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## EXCLUSIVE INTERVIEW: Interwoven President & CEO Max Carnecchia

*ECM365's Editor Paul Quigley talked with Interwoven's President & CEO Max Carnecchia about Oracle's takeover of Stellent and the ECM sector*



*Interwoven's President & CEO Max Carnecchia*

grow the business through technological and business process methods.

Chicago: the 'Windy City'. As the fog drifts off Lake Michigan like a vast cloak into the downtown area, Max Carnecchia, President of ECM bellwether Interwoven surveys the mega-metropolis of Illinois from the vantage point of a 23rd floor skyscraper, and spoke with ECM365 Editor, Paul Quigley about his take on Oracle's move on Stellent, the state of the enterprise content management arena, and the state of rock 'n' roll.

According to Carnecchia, the ECM market worldwide is a large market and there's no such thing as 'vanilla' ECM. Carnecchia emphasised that despite the fact that Oracle had acquired Stellent, IBM taking FileNet, this did not mean that the enterprise content management market was becoming standardised in any way. From its origins as one of the lead inventors and formulators of web content management back in 1995, Interwoven has managed to organically

Carnecchia also believes that there's more to ECM than just jumping on a 'compliance' bandwagon. Sarbanes-Oxley, whilst significant, is not the only fruit, he says. According to Carnecchia, the period before 2002 when Sarbox was introduced, was just as hectic for the nascent content management players, but whilst Sarbox, HIPAA and Basel II had made major impacts for some organisations, notably financial services, the compliance bandwagon is just one aspect of a far larger opportunity happening out there for ECM.

The whole unstructured content space, "especially email management and IM, instant messaging management", he says, are just as vital and growing fast. On Microsoft's presence in the space, Carnecchia notes that Office 12 and SharePoint are the two areas to watch, whilst EMC and IBM's moves out of just "infrastructure" into mainstream ECM are also areas to watch out for.

Since Carnecchia became President of Interwoven in 2001, the company has posted a 14% increase in total revenues for the first six months of 2006, notched up a 58% increase in income and a profit for the first half of 2006 as opposed to a loss in the first half of 2005.

Before that, Max was a senior vice president of worldwide sales for Interwoven. Prior to Interwoven, Carnecchia's experiences included executive management positions in sales, alliances, professional services and support for numerous technology companies including Group 1 Software, IBM, Intel, and Smart DB Corporation.

The firm has customers such as Grant Thornton, Priceline.com, British Telecom, Qatar Airways, DLA Piper, and the San Francisco Museum of Modern Art to its customer roster

Over the last three of four hectic years since the dotcom bubble ended, Carnecchia said that for his company, the 'epiphany' moment came at a strategy meeting some two and a half years ago, when the company realised that ECM was not headed in just one direction, but would always be all things to all people. Carnecchia cited one analyst who he said believes ECM is not a technology, or set of technologies, he said "ECM is a philosophy".

Just as Max's thirteen year-old son rocks out to new bands such as the Teddy Bears, he reminisces on the heady days of AC/DC, Led Zeppelin and Mötley Crüe, currently touring again with Aerosmith. How things change, but Carnecchia says that when he plays his older rock classics to Carnecchia Jnr., the nods of approval are there for all to see. Just such a revelation then to the ECM fraternity when the general consensus awakens and realises that ECM is a broad church, from digital asset management to email management, business processing and document scanning, it's all there, just like the

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Encyclopedia of Rock, indeed, a latterday techno-philosophical and even noisier 'Hall of Fame'.

## Article Details

**Author:** [Paul Quigley](#)

**Date:** 07/11/06

### Exhibitors

- ▶ RedDot Solutions
- ▶ Immediacy Content Management
- ▶ Contensis – Enterprise Content Management
- ▶ GOSS
- ▶ Stellent Universal Content and Process Management
- ▶ EMC<sup>2</sup>
- ▶ VYRE
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### Vendor News

- ▶ RedDot raises the Wooden Spoon
- ▶ St Albert taps Stellent Universal Content Management for records and retention management
- ▶ Council in seventh heaven over new intranet
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- ▶ 'Stubbornly national' European web content management markets on the march
- ▶ Asia-Pacific content management market to reach \$245m by 2010
- ▶ Consolidation likely in high growth mobile content ASP market
- ▶ Rock on-line
- ▶ LSE: The Identity Project - Research Status Report

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### White Papers

- ▶ Turning readers into online revenue
- ▶ Hidden costs of information work - IDC
- ▶ Enterprise Content Management for Tech Pubs
- ▶ DITA – Four Letters you Need to Know
- ▶ Web accessibility and content management: When less is more

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### Analysis

- ▶ 'Stubbornly national' European web content management markets on the march
- ▶ Asia-Pacific content management market to reach \$245m by 2010
- ▶ Consolidation likely in high growth mobile

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- ▶ Easy does it - again
- ▶ Open Text goes live on the road to innovation
- ▶ Interwoven revenues hit \$50 million mark
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- ▶ Money men move in on document management

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### Features

- ▶ EXCLUSIVE INTERVIEW: Interwoven President & CEO Max Carnecchia
- ▶ Rob Gray at Microsoft believes an inheritance doesn't have to be taxed
- ▶ Nigel Jackson, chief executive of Immediacy, reveals he doesn't like cameras or getting the hump
- ▶ Richard George, chief executive of Goss, is set to sell the Holy Grail
- ▶ Stewart Manley, chief technology officer with MediaSurface, has it in for Jeremy Clarkson

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- ▶ Government gets smart with Semaphore
- ▶ VBN to build Envirolink Northwest's new website
- ▶ Xenos Supports Real-Estate Market with PISCES Membership
- ▶ Alfresco Launches Enterprise Class Open Source Web Content Management
- ▶ The market for automated electronic forms & reports distribution

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### Case Studies

- ▶ Meeting the new strategic imperative of electronic information distribution
- ▶ Case Study – Bright Grey Meeting
- ▶ UK Parts Alliance
- ▶ PresideCMS puts Xoomworks in control of its website
- ▶ US Airways® Mechanics Find Information Faster

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