

BUSINESS INTELLIGENCE NEWS

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Spotlight On: Day SoftwareBy [Stefanie Schwalb](#)

Co-headquartered in Basel, Switzerland, and Newport Beach, Calif., [Day Software](#) is a content-management software provider for the enterprise. Its flagship offering Communicate Unify purports a new kind of content management model based on total business unification. In essence, Communicate Unify is designed on a content-centric approach versus one that is application-centric. Instead of various applications (like CRM and ERP) simply co-existing, instead they are unified and seamlessly streamlined.

The technology behind the software provides a framework-capable of rapid deployment-which unites and manages all digital business data, systems, applications, and processes via the Web. In addition, the foundation of Communicate Unify-ContentBus-is a software bus architecture that unites content in a virtual repository and furnishes critical services such as versioning of all data, indexing, full-text searching, access control, filtering, and encryption.

The company claims that its innovative approach will deliver measurable business advantages to the enterprise. "Total business unification is different because it removes the requirement of maintaining a dedicated data store for any content-it brings the information in existing systems together under the same robust management and publishing umbrella that completely separates publication from the underlying information," says Tom Kuhr, Day Software's vice president of marketing and product management.

And the company's CEO John Payne thinks his company's visionary developments will definitely find success in the enterprise marketplace, even if it is slightly ahead of the curve. "Communicate Unify combines the best of enterprise content management, portals, active middleware, and business process automation in a 100 percent pure Java product that runs in any J2EE application server," he says. "Analysts at Gartner, Forrester, and Meta have predicted the convergence of these sectors beginning in 2003 and 2004. Communicate Unify delivers the same functionality today, at a fraction of the cost and with reduced complexity. This space will continue to converge, providing great opportunities for Day's unique software bus architecture."

Thus far, the Day Software's product has encountered success as we demonstrated in its previous incarnation by its implementation to power the European Central Bank's (ECB) Web site. This organization was developed to inform the public about the Euro currency conversion, and the site had to quickly support a potential audience of 350 million people, made up of more than 13

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different countries and 11 official languages. Some of the other clients that make up the company's roster include Escada, Panalpina, Sony, and Zimmer Holdings. Day Software is an international company and was founded in 1993.



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