend ten — content services

There is a lot of hype surrounding “Web services”. However, when you peel away all the propaganda, you find new ways of talking about incremental progress on a very good idea (“distributed object computing”, “object-oriented programming”, *etc.*) that has been around for many years. The incremental progress is a result of a consensus on how to approach the problem and its manifes-

³ The Seybold Report, “Enterprise Content Integration: Next Step Beyond DAM?”, January 21, 2002.

tation in standards like SOAP. Web services will happen slowly and in many guises, but to quote ourselves, "Web services will eventually be revolutionary because they will do for communication between computing applications what the Web has done for communication between applications and humans."⁴ Note the use of "eventually".

In terms of content management, we think this trend is important because supporting distributed *content* should be easier than supporting distributed *content plus code*. In addition to being easier, much, perhaps most, of the business value may be achievable without distributed code. It is true that the distinction between code and content continues to grow fuzzier, but we still expect to see content services role out sooner than full-fledged Web services. A services approach is the best way to address the information integration problem described in trend 9.

THREE STAGES OF CONTENT MANAGEMENT

To conclude our review of content management trends, it may be helpful to describe the evolution of content management systems to provide some context. "Content management" was originally used by almost everyone as a synonym for "Web content management", and in fact that was an accurate use of the term. By now businesses have realized solving the Web content management problem in isolation often adds cost without solving business problems or generating enough new revenue to cover the costs. "Enterprise content management" is most usefully seen as a term used to portray solutions more integrated into other enterprise applications. Although most businesses have little real integration in place, they, and their software suppliers, are already looking beyond storage, workflow, and integration to how to enrich and enhance their information to increase its communication value.

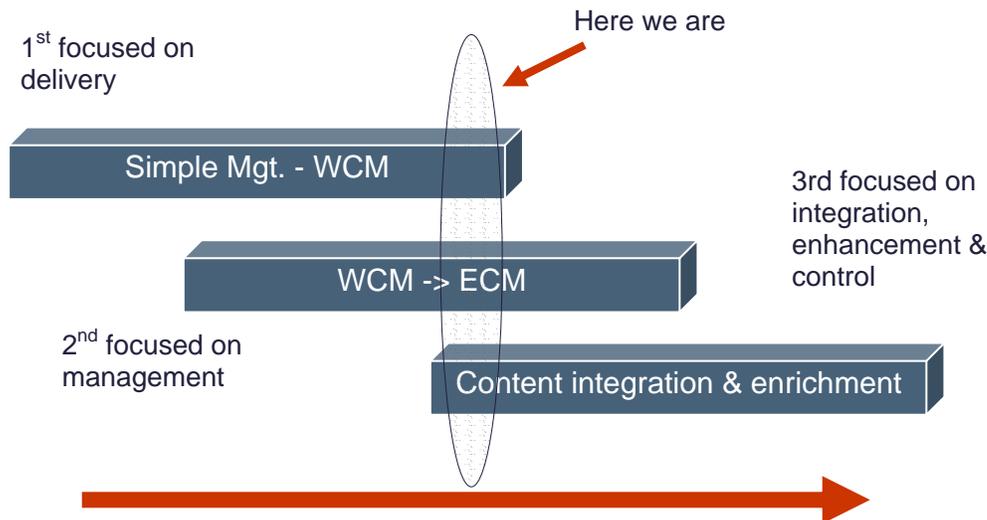


Figure 1. Three stages of content management

Frank Gilbane
frank@gilbane.com

⁴ "Understanding Web Services", *Gilbane Report*, Volume 9, Number 8.

INDUSTRY NEWS

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

FILENET TO INTEGRATE VERITY'S K2

4/30/2002

FileNET Corporation announced a software license agreement with Verity, Inc. to integrate Verity's search technology into FileNET's extended ECM product family. The advanced search capability provided by Verity's new K2 Developer software will give FileNET customers the ability to more quickly and accurately retrieve cataloged information that may reside across disparate IT systems and data warehouses. A key factor in FileNET's decision to partner with Verity was K2 Developer's capabilities in addressing the search and retrieval of XML documents. FileNET will introduce Verity K2 Developer into its Panagon Content Services platform and Brightspire eBusiness Framework platform before the end of 2002. www.FileNET.com

