

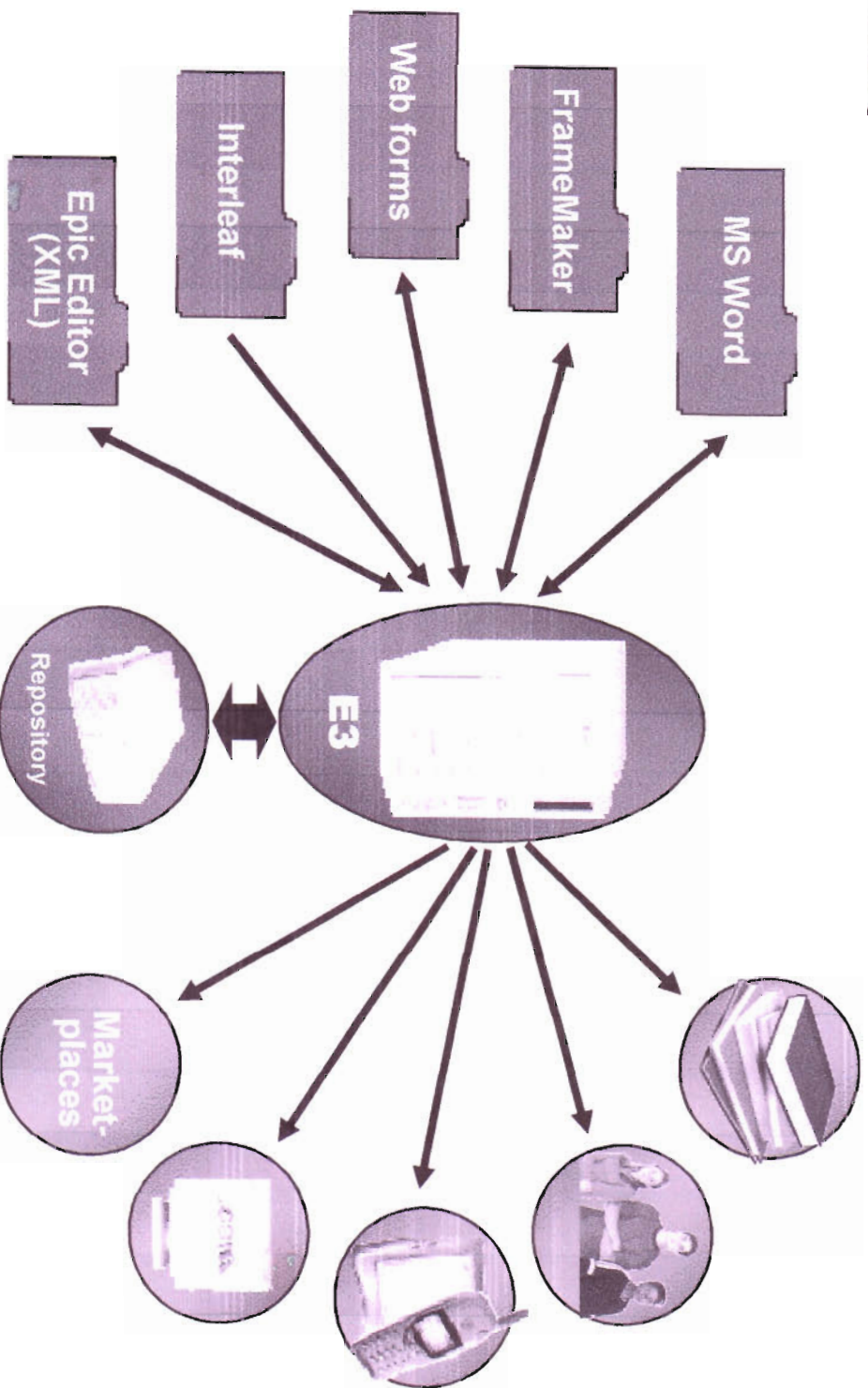
Arbortext

The E-Content Power Hour

# Intermarket

Rich Catalog and Self-Service Content

Rich Content Distribution



**XML/DOM foundation for unlimited flexibility and fast time to results**

For audio, dial +1.877.213.9650 (US and Canada) or +1.706.634.0734; password = "Power Hour"

# Epic Intermarket

Current Query:

Search

The fields marked as (\*) are required  
 Hit the save button once after you ar

Company:  (\*)  
 Name:  (\*)  
 Description:

# Epic Intermarket

Current Query:

