Adopt XML Across the Enterprise to Effectively Manage Your Business Content

Quark XML Author for Microsoft Word and IBM FileNet Content Manager

BENEFITS

▶ **Easily Adopt an Enterprise XML Strategy**
Give all knowledge workers the ability to create intelligent XML documents in the familiar environment of Microsoft Word; reduce business disruption normally associated with adoption of new technology

▶ **Optimize the Management of Business Content**
Effectively manage all of your valuable information created across the enterprise

▶ **Gain Competitive Advantage**
Improve customer satisfaction and retention, lower publishing process costs, and speed time to market through improved management of business content throughout its lifecycle

Today's Business Challenges

Whereas organizations once faced steep challenges to automate back-end business applications, today's business pressures demand that organizations re-invent the way they create and manage information in order to drive sustainable competitive advantages.

This means organizations no longer can afford using cumbersome, manual processes to gather, manage, and repurpose information — the inefficiencies cause delays in time-to-market, compromise the accuracy and relevance of information, and hinder both the reuse and effective updating of information.

Instead, organizations must transition to an agile information management model that lets knowledge workers across the organization easily create, share, and input intelligent, structured content to an enterprise content management system.

The answer is adopting an XML approach based on DITA (the Darwin Information Typing Architecture), an OASIS standard for designing, authoring, and publishing modular information using structured XML.

Easily Create and Manage DITA-based XML Content

Quark® and IBM have joined to give organizations a DITA-based solution to meet these challenges head on. Through the integration of Quark XML Author with IBM FileNet® Content Manager, any Microsoft® Word user can easily author DITA-based, XML content and automatically submit it to IBM's FileNet Content Manager for management throughout its entire lifecycle.

Using Quark XML Author — an add-in to Microsoft Word — anyone can easily create XML documents with no knowledge of XML and little or no training. This eases the transition from creating unstructured, monolithic documents of the past to authoring the highly intelligent, structured documents organizations need in order to adopt an enterprise-wide XML strategy and effectively manage business content throughout its lifecycle.
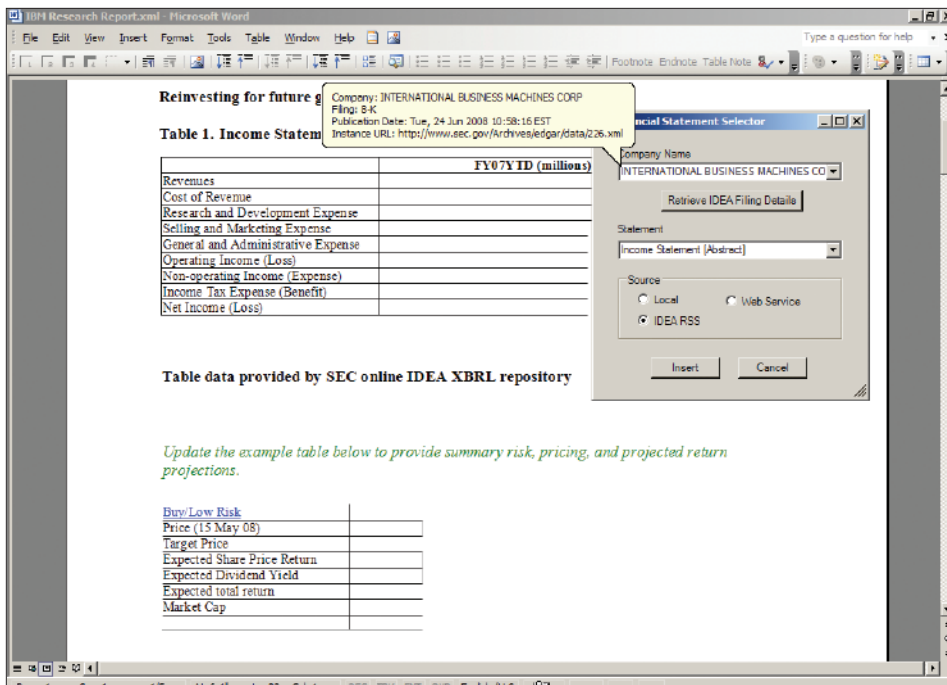
Integration of a user-friendly XML authoring tool with a high-end content management solution also allows organizations to:

- Enable enterprise-wide adoption of XML
- Effectively capture the knowledge of internal business users
- Increase the return on content management investments

Why XML?
XML has become the de facto standard for structuring intelligent documents. Recent developments — such as the ability to create XML documents with a normal word processor and DITA — are allowing organizations to roll out XML authoring to hundreds and thousands of users with relative ease.

Quark XML Author for Microsoft Word lets users easily create XML documents. In this illustration, data from the Security and Exchange Commission (www.sec.gov) is streamed into the author's document in real-time, illustrating the data integration capabilities of XML.

How it Works

Create Intelligent XML Content

Quark XML Author remains invisible until a 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 the user appropriate choices to ensure content conforms to the business requirements of the XML standard in use.

Manage Business Content throughout Its Lifecycle

IBM's FileNet Content Manager provides agile business content services, business process management, full version control, security, scalability and more.

Quark XML Author	IBM FileNet Content Manager
▪ Frees authors from formatting so they can focus on writing; speeds up the publishing process through the reuse of content	▪ Helps improve the quality of decisions by providing the right information when it's needed
▪ Requires little training and no understanding of the technical aspects of XML	▪ Makes content more accessible, secure and manageable to support business initiatives
▪ Improves the accuracy, consistency, and relevance of the information your organization publishes, which improves business compliance and customer satisfaction	▪ Delivers active content that can drive process automation, reducing time, cost and risk
▪ Through integration with Microsoft Word, eases the adoption for efficient delivery of information to print, the Web, and electronic media	▪ Delivers solid ROI, as demonstrated by real-world deployments
	▪ Supports an agile ECM environment that can help your organization gain a competitive edge

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

North America
Quark Inc.
1800 Grant Street
Denver, CO 80203
solutions@quark.com
+1.800.676.4575
+1.303.894.8888

Europe
Quark Media House Sàrl
Rue Du Monruz 2
2000 Neuchâtel
Switzerland
solutionseu@quark.com
00800 1787 8275
+41 (32) 720 1414

Asia
Quark India Pvt Ltd.
A 45 Industrial Area
Phase VIII B Mohali
160059
Punjab, India
solutionsasia@quark.com
+91.172.2299.131

Japan
Quark Japan K.K.
West 248 bldg.
2-4-8 Ebisu-nishi
Shibuya-ku, Tokyo
150-0021 Japan
solutionsjapan@quark.com
+81.3.3476.9440