DOCUMENTUM INTEGRATES ADOBE ALTERCAST

4/30/2002

Adobe Systems Incorporated announced that Documentum has completed a license agreement with Adobe to include Adobe AlterCast as a core component of Documentum's ECM Platform. The combined solution allows web and print production teams to automate the image production process by connecting content contributors across the enterprise for updating of images and graphics. Adobe AlterCast, together with the Documentum Media Services product, brings dynamic image and digital asset management capabilities to large-scale publishing applications. The Documentum Media Services product provides intelligent handling of all rich media assets. This includes media-specific indexing, browsing and search capabilities, editing, automated file transformation features, and the ability to fully manage these digital assets with other types of content. AlterCast automatically optimizes files for delivery on any Web-enabled device. By streamlining the image production process, AlterCast lets graphics professionals focus on more strategic and complex creative tasks. www.documentum.com, www.adobe.com

MACROMEDIA INTRODUCES COLDFUSION MX

4/29/2002

Macromedia, Inc. announced Macromedia ColdFusion MX, a rapid server scripting environment for creating rich Internet applications. Macromedia ColdFusion MX, previously code-named "Neo," brings ease of use and productivity of ColdFusion to a Java technology architecture. ColdFusion MX offers innovations for creating rich Internet applications and working with XML, web services, and the Microsoft .NET Framework. A preview release of Macromedia ColdFusion MX is immediately available (www.macromedia.com/go/cfmxdl). Macromedia Dreamweaver MX (also announced) offers complete support for ColdFusion MX features including enhanced code editing and development capabilities, integrated debugging, and visual layout and prototyping. The ColdFusion MX Server line is expected to ship in June. ColdFusion MX Server Professional Edition is \$799 per server, with upgrades at \$549; ColdFusion MX Enterprise Edition is \$4999 per server, with upgrades at \$2499. The ColdFusion MX Server line is specifically architected to integrate with the Microsoft .NET Framework. The ColdFusion MX for J2EE Application Servers product line is priced at \$3399 per processor. Optimized versions of ColdFusion MX for Macromedia JRun, IBM WebSphere Application Server, and Sun ONE Application

Server are expected to ship in the third calendar quarter of 2002. ColdFusion MX for BEA WebLogic Server is expected to ship later this year. www.macromedia.com

VERITY ANNOUNCES NEW VERSION OF K2 DEVELOPER

4/29/2002

Verity, Inc. announced the availability of a new version of K2 Developer, a product specifically designed to be incorporated into large business software applications. Verity K2 Developer, or K2D, is the company's newest offering for the OEM market. It gives enterprise software developers the ability to add any of Verity's three tiers of knowledge management infrastructure - search, content categorization and social networks - to their applications. According to Verity, K2D is compatible with Java, COM, and C/C++. In addition, it offers full support for inclusion within an enterprise software vendor's .NET or J2EE applications, and includes comprehensive management APIs. www.verity.com

EMC LAUNCHES CENTERA

4/29/2002

EMC Corporation introduced EMC Centera, a software-driven, "content-addressed storage" (CAS) solution to address the unique information storage requirements of long-lasting, unchanging objects - or "fixed content" - such as electronic documents, digital x-rays, digital MRIs, movies, e-mail, check images and broadcast content. Centera partners include: Agfa Health-Care, AMICAS, Artesia, Avid, Avalon, BakBone, BancTec, Cap Gemini Ernst & Young, CommVault, Computer Science Corporation, Connected, Documentum, FileTek, Front Porch Digital, Fujitsu, Gauss, Hummingbird, IXOS, J&B Software, Kodak Medical Imaging, KPMG, KVS, Legato, Merge Technologies, Mobius, NICE Systems, OTG, Quest Software, Sarnoff, Scientific Software, Storigen Systems, TowerTech and Virage. While location-based methods found in network-attached storage (NAS) and storage-area networks (SAN) are optimized for frequently changing data, content-based addressing is specifically designed for the requirements of fixed content. EMC Centera is available immediately. List price begins at \$101,500 for Centera hardware and \$103,200 for Centera software, representing \$204,700 for a 5-terabyte protected (10 terabytes raw capacity) total system configuration. Centera implementations scale from 5 terabytes (protected) to more than one petabyte, in 2.5-terabyte increments. Centera is available directly from EMC for customers with in-house application development capabilities, and through the large and increasing number of EMC Centera partners providing their own content management solutions across a wide range of industries. www.EMC.com

DOCUMENTUM TO USE SEMIO TAXONOMIES FOR CONTENT INTELLIGENCE SERVICES SOLUTION

4/29/2002

Semio announced that Documentum has licensed and integrated Semio's industry taxonomies solution for the Documentum Content Intelligence Services offering. The Semio taxonomies, built on thesauri, consist of standard categories and subcategories that provide a conceptual framework for information classification and retrieval. They cover pharmaceutical, energy and financial services verticals as well as the areas of engineering, human resources, IT, sales and marketing, legal and customer support operations. www.documentum.com, www.semio.com

