

The New Trajectory of the Internet:
Umbrellas, Traction, Lift and Other Phenomena

Chapter One: The Phenomena

1. Where are we?
 - 1.1 Umbrellas
 - 1.2 Traction
 - 1.3 Lift
2. What's ahead?
3. Marketing trumping technology
4. Internet contrails
 - 4.1 Marketing becomes ascendant
5. Portals are for real
6. Wireless

Chapter Two: The solutions trajectory

1. Mapping change in internet space
 - 1.1 Positioning each company in the matrix
 - 1.2 Direction: strategic and tactical
2. Why solutions?

Chapter Three: The Tools Breakthrough

1. A brief history of tools
2. The Lego Web
3. The Oracle tools
 - 3.1 Oracle's Web initiative
 - 3.2 The Oracle package
4. SilverStream tools
 - 4.1 SilverStream in action: Planetgov.com and Screaming Media
5. Microsoft's 'Dot Net' play
 - 5.1 What is Dot Net?
 - 5.2 Proof of progress
 - 5.3 Programming with 'Dot Net' tools
6. The freeware revolution
7. The bottom line

Chapter Four: The Trajectory of Search

1. A brief history of search
2. Definitions
3. How search engines work: a brief refresher
4. Search: one of the core web services
 - 4.1 Metasearch engines
 - 4.2 Popularity engines
5. The challenges of search
 - 5.1 Expanding, changing, dynamic content
 - 5.2 What's the payoff?
 - 5.3 The market
6. Categories of search-and-retrieval systems
7. Scrambling for dollars
8. Idea hamsters: NLP for everyone!
 - 8.1 Approaches
 - 8.2 Free or 'no apparent charge' systems

- 8.3 Plug in tools
- 9. There must be something, somewhere better?
 - 9.1 Yandex (Russia)
- 10. Innovation: a constant in text retrieval
- 11. Search engine checklist
- 12. Some search-and-retrieval realities
- Chapter Five: The 'R' Technology Revolution**
 - 1. What high traffic sites have discovered about search
 - 2. The three 'Rs': Relationships, Revenue and Research
 - 3. Why relationship technology matters
 - 4. Summary
 - 4.1 Where does 'R' technology lead?
 - 4.2 Access
 - 4.3 Bonding
 - 4.4 Mixing
 - 4.5 Nesting
 - 4.6 Emotional and social bandwidth
- Chapter Six: New Trajectory for Content**
 - 1. An umbrella of software
 - 2. The re-engineering rollercoaster
 - 2.1 Types of content to manage
 - 2.2 Enter the average employee
 - 3. The basic content management hot buttons
 - 3.1 Database facility
 - 3.2 Authoring tools
 - 3.3 Document management
 - 3.4 Site manipulation
 - 3.5 Personalisation tools
 - 3.6 Search engines
 - 3.7 Administrative tools
 - 3.8 Usage tracking
 - 3.9 Security
 - 3.10 Are content management systems proprietary?
 - 4. Content syndication and content management
 - 5. Snapshots of content management vendors
 - 5.1 nCompass
 - 5.2 Vignette
 - 5.3 Interwoven
 - 5.4 Microsoft Tahoe
 - 6. How to implement content management
 - 7. Before signing on the dotted line
- Chapter Seven: ASPs: The Trajectory of Repositioning**
 - 1. Application Service Providers as a touchstone
 - 1.1 Types of service providers
 - 1.2 ASP: layers upon layers
 - 2. Net Reach, Inc

The New Trajectory of the Internet:
Umbrellas, Traction, Lift and Other Phenomena

- 2.1 How Net Reach gets money
- 2.2 How Microsoft gets money
- 2.3 A pattern recognition test
- 3. Now roll ups are problematic
 - 3.1 FutureLink
- 4. Enterprise Resource Software gives some ASPs focus
 - 4.1 ArtistaSoft: the first industry-focused ASP or IASP
 - 4.2 Prentice Technologies: an enterprise ASP or EASP
 - 4.3 Lessons learned
- 5. Big-fee ASPs can generate cash
 - 5.1 Breakaway Solutions: high-end consulting plus ASP services
 - 5.2 Millennia Vision: an FSP or Full Service Provider
 - 5.3 Breakaway and Millennia Vision's models compared
- 6. Microsoft-centric ASPs proliferate and are vulnerable
 - 6.1 Digex: an investment that sold out
 - 6.2 Solutech: an ASP business model that works
 - 6.3 Mi8
 - 6.4 Key differences among Microsoft ASPs
- 7. ASPs are here to stay
 - 7.1 Drawbacks
- 8. What's ahead?

Chapter Eight. Pricing: Six Elements of Revenue Generation

- 1. Gotcha! A disturbing pricing trend
 - 1.1 Digital information prices are fuzzy
 - 1.2 Six gotcha tactics
 - 1.3 Mounting tension ahead
- 2. Show us the money
 - 2.1 What about information?
 - 2.2 What about group buying and information?
- 3. The customer revolt
- 4. Can money buy joy?

Chapter Nine: The Identity / Privacy Target Zone

- 1. Privacy target zone
- 2. The lingo of security
- 3. More silence, please
- 4. Virtual criminals
- 5. Ignorance equates to vulnerability
- 6. Mathematics and privacy empower data mining
- 7. A digital bulletproof vest
- 8. Legislation or technology?

Glossary

Index