

ENTERPRISE INFORMATION PORTAL: "THE THURSDAY AFTER PROBLEM"

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ABSTRACT: An enterprise information portal offers a customized view of internal and external information that is relevant to an individual's job, whether they are students, researchers, or librarians. The portal's primary goal is to minimize the need for patrons to waste time endlessly searching through the intranet, internal repositories, or the Web. Additionally a portal should enable Information Professionals to more effectively serve their patrons.

This is accomplished by:

- Making information easy to find by organizing information from hundreds or even thousands of internal and external sources into easy-to-navigate Yahoo-like directories by subject matter.
- Anticipating patrons' information needs through personalized reports alerting them to breaking developments that are relevant to their specific jobs and/or interests.

The fundamental point that most people are missing is what we call the "Thursday After Problem." That is, what happens the Thursday after the portal is installed and the content changes and new content arrives? Sites like Yahoo have vast numbers of people to deal with this by manually tagging the information. Hiring large staffs to maintain the portal is not practical. So it is vital to ask what technology is powering the portal and can it automatically organize and deliver information as it becomes available.

Attendees at this session will learn:

1. What makes an enterprise information portal successful?
2. What are some of the pitfalls to avoid when implementing an EIP?
3. Why manual or keyword-based systems fail.
4. How numerous organizations and companies worldwide are using Autonomy's Portal-in-a-Box to eliminate "The Thursday After Problem"