SAQQARA INTRODUCES CATALOG MANAGEMENT SERVICE

4/29/2002

SAQQARA Systems, Inc. unveiled the SAQQARA Catalog Management Service (CMS) for e-Procurement. By offering CMS, SAQQARA creates, hosts, and manages a private customized Web-based catalog solution for each customer that offers fast supplier enablement, control over what end users see, and intuitive interfaces that help users find the products they need to buy. SAQQARA Catalog Management Service for e-Procurement leverages the SAQQARA's CommerceSuite and ContentWorks technologies to generate highly customized catalog management applications that automate the entire product content management process.

www.saqqara.com

DOCUMENTUM ANNOUNCES CONTENT INTELLIGENCE SERVICES (CIS)

4/29/2002

Documentum announced the availability of Documentum Content Intelligence Services (CIS). CIS, an extension to the Documentum platform, automates and controls the enrichment and organization of enterprise content. Documentum CIS streamlines the organization, indexing and linking of content residing in multiple disparate systems throughout an enterprise enabling fast, sophisticated searches, easy navigation and personalization of content. Documentum offers a full spectrum of content intelligence features in one integrated platform -- auto-tagging, auto-categorization, auto-linking and use of pre-built or custom taxonomies.

www.documentum.com

INXIGHT ANNOUNCES CATEGORIZER 3.0

4/29/2002

Inxight Software, Inc. announced Inxight Categorizer 3.0. The new version provides publishers and information aggregators with a superior method for classifying unstructured information into taxonomies. Inxight Categorizer uses natural language processing and machine learning techniques that offer a high level of accuracy in 12 languages. Inxight Categorizer 3.0 features a new Service Manager -- a Web application for managing multiple taxonomy models from any location; the seamless integration of Categorizer Executive -- an application that provides a graphical user interface for creating and maintaining training sets; and significant performance enhancements in accuracy and precision. Inxight Categorizer 3.0 supports over 70 common word processing file formats including HTML, PDF, Microsoft Office documents, e-mail, Lotus Notes and text documents. Inxight Categorizer also supports a broad range of operating system platforms including Microsoft Windows NT and 2000, Sun Solaris 2.6 and 2.7 and Red Hat Linux 7.2 and has the ability to access any database that supports XML-based queries, such as Oracle, Sybase and Microsoft SQL Server database management systems. Inxight Categorizer 3.0 is available immediately. www.inxight.com

LIGHTSPEED INTERACTIVE & ALTOVA ANNOUNCE PARTNERSHIP

4/25/2002

Lightspeed Interactive, Inc. and Altova, Inc. announced the formal establishment of a strategic partnership. The two companies will collaborate to integrate their technologies to provide an advanced XML environment for creating, managing and delivering advanced XML-based applications. Altova's XML Spy Suite 4.3 offers a solution for XML schema driven document and content editing for both developers and end-users. Lightspeed's Astoria solution provides single-source content management and delivery functionality, including versioning, history, check-in and check-out and flexible content reuse. Combined, the technologies provide a complete XML

authoring solution to facilitate XML application development as well as XML content development. Lightspeed and its partners and resellers will market the integrated suite of products. www.lspeed.com, www.altova.com

DOCUMENTUM TEAMS WITH EASYPRESS

4/23/2002

Documentum and EasyPress Technologies announced an alliance to deliver an out-of-box integration between the Documentum ECM platform and QuarkXPress. The integration, based on EasyPress Technologies' Atomik product, enables QuarkXPress-created design content to be easily deployed to other forms, such as Web pages, as well as the sharing and reuse of QuarkXPress content throughout an organization. It also gives QuarkXPress users access to content stored in the Documentum repository. The integration enables QuarkXPress users to easily convert a publication created with QuarkXPress into XML and export it to the Documentum repository. The QuarkXPress-created content is then automatically indexed and stored. Through Documentum's ECM capabilities, other non-QuarkXPress users can search, access and export components of QuarkXPress-created content, combine it with other content and repurpose it for other uses. QuarkXPress users can also search and export XML and other content from Documentum into a QuarkXPress-created layout or publication. The Documentum and EasyPress Technologies offering for automated QuarkXPress to XML conversion is expected to be available in June 2002. www.easypress.com, www.documentum.com