Search

Electronics

Include Catalogs Group Has Permissions To  Include Catalogs Group Does N

View	Modify	Delete	Catalog Name
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	APROPMMECHANICAL MASTER CATALOG
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bearings
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Polymer Ball Bearings
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Power Supplies
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brake Modules
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Roller Chain Sprockets
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sensors

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Discuss

Address: http://localhost/Intermarket/jsp/contentManager/CM\_Products\_Search\_Classification\_Drilldown.jsp

Links: [?] Cophtinet [?] JWS Admin [?] JFS Login [?] ATI JFS Server [?] E3 Status [?] EX Camera Demo [?] MAIL SL Demo [?] email replace [?] Intermail et Login

# Epic Intermarket

Current Query: Select Query Find Select Action

Search Product Info Catalogs Classifications Manufacturers Rich Content  
Find Classification Structure Advanced Results Bookmarks Batch Edit

Classification: PROCIWELL\_CLASSIFICATION

Level1 Categories: Mounted Spherical Bearings

Level2 Categories: Mounted Spherical Bearings\_Imperial

Please make a selection	
Mounted Spherical Bearings_HBND	
Mounted Spherical Bearings_HFO	
Mounted Spherical Bearings_HFOE	
Mounted Spherical Bearings_HSPA	
<b>Mounted Spherical Bearings_Imperial</b>	
Mounted Spherical Bearings_S-2000	
Mounted Spherical Bearings_SAF-XT	
Mounted Spherical Bearings_SAFS	
Mounted Spherical Bearings_SDI	
Mounted Spherical Bearings_SSN	

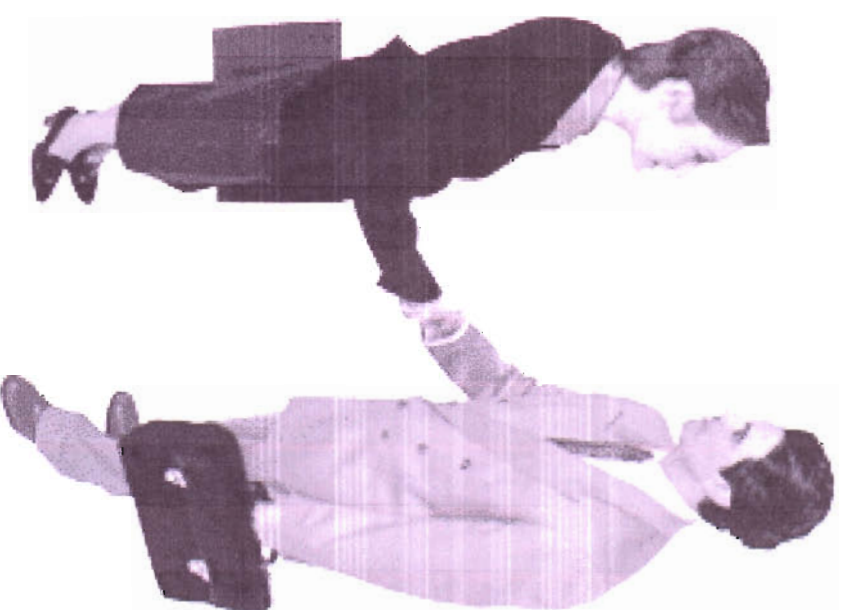
Go to Help Exit

Path: Content Manager's Products



# Intermarket: Content That Means Business

- Deliver personalized product information to Web, print, PDF, CD-ROM and wireless from a single source
- Deliver content to multiple marketplaces from a single source
- Capture, create and maintain rich catalog content and post-sale self-service information
- Serve customers globally



## announce message

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**Subject: OASIS Member News: Nortel Networks, Boeing, Lexis-Nexis Select Arbortext**

- **From: Beth Ambaruch <bea@arbortext.com>**
- **To: announce@lists.oasis-open.org**
- **Date: Tue, 13 Feb 2001 11:29:18 -0500**

Nortel Networks, Boeing, Lexis-Nexis Select Arbortext for Content Creation, Conversion and Publishing

Arbortext marks tenth consecutive record year offering e-content software to the Global 2000

ANN ARBOR, Mich., February 13, 2001 -- Arbortext, Inc., a leading provider of XML-based enterprise content integration software and business-to-business e-commerce solutions, today announced that 2000 was its tenth consecutive year of record sales, based on adding over 300 new customers including an enterprise deal at Nortel Networks and major new projects at The Boeing Company, Lexis-Nexis and many other Fortune 500 companies.

