

# Smart Marketing: Quark Marcom Platform

Create an Enterprise-wide, Cross-media Publishing Platform

## BENEFITS

### Create a Collaborative Workflow

Connect all contributors across your organization to the development of Marcom materials in a single workflow

### Automate Cross-media Publishing

Automatically assemble information components for different audiences and publish automatically to print, Web, e-mail, mobile, and other digital formats

### Reduce Marketing Bottlenecks

Enable knowledge workers to publish brand-compliant materials directly through the Microsoft SharePoint interface, with minimal intervention by Creative Services

### Improve Operational Efficiency

Marketing and Creative Services staff can use Microsoft® SharePoint® to allocate resources, make task assignments, and share calendars with colleagues throughout the organization as well as use SharePoint's communications functions

### Eliminate Content Redundancy

Manage all content and assets in a single enterprise repository, giving knowledge workers across the organization access to creative assets

### Increase Customer Satisfaction

Deliver information the way your customers want it: To print, the Web, and digital devices

### Gain a Competitive Edge

Publish accurate content faster and more frequently

## The Pitfalls of Traditional Marketing

Marketing is under greater pressure than ever before to:

- Support the rapid release of new products to more markets with highly personalized materials
- Break through the deluge of messages consumers are bombarded with daily to build their brands and drive sales
- Communicate with customers in all the ways they expect, from print and the Web to smartphones, tablets, and more

Yet traditional marketing techniques undermine the very success of marketing because they:

- Rely on manual, e-mail-based processes to pass content, comments, and proofs from writers and designers to others, which is slow and allows errors to creep in
- Are designed to create materials for one medium at a time, which requires more specialized tools and staff, driving up costs and increasing the chance of inconsistency
- Are disconnected from the organization's other business systems, which makes everyone depend on the Creative team for the smallest requests and creates a bottleneck

The solution is an enterprise-wide, cross-media publishing platform.

## Enter the Age of Effective Cross-media Marketing

The Quark® Marcom Platform is a suite of dynamic publishing software that helps marketing departments to automate their

publishing process to print, Web, electronic, and digital formats; to use a single, enterprise-wide system for project management, collaboration, and asset storage; and to give knowledge workers across the organization — including remote users — a self-service system to produce brand-compliant communications.

The suite consists of the following components:

- **Quark Publishing System®:** Set up collaborative workflows and automate and streamline your whole publishing process, from content creation and management through the delivery of cross-media communication, including publishing to the latest digital devices such as the iPhone®, iPad®, and Android™ devices.

- **Quark XML Author™ for Microsoft Word (Optional):** Create reusable components of information that can be automatically assembled

**“Using XML for marketing materials provides considerable benefits, including consistent messaging, reduced time to create content, reduced costs to maintain content, reduced translation costs, and powerful multichannel conversion capabilities.”**

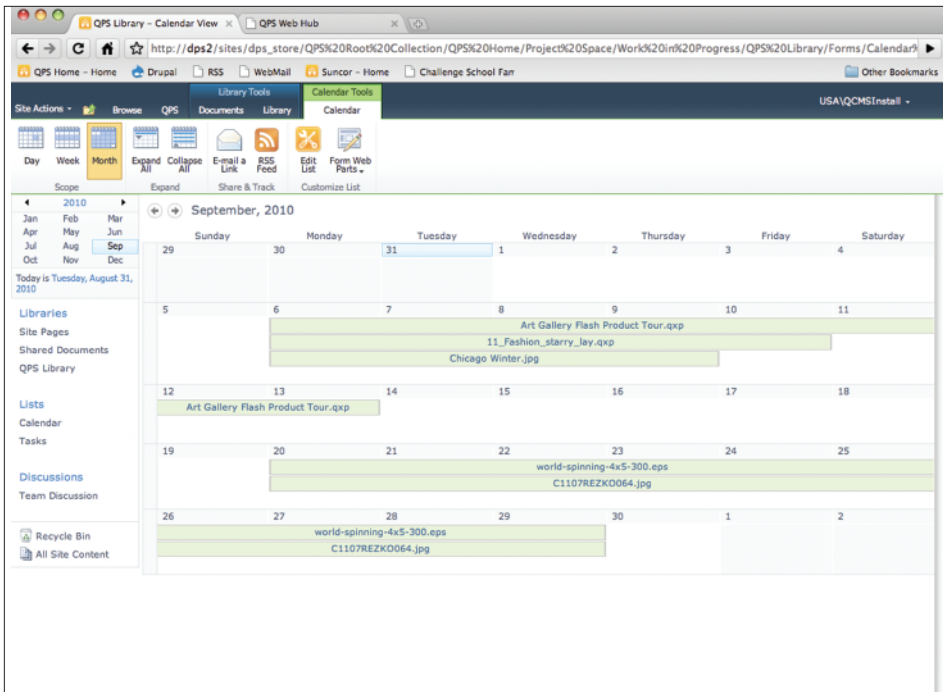
Ann Rockley, President,  
The Rockley Group