SEMIO UNVEILS SEMIOTAGGER 5.0

4/23/2002

Semio Corp. released SemioTagger 5.0, the latest version of its indexing and content categorization engine. SemioTagger organizes and exposes information contained within all unstructured data, including e-mail, web pages, Documentum databases, Lotus Notes, etc., that exist across an enterprise. Version 5.0 features new architecture optimized for enterprise-scope performance and scalability. Specifically, SemioTagger 5.0 can process millions of documents at extremely high speed. Also optimized for fast-start use, SemioTagger ships with a set of pre-built, industry standard taxonomy templates that enable nearly immediate indexing of a company's electronic data. A new graphical workbench enables users to customize and fine-tune taxonomies and categorization processes to suit individual, department and enterprise requirements. SemioTagger 5.0 is operational on Windows 2000 and is available immediately. Semio also announced the release of Skyline 2.0, a browser-like viewer that displays the categorized output of SemioTagger in an intuitive, graphical view of the data hierarchy and structure. www.semio.com

NEXTPAGE ANNOUNCES NEXTPAGE SOLO

4/23/2002

NextPage Inc. announced a new application for its NXT 3 Platform called NextPage Solo. The technology provides off-line access to business-critical information to users and field representatives when Internet access is not available. Professionals in the accounting industry and similar industries need access to best practices, corporate policies, compliance information and industry regulations. NextPage technology allows users to access this content through a Web interface, enabling users to view information that is physically located in different locations and in different formats as if the information was on the user's desktop. These networks of distributed information are called Enterprise Content Networks. Solo allows users to download that information to their desktops or to a CD to view it as if they were connected to the content network. NextPage technology provides off-line users with the same functionality and user

interface as those who are connected to the network. Updates to information that has changed are automatically synchronized every time the user reconnects - simplifying the updating process. www.nextpage.com

INTERWOVEN ANNOUNCES TEAMDOC, TEAMCODE & TEAMPORTAL

4/23/2002

Interwoven, Inc. announced the launch of three new content applications targeting enterprise portals, collaborative document management and Web application management for the global enterprise. The Interwoven Content Applications, comprised of TeamPortal software, TeamCode software and TeamDoc software, is built on top of the Interwoven 5 ECM platform that includes TeamSite Content Management, MetaTagger Content Intelligence and OpenDeploy Content Distribution software. New Interwoven Content Applications include: TeamDoc, Collaborative Business Document Management, streamlines document sharing, publishing and management, enabling business users to find, create, categorize and QA documents in a collaborative environment; TeamCode, Collaborative Web Application Management, provides developers the means to manage, test and deploy Web application code in TeamSite's collaborative development environment; and TeamPortal, Collaborative Content Services for Portals, delivers content management services to the corporate portal via XML & SOAP. Portal users can create, manage, QA and deploy content directly from their portal interface. And IT management can implement a Web service-enabled ECM platform to assure an open foundation for future enterprise application needs. www.interwoven.com

GAUSS & PERFICIENT ANNOUNCE STRATEGIC AGREEMENT

4/22/2002

Gauss announced that it has signed an alliance agreement with Perficient, Inc. Under this agreement, Perficient becomes a national consulting partner, delivering the business analysis, project management and technical consulting expertise to help clients justify, deploy and integrate enterprise content management solutions. Driving the agreement is the ability of the two companies to leverage their respective IBM relationships and the Gauss platform's native support for IBM's products. Perficient delivers solutions around IBM's platform. Gauss is a Software Business Partner under IBM's Top Contributor Program, is a certified reseller of IBM's DB2 database and WebSphere platform, and provides native support for IBM's iSeries 400, and AIX client-server platforms. www.gaussenterprise.com, www.perficient.com

ENFISH DELIVERS ENFISH ENTERPRISE 5.1

4/22/2002

Enfish Corporation announced delivery of Enfish Enterprise 5.1, an integrated enterprise solution that puts desktop data, corporate knowledge, and relevant information from Intranets, Extranets and the Internet, into context. Up to 25 percent faster than previous Enfish Enterprise versions, Enfish Enterprise 5.1 features faster performance and streamlined corporate-wide deployment. Enfish Enterprise 5.1 can also now interact with more than 10,000 public Exchange or Notes folders quickly and efficiently. For system administrators, Enfish products can now be easily distributed to end users via machine images with the Enfish Enterprise 5.1 "Enterprise Friendly" install architecture. In addition, Enfish Enterprise 5.1 is also now available on BEA's WebLogic Server and JBoss. JBoss provides an option for Enfish customers to deploy Enfish Enterprise on a no cost application server. For a list of end user improvements, visit our Enfish Enterprise 5.1 Fact Sheet at www.enfish.com

