

QUARK XML AUTHOR FOR MICROSOFT WORD

XML AUTHORIZING FOR THE REST OF US

Organizations are delivering information for multiple audiences in various combinations of print, PDF, Web, and electronic format. However, authors waste between a third and a half of their time on low-value work. They spend too much time recreating information that already exists, updating information that's been copied and pasted over and over again, dressing up documents so they look good, and converting and re-formatting information for different media types.

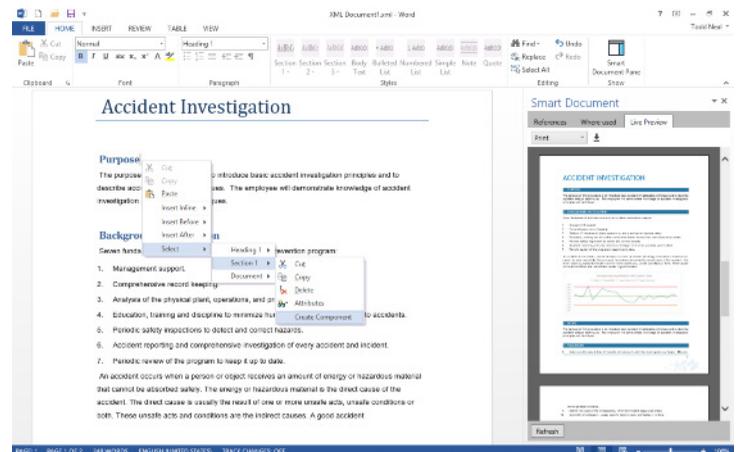
Authors need a better way to create information — one that shifts the emphasis of authoring information away from how it looks and towards a content-focused process: as media-independent components of information that can easily be reused by referring to them instead of copying and pasting. The answer is XML authoring.

Authoring information in XML format is the basis for dynamic publishing, which can help your organization achieve greater efficiencies, cost savings, and customer satisfaction. But XML is a complex standard that is typically authored through the use of specialized, proprietary tools.

Such tools require a significant level of technical training and expertise — a situation that restricts XML creation to a small cadre of experts or inhibits XML adoption altogether, which prevents organizations from achieving the full benefits of XML.

XML Authoring in Microsoft Word

Using Quark® XML Author for Microsoft Word, anyone can easily create XML documents with no knowledge of XML and little or no training. With Quark XML Author — an add-



Quark XML Author for Microsoft Word works in the background and minimally modifies the normal operation of Word to let users

in to Microsoft Word — your authors can create information components that feed directly into Quark Publishing Platform, which can automatically combine these components, create high-quality print and PDF pages, and generate digital versions for mobile devices the Web and other formats.

Working hand-in-glove with Microsoft Word, Quark XML Author lets users create content in a familiar, simple, and full-featured user interface. Allowing users to continue using Word vastly eases the transition from the hand-crafted publishing process of the past to the dynamic publishing process of the future.

By enabling you to take advantage of XML for all types of documents in all departments, Quark XML Author 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 business compliance and customer satisfaction that result from improving the accuracy, consistency, and relevance of the information your organization publishes.

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 the 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.

Why XML?

XML offers two significant efficiencies to the publishing process. First, XML provides the consistent document format that automated publishing requires. While Quark Publishing Platform 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.

BENEFITS

Greater Productivity

Frees authors from formatting so they can focus on writing; speeds up the publishing process through the reuse of content

User Acceptance

Requires little training and no understanding of the technical aspects of XML

Increased Information Accuracy

Improves the accuracy, consistency, and relevance of the information your organization publishes, which improves business compliance and customer satisfaction

Eases the Adoption of XML

Through integration with Microsoft® Word, eases the adoption for efficient delivery of information to print, the Web, and electronic media

ABOUT QUARK SOFTWARE INC.

Quark's software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit www.quark.com/enterprise or contact us at www.quark.com/contact

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