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What Content and Knowledge Management Require of Search Engines

Jim Bair

Search Engines 2002, San Francisco

When you know a thing, to hold that you know it; and when you do not know a thing, to allow that you do not know it - this is knowledge.

the Confucian analects, bk. 2:17

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Agenda

- ▼ Search Technology → Knowledge Technology
- ▼ Knowledge Technology Investigation
- ▼ Knowledge Technology Segmentation
- ▼ Industry Direction
- ▼ The Market

Everything should be made as simple as possible, but not simpler.

-- Albert Einstein

Knowledge Technology Evolution

▼ Search Technology

- Query and retrieval
- Bag of words
- Bag of tricks (patterns)



▼ Knowledge Technology

- Retrieval in context
- Contexts of collaboration, usage, practice
- Ontologies, domain specific semantic networks, lexicons and Leprecons

Regarding NLP – parse this:

“Time flies like an arrow. Fruit flies like a banana.”

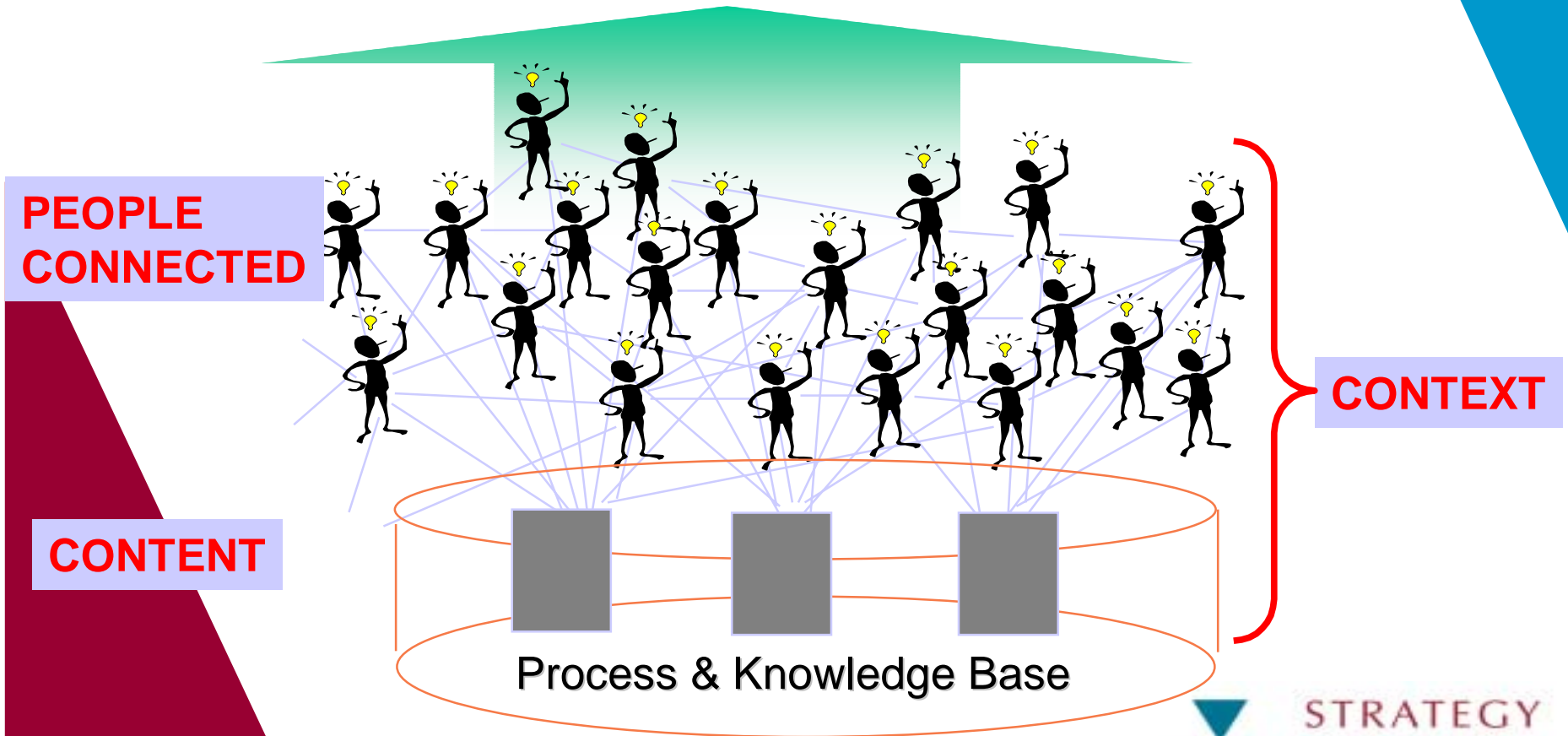
“She had a boyfriend with a wooden leg, but broke it off.”



