TopConnexion

Accelerating Adoption of
Semantic Technologies

PROSPECTUS

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TopConnexion Prospectus

Opportunity Semantics are shared meanings, associations, and know-how about the uses of things. In a computer, what has meaning is what we can represent. Semantic technologies represent meanings separately from data, content, or program code, using the open standards for the semantic web.

Starting this decade, semantic technologies will power economic expansions measured in the trillions of dollars worldwide. Semantic technologies will have an impact that is deeper and wider than previous technology waves. Semantic technologies will directly affect the global competitiveness of entire industries, especially IT, manufacturing, financial services, and government.

Faster and cheaper technology is part of the story. The technology power curve is widely recognized. Speed or capacity is doubling (or, more or less equivalently, price is halving) for network, storage and computing every 9, 12 and 18 months, respectively.

Semantic technology, however, is qualitatively different. The new concepts embodied in semantic technologies promise hundred-fold economic gains from working with meanings and knowledge as compared with just data and information. Semantic technologies enable systems with self-knowledge that can self-configure, self-integrate, self-optimize, and self-manage. Semantic technologies enable new categories of "smart" products, services and processes that tap new sources of value.

Although semantic technologies are still evolving, the business value of semantic technologies is already being proven with operational solutions, not just R&D. An ongoing TopConnexion research program entitled "*The Business Value of Semantic Technologies*" shows that semantic technologies drive core measures of business performance delivering strong gains in efficiency, effectiveness, and business edge. Preliminary research documents 2-to-10 times improvements in key measures of performance across the solution lifecycle.

Markets for semantic technologies are poised for a period of sustained rapid growth. Semantic technology is ready to "cross the chasm" to mainstream adoption. Semantic solutions, services, and software markets will grow rapidly, topping $60B by 2010.

TopConnexion TopConnexion is a multi-company initiative to research, educate, and accelerate adoption of semantic technologies. For businesses and government agencies that want to jump-start their organization to harness the benefits of semantic technologies, TopConnexion provides an affordable (fixed cost) knowledge service that provides:

✳ Research — proving the business and technical value of semantic solutions through case studies, technology assessment, and market studies.

✳ Publications and events — educating key decision-makers, and making the case for semantic solutions.

✳ Tools — to envision solutions, plan projects, pick sources

✳ Expertise — best-of-the-best talent on call.

TopConnexion Components	1. **Industry advisory group** — TopConnexion subscribers help plan, prioritize, and oversee the program. TopConnexion is organized and directed by TopQuadrant. Organizations participate by invitation, which entails annual subscription.

2. **Coordinated thought leadership** — TopConnexion provides issue advocacy, solution references and value propositions needed to "cross the chasm" and open mainstream markets.

3. **Knowledge delivery** — TopConnexion provides publications, knowledgebases, tools, forums, and educational events that reach, educate, and influence decision makers in industry segments and functional areas where semantic technologies have high payback.

   o *Knowledge services* include definitive industry research, whitepaper series, industry briefs, knowledge portal (industry, technology, application resources), and other publications.

   o *Forums* include conferences, seminars, webinars, roundtables, executive briefings, and organization-specific forums.

4. **Training and expert advice** — TopConnexion helps develop perspective, skills, and needed competencies in areas such as: semantic technologies, knowledge engineering, and solution development.

   o *Training* includes briefings, tutorials, courses, workshops, and organization-specific training in semantic technologies, knowledge engineering, and whole solution integration methodologies.

   o *Expert advice* from the best-of-the-best includes solution envisioning, return-on-investment consulting, prototype and pilot projects, and semantic solution development.

5. **Promotion and industry advocacy** — TopConnexion advances semantic technology adoption through direct marketing, media and analyst coverage, association alliances, educational programs, and exposure through industry events. Advocacy includes advertising, public relations, media content, event speaking, solution demonstrations, association and industry outreach, and direct marketing.

