Quark Dynamic Publishing Solution

XML Authoring and Content Management

Quark XML Author with Microsoft® SharePoint®

BENEFITS

▶ **Easy XML Authoring**
Increase user acceptance and reduce the learning curve with an out-of-the-box solution designed specifically for use with the Microsoft® Office® Suite; the solution adds XML capabilities to Microsoft Word to hide XML complexities from users while letting them gain the benefits of XML authoring.

▶ **Integration with SharePoint**
Manage document components and track document status using Microsoft SharePoint, eliminating the need to implement expensive content management systems across the enterprise.

▶ **Automatic Document Publishing**
Quark Publishing System automatically assembles information components for different audiences and publishes the resulting documents automatically to print, Web, and other formats.

▶ **Improved Competitiveness**
By automating the process and letting your people focus on work that adds the most value, you can deliver more timely and accurate information. Better information quality will contribute to improved customer satisfaction and retention.

▶ **Collaborate Effectively, Speed Time to Market**
Let multiple authors work on different components of documents at the same time, which reduces project timelines; bring subject matter experts into the publishing process so they can contribute content directly.

Dynamic Publishing Core Capabilities

Dynamic publishing helps you produce more accurate and timely information while streamlining your publishing processes. To deliver these improvements, dynamic publishing systems rely on three core capabilities:

1. Authoring information in XML

2. Managing XML documents and document components in a content management system

3. Automatically publishing documents for multiple audiences and to multiple types of media

In the past, implementations of such systems have required big budgets, specialized skills, and long implementation times. These steep costs have limited adoption to only the most severe situations.

But through the combination of Quark dynamic publishing software and Microsoft SharePoint, you can build a dynamic publishing system with much less complexity and investment. By reducing the barriers to dynamic publishing, Quark lets you reap its benefits across a much broader array of applications.
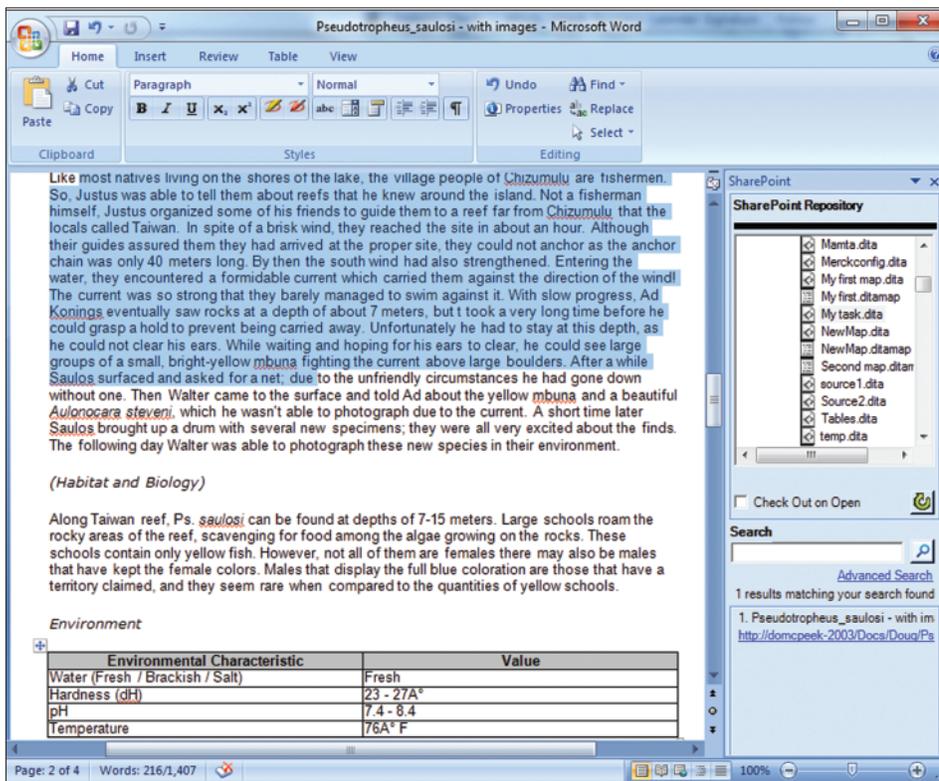
Quark's Solution for Dynamic Publishing

Three key components make up a Quark-Microsoft dynamic publishing system:

- Quark XML Author, an add-in to Microsoft Word, allows anyone to easily create XML documents with no knowledge of XML and little or no training.
- Microsoft SharePoint enterprise content management system is acclaimed for its ease-of-deployment, simple operation and cost-effectiveness.
- Quark offers integration between SharePoint and our dynamic publishing software so that customers can quickly implement and easily use SharePoint from within Quark.
- Quark Publishing System automatically combines XML components for different audiences, creates high-quality print pages, and generates digital versions for the Web and other formats.

By enabling you to take advantage of XML for all types of documents in all departments, Quark helps you achieve the benefits of dynamic publishing across your organization.

These benefits include both the productivity and cost improvements that come from a streamlined, automated publishing process as well as the improvements in customer satisfaction and retention that result from improving the accuracy, consistency, and relevance of the information your organization publishes.

Quark®

Without leaving Word, users of Quark XML Author can access Microsoft SharePoint directly from the task pane and browse, search and check out documents from a SharePoint Document Library. When reusing a component of another document, a user can request to be notified by email when the content of that component changes in a subsequent version.

Why Quark?

- Quark XML Author meets the needs of IT staff for XML document quality while impressing end users with simple usability to create "intelligent" XML documents. In contrast to niche applications, Quark XML Author provides an enterprise option that allows users to create XML documents that conform to any schema or DTD.
- Quark adds capabilities to Microsoft SharePoint to make it a powerful and effective component of an XML-based dynamic publishing system.
- Quark Publishing System produces print documents with complex layouts and superb typography as well as multiple digital formats for Web and handheld devices.
- Quark is a Microsoft Certified Gold Partner and member of the Office 14 Developer Advisory Council.

Why XML?

XML offers two significant efficiencies to the publishing process. First, XML provides the consistent document format that automated publishing requires. While Quark DPS can import content in other formats, such as native Word documents, inconsistencies in those documents may require correction before automated processing. But with an XML front end like Quark XML Author, Word users can create consistent documents that flow straight through without further intervention.

A second advantage of XML is that it frees authors from spending time on page layout and design. By focusing on creating content and leaving the document formatting to downstream processes, authors can be twice as productive.

How Quark XML Author Works

Quark XML Author remains invisible until the Word user tries to edit an existing XML document or create a new one. At that point, Quark XML Author slips in and modifies the operation of the user interface to correspond with XML requirements. While many functions continue to operate normally, others change in subtle ways to give users appropriate choices to ensure they are creating correct XML.

Quark XML Author enhances Word's built-in XML capabilities by allowing users to create XML documents directly, using either industry-standard tag sets such as DITA or your own custom tag set. And, equally important, Quark XML Author allows the creation of narrative text and tables in XML, a capability for which Microsoft looks to its partners.

For more information about Quark XML Author, visit www.quark.com

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