Knowledge Technology Vision: Contextual Sense

2005: Context of People, Objects and Processes

Decisions



Goal Is Knowledgeable, Coordinated Action

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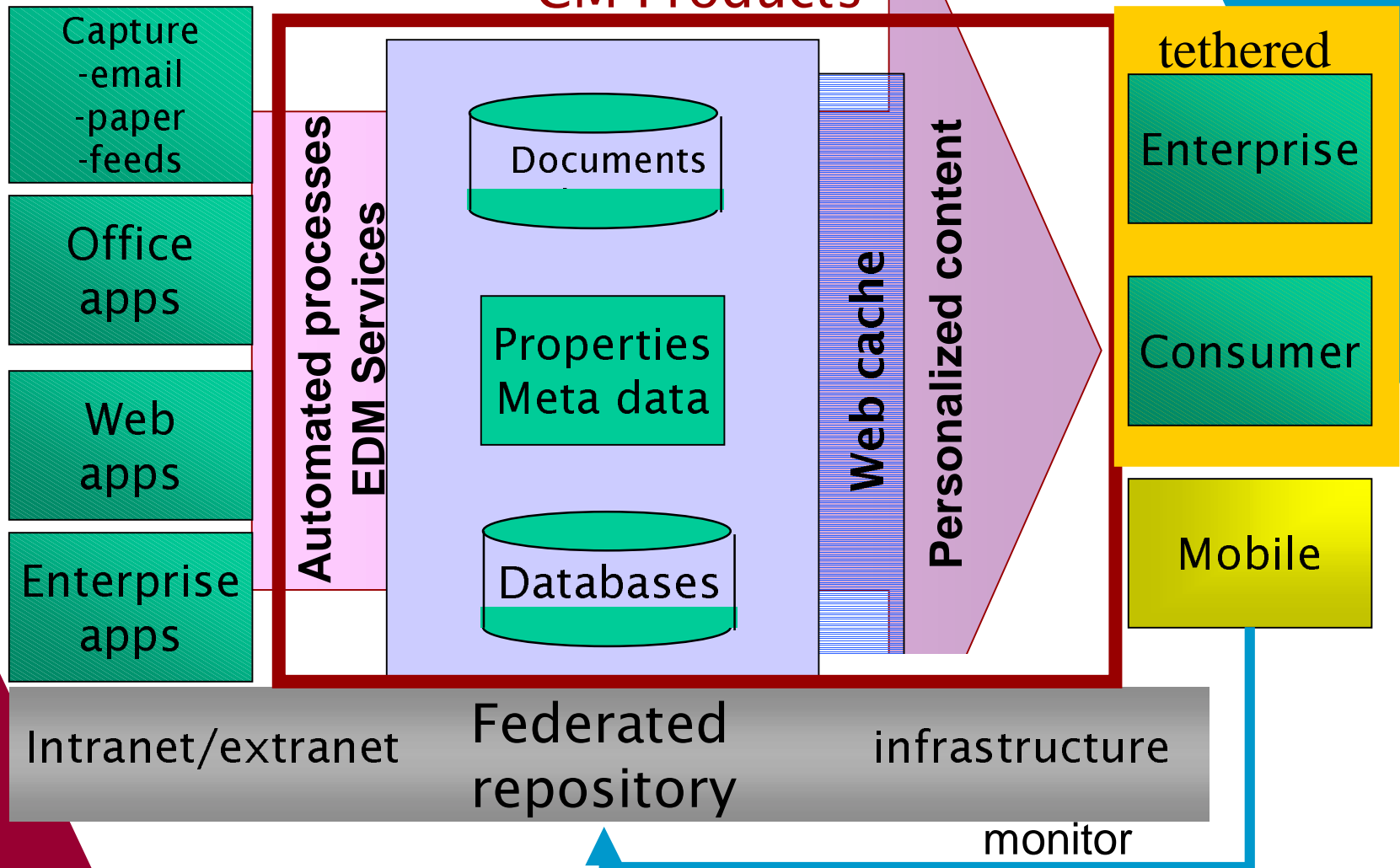
Content Management Framework