Benefits for Business and Government Enterprises

Issues — Businesses and government agencies that want to jump-start their organizations to harness the benefits of semantic technology need:

✱ Credible research and perspective on the benefit, costs, and risks of semantic technology and knowledge-based solutions

✱ Credible assessment of vendor and supplier products & services

✱ Education to build awareness of the capabilities and business value of semantic technology solutions vs. other approaches

✱ Help to envision practical solutions

✱ Evidence of real world applicability and case studies that prove ROI.

✱ Forums to network with other users seeking to solve similar problems

✱ Methodologies and tools that enable users to exploit semantic solutions

✱ Training in new technologies and disciplines (e.g., ontology building) that they will need to realize solutions.

TopConnexion solution — TopConnexion is an affordable, fixed-cost way to get the knowledge, methodologies, training, and expert assistance the enterprise needs to seize the benefits of semantic technologies with minimum risk and budget. Subscription to TopConnexion includes:

✳ *Executive briefings* — Annual, on-site presentation to decision-makers on the state-of-the art in semantic technologies and applications as well as opportunities for the subscriber organization.

✳ *Semantic technologies research reports* — annual subscription to the complete series of studies and special reports, starting with the *Semantic Technologies Market Report – 2005*.

✳ *Knowledge services and publications* — on-line newsletter and technology research knowledgebase; whitepapers, application briefs, technology assessments, vendor profiles, tutorials and media

✳ *Semantic solutions workshop & roundtable series* — access to top experts, cases studies, solution demos, and best practices

✳ *Semantic solutions conference* — annual educational program on semantic technologies and solutions with case studies, demonstrations, and problem solving.

✳ *Advocacy tools* — CD/DVDs, presentation materials for use to build awareness within the subscriber organization.

In addition to TopConnexion knowledge services, enterprise subscribers have access to TopQuadrant's semantic solution *jump-start services* at preferred rates. Jump-start packages include:

✳ *TopMind™*, executive briefings on semantic technology; hands-on trainings in semantic web standards, languages, tools and ontology development. Training programs can be standardized or customized for the enterprise.

✳ *Solution Envisioning*, scenario-driven workshops to explore system options and design future solutions through analogies and examples using capability cases. These are custom engagements, facilitated by TopQuadrant experts that explore, envision, and build the business case for an optimal semantic solution to business needs.

✳ *Semantic Solution Development Services*, including optimal technology and vendor selection, ontology development, and full implementation of semantic solutions. These engagements include fast track, 100-day proof-of-concept prototype demonstrations as well as full semantic solution development from requirements through operational deployment.

Benefits for Semantic Technology Providers and Professional Services Firms

Issues — Semantic technology providers and professional services firms want to grow mainstream markets for semantic technologies, faster, and at less total cost and risk. The needs of these companies vary. Most need:

✴ Resources that can cost-effectively build market awareness, educate end-customer decision-makers, and train practitioners in the knowledge engineering and semantic web technologies

✴ Help to position, market, and sell solutions effectively

✴ Credible industry research to support fund raising, and better focus product and market development decision-making

✴ Help developing complementary partner relationships such as OEMs, professional services, and system integrators

Semantic technology manufacturers and professional services recognize that it takes significant resources to activate mainstream markets. These are about whole solutions that encompass all of the products, services, education, and support needed demonstrate practical value in well-understood areas of a business. This issue is too big for end-users to solve for themselves, and too big for vendors to address individually.

Focused industry leadership creates mainstream markets. The real competition is to overcome ignorance and inertia in the marketplace. One company can be brilliant alone, but a group of companies delivering a coherent message, strategy and agenda, can become a major force for change. Collaboration enables exploiting multiple media channels and affinity group relationships to educate, advocate, and promote awareness of semantic technology solutions in both horizontal and vertical industry segments.

TopConnexion solution — For technology solution providers and professional service firms, TopConnexion is a cost-effective, highly leveraged way to build market presence and partnerships.

✴ TopConnexion subscribers share costs of research, education and solution advocacy in order to maximize their return-on-marketing as measured by qualified leads, audience exposure, and business opportunities.

✴ TopConnexion research allows technology vendors to explore their fit with emerging requirements across a range of markets and provides them the information they need to support decisions about fund-raising, market positioning, technology development, and partnering.

