

The STE Strategy Map: semantic software in business terminology

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Abstracts

As part of the Value-IT project consortium, Ovum is working with the European Commission and consortium partners to examine the market potential and activity for Semantic Technologies in the Enterprise (STEs). Both vendors and executives are challenged to describe in clear business terms how and why semantic technologies might fit within an organization. The inability to do so is slowing the uptake of STEs in companies – potentially leaving the less alert IT manager behind and minimizing the market opportunity for suppliers. Ovum has developed the STE Strategy Map to help managers and vendors remedy the situation.

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