

Editorial Collaboration and Dynamic Publishing with Microsoft

Embrace the Multi-channel Age

BENEFITS

Publish Faster at Reduced Cost

Provide your team with more effective collaboration and communications, and they'll work together more effectively to produce higher quality work in less time

Harness New Revenue Streams

Create intelligent, structured content through the use of XML. Your organization can then take advantage of new digital revenue opportunities without significant incremental cost by moving content to other media faster through automated processes

Reduce IT and Training Costs

Manage wire feeds, stories, events, resources, and the publishing process to multiple media — all within a single, integrated solution — for reduced IT and training costs and a stronger return on investment

Adapt to Changing Business Needs

Configurable user interfaces, data structures, workflows, and output formats bring complete flexibility; when job roles change or new output channels are needed, your system can easily adapt to support the new environment

Today's Publishing Challenges

New technology and consumer behavior are driving a rapid evolution in the publishing landscape. Subscriptions, newsstand revenue, and print advertising were once the mainstay of any newspaper or magazine publisher's business. However, with advertising spend shifting online, print revenues in decline, and consumers turning to an increasingly diverse number of media channels and devices for information, the old way of doing things simply doesn't work anymore.

To further complicate matters, the average worker in today's publishing environment relies on multiple communication methods to collabo-

rate on content. Where once it was phone, meetings, and letters, now it's e-mail, instant messaging, and video. Just managing communication can be a significant source of wasted time for journalists and editorial and design teams.

As a result, many newspaper and magazine publishers are struggling to stay competitive — or even survive.

Help is at hand. By improving communication, streamlining workflows, and automating the publishing process, Quark and Microsoft are enabling newspapers to not only survive but thrive in a multi-channel age.

Embrace the Multi-channel Age

Quark and Microsoft have partnered to create an integrated solution for newspaper and magazine publishers that combines easy XML authoring, professional design, and dynamic publishing from Quark with the industry-leading collaboration and unified communications platform from Microsoft.

How does it work?

The solution's integrated components support various tasks along the publishing value chain.

Journalists and editors use Microsoft Office SharePoint Server to share ideas, keep track of incoming news feeds and upcoming events, assign tasks to story contributors, gather content, and track the status of assigned tasks.

For their communication needs, they may use Microsoft Office Communicator and Microsoft Office Outlook for e-mail, instant messaging, voice and video communications, and desktop

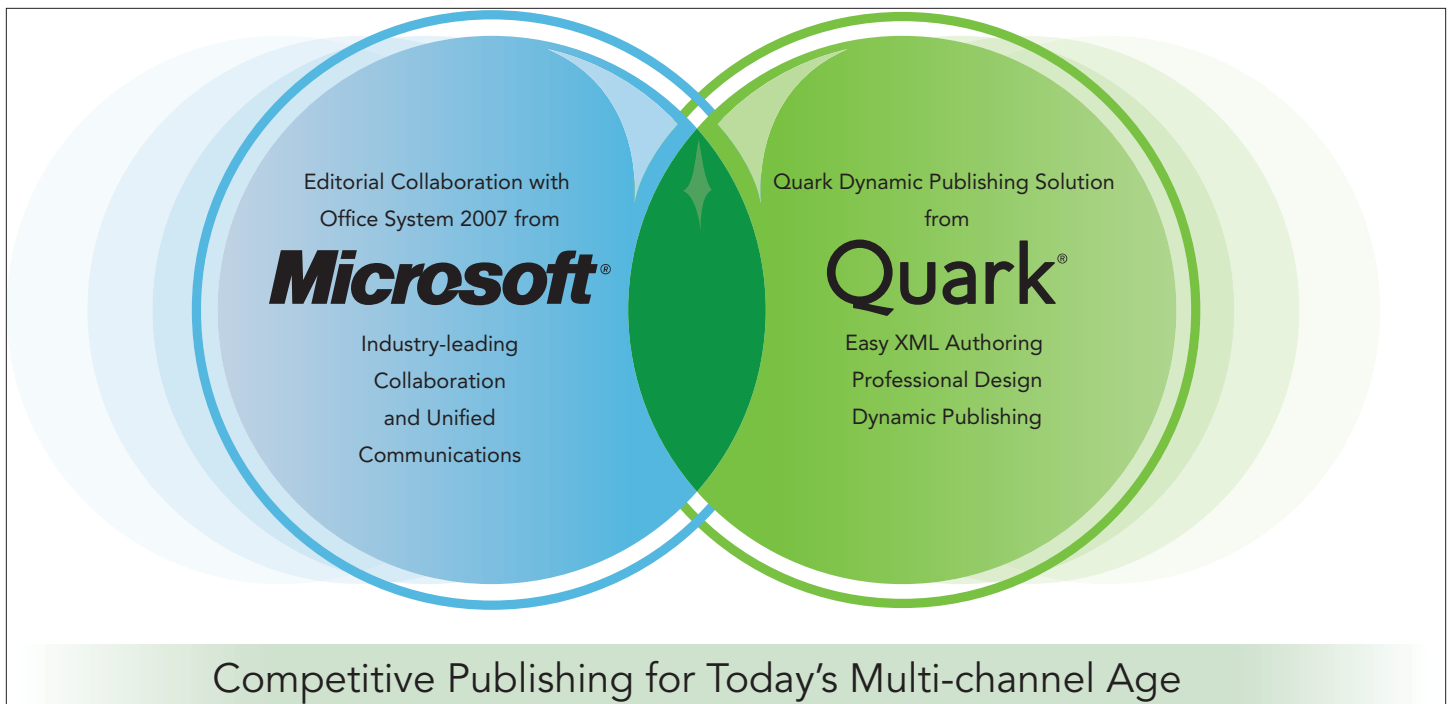
sharing. Since these tools are tightly integrated with SharePoint, users can quickly see if someone they need to contact is available and can use the most effective means of communication to address the question at hand.

