

UniNews

UniForum Welcomes New Corporate Sponsors

Elan, Fujitsu Microelectronics, TriTeal join our growing family

UniForum is pleased to announce that three new industry-leading companies have joined UniForum as corporate sponsors: Elan Computer Group, Inc.; Fujitsu Microelectronics, Inc. (FMI); and TriTeal Corp.

UniForum sponsors, both vendor and end user companies alike, form the corporate backbone of the Association and allow us to continue our work as the leading proponent of open systems. Sponsoring companies receive many benefits, including UniForum memberships for a number of their employees. Information on how companies can participate in the UniForum corporate sponsorship program is available by contacting Dick Shippee at (408) 986-8840, ext. 17, or dick@uniforum.org.

Elan Computer Group of Mountain View, CA, develops and markets software manage-

ment and distribution tools. Their premier product is Elan License Manager, a license management toolkit that allows an independent software vendor (ISV) to control user access to the ISV's products.

Janett Peace, marketing communications manager at Elan, is looking forward to the company's new activities at UniForum. "Being a corporate sponsor is ideal for a company like us. It gives us high visibility in the industry and allows us to participate more in the planning, track sessions, trade show and other UniForum activities."

FMI is headquartered in San Jose, CA, and operates as a subsidiary of Fujitsu Ltd. of Tokyo, Japan's largest computer manufacturer. FMI develops, manufactures and markets a range of semiconductors and electronic

components, including application specific standard products (ASSPs), application specific integrated circuits (ASICs), memory products, connectors, keyboards and thermal printers. FMI's wholly owned subsidiary, Fujitsu Compound Semiconductor, Inc., develops and manufactures microwave and fiber-optic products.

Sylvia Peterson is marketing analyst for processor products at FMI. She says that Fujitsu has been involved in open systems—both design and fabrication—for about 10 years. "We are also currently designing a new product for the open environment, so we're very interested in supporting this area of computer technology through UniForum."

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NII Panel to Business: Adapt to Internet Changes

Companies need to face light-speed developments

by Don Dugdale

The Internet will probably be the best thing since the Stone Age to happen to business—but only if business can keep pace with the accompanying technological changes, said a panel of National Information Infrastructure (NII)-invited experts at a recent roundtable discussion on the "promise of a networked society" in San Jose, CA, on Apr. 29.

The discussion was held in conjunction with the Internet World trade show and hosted by the U.S. Postal Service and BBN Corp. in association with the 1996 NII Awards. The panel included Mitch Ratcliffe, editorial director of the *Digital Media* newsletter in San Francisco, CA; George Conrades, chairman and CEO of BBN Corp., an internetworking products and services provider in Cambridge, MA; John Patrick, vice president of Internet technology for IBM; and James Hake, cofounder and principal of Access Media, Inc. of Hacienda Heights, CA.

"In technology, where business models keep moving forward at the speed of light, businesses have trouble," said Ratcliffe. Conrades agreed, saying that the World Wide Web is changing from its original communications model to a transaction model. "The home page is dead," added Patrick. What really counts, he said, is a rich WWW site that "does something," providing value and prompting users to return. "Just putting a page out there hawking goods" is no longer sufficient. Sites will have to go further. The real question will become just how much users trust certain sites.

Patrick also pointed out another change, one that has been almost invisible to the Internet user but essential to its growth: the evolution of the Internet from a single National Science

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SGML Enables "Sustainable" Web Publishing

by Dick Shippee

At a recent Bay Area Roundtable discussion sponsored by the University of California at Irvine, an audience of about 30 IT professionals heard Robert Glushko present an enlightening talk on the role SGML (standardized general mark-up language) plays in providing a sustainable or revisable Web publishing environment.

Glushko, the cofounder of Cupertino, CA-based Passage Systems, stated that "handcrafted" Web publishing—and by that he meant primarily HTML—is the norm today. This kind of Web publishing he calls the "Up-and-Running Strategy." Publishers get started quickly, using ad hoc tools without standardization or automation in

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Chen to Run Siemens Nixdorf's Open Enterprise Business

Pyramid CEO assumes global responsibility

John Chen, president and CEO of Pyramid Technology of San Jose, CA, has enjoyed a remarkable rise in the computer industry, especially over the past several years. To top it all off—so far, at least—he has been named this year to run the Open Enterprise Computing (OEC) division of Pyramid's parent company, Siemens Nixdorf Informationssysteme AG in Paderborn, Germany.