LINGOMOTORS ACQUIRES FOCUSENGINE

4/17/2002

LingoMotors announced that the company has acquired FocusEngine, developers of solutions that automatically build taxonomies and then normalize content from disparate sources. With the acquisition of FocusEngine, LingoMotors enhances its TurboCat offering, an automatic and accurate categorization solution that provides rich metadata for digital objects, extracting their full contextual value to create versatile Rich Information Objects (RIOs). Creating RIOs gives content providers a means to fully utilize their content through reuse, resale, personalization and improved user access to relevant information. www.lingomotors.com

STELLENT RELEASES CONTENT MANAGEMENT 6.0

4/16/2002

Stellent, Inc. announced the release of Stellent Content Management 6.0 with new content contribution, collaboration and delivery capabilities. Version 6.0 includes three new primary components -- Stellent Collaboration Server, Stellent Connection Server and Stellent Extrasite Server -- as well as enhanced desktop contribution capabilities. Version 6.0 is currently shipping and is priced at \$100,000 to \$250,000 USD. Stellent Collaboration Server will be sold as an optional module starting at \$50,000 to \$200,000 USD per server. Stellent Connection Server will be sold as an optional module as well and is priced at \$30,000 USD per CPU. Stellent Extrasite Server will also be sold as an optional module priced at \$30,000 USD per CPU. The expanded contribution capabilities are available at no additional cost as part of Stellent Content Server or Stellent Collaboration Server. www.stellent.com

PROGRESSIVE ANNOUNCES EXTENSIONS TO VASONT PLATFORMS

4/16/2002

Progressive Information Technologies announced two new extensions to the technology platforms that support Vasont, a content management system for creating and managing content in XML, SGML, HTML and WML formats, and instantly publishing content across all media channels, including print, CD-ROM, Web, and wireless. Vasont now includes native support of the Oracle 9i platform. By integrating Oracle 9i's technology within Vasont's repository, Vasont ensures scalability to solve enterprise-wide content management and publishing requirements and provides unlimited user capacity. Previously, Vasont supported Oracle 7.2 through the Oracle 8i platforms. Additionally, Vasont integrates with Citrix MetaFrame XP for Windows and Citrix MetaFrame 1.8 for Windows, enabling the content management system to provide a client server application through a Web browser. This benefits Vasont's client base by allowing them to work from Windows, Mac or Unix platforms. Other servers that Vasont supports include Windows NT and Windows 2000. www.vasont.com

METATORIAL & ZIACONTENT ANNOUNCE CMS METATORIAL PLANNER

4/15/2002

Metatorial services Inc. and ZiaContent announced the launch of their new content management analysis and planning tool, the CMS Metatorial Planner. The "planner" is a hands-on workbook and a companion to the Content Management Bible, Bob Boiko's book on content management. The CMS Metatorial Planner provides a complete example a company going through the process of analyzing their business and content needs prior to implementing a Web content management system (CMS). The example walks the reader through the steps of gathering the right information in order to pull together a comprehensive and cohesive communication and content management strategy, ultimately leading to the logical design of the

CMS. Targeted toward a manager or group tasked with leading a content management initiative, the planner provides both practical real-world examples and a logical process for working through the complex tasks of understanding content management entities, such as project goals, the project mandate, the content domain, audiences, authors, sources, publications, templates, workflows, and staffing. The CMS Metatorial Planner is comprised of a 168-page guide, several dozen worksheets, and template for a final report that pulls the analysis together into a final deliverable. The planner is available for download from the metatorial services inc. Web site at an introductory price of \$200. www.metatorial.com, www.ziacontent.com

INSIGHTFUL ANNOUNCES AVAILABILITY OF INFAC

4/15/2002

Insightful Corporation announced the availability of InFact, an advanced text mining solution for information retrieval. InFact consists of 20 sub-systems, most of which were originally developed by Insightful scientists over a five-year period for U.S. military and intelligence agencies. The resulting system is able to achieve a human-like understanding of text and modifies its behavior and responses accordingly. Because it can peruse millions of documents a day, InFact provides accurate, reliable, and actionable answers and analyses not practical with human workers. The InFact solution is a stand-alone system, that can support any enterprise network or knowledge store(s), regardless of operating system, legacy applications, or data formats. InFact can ingest into a single database any and all of a company's knowledge base: from a single technical or customer service repository to a Fortune 500 company's entire knowledge store - every document and record the company has ever stored. InFact handles text + image + numerical data in any common format, structured or unstructured. InFact is available today for Sun Solaris systems. An InFact license for a single knowledge management system starts at \$250,000. www.insightful.com

