XML Goes Mainstream

Chip **Gettinger**

Abstract

Chip is addressing the issue of XML going mainstream and how XML is ideally suited to the toughest content management problems faced by enterprise customers. They feel strongly about how XML is the best tool for the changing business landscape with mergers and acquisitions; global partners,channels, and development teams; and complex product lines that have changed the world of content management. The information lifecycle for product documentation, especially in highly regulated arenas such as medical solutions and the defense industry, may be many decades. But during that time, subject matter experts may come and go and technologies originally used to store or handle documents may become obsolete. As you know, XML offers an open standard approach that can address some of the most complex documentation challenges.

One of the ways Astoria is driving XML in to the mainstream is through its

integration with Microsoft Word which Astoria announced last month. By integrating Word with XML, content management users benefit from a more simplified and faster publishing of large, complex technical documents that change often. This integration empowers content owners of all types and levels of expertise to create and manage critical business content, keeping it up to date, accurate and making XML content management widely accessible throughout an enterprise of any size.

Chip will talk about this integration and what it means to content authors and users alike and will discuss the technology evolution, technical issues related to integrating Word and the opportunities that exist.

Table of Contents

1. Product Presentation Paper

The author did not prepare a summary of this product presentation for the proceedings.

Biography

Chip **Gettinger**

Vice President Product Marketing

Astoria Software, Inc. [http://www.astoriasoftware.com]

San Mateo

California

United States of America

Chip Gettinger has been part of Astoria Software since its inception and has 20 years experience working with content management tools. While at Xerox Corporation's Chystal Software in the late-1990s, Gettinger provided technical sales consulting for XML content management support for direct and channel sales efforts. Gettinger has held management positions in sales, product marketing, training, course development and technical writing at Document Management Solutions, Harlequin, XyEnterprise and Agfa Corporation. Gettinger has a bachelor's degree in Graphic Arts Technology from Northern Illinois University.