SGML (XML ancestor) has been designed for modeling structured documents, XML is appropriate to represent any data-oriented or document-oriented information.

Flexibility to accommodate various data model (relational, hierarchy, graph, etc.)

Possibility to define strong constraints (structure + specific)

🡪 RELAX NG and Schematron

Declarative approach (vs triggers in databases, for instance).

Appropriate to generate different views on the same content.

Standardized technologies and a strong relation with the Web.