

## ZAPTHINK ZAPNOTE™

### DATAWATCH

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## Datawatch Corporation

URL: <a href="http://www.datawatch.com">www.datawatch.com</a>	Headquarters: Lowell, MA
Founded: 1985	NASDAQ: DWCH

## Product Summary

Datawatch has long been in the business of helping organizations automatically distribute, share and analyze information across their enterprise, whether in the form of reports, documents or data. The company's flagship product, *Monarch*, converts a wide variety of existing files, reports, HTML files, and other data sources into live, analyzable data. *VorteXML* (pronounced Vortex-M-L) goes beyond Monarch by converting existing text documents (including HTML) into valid XML.

VorteXML visually converts what the company calls "structured text data" to XML without requiring scripting or programming on an on-demand or automated basis. Structured data are regularly formatted ASCII/ANSI text data generated from any source such as reports, purchase orders, EDI, invoices, log files and other such files. The VortexXML solution suite contains two major pieces:

- *VorteXML Designer* – Based on Monarch technology. VortexXML Designer is a desktop, client-side tool that provides users a visual interface for building and testing reusable templates, called "profiles," to extract, transform and map data from existing text documents into XML without programming. VortexXML uses a point-and-click user interface that lets users define the data they want to extract. Users visually map extracted data to any desired DTD or XDR schema. The system includes support for calculated fields to derive new XML content, and a recognition engine that correctly interprets numeric, date and currency formats of text data.
- *VorteXML Server* – VortexXML Server automates the extraction and conversion of text documents into XML. The product performs automated processing of profiles created by VortexXML Designer as well as accepting requests for conversion using Java, .NET, and SOAP-based APIs. VortexXML Server offers users the ability to convert high-volumes of text data to XML through automated or triggered mechanisms. VortexXML Server is based on Windows 2000 Server and leverages COM+, Microsoft Message Queue (MSMQ), and MSDE to provide a high volume XML conversion solution.

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## ZapThink Take

DataWatch has been in the business of removing the pain of converting structured or semi-structured text files to files capable of being used by e-Business systems for a long time. They have proved, through their Monarch product, that they are capable of a high level of automation in what usually is a highly human resource-intensive activity. Their VortexXML product will increasingly become necessary as companies look to leverage their huge volumes of existing text content.

What makes the solution most compelling is that their system can be automated or triggered based on SOAP-based APIs. This ability brings the company closer to offering their products as Web Services on the network – thus allowing the system to be integrated tightly with content producing applications. This integration is a key benefit for companies looking to convert content to XML without having to require extra work by content producers.

## 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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