

'Distributed Web' all the rage

At DEMO: Software to allow for more collaboration, group decision-making

BY BRAD REED

DEMO executive producer Chris Shipley isn't sure what to call the evolution of Web 2.0 software and applications, but she is sure of one thing: it shouldn't be called Web 3.0.

"If anything, I think I'd call it the 'distributed Web,'" says Shipley, whose DEMO Fall '08 conference, a *Network World* event, kicks off in San Diego this week. "It's different from the traditional Web because it's really not about attracting people to individual Web sites but about distributing information and applications to Web sites and devices where people are accessing and consuming information."

As Shipley tells it, the distributed Web will be a game-changer for content creators, advertisers and consumers because it primarily will

push content out to users on their personal computers, cell phones or consumer-electronics gadgets. The result will be an increase in

more-collaborative computing that will allow a greater number of users to make direct decisions in corporate projects, and not have to rely on typical top-down approaches where only project managers get to call the shots, she says.

So, with an eye on new distributed-Web technologies, here's a look at some of the enterprise products that will be on display.

Lamona. In response to the well-established reality of the inside threat, Unity Solutions has developed Lamona, a surveillance system that monitors and records every action done by IT employees. According to the company, it lets management review IT workers' every move in real time. Lamona is supposed to provide incentives against IT workers' defaming their companies, and it gives corporate managers the tools to "stop fraud before it happens," DEMO says.

SkyData. This application lets companies send corporate data to employees' mobile devices on demand. The application's key feature is that it keeps data within the cloud to be pebbled out to devices, instead of requiring employees to log on to a Web browser to extract it. In other words, SkyData is a distributed-Web application that brings data to users rather than having users get data themselves.

"We've seen a lot of attempts for [moving] data integration out to mobile devices, and this is the first one that starts to really get it right," Shipley says. "It's outside the Web browser,



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which means data can be moved more directly into the application space."

SkyData integrates several sources of information, including CRM, social networks, and back-office and business profiles.

PlanDone. The idea behind project-planning software PlanDone is to distribute decision-making capabilities better to a wide group of users and to give them more visibility into how projects are being executed. To promote transparency, the software has a built-in open source wiki-style system to document a project's progress and changes in its goals; it even has a task-ranking system that assigns priorities to tasks according to their deadlines.

PlanDone creates a collaborative system that lets all members of a work team define, manage and complete tasks in a way that has a lot of accountability to the work group. Shipley says, "It's an opportunity for every part of the business to understand how project plans develop, and also to communicate changes."

Quantivo. This customer-analytics system is designed to provide real-time analytics to customers, as well as to enable them to create events and search for trends. So, for instance, if a hardware store in Cleveland is selling significantly more white paint than a hardware store in Cincinnati, the Quantivo system will let users look at what else customers are purchasing along with white paint as complementary goods. Shipley says, "If there are correlations between purchases of white paint and other goods, the store then might want to have a promotional sale packaging the goods together," she says. In addition, because Quantivo is a software-as-a-service, it can deliver high-quality analytics to customers at a more attractive price than traditional data-analytics systems can, she says.

Personal Fortress. This data protection and encryption service from Fortresses acts as a data wrapper that places restrictions on how data can be shared within an organization, Shipley says. For example, if a user is forwarded an email with a restrictive file attached, Personal Fortress lets the sender restrict the recipient's ability to forward the email to other users

or even to copy and paste its contents for reproduction. The data-protection restrictions travel along with the data as it being sent, thus making it more difficult for the data to leak out.

TetraBase SDT. As a data management system, TetraBase SDT uses pre- and post-processing technology to help companies coordinate their database systems. TetraBase SDT analyzes the rules of the data — why it is being used, not just that it is being used — to intelligently manage the flow of data, DEMO says. The goal of the system is to improve response times, to relieve the storage sprawl caused by high data loads and to get rid of bandwidth bottlenecks clogging the network.

TetraBase is really about how we can work with data to provide more real-time answers to business questions, Shipley says. "When you're dealing with massive volumes of information, TetraBase can do analytics for you in a much faster way."

iSAN. Described as "the world's first networked enterprise solid state drive (SSD)," Fusion's iSAN is a storage product that uses a standards-based, memory-speed protocol over either 10 Gigabit Ethernet or 40Gbps Quad Data Rate InfiniBand to share memory space between servers. In other words, iSAN lets users create a full-power storage-area network using an off-the-shelf server.

With this development, everything you thought you knew about SSD and storage networking is no longer true, says Fusion's CTO David Flynn. The iSAN fuses SSD with storage networking, combining the best of direct-attached and storage networking with the best of SSD and traditional storage. ■

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