zapthink zapnote

ZAPTHINK ZAPNOTE™

PROGRESSIVE INFORMATION TECHNOLOGIES

Analyst: Ron Schmelzer

Progressive Information Technologies

URL: www.vasont.com	Headquarters: Emigsville, PA
Founded: 1950	Funding: N/A

Product Summary

Founded in 1950, Progressive Information Technologies is a cross-media publishing services company that focuses on providing comprehensive content publishing and management solutions for companies of all sizes. The company's most compelling product is *Vasont 8*, which focuses on content publishing solutions for print, electronic, and Web formats.

Vasont, formerly called TARGET 2000, is a robust content publishing and distribution system that enables organizations to create, organize and manage content for publishing to a wide variety of end formats. Vasont 8.0 solves the challenge of repurposing content across all media including print, Web, CD-ROM and wireless channels, while guaranteeing enterprise-wide content integrity. Buying into the content reuse vision, Vasont 8.0 stores just a single copy of the content in its content repository, managing all use of that content throughout the content lifecycle.

The product functionality is enabled by "Tag Neutral Technology" that stores content in a neutral format devoid of markup, but still retaining context and metadata. Through the use of this intermediate representation format, users can access and control content on demand. The system then outputs the format into whatever final output mechanism or tagging scheme is required. The use of this mechanism prevents the company from being restricted by any content representation issues in XML while at the same time future-proofing the content so it can deal with any metadata scheme that should become popular in the future.

Other features of Vasont 8 include support for international languages as well as multi-language translation management, robust support for programmatic processing options, expanded workflow automation, batch and on-demand processing with asynchronous process support, integrated XSLT for XML transformations, detailed versioning support, content operation-level security, and an expanded API for programmatic access to Vasont functionality.

ZapThink Take

One of the oldest companies to be profiled in a ZapThink report, Progress Information Technologies nonetheless continues to redefine itself with every advancement in publishing technology. The company has a wealth of publishing experience, drawing on its 50 years of providing technology for the publishing industry. As a result, the Vasont product was born from the trials and tribulations of helping companies produce published content efficiently. In addition to this product, Progressive helps publishers plan the most efficient workflow methods to get their products into the marketplace quickly. The company has had experience in a wide range of formats including E-Books, CD-ROMs, printed material, Braille, and Web publications. Companies with complex multi-channel publishing requirements that span a wide range of media types will find Progressive to be a valuable partner in their efforts.

Related Research

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

-- continued --

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.

ZAPTHINK CONTACT:
ZapThink, LLC
11 Willow Street
Suite 200
Waltham, MA 02453
Phone: +1 (781) 207 0203
Fax: +1 (786) 524 3186
info@zapthink.com