As detailed in a *UniNews* "Personality Profile" article last year (July 19), Chen, age 40, joined Pyramid in 1991 as executive VP. A year later, he was appointed COO. The following year, he became president and member of the board, and in 1995 he was again promoted, this time to the office of CEO. Prior to joining Pyramid, Chen spent 13 years at Unisys, in part as VP and general manager of the Unix systems group.

As chief executive of the \$4 billion OEC division, Chen has taken on global respon-

sibility for all of Siemens Nixdorf's computer-based businesses. In addition to Pyramid Technology, these businesses include the open systems server arena, the high-end storage product line and the BS2000 business server line. "John Chen brings entrepreneurial spirit and a wealth of experience in technology to our global computing business," says Gerhard Schulmeyer, president and CEO of Siemens Nixdorf. "His leadership will help this organization meet the pressure of our customers worldwide for advanced enterprise solutions."

Chen reports that he is pleased with his new global role. "My mission will be to deliver ongoing technology leadership, breakthrough business solutions and worldwide growth by continuing to blend the strengths of Pyramid and Siemens Nixdorf, and further leveraging the entire family of Siemens companies." ♦

UniForum Welcomes New Corporate Sponsors

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TriTeal of Carlsbad, CA, develops, markets and supports open-systems desktop software, systems software and integrated applications. The company's best-known product is the TriTeal Enterprise Desktop (TED), a common user environment that supports multiple hardware and operating system architectures, including legacy systems, the Internet and client/server environments.

"We're delighted to join the UniForum Association," says Josina Arfman, director of open systems and standards at TriTeal. "We have long recognized the importance of open systems environments, not only in terms of Unix but also in terms of interoperability for a range of technologies. We look forward to helping UniForum promote open systems in the future." ♦

Entrepreneurs Share Secrets of Success

CEOs relate experiences in interactive SIG forum

At the May 14 session of the Software Forum/UniForum Unix SIG, a panel of Unix entrepreneurs talked about their companies—how they started, what they do and what they plan for the future. The evening session, held at Amdahl Corp. at Sunnyvale, CA, provided an open, interactive forum where attendees were free to ask any business-related questions they wanted of the speakers. The panelists were David Coelho, president of Personal Productivity Software of Los Altos Hills, CA, a maker of paging software; and David Wellington, president of Crosswind Technologies, a calendaring and scheduling software manufacturer based in Santa Cruz, CA.

Among the subjects that generated the most questions and discussion was the issue of venture-capital funding. Both Personal Productivity Software and Crosswind Technologies were started without venture capital, and Coelho and Wellington were in agreement that, for the most part, the small entrepreneur is better off avoiding the use of VC funding.

In response to questions, both CEOs praised the Internet and the World Wide Web as selling and distribution tools. They spoke at some length, for example, about the use of UseNet groups, both to find beta testers and as points of contact for actual sales. Coelho and Wellington agreed that giving customers the option of downloading their products directly off the Net is one of the greatest boons to the small software manufacturer.

Software Forum is a leading Silicon Valley-based nonprofit organization dedicated to software professionals, with almost 1,000 members. Started in 1983, it informs and educates its members on all facets of the software industry. Software Forum sponsors 11 other SIGs, which meet once a month: Business Operations; Client/Server; International; Internet; Macintosh; Marketing; Mobile/Wireless; Multimedia; Networking; Visual Basic; and Windows.

Call (415) 854-7219 for more information on the organization. ♦

UniForum Press

Call For Book Proposals

UniForum Press is the new book publishing alliance between UniForum and Prentice Hall PTR. Under the guidance of editor-in-chief Tony Wasserman, UniForum Press will publish high-quality books about new and emerging open technologies for professionals who need information that will help them make better strategic and tactical decisions.

Topic areas in which UniForum Press will publish include:

- Networking and Communications
- Data Management
- Applications Development
- Software Engineering and Software Process
- Computer Systems Technology
- Distributed Systems and Systems Administration
- The Internet and the World Wide Web

More information on UniForum Press is available online at <http://www.uniforum.org>. **Proposals may be submitted to Tony Wasserman at the address below.**

UniForum Press
2901 Tasman Drive, Suite 205
Santa Clara, CA 95054
tony@uniforum.org

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Special Board Election Interviews: Candidates Discuss Ideas, Agendas and Issues

This month, elections will take place for four seats on the UniForum Association board of directors, with all general members receiving ballots by mail. Terms are for two years. In the last issue of UniNews, we brought you brief interviews with four of the seven candidates.

This issue features interviews with the other three candidates.

If you are a general member, these interviews can help you in understanding which candidates you feel you should support. And remember: It is critical that you vote.

The future direction of the Association is in your hands!