In support of Arbortext's rapidly growing customer base, Arbortext has continued its aggressive recruiting program, expanded its executive team, and continued its global expansion with offices in Munich and two new country managers in Europe. In addition, Arbortext released two groundbreaking new products in 2000, Epic Intermarket and the Epic E-Content Engine (E3), to expand the company's ability to supports its customers' e-content requirements.

"We selected Arbortext for its market leadership, proven technology and global support," said Dan Hill, Lexis-Nexis senior vice president, Editorial and Content Engineering. "We needed a partner who could support the diverse and demanding needs of our organization as well as provide the reliability, functionality and language support required to propagate this initiative throughout the enterprise. Working with Arbortext today means we can accommodate our future requirements."

Boeing will use the Arbortext software on a variety of innovative technical publications programs within its fast-growing Military Aerospace Support business.

"Nortel Networks, Boeing and Lexis-Nexis are all global leaders in their respective industries," said Jim Sterken, president of Arbortext. "We are delighted they have selected Arbortext to support their mission-critical requirements, and we're gratified that our focus on the needs of medium and large multinational organizations continues to make Arbortext the overwhelming choice for companies with mission critical applications."

Arbortext's strong growth was partly fueled by two innovative product introductions in 2000:

- Epic E-Content Engine (E3) is a Web-based content transformation server that captures unstructured content from multiple sources, converts it into reusable XML components, assembles them according to individual requirements, and composes the result for multiple media including Web, print and wireless devices such as cellular phones and e-Books. E3

integrates tightly with repositories from Documentum, Interwoven, Oracle and others to enable seamless integration of XML content at both a component level and a compound document level.

• Epic Intermarket enables organizations to provide more extensive and more usable catalog information for sell-side applications. Designed especially to serve the needs of suppliers with complex products who must support a complex buying process, Intermarket helps organizations increase revenues by providing a superior product selection and customer self-service experience. Better information means that prospects can find, compare and select products much more easily than they can today.

#### About Arbortext

Arbortext is a leading global provider of XML-based enterprise content integration software and business-to-business e-commerce solutions. Shipping since 1991, Arbortext's standards-based software enables enterprises to provide more personalized dynamic and easily searchable content for e-publishing, e-commerce and B2B net marketplaces. Arbortext's software is currently deployed at over 300 of the Global 2000 companies, including AT&T, Audi, Boeing, British Aerospace, Caterpillar, DaimlerChrysler, Ericsson Telecom, Ford, GM, IBM, Lucent, Nokia, Nortel Networks, Qantas, Ricoh, Sun Microsystems, International Thomson Publishing, United Airlines, Volkswagen, Volvo and West Group. Arbortext is a founding member and active participant in the XML Activity of the World Wide Web Consortium (W3C). Headquartered in Ann Arbor, Michigan, USA, Arbortext has offices around the world. For more information please visit

<http://www.arbortext.com>.

# # #

Contact: Kevin Astle  
Text 100  
+1 617.399.4902  
kevina@text100.com

PG Bartlett  
Arbortext, Inc.  
+1 734.327.6819  
pgb@arbortext.com

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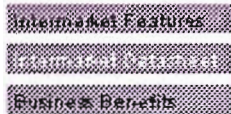
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## Intermarket Catalog content management solution

*Deliver product information on multiple media and to multiple marketplaces*

**Current Version:** 1.0

**First Release:** January 2001  
**Latest Release:** January 2001

**Compatible Products:** **Intermarket** leverages the power of [Epic Editor](#) and the [Epic E-Content Engine \(E3\)](#), both of which are included in a minimum **Intermarket** installation

**O/S Compatibility:** Microsoft IIS Web server running on NT Server 4.0/SP5 or later or Netscape's iPlanet Web server running on Sun Solaris 7; **Oracle 8i/FS**; Java Runtime Engine 1.1.8 or later

**Minimum System Requirements:** Server: Dual Pentium III (or Solaris equivalent), 700 MHz, 1G RAM, 2GB disk space

**Product Focus:** Server-based software for capturing, managing, formatting and distributing catalog content

### Description

**Intermarket** includes software and services to keep all of your product information current and consistent across all media – Web, print and CD-ROM. Designed for both suppliers and marketplaces, **Intermarket** helps you create content-rich catalogs for print, Web and CD-ROM from a single-source.

**Intermarket** provides capabilities typically needed by medium and large multinational companies with complex organizational structures, multiple product lines, high volume and diverse customers. These capabilities include **Intermarket's** support for multiple user groups, multiple catalogs, multiple taxonomies (product classification schemes), and global



languages.

