



Let's Talk **XML**

VALUE PROPOSITION

TEXTML[®] Server and
Microsoft Content Management Server 2002:

a Winning Combination
for XML-Based Content Management

October 2002

IXIASOFT Overview

Company Information >

IXIASOFT develops and distributes TEXTML Server, an XML Content Server whose purpose is to store, index and retrieve XML content. IXIASOFT is the only true provider of document-centric XML Servers specializing in the storage and publishing of XML documents. IXIASOFT was recently designated by Computerworld as one of the "Top Emerging Technology Companies"; IXIASOFT is a voting member of the W3C.

For more information, go to www.ixiasoft.com

Technology >

TEXTML Server was built for OEM Integration. It was designed as a component for content management solutions where the content consists mostly of semi-structured, rich information. The key advantages of TEXTML Server include the ability to combine full-text and metadata searches, speed of execution, schema independence, ease of integration and an aggressive, OEM-g geared pricing model.

For more information go to, www.ixiasoft.com/textmlserver

TEXTML Server® Key Features:

- **Superior Searching Capabilities**

Built-in high performance search engine able to search on full-text, string, date, time and numerical indexes. Search operators include Boolean, Proximity, Frequency, Priority, Wildcards and Right and Left Truncation.

- **Search Results Sorting**

Powerful multi-criterion sorting allows a customization of the order in which results are presented.

- **Scalability**

Can store, index and retrieve millions of documents.

- **Real-Time Indexing**

A dynamic system where indexes and content are in perfect

synchronization. The indexes are updated dynamically as documents are being modified (additions, modifications, removals).

- **Flexible Indexes**

Ability to choose exactly which elements and attributes to index and logically group related elements or attributes under the same index, creating very precise searching conditions and optimizing the performance.

- **Portability**

COM+ API (.Net compatible)

- **Low Hardware Costs**

Outstanding performance with minimal hardware. It is possible to install TEXTML Server[®] on a laptop and search through 2 million documents with very precise queries.

- **Standards Support**

Complies with standards such as XPath, etc.

Business Model >

Almost all of IXIASOFT's revenues are generated through channels. IXIASOFT has established over 50 partnerships worldwide. Here are the two specific models (with a few examples of each):

- **Value Added Resellers**

- SAIC
- TRW
- Veridian Systems

- **OEM Partners**

- X-Stor/FTS by e-docs Architects
- Infopolis by Ailink
- Intelligent Content Manager by Eurocortex
- US Air Force Common Viewer by Veridian Systems

In both cases, IXIASOFT provides partners with technical and commercial training, support, leads, and co-marketing activities. Partners are then able to sell TEXTML Server as a component of their overall content management solution. Partners are also responsible for the support of the solution. IXIASOFT seldom sells to end-users directly.

Customers >

IXIASOFT enjoys a global customer base with various vertical markets such as media & publishing, aerospace, energy, and government.

US Air Force, AT&T, Alstom, Aspect, SAIC, The Battelle Memorial Institute, Lucent, BOC, American Legal Network, Colorado Office of the District Attorney, Foreign Affairs, Rochester Gas and Electric...

Strategic Partners >

IXIASOFT partners with leading organisations to extend its TEXTML Server offering. Integration kits are available on the website. Here are a few of IXIASOFT's most active partners:

- **XML Editors**
 - Adobe's Framemaker
 - Altova's XML Spy
 - Corel's (formerly SoftQuad) XmetaL
 - Hypervision's WorX for Word
- **Data Mapping**
 - DataEXchanger
 - DataJunction
 - HiTSoftware

For more information on partner, visit www.ixiasoft.com/partners

Market Share >

With more than 1300 installed servers, TEXTML Server[®] is the only major XML information retrieval tool.

Primary Markets



Some key markets have emerged where IXIASOFT is very successful with an impressive list of references:

- Media & Publishing
- Legal
- Government & Education
- Aerospace & Defense
- Healthcare
- Telecom
- Energy

TEXTML Server was designed to be implemented in a vast array of vertical markets. Therefore, this is, by no means, meant to be a complete list.

The IXIASOFT and Microsoft Partnership

Partnership Overview >

In order to enhance Microsoft Content Management Server 2002 functionality, IXIASOFT has been selected as a technological partner to provide XML based search and management functionality

Under this alliance, IXIASOFT has created a Content Management Server 2002 integration kit for its flagship product, TEXTML Server[®] that will enable Content Management Server developers to deploy sites that take advantage of TEXTML Server[®]'s high-performance XML search and management technology.