Robert Gingell
VP and Sun Fellow
Sun Microsystems

Robert Gingell declares that as a board member he would emphasize both open systems standards and the need to educate customers about using these standards in real-world solutions. He also suggests that UniForum might develop specialized events and educational programs that are more precisely targeted to UniForum members and their needs.

In addition to his work at Sun Microsystems, Gingell has participated on the boards of standards organizations such as the X/Open Co. and the Open Software Foundation. He was also instrumental in the recent formation of The Open Group. Gingell feels that standards organizations serve a vital function in the open systems community. "The industry and its consumers don't always relate very well with each other in terms of how to use open systems. Users need to know what to ask for."

At the same time, these standards need to be a part of actual implementations. Gingell points out that there are a variety of stan-

dards and procurement guides that are used as check-offs in computer acquisitions, but the technology listed in these guides is not necessarily a part of the final implementation. "The customers ask about these features. Then they don't use them and wonder why the system doesn't work." He adds, "We need to clarify these standards so they are actually used in reality."

Education is especially important for open systems, Gingell adds, because the technology has been developed from a highly complicated, pluralistic society. That is one of its strengths, he stresses, but this complexity also creates extra requirements for continual education and discussion. "That's where UniForum comes in. It's a vehicle through which customers can understand exactly how open systems works." The technology, Gingell concedes, can be "chaotic" from a customer's point of view, but the Association is uniquely positioned to answer the important questions concerning what the technology does and how it can be applied in the real world.

Gingell would also like to see a more "targeted" approach for UniForum activities. Although he feels that the Association is still the "primary personal development organization in the industry," he points out that it is harder these days for customers to justify the travel and expenses required with national conferences. "Large conferences don't seem to be creating the same level of value these days," Gingell says. He argues that with a few exceptions like the Comdex shows, consumers are now responding more to events and messages targeted to a narrower range of concerns. UniForum might therefore concentrate on a "finer-grained set of activities" such as regional rather than national conferences, or additional partnering with other organizations in order to reach more specific audiences.



Don Harbert
VP of Unix Business Segment
Digital Equipment Corp.

Don Harbert has been in the open systems business at Digital for over 10 years, much of that in helping the OpenVMS operating system expand in the high-end marketplace. He feels that this experience has given him a good sense of what the open systems community needs today. "Many of the problems are similar," he says. "Customers are demanding more integrated systems, they want components that work together and they are demanding solutions that address entire problems rather than individual bits and pieces."

As a board member, Harbert says that he would emphasize the importance of better systems integration and better systems engineering to help solve these problems. He would also emphasize the importance of coexisting with other technologies such as Windows NT. Asked to sum up why he is running, Harbert says that it is important that vendors in the Unix community have an active role in the policy and strategy of UniForum. "UniForum is a very important organization and, as a leading vendor, Digital feels that it

should have representation on the board. We feel that we have a lot to contribute."

Part of Digital's contribution, Harbert explains, is marketing and technology experience that involves embracing Windows NT as an "emerging paradigm" in the computer industry. "I think it's vital for UniForum and its members to understand the importance of NT," he says. Although he feels that it is not clear how NT is going to be positioned in the long term, "the industry can't ignore it. That wouldn't be rational." He also points out that as a Digital representative and as a former manager of Digital's NT group, he could help members understand how the Unix community might deal with NT as it evolves in the customer base. He adds, "I personally think that coexistence is mandatory."

In terms of other UniForum activities, Harbert stresses the need to reach out to a broader constituency than the traditional Unix community. "We need to talk to the decision makers as well as the implementers." While retaining the technical programs designed for systems administrators or managers, UniForum also must create a wider range of educational channels for higher level executives, with both courses and documentation. As a result, he says, UniForum's message and information can reach the people who ultimately sign off on new systems and technology.



Fred Luiz
GM of Open Systems Software
Division
Hewlett-Packard Co.

Fred Luiz offers an open-systems background involving research, product development and sales. If elected, he would like to

stress (among other things) the continuing viability of Unix as an important, leading-edge technology. He also feels that UniForum might serve as a valuable forum for discussion among board members and general members.

Luiz joined Hewlett-Packard in 1982 and was part of the first RISC development team. He has served in a number of other positions at HP, with a strong focus in systems and network architecture. He feels that his experience at HP, and at IBM before that, helps him understand the difficulties that customers face in dealing with real-world problems. "We've talked to a lot of customers and worked with a lot of customers to understand what their needs are," says Luiz about his development and research experience. He would like to apply what he has learned in the field to his role as a board member.

