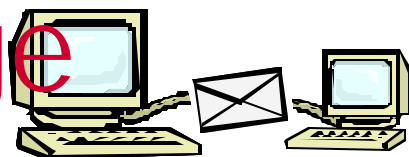




The Open Group EMA Forum

The Message



Volume 1 Issue 1

July 2001

Solutions Summit Promises Southern Hospitality

If you have not already done so, now is the time to mark your calendars to attend The Open Group's July 2001 Conference. Spend the week of July 16 in downtown Austin, Texas, at the Austin Four Seasons Hotel where Wednesday and Thursday will be devoted to *EMA 2001 Solutions Summit: eBusiness Futures in the Current Economy*. A panel of senior executives representing different industry segments will address several questions at the two-day seminar.

- Q. How does the present economic environment affect emerging technologies?
- Q. Which companies are current dot com successes?
- Q. Did the companies succeed because of or in spite of these technologies?

Offering the Wednesday morning Solutions Summit keynote is Jim Southworth, AdEvia's Chief Technical Officer and Co-

founder. His remarks will focus on success factors for messaging, security, and directory technology companies in today's economy. Speaking from a provider's point of view, Jim will address integrating these technologies into what providers of AdEvia's caliber offer and how the interoperability of these technologies effect or support

the services they offer. Rounding out the morning will be Ambarish

Malpani, Chief Architect, ValiCert, "PKI Deployments—How Leading Organizations Have Used PKI to Solve Real-World Challenges with B2B e-Commerce."

Three afternoon presentations complete the Solutions Summit first day: "Lessons Learned From a Large PKI Implementation," Brian Dilley, PKI Consultant, Booz•Allen Hamilton; "Conducting Your Business Securely: Truth or Dare," *Michèle Rubenstein*, and "Which Comes First: LDAP-Enabled Applica-

tions or Infrastructure?" Phil Hunt, Director of Product Management, OctetString.

Thursday's sessions begin with an all-morning tutorial "Creating a Chain of Trust for e-Business," *Michèle Rubenstein*.

Three presentations follow lunch: "Communicating in the New Economy: Delivering Business-Critical Information," Alain Daste, CEO, Envoy-WorldWide; and "Enterprise Unified Messaging & Communications: Benefits, Challenges & Choices," Peter Davidson, President, Davidson Consulting.

Make sure to attend EMA's Thursday afternoon joint session with the Mobile Management Forum.



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Message Board

Welcome to the “Message Board,” a regular column of *The Message* to which EMA Steering Board members contribute, posting items of interest. This month’s “Message Board” introduces the EMA Forum’s bi-monthly newsletter. Other regular columns will include “*Capitol Message*,” which will present relevant regulatory and statutory information, and “*Industry Message*,” which will offer news from member and non-member companies.

With this inaugural issue, the EMA Forum formally welcomes members whose membership automatically transferred when EMA joined The Open Group and invites transferred members to join the EMA Forum. Membership options, including transitional memberships, are available directly from t.schauer@opengroup.org, at www.ema.org, or by linking to EMA from www.opengroup.org.

With membership comes the benefit of enjoying future issues of *The Message*, which is available only online and only to members (access possible with a username and password). Other benefits include participating in reviewing all documents produced by Forums of The Open Group; full voting participation in the EMA Forum, attending

quarterly conferences and regional meetings at the regular member rate, receiving discounts on publications, and interacting with and learning from leaders in electronic messaging and e-B2B and e-B2C issues.

As a members-only publication, *The Message* will benefit from your input 

Capitol Message

Electronic Privacy Information Center Testifies Before Congress

On June 21, EPIC Executive Director Marc Rotenberg testified before the [House Commerce Committee on Information Privacy](#) (Subcommittee on Commerce, Trade, and Consumer Protection). The [testimony](#) urges Congress to enact strong privacy legislation and encourage developing technological solutions. “We will need both good technology and good legislation to safeguard privacy in the years ahead,” said Rotenberg. Visit EPIC’s [Practical Privacy Tools](#) to learn more about technologies of privacy.

Testifying as well were J. Trevor Hughes, Director Privacy Compliance, Engage, Inc.; Jerry Cerasale, Senior Vice President Government Affairs, Direct Marketing Association; Steven J. Cole, Senior VP and General Counsel, Corporate Secretary Council of Better Business Bureaus, Inc.; and Jerry DeVault, National Director Innovative Assurance Solutions, Ernest & Young.



The Open Group EMA Forum

The Open Group's EMA Forum is a leading association for the e-business and messaging industries. The Forum's diverse membership

focuses on providing interoperable solutions for business leaders through informing and educating, fulfilling customer driven requirements, promoting and endorsing standards based solutions, and influencing public policy.

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Meet EMA Forum Steering Committee Members

Michèle Rubenstein

is a recognized expert in security technologies with 20 plus years of experience in information security, public key technology, e-business, and directory services. In her most recent position at Securify she provided architecture, implementation, deployment, and security-policy consulting services and served as the representative to The Open Group's EMA Forum and is Co-Chair of the World Electronic Messaging Association's PKI Interoperability Challenge. As former Director of Business Enterprise Solutions for the US Department of the Treasury, Michèle designed and implemented an enterprise-wide CERT and an extranet messaging backbone, directory, and PKI services. She holds a degree from George Mason University 



Dennis G. Cannon, Microsoft Solutions Marketing Industry Standard Servers Group at Compaq, Inc. focuses on defining complete Microsoft Exchange and SharePoint Portal server solutions on Compaq systems for large enterprises,



organizations, and ASPs. With almost 30 years' experience in the computing industry, Dennis has also worked with Digital Equipment Corporation and SHL Systemhouse. He has been involved with the Electronic Messaging Association since 1984 and is Chair of the E-Business Applications Committee. He holds a BS in Business, with a specialty in Marketing from New Hampshire College 

Industry Message

Predictions for the Fifth New Economy

Futurist Roger Cass offers the following predictions for the fifth new economy (1994-2010).


US Productivity Will grow annually by an average of 3.5% over the next 10 years.

Local Broadband The issue of the "last mile" in local broadband transmission to homes will be solved, finally delivering on the promises of the past 15 years.

The United States Will shift from making investments in telecommunications to making investments in fiber optics.

Japan Will reemerge in a big economic turnaround, driven by a new generation of political and business leadership.

Local Capital Markets Will emerge robustly in developing countries—following a development of human capital

Economic and Productivity Growth Will be interrupted as a result of environmental degradation 

"The long haul is going to be about the complete reinvention of companies. It's not a matter of throwing technology at a problem. It's a matter of changing every aspect of how the company works internally."

Peter Solvik, CIO, Cisco
In Fast Company's *Fast Take*
newsletter (June 27, 2001)

Upcoming Events

16-17 July 2001 Manageability 2001: Competitive Advantage through IT Management in a Multi-Vendor Environment
Austin, Texas

18-19 July 2001 Solutions Summit
Austin, Texas

22-26 October 2001 Dependability 2001: Active Loss Prevention
Amsterdam, Netherlands