

Adobe not afraid of Microsoft

European manager, Pierre van Beneden, has little faith in Infopath

### **DOCUMENT MANAGEMENT**

“Microsoft’s new interest in document management does not worry us as our products function across all platforms and are more comprehensive,” says Adobe’s new European manager, Pierre van Beneden, in an interview with CS.

One of the most important tasks for Pierre van Beneden is to show potential customers in both government and enterprise how documents are generated using the company’s products, electronic forms for example.

“Our main focus is still productivity-enhancing products: image editing programs and multimedia, but document management is becoming increasingly important,” says Pierre van Beneden.

### **Acquisition**

Last year, Adobe bought one of Streamserver’s rivals, Accelio, which develops systems for improving data capturing processes across the extended enterprise. At the beginning of this week, Adobe also announced its acquisition of Yellow Dragon Software, a Canadian company that develops XML messaging and metadata management software for organisations.

### **Competing with Microsoft**

Yellow Dragon’s products provide an ebXML solution, where eb stands for electronic business. The idea is that Adobe will develop products with this technology, enabling governments and enterprises to combine XML with Adobe’s PDF-format.

At the same time, Microsoft has launched its new Office System solution with the InfoPath application, which supports any customer-defined XML schema and integrates with XML Web services.

“As long as Microsoft’s platform is not 100% standardised, their presence in this area is not threatening. Our server products function across all platforms, and Adobe Reader (formerly Acrobat Reader) has been downloaded 500 million times, which shows how strong we are,” says Pierre van Beneden.

### **Works well with Linux**

He says that many government agencies in the UK and Germany, for example, are increasingly opting for Linux, which makes it difficult to use Microsoft’s products for document management.

Adobe’s products for electronic forms, Form Designer and Form Server, have functions that can integrate the user’s workflow with the Government agency’s system, and are used by the National Swedish Social Insurance Board, for example.

By the beginning of next year, these products will be available in new versions, which means that documents can be created in PDF and then processed as PDF is today, or expressed in an XML Data Package (XDP) and processed as XML.

“Over the next few years, we will see both electronic documents and multimedia presentations from government agencies,” says Pierre van Beneden.

“We are well positioned in this area too, as our products can create, edit and publish multimedia on the Web.”

Joel Åsblom

**Adobe's document management**

Adobe's Intelligent Document Platform includes Form Server and Form Designer. Form Designer can automatically mark up data in PDF files, which enables the use of XML data in existing systems.

IBM and Adobe recently entered a collaboration, which means that IBM's DB2 Content Manager and Adobe's Form Server, Form Designer and Adobe Reader are now integrated and together build a system for handling e-forms.