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## REMEMBER FAX? EMAIL IS THE NEW FAX. ARE YOU READY FOR RSS?

*egoboss adopts RSS as its primary method of communication.*

London - October 19, 2006 - "RSS (Really Simple Syndication) will become pervasive in the Knowledge Workplace." Whilst to many people RSS is still synonymous with personal blogging, the potential for RSS in the context of content-aggregation and knowledge correlation is very significant - but as yet relatively untapped. The same Gartner report this opening quotation is taken from (Gartner Research paper reference G00123673, R. Valdes) anticipates that by the end of 2006 application-generated RSS feeds would far exceed human generated content - a transition from blogging content to feeding the knowledge workplace.

"Email was a powerful and effective tool in the 1990s but the relentless proliferation of spam and viruses has forever tainted its credibility and relevance, and its sequential, chronological nature has become inappropriate to modern business - and social - needs," says Carl Griffith, founder of egoboss.

"egoboss - like many of our clients - needs to communicate many topics in real-time with many different people, across different time-zones. The need for secure, concise and reliable communication is paramount. Email no longer offers this and its time has been and gone, as has the time of the passive-reactive web-site. Combining RSS with an instant messenger tool means we can proactively communicate cleanly and effectively with our clients. For generalized and less-urgent communications RSS will also be used for more than simply blogging;

it will have a significant place in business-to-business scenarios, as well as being a facilitator within any company's internal communications structure."

Currently, content aggregators and publishers are best positioned to fully exploit RSS but the real business (and social) implications will become increasingly apparent when RSS is better understood and recognized as a de facto methodology for the efficient and pure communication of information, for all types of user. Research by Yahoo! ([http://publisher.yahoo.com/rss/RSS\\_whitePaper1004.pdf](http://publisher.yahoo.com/rss/RSS_whitePaper1004.pdf)) has concluded that the benefits of using RSS are already clear to those who use RSS yet are not aware of how it functions. RSS is now ready to cross into the mainstream.

"The use of RSS in web sites is increasingly commonplace, but still very few general internet users are aware of its potential; typically it is only fully used by those within the information technology and media sectors. However, many general users are unknowingly already using RSS within their personalized home page/s, via general internet browsing and web-based information gathering," added Carl Griffith. "Future releases by egoboss will deliver the most effective of competition-analysis and related business services to our clients - via RSS, along with associated Web 2.0 services.

"The discreet, filtered, proactive and hyperlink driven nature of RSS is perfect for all kinds of critical communication and we are positioning ourselves to become a leading provider of RSS-enabled communications for our clients. Would you use Fax to send an urgent message to a client? Of course not - and soon email will be perceived in that same way."

### **About egoboss**

egoboss "Automates Success" - providing targeted consulting services and a unique online and interactive portal for competitive analysis and strategic planning. egoboss works with a broad range of clients in the global software industry, specializing in ISVs, VCs, New Media and industry Analysts. For more information, visit [www.egoboss.com](http://www.egoboss.com).

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