OSCAR RELEASES TERMBASE EXCHANGE TBX

4/11/2002

The OSCAR special interest group, founded in June 1997 by the Localization Industry Standards Association (LISA), has published the TBX standard. The Version 1.0 draft definition of the container - the high-level format designating how terminological data is stored - has now been released and can be downloaded free of charge at www.lisa.org/tbx/. The OSCAR group combines key technology vendors, corporate users and service providers worldwide, including such names as IBM, J.D. Edwards, SAP, SUN Microsystems, Microsoft, GlobalSight, Welocalize, RWS, SDL International, Star and Trados Corporation. OSCAR (Open Standards for Container/Content Allowing Re-use) is a non-profit LISA Special Interest Group founded to develop, extend and promote use of open standards for language, translation and terminology representation in modern software products. www.lisa.org/oscar/

EQUILIBRIUM ANNOUNCES MEDIARICH INTEGRATION WITH .NET ENTERPRISE SERVERS

4/9/2002

Equilibrium announced it is working with Microsoft Corp. to integrate Equilibrium MediaRich Image Server with Commerce Server 2002 and Content Management Server. The dynamic imaging integration provided to customers and partners reduces the time required to create an Internet presence. MediaRich is server-based imaging software that generates, updates, and delivers dynamic visual content to the Web and smart devices. By using MediaRich Image Server, companies are able to set up templates to automate image-processing tasks normally done manually by artists and technical teams. MediaRich has dynamic imaging features such as

zoom, pan, colorize, resize, mix, match, 360-degree rotation, composite, font generation, and localization. www.equilibrium.com

VIGNETTE ANNOUNCES "JUMPSTART" PROGRAM

4/9/2002

Vignette Corp. announced a new Jumpstart program that helps companies deploy Vignette V6 solutions within 90 days for a quicker return on investment. The Jumpstart program combines Vignette V6 applications with consulting and education services from the Vignette Professional Services (VPS) organization, which draws upon the best practices and expertise gained from delivering rapid deployments using Vignette applications. The products available in the Jumpstart offering include the Vignette V6 Standard Edition and Vignette V6 Multisite Content Manager. This is the first offering of a new service architecture termed "Vignette Velocity," which will contain a series of rapid service offerings to accelerate time to deployment for the most common customer scenarios. Vignette's Jumpstart package is available immediately and includes 100 training units combined with consulting services and is designed to deliver a site in approximately 90 days or less using Vignette V6 Standard Edition and Vignette V6 Multisite Content Manager. www.vignette.com

FAST DATA SEARCH AVAILABLE FOR MICROSOFT COMMERCE & CONTENT SERVER 2002

4/9/2002

Fast Search & Transfer (FAST) announced that FAST Data Search now integrates with Microsoft Commerce Server 2002 and fully supports Microsoft Content Management Server 2001. FAST Data Search is designed specifically to tackle the real-time data-intensive search and information retrieval challenges of large-scale enterprises. Under terms of an agreement signed today, Microsoft Corp. gains the right to distribute FAST Data Search for sales promotion, demonstration, and marketing purposes with Microsoft's integrated solution platform for e-business. www.fastsearch.com

QUIVER TO INTEGRATE WITH WEBSHERE PORTAL INFRASTRUCTURE

4/9/2002

Quiver, Inc. announced it has developed a portlet that enables companies running IBM WebSphere Portal to leverage Quiver's hybrid taxonomy and categorization application, QKS Classifier. Quiver's categorization product delivers classification of unstructured data - such as Microsoft Word documents, HTML pages, PDFs, digital media files, etc - into a flexible, browseable topic hierarchy or taxonomy. Integrating Quiver with IBM Websphere Portal enables customers to have immediate access to all of the information needed to do their jobs. Quiver's QKS Classifier combines auto-categorization technology with workflow and management tools to provide human control and oversight in the categorization process - from taxonomy creation to content population to access and display management. General availability of the Quiver portlet for IBM WebSphere Portal is planned for the 2nd quarter, 2002. www.quiver.com

LIGHTSPEED INTRODUCES EXTENSION TO ASTORIA

4/9/2002

Lightspeed Interactive, Inc. announced the release of iREVIEW, an add-on product to the Lightspeed Astoria content management system. The solution provides Web-based access for all members of an organization through a secure and configurable environment. Lightspeed iRE-

