

Semantia brings meaning to Services on the Web.

To date, the WWW has developed most rapidly as an information source for people. Web technologies have been created to largely to support the linkages between documents allowing people to easily and seamlessly find information.

Despite the advances in technology since the Web's inception in 1989, transferring content between web applications is still considered difficult. Suppose we wish to have two incompatible systems (stock control and accounting) share some data with each other. The most common approach today involves hiring a programmer to write "interface code" that extracts data from one system, reformats it and presents it to the other system. Now, suppose a third system (customer relationship management) needs to exchange information with the accounting system – a scenario that is highly likely today. To do this, your programmer would need to develop another interface that is specific to the exchange between these two systems. Simply put, integration today, exists as a point-to-point exercise. Interfaces must be created for every system wishing to exchange data with every other system.

The use of XML may help, however the problem is exacerbated when information exchange is required between organisations. If all applications are changed to use XML, the programmer only has to learn to handle XML data and not the full range of internal formats specific to each application. This means that the interface code can be developed using XML tools such as XSLT – a transformation language. Unfortunately, the problem of effectively exchanging information doesn't really go away. For each way in which a pair of applications needs to be linked, someone has to create an XML to XML bridge.

The application integration problem lies in the fact that different applications are built using different data schemas and the meaning behind these schemas is not made explicit. For example, one system referring to an element called "revenue" may not readily associate the element of "income" from another system, even though logically, they may actually have the same meaning. This is the area in which Semantia focuses – extending integration beyond the boundaries of application interfaces to encompass the meaning that lies behind the data.

Through the delivery of services and technologies in support of application interoperability, Semantia is well positioned to help companies augment their web applications with new data targeted at computers. This will allow computers to not only exchange data but to also reason about the content of a web page or a web application based on the meaning intended. The development of content with semantic meaning will spur the deployment of automated Web services that can interoperate regardless of hardware, software or data management technology.

Semantia puts you first: to get your solutions to market fast and with long-term benefits

Companies turn to Semantia because they recognise that "time to market" and "return on investment" have become the new strategic imperatives for developing and deploying solutions. By leveraging our expertise, they can eliminate the risks associated with missed opportunities or short-lived benefits.

Semantia operates in two forms:

- As a developer and designer of intelligent integration solutions, Semantia can do more for an organisation than other traditional Software Development or Integration companies – particularly where usability, management, control and interoperability with partners and customers are critical success factors.

The key to this lies in our Architecture Blueprint Design framework for the development of eBusiness strategies, coupled with our ezumi™ Enterprise Agent Platform.

- As a provider of consulting services, Semantia can offer advice and guidance to ensure that solutions developed and implemented by third parties are exactly what the client needs. We apply the same rigour to the analysis of externally developed software and services as we apply to our own.

Think of the WWW and web pages come to mind. Yet the most active segment of the WWW involves companies using it deliver services that link their processes and computer systems to their partners'. The next explosive growth is in enabling computers to understand the information they exchange.

What's more, with the increased diversity in the range of available delivery channels, ensuring that the same content can be used across multiple channels becomes the singularly most important element that determines survival of a service beyond the evolution of the technology upon which it is built. This is where Semantia can help.

Our mission is to be the trusted partner for software developers and designers, content providers, software integration specialists and end-user organisations looking to maximise their investments in intelligent software interoperability.

An integral part of a web service's success lies in its ability to capture and exchange the meaning of data across applications and delivery channels. That's why more than just a software developer is needed. You need a strategic partner with unrivalled expertise in enabling systems to share information and one who is dedicated to the ongoing development of capabilities to support you over the long haul.

Our Vision: Every Interaction should be a Meaningful one

We see an interactive world where:

- The content retrieved by an application is inherently meaningful – whether to the application or to the person requesting it.
- The content produced by an application conveys precisely the meaning intended.
- Content is capable of being delivered to any application, device and channel – at the same time.
- System design and usability standards replace operating systems and hardware standards as key drivers in content and service development.
- Software systems are differentiated by their ability to offer smart processing of content through configuration, programmability and inbuilt intelligence.

We have the ability to draw on consultants and developers with more than 40 years of combined industry experience in designing, developing and reviewing business critical solutions. Our customer base has included high-profile companies such as Singapore Telecommunications, Toll Holdings, VeriSign Australia (formerly eSign), Blue Reef, Channel Ten and Village Roadshow. Along with our continuing focus on education and the application of advanced technologies, you can be sure that your systems will get the attention and life they deserve through Semantia.

For more information please contact: info@semantia.com.au.

Solutions

Semantia's consulting staff can work independently or with your development team to deliver a custom solution that fits your needs.

Our services include:

- Designing, building and integrating complete semantic applications from start to finish;
- Providing management consulting services to analyse how the Semantic Web impacts your business;
- Providing technical assistance for your team of developers;
- Programming any custom software that relates to semantic integration (specialties include Java, C++, Jena);
- Training your developers to use RDF, RDFS or DAML+OIL;
- Building custom web-based interfaces for your application (specialties include Java, PHP, MYSQL more)
- Designing web-based applications that reflect and optimise the way you work.

Please direct any inquiries to sales@semantia.com.au (+61 3 9419 9773).