Journalists invoke Quark® XML Author™ from within SharePoint to easily create structured XML content directly in Microsoft Word; no knowledge of XML is required. With XML, content can easily be passed to the design, production, and

editorial teams through Quark Dynamic Publishing Solution, which automatically renders content to print, online, and digital formats.

"More effective collaboration and communications means teams work together to produce higher quality work in less time."

Rainer A. Kellerhals, Global Media & Entertainment Solutions Lead, Communications Sector, Microsoft



Quark and Microsoft combine easy XML authoring, professional design, and dynamic publishing with the industry-leading collaboration and unified communications platform to help publishers stay competitive in today's multi-channel media markets.

Core Components

Microsoft Unified Communications

Encompassing Office Communications Server, Exchange Server, Office Communicator, and Office Outlook, the Microsoft Unified Communications environment increases productivity by enabling users in different locations or time zones to communicate and collaborate easily using a range of communication options, including instant messaging, voice, desktop sharing, and video. Integration with programs across the Microsoft Office system provides many ways to communicate directly from the context of any task.

Microsoft Office SharePoint Server

Microsoft Office SharePoint Server is an integrated suite of server capabilities that can help improve organizational effectiveness by providing comprehensive content management and enterprise search, accelerating shared

business processes, and facilitating information sharing across boundaries for better business insight.

Quark Dynamic Publishing Solution

Quark Dynamic Publishing Solution™ (Quark DPS) is publishing software that combines flexible layout with automated publishing to deliver accurate, relevant, and attractive communications across multiple types of media, including print, the Web, and mobile and electronic devices. By automating the publishing process, Quark DPS eliminates dependencies on hand-crafting and cut-and-paste techniques, which improves productivity and reduces costs.

Quark XML Author

Quark XML Author — a core component of Quark DPS — is the next generation of XML authoring tools. It is an add-in to Microsoft Word that lets anyone easily create XML documents with no knowledge of XML and little or no training.

Key Features

- View incoming RSS feeds
- Share story ideas
- Keep track of upcoming events
- Plan coverage of events
- Request, find, and allocate suitable resources
- Search for related content and people who may know about the topic
- Access content created for the story
- Author content in XML, suitable for single-source multi-channel publication
- Plan outputs of the story
- Effectively track review-and-approval workflows
- Professionally design the output for multiple channels
- Output content to PDF for print or as XML, RSS, or HTML for online and digital communications; or route to SharePoint for archiving

For more information on editorial collaboration and dynamic publishing from Quark and Microsoft, contact your Quark dynamic publishing specialist or visit www.quark.com.

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