**Intermarket's** capabilities fall into five broad areas, each of which is explained in detail below:

**Content Capture, Aggregation and Maintenance:** conversion of catalog content and service information from other sources into XML; interfaces and access controls so that multiple workgroups, departments, divisions or suppliers can maintain their content separately

- **Content Sources:** XML databases, Excel spreadsheets, CSV files, Word documents, FrameMaker documents, Interleaf documents, relational databases, Web forms, Ariba, Commerce One, direct XML
- **Content Maintenance:** create and maintain content in three ways: 1) through a separate installation of **Intermarket**; 2) through the browser-based Content Manager; 3) through submitting files in existing formats (see "Content Sources" above)

Content Manager supports the addition, deletion and modification of catalogs, categories, products, properties and characteristics.

**Catalog Functionality:** product classification and navigation, searching, personalization, and side-by-side comparisons

- **Navigation – Multiple Taxonomies:** **Intermarket** supports multiple product classification schemes ("taxonomies") with an unlimited number of levels; suppliers and customers can navigate by supplier taxonomy, marketplace taxonomy, and standard taxonomy such as UN/SPSC
- **Search:** synonym-based full-text, product and property searches
- **Product Comparison:** side-by-side comparisons of products
- **Rich Content:** maintenance of links between line item data and rich content, such as theories of operation, instruction guides and service manuals
- **Multiple Languages:** creation and management of content and user interfaces in multiple languages; in its first release, North American and most European languages are supported; in a future release, Asian languages will be supported as well; there is no schedule for supporting bi-directional languages such as Arabic and Hebrew

**Content Distribution and Syndication:** content syndication to and from marketplaces; creation of multiple catalogs; content published on multiple media: Web, print, CD-ROM, wireless

- **Multiple Catalogs:** practically unlimited combinations of product content can be created from a single source
- **Multiple Media:** **Intermarket** helps you create a single source of content from which it can automatically publish and deliver product information on multiple media: Web, print, CD-ROM and wireless devices
- **Catalog Hosting:** a marketplace can host their suppliers' catalogs using each supplier's unique product classification scheme and page design
- **Exchange (syndication):** **Intermarket** imports and exports catalog content through the Open Applications Group (OAG) exchange model; the Syndication Manager provides a browser-based interface for distributing content to marketplace sites on a selective manual basis, according to a schedule, or driven by an event such as content approval

**Administration:** user and group management; workflow; logging

- **Live Links:** Distributors can link to manufacturer content rather than maintaining the



content themselves to enable automatic updates

- **User/Group Management:** within each marketplace, each supplier can manage their own content directly; through the User/Group Manager, a browser-based interface, each supplier can create and manage their own users, administrators and groups, with nearly unlimited flexibility for assigning permissions and properties to multiple groups, sub-groups and overlapping groups
- **Workflow and Logging:** **Intermarket** controls and logs every key decision, including additions, changes, deletions and syndication

**Application Development and Integration:** API; integration with content management systems and commerce servers

- **XML:** **Intermarket** is based on E3, an engine built from the ground up on XML with over 500 XML functions
- **Content Management:** **Intermarket** integrates with content management systems and leverages their capabilities for permissions, checkin, checkout, versioning, backup and restore; through its open API, **Intermarket** can integrate with any repository
- **Commerce Servers:** **Intermarket** integrates with commerce servers to handle purchase transactions

**Intermarket** leverages the full power of XML because it is built upon Arbortext's Epic E-Content Engine (E3), a Web-based system for aggregating, storing, assembling and distributing enriched content.

### Benefits

- Improves the functionality of your customer's online experience with richer, easier to use content, expanded search capabilities, choice of multiple product classification schemes, and powerful side-by-side product comparison
- Allows you to easily create specialized and personalized catalogs automatically on multiple media: Web, print, CD-ROM and wireless
- Enables the aggregation of disparate content formats into a single XML source
- Lets multiple groups, whether they're workgroups, departments, divisions or even separate companies, quickly maintain content and automatically update online and printed catalogs
- Helps suppliers participate in multiple marketplaces automatically
- Serves global customer needs

### Scenarios

- A manufacturer of electronic control systems who wanted to publish better catalogs and update their catalogs more frequently chose **Intermarket** to capture catalog content and automate the delivery of catalogs on multiple media: Web, print and CD-ROM. This manufacturer is now ready for the next step: to participate in multiple marketplaces by distributing their information automatically in a format that goes directly into each marketplace's database.
- An online exchange for maintenance and repair parts uses **Intermarket** to compete more effectively by offering customers richer content that significantly improves the product selection experience. This exchange also uses **Intermarket** to host some of their suppliers' catalogs, which provides additional revenue to the exchange while streamlining content updates and distribution.