VIEW eliminates the paper review process and enhances the quality of comments and focus of the reviewers. iREVIEW empowers local and remote authors and reviewers with immediate access to enterprise content and automatically moves that content through the business approval process. The application, which provides a direct link for online access to all content stored in Lightspeed Astoria, includes Web browser access and preview, online annotation, and workflow functionality for any secured author, editor or reviewer. www.lspeed.com

iKNOWLEDGE ANNOUNCES CONTENT AGGREGATION & DISTRIBUTION SOLUTION

4/8/2002

iKnowledge, Inc. announced Version 2.0 of its ActiveContent. ActiveContent is a content solution developed from the ground-up with support for J2EE. ActiveContent is a comprehensive solution for secure content aggregation, collaboration, management, distribution, monetization and syndication. ActiveContent supports adaptive workflow, enabling companies to retain or customize departmental or enterprise work processes and allowing organizations to securely scale their content strategy in all dimensions including internal or external, and across all relevant platforms and devices. The latest version of ActiveContent provides ease of use and control using a web-based GUI interface designed to make organizing and sharing content simpler. The ActiveContent solution integrates with existing legacy systems. www.iknowledge.com

DIVINE ANNOUNCES DIVINE/NORTHERN LIGHT PORTLETS FOR ORACLE 9i

4/8/2002

divine, inc. announced the availability of divine/Northern Light portlets for the Oracle 9i Application Server Portal Framework. These portlets enable the quick deployment of divine's search and content integration technology, allowing business users to quickly access Web content, corporate information and a comprehensive library of over 7,000 business publications. The combination of divine Search and Content Integration (dSCI) portlets and the Oracle 9i Application Server Portal Framework enables joint customers to quickly provision access to these information resources. divine Portal Drivers are a set of solutions that combine divine's software and service offerings with the major portal platforms. These solutions provide external content, content management, and collaboration. As part of the divine Portal Drivers Program, additional portlets will be available for the Oracle 9i AS later this year. www.divine.com

ADOBE ANNOUNCES FRAMEMAKER 7.0

4/8/2002

Adobe Systems Incorporated announced a new version of FrameMaker, its enterprise authoring and publishing solution. FrameMaker version 7.0 software allows corporations to take advantage of XML's ability to search, share and repurpose content across the enterprise. The new XML capabilities allow content creators to distribute information to multiple channels, including print, the Web and PDAs. Also announced is the new Adobe FrameMaker Server, which gives companies the ability to produce personalized, data-driven content for output to print or PDF. Users can choose to work in the structured environment to address single-source information publishing needs and create valid XML files, or choose a simpler interface to create well-formed XML files for general word-processing usage. Adobe's new FrameMaker Server software gives companies the ability to extract existing content housed in databases, document management systems and XML repositories to be manipulated in FrameMaker. Adobe FrameMaker 7.0 and FrameMaker Server 7.0 will be available in the second quarter of 2002 in the United States, Europe and Canada. Estimated street price for FrameMaker 7.0 desktop version will be US\$799 for the full product with a special 90-day post ship upgrade offer (Mac and Windows only) of

US\$209 (US\$349 thereafter). Estimated street price for FrameMaker Server 7.0 will be US\$7,999. www.adobe.com/products/framemaker

NIMBLE & WHITEHILL PARTNER

4/8/2002

Whitehill Technologies, Inc. and Nimble Technology have entered into a reselling partnership for Nimble Technology to offer customers the Whitehill Composer. Nimble Technology will offer users of the Nimble Integration Suite - an XML-based enterprise data integration platform used to power Web services and applications - the Whitehill Composer. Whitehill Composer is an easy-to-use XSL editor engineered to generate WYSIWYG XSL for XML-to-HTML transformation. Users can drag and drop XML data elements from a menu type environment directly into a browser and have the XSL automatically created for both the browser style and the data element. www.nimble.com, www.whitehilltech.com

RIGHTSLINE & ARTESIA COLLABORATE

4/8/2002

RightsLine, Inc. and Artesia Technologies announced they have signed a Global Technology Partnership Agreement to offer integrated, bundled solutions of their respective software products as well as collaborating on co-marketing and sales activities. The partnership will initially focus in North America with the potential to spread to other global geographies. The development of the integrated offering will provide content owners with a single platform for managing both their digital assets and the rights and permissions associated with them. Artesia's TEAMS solution provides organizations with a single, centralized repository for storing and managing their digital assets and the associated XML-based metadata used to define content attributes, history and ownership. With this integration, RightsLine's content licensing solutions will be able to directly access the digital assets, allowing the management and updating of the information governing the approved and authorized use of these assets. www.artesia.com, www.rightsline.com