in richly designed layouts and delivered to print, Web, electronic, and digital formats.

- **Microsoft SharePoint Adapter:** Connect your Creative and publishing systems to the most widely used content management and business collaboration platform, establishing an enterprise-wide content management and collaboration platform with all the power of a dynamic publishing system.

This helps you deliver materials to multiple media more quickly, improve accuracy, reduce bottlenecks, and lower overall marcom costs.





SharePoint offers many capabilities to support Quark users. This screen shows the start and end dates of Quark projects displayed in a calendar view. SharePoint offers easily customized user interfaces that can display Quark projects in many different formats.

## Key Capabilities of the Solution

By connecting Quark dynamic publishing software with Microsoft SharePoint, the Marcom and Creative teams gain full access to SharePoint, and knowledge workers gain access to Quark's publishing capabilities so they can participate directly in the publishing process — all while remaining in SharePoint.

### Creative Services can:

- Use SharePoint as the repository for all assets used in the production process, and for the final output of PDF, Flash®, HTML, and XML, eliminating data redundancy.
- Use the same workflows that other knowledge workers use, improving collaboration and productivity.

- Allocate resources, make task assignments, share calendars, and use SharePoint's communications functions, improving operational efficiency.
- Manage their own projects and tasks and participate in other projects across the enterprise, improving project management efficiency.
- Use SharePoint's social features to support blogs and wikis.
- Continue using their specialized publishing tools such as QuarkXPress®, Adobe® Photoshop®, Illustrator®, and others, while also using the organization's standard business tools such as Microsoft Office.

### Knowledge workers can:

- Create, edit, and copyfit content directly in QuarkXPress layouts using Quark's Web-based editor in the SharePoint user interface.

- Add and manipulate pictures in QuarkXPress layouts using Quark's Web-based editor in the SharePoint user interface.
- Create and update content in Microsoft Word, and then see that content automatically reflected in QuarkXPress layouts.
- Initiate automatic generation of PDF, Flash, XML, HTML, JPEG, and PNG output through content and design templates stored in Microsoft SharePoint, reducing the burden on the Creative Services department and speeding up the process.
- Easily find design-rich documents through the SharePoint user interface by viewing thumbnails and previews of images and QuarkXPress layouts.
- Easily find and reuse media assets in multiple projects and across the organization, minimizing information redundancy and improving information accuracy.

## Why XML?

### ■ Greater Productivity

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

### ■ Improved Information Accuracy

Improves the accuracy, consistency, and relevance of the information your organization publishes, which ensures brand integrity and increases customer satisfaction

## Why Quark XML Author for Microsoft Word?

### ■ Increase User Acceptance

An add-on to Microsoft Word, it requires little training and no understanding of the technical aspects of XML

### ■ Eases the Adoption of XML

Eases the adoption of structured, reusable content for efficient delivery of information to print, the Web, and electronic and digital media

To learn more about the Quark Marcom Platform, visit [www.quark.com](http://www.quark.com).

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