### Related Services

Arbortext and its service partners can help you implement **Intermarket** quickly so that you

can begin achieving competitive advantage as soon as possible. Because every engagement is different, please contact your Arbortext account manager for more information.

#### **Related Products**

Intermarket includes [Epic Editor](#) and the [Epic E-Content Engine \(E3\)](#).

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## B2B Commerce: Epic Intermarket

Epic Intermarket includes software and services that help e-businesses provide more extensive and more usable catalog information for sell-side applications.

Designed to serve the needs of both suppliers and marketplaces, Intermarket helps you increase revenues by providing a superior product selection and customer self-service experience. Better information means that prospects can find, compare and select products much more easily than they can today.

Epic Intermarket leverages the full power of XML because it is built upon Arbortext's pioneering Epic E-Content Engine (E3), a Web-based system for aggregating, storing, assembling and distributing enriched content.

Suppliers can use Epic Intermarket not only to deliver content to one or more net marketplaces, but also to create and deliver their own state-of-the-art catalogs to the Web, print, CD-ROM and wireless devices.

Epic Intermarket integrates with line-item catalog systems and e-commerce servers to support the capture, management and delivery of enriched catalog content and service information.

Intermarket leads your customers to a purchase decision and seamlessly hands that decision to a commerce server for processing.

Epic Intermarket also supports customers *after* the sale, by delivering rich, in-depth service information that can be personalized based on customer purchases.

### Intermarket's Benefits

handshake

*How can you differentiate your e-business from your online competitors? Epic Intermarket helps you **transcend line-item catalogs**, which work best when customers know what they want before they come to your Web site, by helping you give your customers vastly expanded information and tools to support their product exploration, comparison and selection experience.*

### Related Links

- [Features](#)
- [Datasheet](#)
- [Specifications](#)
- [Pricing](#)



## Suppliers

- Improve the functionality of your customer's online experience with richer, easier to use content, expanded search capabilities, choice of multiple product classification schemes, and powerful side-by-side product comparison
- Readily capture content from varying formats and create a single XML source
- Easily create specialized and personalized catalogs on multiple media: Web, print, CD-ROM and wireless
- Quickly revise your content and automatically update your online and printed catalogs
- Participate in multiple marketplaces automatically
- Serve the needs of customers worldwide
- Deploy quickly, in 60 to 90 days

## Net Marketplaces

- Improve the functionality of your customer's online experience with richer, easier to use content, expanded search capabilities, choice of multiple product classification schemes, and powerful side-by-side product comparison
- Aggregate disparate content formats into a single XML source
- Provide your suppliers with multiple ways to contribute content
- Easily create tailored catalogs based on limitless criteria
- Earn more revenue by hosting suppliers' content while providing complete control over branding
- Serve global customer needs through support for multiple languages
- Deploy quickly, in 60 to 90 days

[Product Overview](#)

[Business Benefits](#)

[Specifications](#)

[Pricing](#)

100% Pure XML



**Arbortext**



### XML Single Source Publishing



Arbortext's [Epic](#) software creates a single source of content and automatically publishes to multiple types of media: Web, print, CD-ROM and wireless. **Epic Editor** is the world's leading XML editor and the **Epic E-Content Engine (E3)** is a powerful document processing and publishing server.

### Catalog Content Management



[Intermarket](#) is a catalog content management solution that enables you to keep all of your product information current, consistent and complete across all media: Web, print and CD-ROM. **Intermarket** helps you deliver more extensive and more usable product information to your customers.

### Arbortext in the News



[Arbortext sees XML opportunities in London](#)



[XML: A Serious Solution to Publishing's Most Serious Problems](#)



[XML aids content publishing](#)

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### Highlights

• Don't miss the next free **E-Content Power Hour webinar** *Checklist for Building a Single Source System* **Thursday, May 3, 2001**, 1:00pm ET. [Click here to register today!](#)

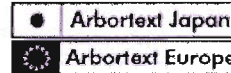
**Free White Paper:** *Building Better Web Sites with XML and Dynamic Content.* [Click here!](#)

• **AUGI 2001**, the Arbortext Users Group International conference, will be taking place May 9-11, 2001, in beautiful Keystone, Colorado! [Click here](#) for more information.

### Leading Customers



### Strategic Partners



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