✴ TopConnexion market development includes advertising and PR, media campaigns, event speaking, and direct marketing leading to sponsored events, conferences, seminars, webinars, and whitepapers. These build market awareness and interest. Industry segment outreach programs help technology vendors maximize their presence in multiple industry segments cost-effectively.

✴ TopConnexion published research, media content, and knowledge portals help develop the prospect into a buyer. Knowledge portal services, training, and consulting services provide dedicated resources to buyers become clients and delighted customers.

Features and Benefits	The following topics summarize features of each area of the program and how these benefit TopConnexion constituencies.

Advocacy and Promotion		
	Features	**Benefits**
	✳ Advertisements	✳ Cost-effective, highly leveraged
	✳ Public relations — press releases, press events	✳ Co-marketing reduces exposure, increases coverage and audience exposures per dollar spent
	✳ Media articles, features, supplements, and publication distribution	✳ Subscriber identification on TopConnexion outputs
	✳ Event speaking and demonstrations	✳ Asserts thought leadership
	✳ Association and industry outreach	✳ Brands issues
		✳ Builds market awareness and interest that develops prospect into buyer.
	✳ Direct marketing	✳ Stimulates demand for knowledge, events, education, and solution advice that drives business growth
	✳ Interviews and meetings	✳ Builds strong market presence across multiple industry segments
		✳ Generates contacts
		✳ Develops quality leads

Knowledge Delivery		
	Features	**Benefits**
	✳ Industry reports — annual assessments of semantic markets, technologies, applications, and resources	✳ Definitive research
		✳ Market profiles, sizing, and growth
	✳ Whitepaper series	✳ Industry briefs establish value of semantic technologies for industries, application domains, processes, functions, and categories of assets
	✳ Knowledge portal — TopDigest semantic technology newsletter, and TopDrawer semantic knowledgebase	✳ Interpretation of latest semantic technology developments
		✳ Comprehensive coverage of capabilities, technologies, products, solution providers, and case studies that are organized to support what, why, what-if, how, and design-by-example analyses.
	✳ Publications including books, guides, and DVDs	✳ Reference guides and resources for planning and implementing solutions
		✳ Generates revenues that help fund ongoing research and publishing

Forums

Features	Benefits
✴ Conferences ✴ Seminars ✴ Webinars ✴ Roundtables ✴ Executive briefings ✴ Organization-specific forums	✴ Stimulates semantic community ✴ "Safe" venues where interested parties can meet, learn, network, share, collaborate on issues, and solve problems ✴ Outreach to key industry segments ✴ Targeted programs to reach key decision makers and influencers ✴ Subscriber sponsorship and speaking opportunities ✴ Generates revenues that help fund future forums

Training

Features	Benefits
✴ Briefings ✴ Tutorials ✴ Courses ✴ Workshops ✴ Organization-specific training	✴ Develops knowledge, competencies, and skills in areas needed to exploit semantic technologies. ✴ Established programs; taught by leading experts ✴ Training programs that meet needs of key executive, technical, and operational audiences within an organization ✴ Hands-on interactive learning (e.g., RDF and OWL, ontology building) as well as classroom lectures. ✴ Subscriber sponsorship and demonstration opportunities ✴ Generates revenues that help fund future training programs

Expert Advice

Features	Benefits
✴ Solution envisioning ✴ Return-on-Investment ✴ Prototypes and pilots ✴ Whole-solution delivery	✴ Solution advice helps end-customers and others envision, architect, and realize the benefits of semantic technology solutions. ✴ Advanced lifecycle development methodologies with published texts ✴ Expert practitioners with extended network of qualified engineering resources. ✴ Subscriber partnering and pilot program opportunities ✴ Generates revenues that help fund ongoing consulting services

TopConnexion Information Request

Subscription	TopConnexion is organized and directed by TopQuadrant, Inc.
	Organizations participate by invitation, which entails annual subscription.
Costs	*Core subscription*: Silver, Gold, and Platinum levels.
Start-up	Fall 2004.

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