Luiz also stresses that Unix, in particular, needs to be positioned as a viable technology for the 1990s. "If elected, I would want to put a lot of effort into dispelling the notion that Unix is 'old technology,' that it has reached its limits," he says. "It can continue to expand and incorporate new technologies and capabilities."

Does this mean that Unix should be developed to coexist with other proprietary technologies? Yes, replies Luiz, adding that this coexistence applies all the way from Internet services at one end to embedded solutions at the other. "I think UniForum can be a very good forum in which to enlarge the discussion in terms of the benefits of Unix to users. If we don't continue to remind ourselves that we need operating systems, we will lose focus."

In terms of an agenda for the next two years, Luiz suggested that UniForum should continue to broaden its channels of information and education. The UniForum Press is a good example, he says. He also suggests that board members might participate in a series of open exchanges concerning ideas and technical directions that are important to the open systems community. These exchanges might generate statements of consensus, for example, that can be used to further guide the community in the evolution of open systems products and markets. "Too often, we are engrossed in the areas where we can compete, rather than thinking how we can cooperate," says Luiz. "Perhaps we can start to change that." ♦

UniForum Needs a...

MEMBERSHIP/SPONSORSHIP COORDINATOR

HERE'S THE PERSON WE NEED:

Energetic: Likes to talk and work with members and sponsoring companies. Detailed Driver: Handles multiple projects with accuracy, works with databases, knows subscriber audits. Creative: Writes good copy, develops news ways to obtain membership, takes on retention programs as a personal mission in life. Skilled: Crunching numbers, reports, budgeting, word processing are all no-brainers.

HERE'S THE JOB WE HAVE:

Memberships: New membership acquisition via outbound direct marketing, membership retention. Sponsorships: New sponsorship acquisition through direct field calls and high-quality presentation materials, sponsorship retention through direct calling at various levels with sponsors to ensure customer satisfaction. Circulation audit and subscriber records: BPA forms, report generating with our database administrator.

HERE'S WHAT YOU'LL BRING TO US:

A BA degree, 3-5 years experience with membership development programs, 2-3 years experience with associations and a desire to really make a difference in a short period of time.

HERE'S WHAT WE'LL OFFER YOU: A competitive salary and an excellent benefits package. A friendly, fast-paced work environment, an association that values its employees and is playing a leadership role in advanced computing technology.

INTERESTED? Send your resume, with salary history and a convincing cover letter on why you're the person we must hire to: UniForum, Dept. UniM, 2901 Tasman Drive, Suite 205, Santa Clara, CA 95054.

UniForum is an EOE

Board of Directors Election Coming Soon!

UniForum members should watch their mailboxes in early June for their Board of Directors Election ballots. A slate of seven outstanding candidates is running for four seats. Your vote DOES count. Help direct the future of your organization: be sure to vote!

SGML Enables "Sustainable" Web Publishing

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order to create professional-looking Web pages. This strategy is low on up-front costs and high on immediate results. That is why it has found favor with so many Web publishers.

A problem arises, however, when Web publishers want to reuse, revise or retarget their material. With the "Up-and-Running Strategy" there is no document database and no way to tap into a standardized mark-up that allows for documents to be reused. This is where the strategy of "sustainable" Web publishing comes in, based on an SGML backbone. SGML, ISO 8879, defines syntax for representing the structure and content of textual information, complete with "hooks" for nontext. It defines the grammar (or mark-up language) that specifies logical rules for a given document, and defines the set of elements that encodes the key distinctions in textual information.

Glushko feels that using SGML is the only way publishers can profitably tackle large-scale Web publishing projects. Automation is the goal, and Glushko's mantra, which he repeated over and over during his entertaining talk, was "Standardization and validation are the keys to automation."

Using this mantra, Glushko set out a "Sustainable Strategy" for a Web publishing project::

- A long-term perspective—The publisher invests up-front for enduring savings, flexibility and extensibility.
- An end-to-end perspective—Authoring, conversion, management, assembly and delivery processes and tools all fit together around a common information model and source repository for both print and electronic outputs.
- Automation wherever possible—A publisher should try to reduce production and maintenance costs and improve quality through automation.

Glushko went on to provide key factors to help pinpoint cases where the "Sustainable Strategy" of using SGML-based Web publishing is called for:

- 1) The information being published has a long useful life and will be reused, revised and/or retargeted.
- 2) The information is valuable because of its content, not its appearance.
- 3) The information is highly structured and can be thought of as a "document database."
- 4) The information is in large volume and high frequency, both of which suggest that automation will equal a payback.
- 5) The information does not have to be up on the Web right now, this minute, and therefore the publisher can make an investment today that will pay off over time.