Create

Manage

Deliver

CM Products



Investigation of Knowledge Technology*

- ▼ Investigate by looking under the covers
 - Tracking 96 + vendors
 - Interview developers, CTO +
 - Understand the type of technology
- ▼ Classify based on dominant competitive differentiator
 - Vendors are data points
 - Know business success (investment & uptake)
 - Representative vendors illustrate technology

Knowledge Technology Market: Eleven Groups

Portals Plus	Hybrids	"Search" Plus+	Ontological mgt.	Knowledge Aggregators	Visualizers
Verity	OpenText	Stratify	Applied Semantics	Correlate	Aurigin
Autonomy	Hummingbird	80-20	AnswerLogic	Enfish	Antarti.ca
Convera	IBM-Lotus	Albert	Apelon	HyperWave	Inxight
SAP	Divine	AnswerLogic	Ask Jeeves	Keeboo	WebMap
		Arisem	Invention Machine	Thoughtshare	UBUBU
		ClearForest	Sopheon	The Brain	
		GammaSite	Sageware		
		Google	Semio		
		IPhase	Ontology Works		
		Quiver			
		Smartlogik			
		SER			
		Oracle			
		Microsoft			

+ Classification, taxonomy mgt.
Plus search.



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Classified by predominant, differentiated functionality

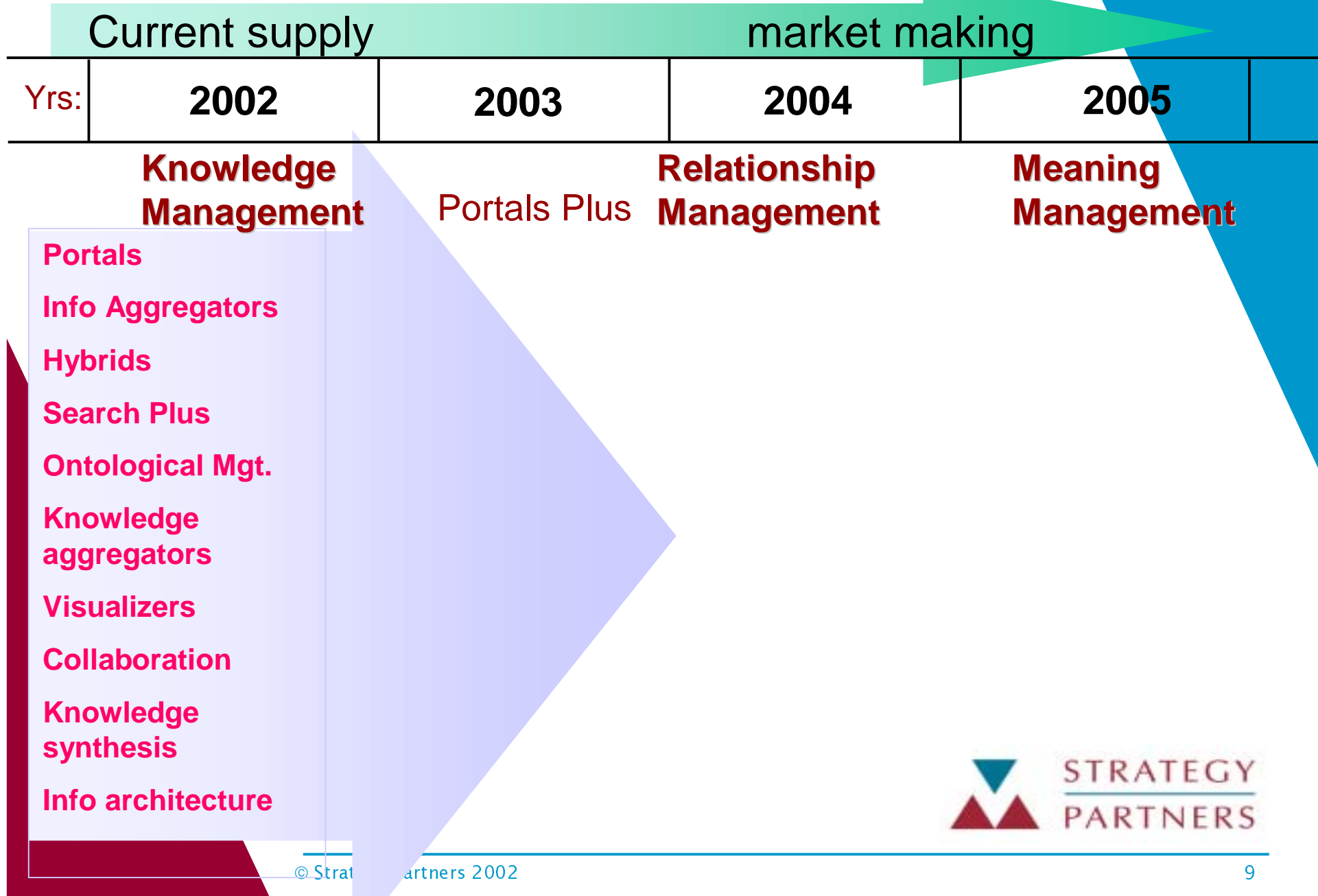
Knowledge Technology Market: Eleven Groups (continued)

