

Quark Publishing System with Microsoft SharePoint 2010

BENEFITS

Leverage Your Investment in Microsoft SharePoint

Deliver all the functionality of a dynamic publishing system across your organization

Reduce Publishing Costs

Enable knowledge workers to publish directly with minimal intervention by the Creative Services department

Increase Customer Satisfaction

Publish 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

Eliminate Content Redundancy

Manage all content and assets in a single enterprise repository

The Impacts of Disconnected Systems

If you're like most organizations, your enterprise content management and workflow system is disconnected from your publishing and Creative Services systems. This means that:

- Knowledge workers across the organization do not have access to the organization's Creative Services tools; their content must be assembled into layouts manually
- The Creative Services group uses a separate asset management system, which requires intervention by the Creative team whenever knowledge workers need access to Creative assets, slowing down the publishing process
- The publishing and Creative Services teams cannot use automated business processes already implemented in other parts of the organization, remaining dependent on slow, error-prone manual processes
- Publishing and Creative Services staff are not integrated into business functions such as project management, task management, or time management — however, an investment in Microsoft® SharePoint® now means you can integrate your enterprise content management and workflow system with a dynamic publishing solution, connecting your knowledge workers and your entire publishing team through a single solution.

Dynamic Publishing for Microsoft SharePoint

By integrating Microsoft SharePoint with Quark Publishing System®, organizations across all industries can connect their enterprise-wide content management and collaboration platform to a dynamic publishing system.

This provides their knowledge workers with a single, user-friendly portal they can use to create and publish richly designed, brand-compliant information in print, Web, and digital formats with minimal intervention by the publishing or Creative Services department.

Quark Publishing System integrates with Microsoft SharePoint through an adapter, a layer of software that connects the two systems together and delivers all of the capabilities of a dynamic publishing solution to the SharePoint environment.

This enables:

- Knowledge workers to create publishable content by complementing richly designed, brand-compliant QuarkXPress® templates through Microsoft Word or a Web interface
- Stakeholders across an organization to participate in the publishing process using standard corporate processes
- The use of a single repository for all content across the organization
- Company-wide access to all types of documents and corporate assets, including publishing and Creative assets
- Automated publishing to multiple channels by anyone in the organization

“By integrating Microsoft SharePoint with Quark Publishing System, organizations across all industries can connect their enterprise-wide content management and collaboration platform to a dynamic publishing system.”

— PG Bartlett,
Senior Vice President,
Product Management, Quark

Key Capabilities of the Solution

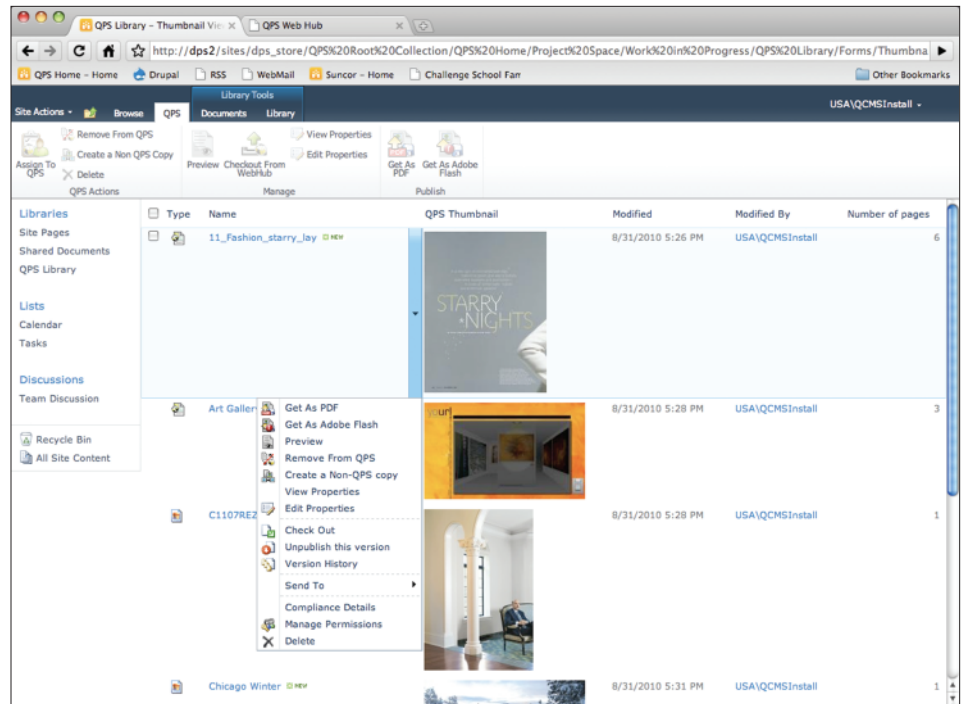
By connecting Quark Publishing System with Microsoft SharePoint, knowledge workers can gain access to Quark's publishing capabilities and participate directly in the publishing process, all while remaining in SharePoint.

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.

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.



SharePoint can access and display all Quark file attributes. On this screen, SharePoint displays a thumbnail of each Quark file and the number of pages in that file. It also shows the Quark ribbon within SharePoint, which makes previewing and publishing functions directly available to SharePoint users.

- 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.

Why Quark?

Content management systems and digital asset management systems have few, if any, publishing capabilities and require expensive integration with publishing systems.

Other publishing systems offer no or rudimentary integration with SharePoint, which makes these systems islands within organizations.

Only Quark offers a complete dynamic publishing platform that is directly integrated with the most widely used content management and business collaboration platform, Microsoft SharePoint, delivering the maximum benefits afforded by both enterprise solutions.

For more information on Quark Publishing System integration with Microsoft SharePoint, visit www.quark.com.

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