SGML at UniForum

Many Web publishers, including UniForum, have need of both strategies. The Association produces *UniNews* in text on the Web and with Adobe Acrobat hooks. The goal is to get the information out to as many people as we can in a quick turnaround time. We also publish the 1,800-page, text-heavy *Open Systems Products Directory*, an ideal candidate for automated SGML-based Web publishing. We will be revising the document as new listings come in and reusing it in new editions. We can also retarget it by locating specific segments of the open systems audience and sending tailored portions of the Directory to them.

In future issues of *UniNews*, we will report on the various Web publishing projects of the Association and how they fit into the strategies of "Up and Running" or "Sustainable Web Publishing." We'd also like to hear how your company is managing its Web publishing strategy. For instance, are you taking reuse and revision into account for your marcom materials (being mindful of the up-front costs of SGML), or is it full-speed ahead to get Web pages up? Tell us your stories and we will share them with the UniForum family.

For more information about how the "Sustainable Strategy" works, contact Robert Glushko at glushko@passage.com or at <http://www.passage.com>. ♦

NII Panel to Business: Adapt to Internet Changes

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Foundation (NSF)-sponsored backbone to a complex, multiply redundant interwoven mesh of backbones involving 200 companies. Those companies, composing a commercial Internet exchange, formally took over the Internet backbone from NSF a year ago, turning the Internet's structure into a kind of "fibrous root system of trunks going into still bigger trunks," explained Patrick. This kind of technological change will solve perceived problems such as bandwidth limitations. Patrick also predicted that the availability of bandwidth will grow faster than the need for bandwidth. "Different forms of bandwidth, such as cable modems, are going to emerge very rapidly," he said. "I don't think bandwidth is going to be an issue before long."

Conrades disagreed, arguing that bandwidth growth would not meet demand. "You'll always have a need to do more," he said. "We probably will see a mismatch between demand and capacity." However, he added, "We'll see bandwidth grow regularly. There is no lack of interest in the infrastructure."

Ratcliffe felt that an even greater issue is how much access to bandwidth a company will give its employees. He urged companies to empower their workers. "Large corporations are as resistant to change as any bureaucrat," he said, pointing to the prevalence of new software that restricts employee access to the Internet. This

software, he argued, is ample evidence that companies are afraid of where their workers will go on the Web and how much time they will spend there. "It's a much more difficult process to change a company's way of doing things than to combat stupid laws in Washington," he said. "The corporate environment definitely needs to change to enable employees to do their jobs better."

That resistance to change, the panelists pointed out, frequently comes from the middle layer of management rather than the top. Middle managers feel threatened by new forms of communication, since most of the middle is not needed if a company has good communication. Often, the CEO of a company senses what is going on but does not know what to do about it. In many cases, organizations feel threatened by the words "opening up" and by employees who find out what other organizations are doing.

Nevertheless, successful organizations are discovering that they need to broaden their avenues of communication if they are to succeed. This point was stressed by Hake and seconded by Conrades who emphasized that savvy companies are already finding ways to save money and increase revenue using the Internet. Conrades pointed to the example of Cisco Systems, a San Jose, CA-based internetworking products company, that, he said, saves \$4 million a year by responding to customer inquiries via its Web site instead of using an 800-prefix telephone number. "Customer service applications are proving themselves today." ♦

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Need Information about UniForum?

Check out our home page on the World Wide Web:
URL <http://www.uniforum.org>
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For 15 years, UniForum has provided its members with the best open systems information and services. Purchased separately these benefits cost more than twice the price of general membership. Don't be left out—if you're not already a general member, can you really afford NOT to be?

General Member benefits:

(Membership: \$125 per year U.S., Mexico and Canada. \$225 overseas.)

- *UniForum's IT Solutions* magazine
- The *UniNews* newsletter
- The annual *Open Systems Products Directory*
- UniForum technical publications including:
 - *Setting Up a Home Page on the World Wide Web*

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- *POSIX Explored: Shell & Utilities*
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- *Establishing a World-Wide Web Server*

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Benefit in the Spotlight

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WGS Linux Pro plus a PC creates a powerful Unix workstation and a powerful server! UniForum members can order WGS Linux Pro at a special Members Discount of just \$59.00 per copy—a 40 percent savings!

WGS Linux Pro includes every Unix command and utility, including the X Window System, TCP/IP, NFS, WWW Server, C, C++, Lisp, Perl, Smalltalk and more. It comes with a 1,200-page manual and complete documentation. Call WorkGroup Solutions at (303) 699-7470, or e-mail info@wgs.com. Remember to ask for the UniForum special price.