Collaboration	Knowledge synthesis	Knowledge mining	Information architecture	Information aggregators
IBM-Lotus	Active Navigation	(integrators).	Adobe ...	Factiva
EoExchange	ClearForest	ClearForest	Interse	Dialog
Groove Networks	BT(ViewSum)	IBM Text Miner	Interwoven	Lexis-Nexis
Inclusion	CarpTechnologies	HNC	Kalido	Moreover
Intraspect	IBM research		Oracle?	Northern Light (Divine)
KMS	Invention Machine		Inxight?	
iManage	LumaPath (real time)			
Ixos	Mirador Systems			
Orbital-Sopheon	nStein			
Tacit				

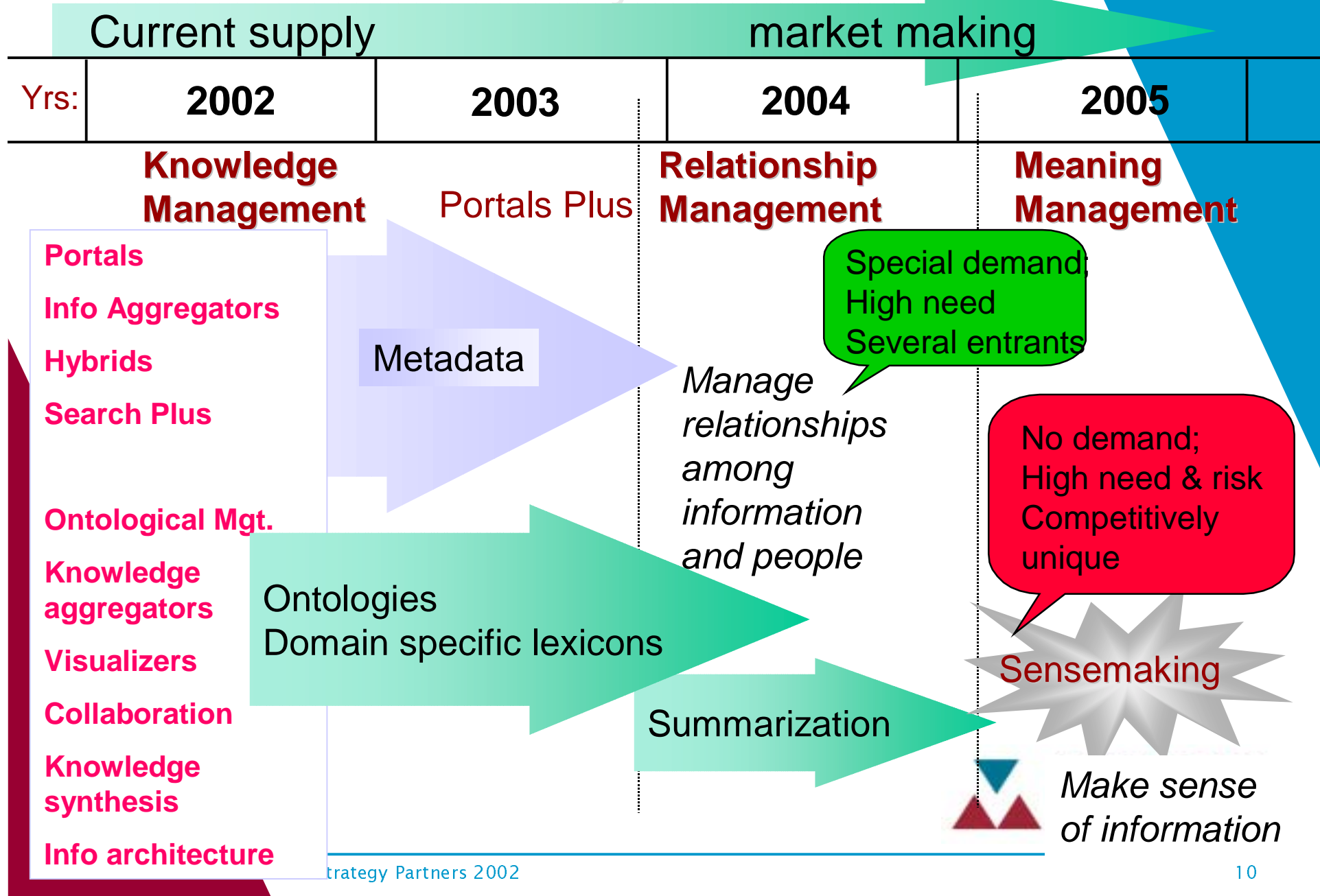
Classified by predominant, differentiated functionality



