

Dynamic Publishing for Manufacturers

Deliver Fast, Accurate Information to Customers and Employees — When and How They Want

Quark's dynamic publishing software enables technical documentation, marketing, training, and other groups to easily create and share structured content so that you can deliver accurate information to customers and employees fast and to all channels they require, including print, Web, and digital devices.

Key Capabilities and Benefits

Structured Authoring in Microsoft Word

Lets any Word user create XML so you can adopt structured authoring and automate publishing to print, Web, and digital media across the organization

DITA Publishing

Out-of-the-box integration between Microsoft Word and the DITA Open Toolkit, letting you single-source your content to all Open Toolkit output types without leaving Word, and reducing technical complexities and dependency on IT

Rich, Interactive Design

Quark software enables your designers to configure branded apps — no coding required — and create and publish rich, interactive content for them — without the intervention of developers

Integration with Content Management Systems

Lets users manage document components in enterprise content management systems such as Microsoft SharePoint; lets anyone publish directly from the CMS user interface with minimal intervention by



Give your customers and employees fast and easy access to product information in all the ways they expect; start with a dynamic publishing solution that provides structured authoring in Microsoft Word, cross-media design, and integration with your content management system.

the Marketing department; eliminates content redundancy by managing all content and assets for all departments in a single repository so you can publish accurate content more quickly and more frequently

Cross-media Publishing

Lets all departments automatically publish consistent information to print, the Web, and digital media; adds digital publishing capabilities without adding a separate team for each media type

Why Dynamic Publishing Based on Microsoft Word?

By letting anyone author valid XML content in Microsoft Word, organizations whose technical documentation groups already use XML can increase the power of structured authoring — and those who would like to adopt XML authoring can do so more easily — to enable an enterprise-wide dynamic publishing platform for automating the delivery of accurate, relevant, and discoverable information across all media types.

Only Quark Offers:

Easy structured authoring in Word

Using Microsoft Word as the content creation tool:

- Is the easiest, most familiar way to create structured content
- Significantly reduces training costs
- Minimizes process disruption
- Leverages existing investments in tools and process
- Makes structured XML authoring available to any Word user

A single tool for print, Web, and digital design

Only QuarkXPress lets graphic designers create rich, compelling designs for print, Web, and digital media, with the ability to configure apps and create compelling interactive content without the intervention of developers

Enterprise-wide dynamic publishing

A complete publishing platform that meets the needs of technical documentation groups, marketing groups, and others that participate in the publishing of product information — from content creation through integration with content management systems, to automated cross-media publishing.

Plus, Quark technology can be easily integrated with third-party business systems.

Did you know?

Content management systems and digital asset management systems have few, if any, publishing capabilities, and they require expensive integration with publishing systems in order to output high-quality, professionally designed content. Quark provides this support out-of-the-box.

Also, other publishing systems offer no or rudimentary integration with SharePoint, which makes these other systems islands within organizations. Quark provides this support out-of-the-box.

Benefits of a Dynamic Publishing Solution

A dynamic publishing solution can help you:

- Roll out products faster — increase revenues
- Provide critical safety information faster — reduce liability costs
- Increase customer satisfaction
- Improve employee productivity

Our dynamic publishing solution also can help you meet multiple goals of different departments, including:

▪ Product/Technical Documentation

Expand the benefits of structured XML authoring to other groups

▪ Marketing

Produce high-quality materials with consistent branding and support digital devices such as the iPad

▪ IT

Control costs and complexity of systems across the organization; use standard corporate tools such as Microsoft Word and SharePoint

ROI

- Reduce authoring and reviewing time up to 20%
- Automate cross-media publishing by up to 80%
- Accelerate time-to-market by up to 40%

About Quark

Founded in Denver in 1981, Quark's vision was to create software that would lay the foundation for modern publishing. For 30 years, Quark has delivered on that promise. Quark's dynamic publishing solutions are setting new standards in automated cross-media publishing by combining the power

of XML with flexible layout and design to automate the delivery of customized, intelligent communications across print, the Web, and digital media.

Revolutionizing Publishing. **Again.**™

For more information
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