The integration will deliver the following to Microsoft system integrators:

- Accelerated development
- The ability to leverage the XML Placeholder functionality of CMS 2002
- Enhanced content manipulation
- Drag and drop .Net Controls within the Visual Studio .Net environment for XML search and results presentation
 - The ability to deploy search and sort functionality to CMS 2002 projects based on the **content** of Postings, Properties and Custom Properties

Product Integration >

One of the enhancements of *Content Management Server 2002* is its ability to produce and publish XML content natively. This ties in very nicely with TEXTML Server's ability to perform full-text and multi-criteria search on XML content. IXIASOFT's integration kit consists of .NET Composite Controls that can be dragged and dropped from the Visual Studio .NET toolbox into a *Content Management Server 2002* project. These customizable controls will enable a developer to provide search and sort functionalities on postings based on the **content** of placeholders, properties and custom properties.

As a hook to *Content Management Server 2002*, IXIASOFT developed an 'Event Handler' that traps all events related to postings that have the status 'Approved' or 'Published'. This enables TEXTML Server[®] to detect all new postings or those that have been modified in any way. When such an event is detected, it triggers TEXTML Server[®] to insert a copy of the posting into its repository and index the content of the placeholders as well as the content of its properties and custom properties. This mechanism ensures that all new or

modified postings are in synch with the live site and that the content is available to be searched.

For a detailed Integration White Paper please go to:
www.ixiasoft.com/whitepapers

TEXTML Server Positioning



1. Aimed at Microsoft Certified Partners who deliver CMS 2002

As mentioned above, IXIASOFT does not sell or service TEXTML Server[®] to end-users. Under this alliance, IXIASOFT will be looking to propose this integration to Microsoft *CMS* regional and corporate Value Added Resellers.

IXIASOFT is the only *CMS* partner to provide a **100% native XML search** capability. XML is becoming a major requirement with regards to customers adopting a new technology.

IXIASOFT will provide *CMS* developers with comprehensive pre-sales development support and training.

2. Designed for Application Developers

Combining TEXTML Server[®] with *CMS 2002*, will enable faster development and the ability to fully leverage the content of a website as well as new XML functionalities available in *CMS 2002* such as the XML placeholder.

3. Differentiating Features:

Please find below a list of features that are only available using TEXTML Server[®] as an information retrieval technology:

- **Advanced indexing and searching of XML content**

Indexes and searches on any element or attribute within XML placeholders. Giving the ability to choose exactly which elements and attributes to index and logically group related elements or attributes under the same index, creating very precise searching conditions

- **Indexing of custom properties**

Enables to combine searching on properties, custom properties and content of placeholders

- **Advanced sorting capabilities**

Defines any element within the XML placeholders as a sorting criteria to search results, including custom properties

- **Dynamic indexing of new content**

TEXTML Server[®] is NOT a site crawler, it indexes the new content in real time as soon as it is approved

- **Workflow aware**

As soon as a posting changes status, the changes are reflected for searching

- **Synchronization based on posting status**

As soon as a posting becomes published, the new content is available to search and sort

- **Designed for very large volumes of documents**

Can index and search millions of documents with unparallel speed

Cost >

IXIASOFT pricing reflects the interest manifested by the commercial strategy to sell the server technology as an embeddable component for XML applications. With a retail price of **\$25,000US per server** with corresponding Reseller discounts, IXIASOFT has taken an aggressive position in the emerging XML market.

In addition, IXIASOFT will charge an annual **maintenance fee of 18%** (first year's maintenance is included in the server's price).

Available Resources >

Evaluation Copy

An evaluation copy of the Microsoft Content Management Server 2002 Integration Kit is available from the IXIASOFT website:
www.ixiasoft.com/common/form_login.asp

This evaluation copy is fully functional and valid for 1 month.

Support Policy

Customers receive FREE installation support after purchasing an IXIASOFT software product, or when evaluating our free trial software. This includes answering questions regarding installation, configuration and getting started with IXIASOFT's software. To Value Added Resellers, IXIASOFT offers more than just your typical customer service support! Our support staff are qualified developers who can help you implement TEXTML Server's API. They can even provide you with examples of code to help you develop your application with TEXTML Server®.

<http://support@ixiasoft.com>

Onsite Training

IXIASOFT Value Added Resellers receive FREE onsite training after first purchase of TEXTML Server®. IXIASOFT Customers and developers can purchase Onsite TEXTML Server® trainings or chose to attend public training sessions.

White Papers and Case Studies

You may find more information concerning our integration with *CMS 2002*, including White Papers and case studies on our website at:

www.ixiasoft.com

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