STELLENT ACQUIRES KINECTA

4/3/2002

Stellent, Inc. announced it has acquired the assets of privately held Kinecta Corp, adding content integration, syndication, and distribution capabilities to their content management solution. Combined with the Stellent Content Management technology, these new capabilities will enable Stellent's customers to aggregate content from multiple repositories, manage it in the Stellent environment and distribute it to any audience. Additionally, the technology will allow Stellent customers to easily deploy content from staging environments to production environments and roll back to earlier versions of Web sites. The Kinecta technology is built on Java, J2EE, XML and Information Content and Exchange (ICE). Stellent will continue to market the existing Kinecta product line while integrating the technology into the Stellent Content Management system. The initial product integration will be released in the quarter ending June 30, 2002. As part of the acquisition, Stellent will hire Kinecta's core development team and retain Kinecta's current office located in San Francisco, Calif. www.stellent.com, www.kinecta.com

FILENET TO ACQUIRE EGRAIL

4/2/2002

FileNET Corp. announced it has signed a definitive agreement to acquire the core assets of privately held eGrail Inc. The purchase of eGrail is an all cash transaction valued at approximately

\$10 million. Effective immediately, the eGrail product line will be made available and supported through FileNET. eGrail's Web Content Management system offers enterprise scalable capabilities that are easy-to-use, empowering authors across the enterprise to contribute to and manage Web site content dynamically. eGrail serves customers in numerous industries including communications, insurance, government, medical and publishing. www.filenet.com, www.egrail.com

SEALEDMEDIA ANNOUNCES NEW DOCUMENT SECURITY SOFTWARE

4/2/2002

SealedMedia announced the latest release of its document security software. The new technology can seal Word, Excel and PowerPoint in addition to the standard media formats already supported: HTML, PDF, JPEG, GIF, MP3 and QuickTime. One of the key features of the SealedMedia software is that support for all these formats only requires the installation of a single, small browser plug-in on end user's computers. SealedMedia's architecture enables organizations to revoke end user access rights to sealed content at any time, regardless of where the sealed content is stored (it could be in a personal email inbox) and regardless of whether the end user was previously authorized to access it. This is useful, for example, when an employee leaves a company and is no longer authorized to access certain confidential or proprietary information. www.sealedmedia.com

OASIS FORMS TECHNICAL COMMITTEE TO ADVANCE XML RIGHTS LANGUAGE

4/2/2002

OASIS announced its members have formed the OASIS Rights Language Technical Committee to advance a common XML rights language standard for the DRM marketplace. Their work will provide a universal method for specifying and managing rights associated with all kinds of resources including digital content and web services. The OASIS specification will support a wide variety of business models, expressing both simple and complex rights, and will promote interoperability between systems regardless of platform, media type or format. ContentGuard intends to submit its eXtensible rights Markup Language (XrML) to the OASIS Committee as a starting point for this work. XrML, recently selected as the base architecture for the MPEG-21 Rights Expression Language, can be used in content-centric as well as service-based business models. Members of the OASIS Rights Language Technical Committee include ContentGuard, Hewlett-Packard Company, Microsoft, Reuters, VeriSign Inc., and other OASIS members. Participation remains open to all organizations and individuals interested in advancing a common rights language. www.oasis-open.org/join

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CALENDAR

Content Management: Strategies for Single Sourcing. June 3 and 4, Hyatt Regency, 5 Embarcadero Center, San Francisco, CA. Presented by JoAnn Hackos and The Center for Information-Development Management. If you're trying to manage corporate data, reuse your content, and deliver information through many media, join your peers at this event. Successful content management results in reduced costs and ROIs. Learn how you can realize both for your company. Keynote speakers: Dr. JoAnn Hackos, Dr. Jonathan Price, and Frank Gilbane. www.cm-strategies.com

Establishing the Business Benefits of Intranet Content Management. June 26 and 27, Hilton London Olympia – London UK. At this event, Ark Group will address all of the challenges you are currently facing in terms of quantifying the ROI of Intranet content management. **Special 10% discount for Gilbane Report subscribers!** To register or to download a pdf brochure, visit www.ark-group.com/fg-offer.html.

The Gilbane Conference on Content Management @Seybold. September 11-12, 2002, Moscone Center, San Francisco, CA. Our newest conference will be co-located with Seybold San Francisco 2002 so that IT and project managers from all industries now have a one-stop event where they can learn how to build content management strategies, and create implementation plans that integrate with other enterprise applications in order to meet a wide variety of business needs. www.gilbane.com/seyboldsf02.html (the official site will be up soon at www.seyboldseminars.com/sf2002/)

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