

ZAPTHINK ZAPNOTE™

CAMBRIDGE DOCS

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CambridgeDocs

URL: www.cambridgedocs.com	Headquarters: Charlestown, MA
Founded: 2002	Funding: angel financing

Product Summary

CambridgeDocs is tackling the challenge of generating "meaningful" XML metadata from unstructured content as part of a larger vision the company calls the *content architecture* for facilitating the content lifecycle in the enterprise. Since the company realizes that getting the benefits of reusable content requires intelligent content conversion, the company's first product, called *xDoc Converter* (not to be confused with Microsoft's *XDocs*) is focused on taking existing unstructured internal and external content and transforming it into XML.

xDoc Converter provides a point-and-click user interface to the company's proprietary transformation engine in order to convert any XML stream into any XML Schema-based output. The converter includes a number of drivers for major content sources including Microsoft Word, HTML, text files, Quark, Rich-Text Format (RTF), and other formats. The *xDoc Converter* uses an extensible rules engine to extract content from existing sources using a variety of rules (including tag, match, regular expression, and line rules), and provides a mechanism for tweaking, combining and customizing rules. Users can define reusable style-based, font-based, or position-based transformations, and convert documents on demand or in batch. The *xDoc Converter* also contains sophisticated semantic parsing rules, which allows users to define rules that can be applied across document sets.

The *xDoc* product is just one part of CambridgeDocs' overall plans to deliver a platform to collect, transform, store, and deliver unstructured content, by combining transformation, classification, publishing, and Web Services-based delivery in a complete solution. Upcoming products include *xDoc Tagger* for routing and distribution of source content based on taxonomy, *xDoc Syndicator*, which is actually a data aggregation (rather than syndication) tool for aggregating content from multiple sources in the enterprise and Internet, *xDoc Author*, an embedded content author tool, and *xDoc Web Services Module* for serving of unstructured content as Web Services.

ZapThink Take

CambridgeDocs' vision for content is both compelling and unique. Rather than seeing each of

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the phases of the content lifecycle as a set of distinct problems, CambridgeDocs understands that making content continually useful to the organization is the primary challenge. Their content backbone vision helps to solve part of the content lifecycle problem by moving enterprises closer to a uniform architecture for content exchange in much the same way that EAI systems provided robust architectures for application data exchange. CambridgeDocs is in the very early stages of its product vision, however, and so doesn't yet have all the solutions to fill out their product vision. Right now, the company's main product is their xDoc converter, but more elements of their vision will be rolled out by the end of 2003. ZapThink expects the company to do well if it can deliver on its promise of a seamless "backbone" for the enterprise.

Related Research

- *XML in the Content Lifecycle* Report (ZTR-CL100)

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About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

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