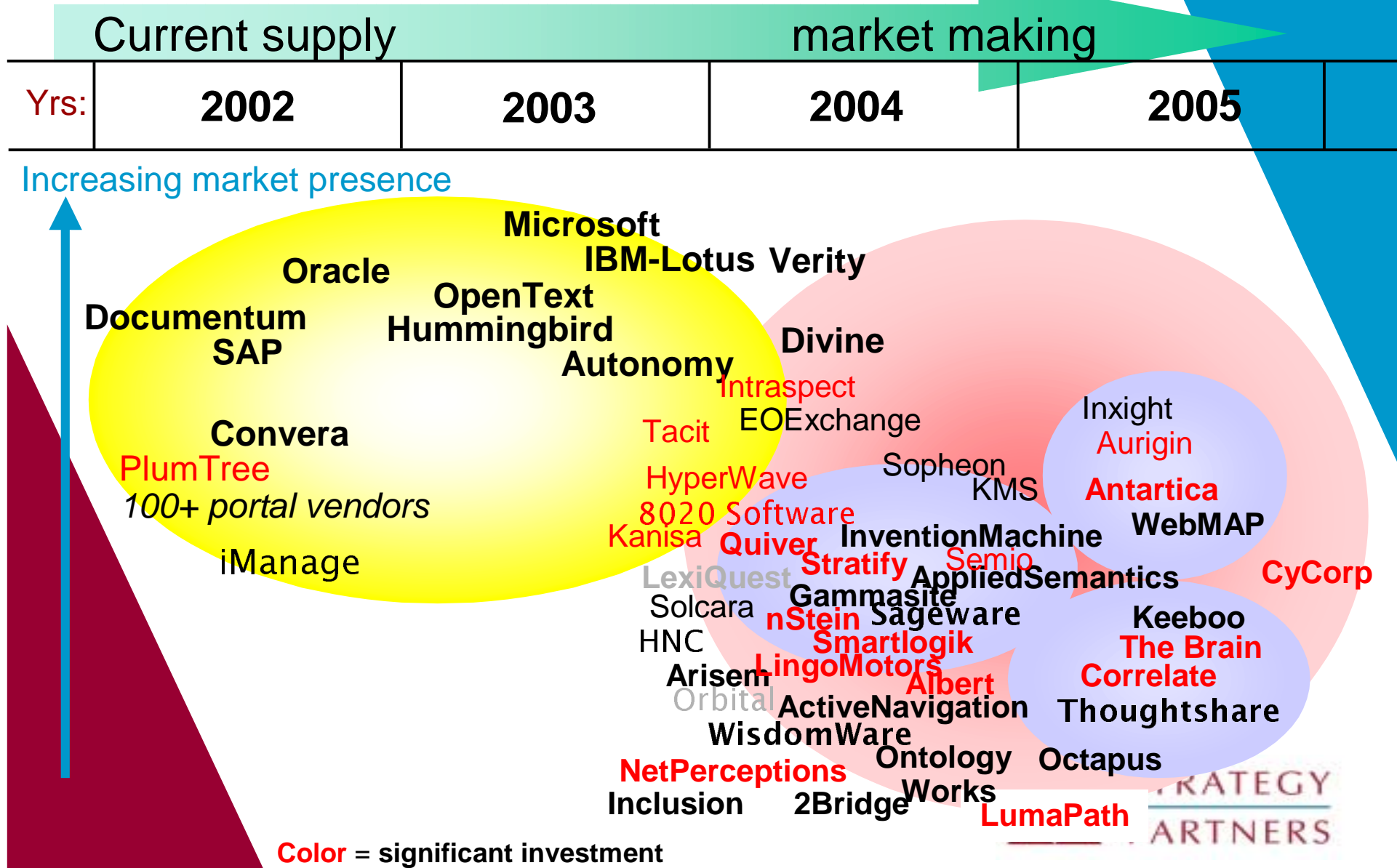
Applications & Industry Direction



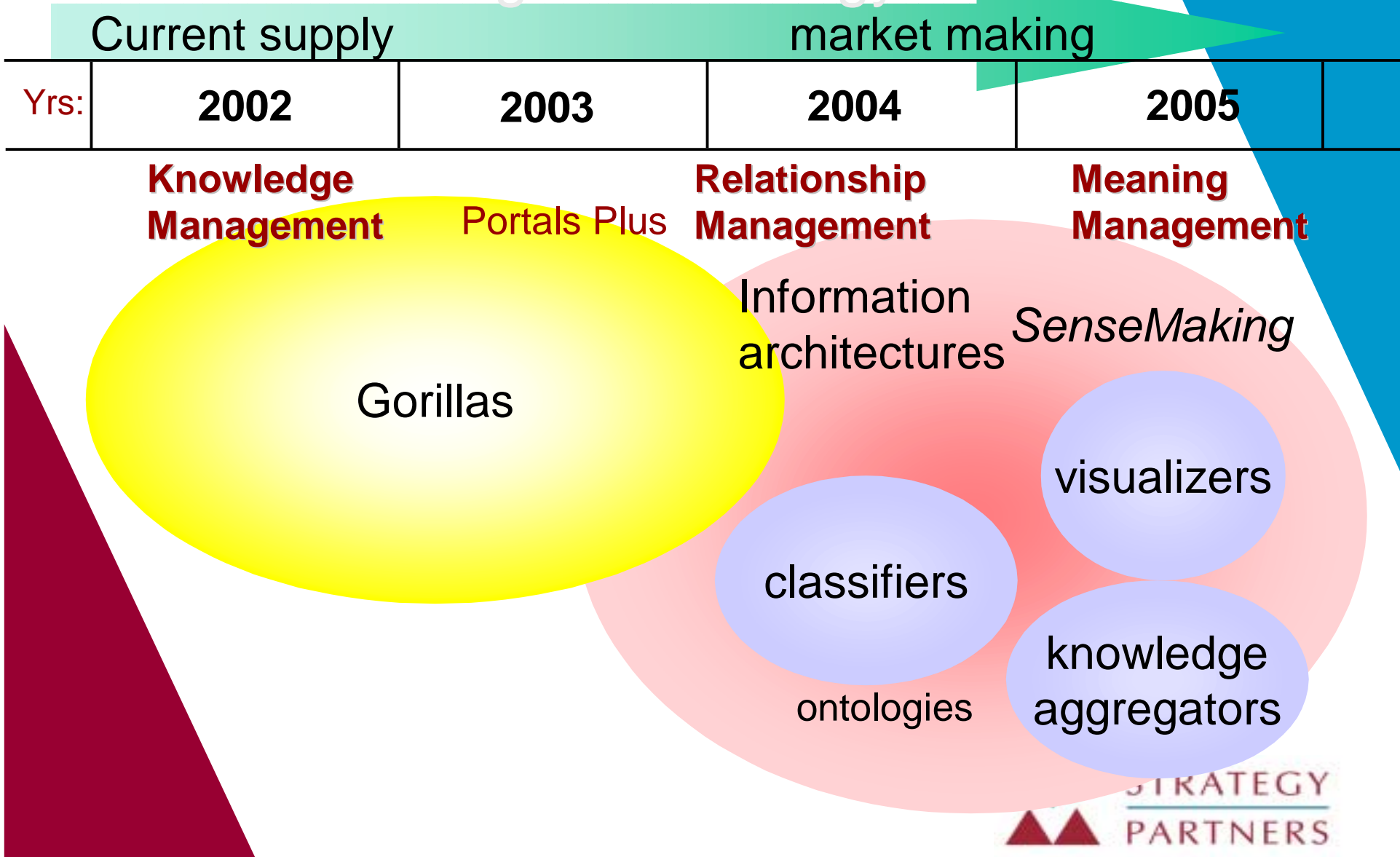
Industry Direction



Knowledge Technology Vendors

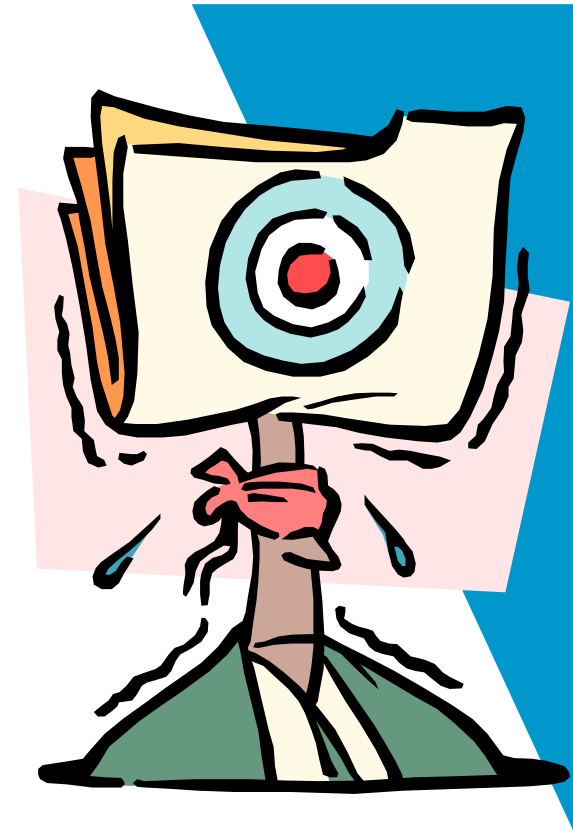


Knowledge Technology Market



Bottom Line?

- ▼ Companies will repeat mistakes
 - ...Competencies and talent!
 - Technology → *chain* → customer
- ▼ Only some companies can sustain a position in the marketplace
- ▼ Startups define the future of advanced technology
- ▼ Vendors must know the competition



*Do you have the patience to wait till your mud settles
and the water is clear?
Can you remain unmoving til the right action arises by itself?
-- Tao Te Ching*