

# A Business Partner Solution for the Cross Industry Sector

*Leverage Enterprise Knowledge Assets for Dynamic Publishing*

---

## Quark

*Quark® XML Author for Microsoft® Word*

---

### Technology Description

Quark XML Author for Microsoft Word allows users to easily create XML content in the familiar Microsoft Word environment. Quark XML Author enhances Microsoft Word's native XML support by allowing users to create narrative XML documents directly — without seeing tags, being constrained to boxes, or being aware of the technical complexities associated with XML. Equally important, Quark XML Author ensures that the content an author creates is continually validated against the DITA XML standard, eliminating the need to rework content at a later time.

The off-the-shelf integration of Quark XML Author with IBM FileNet Content Manager eliminates barriers associated with the creation of XML-based DITA, making it possible for any FileNet Content Manager user working in Microsoft Word to author structured content that can be reused, dynamically assembled, and published to multiple channels and formats.

### Features & Benefits

- Quark XML Author gives all Microsoft Word users the unparalleled ability to easily create XML and content that can be directly submitted to FileNet Content Manager.
- Quark XML Author enables enterprise-wide adoption of XML and DITA, unlike proprietary XML editing tools of the past that require a significant amount of technical training and expertise which limits XML authoring to a small cadre of experts, or inhibits XML adoption altogether.
- Quark XML Author is integrated seamlessly with FileNet Content Manager so that users can create, manage, and store their XML and DITA content while benefiting from the business process improvements that Content Manager provides.

### Value Proposition

In the past, XML authoring was designated for technical writers and IT personnel familiar with XML coding, or required business users to learn complex tools. Now, with Quark XML Author, anyone using Microsoft Word can create XML DITA content.



**Quark**

### IBM Segment

- Enterprise Content Management

### Business Function

- Content Authoring, Viewing, Editing

### Target Industry

- Cross Industry



---

*For more information,  
please contact:*

## **Quark**

### **North America**

Sophia Farina  
+1 303 894 3572  
sfarina@quark.com

### **Europe**

Gavin Drake  
+44 (20) 7632 5612  
gdrake@quark.com

### **Asia Pacific and Latin America**

Graham Freeman  
+1 408 350 9625  
gfreeman@quark.com

[www.quark.com](http://www.quark.com)

The integration of Quark XML Author with FileNet Content Manager gives users the ability to author, manage, and reuse XML content which enables critical business needs, such as leveraging intellectual property, complying with regulatory mandates, and automating business processes. A simple and streamlined process for XML authoring also allows organizations to enable enterprise-wide adoption of XML and DITA, capture and manage the knowledge of business users more effectively, increase the return on content management investments, and accelerate the publishing of multiple types of technical and business documents across the enterprise.

Ultimately, Quark XML Author combined with FileNet Content Manager enables customers to unlock the value of their business content to reduce costs, increase productivity, improve quality of service, and gain competitive advantage.

## **Company Description**

Quark's dynamic publishing solutions are setting a new standard in automated, multi-channel publishing by combining the power of flexible design with easy XML authoring and automated workflows for customized communications across print, the Web, and electronic mediums. Quark offers XML-based DITA authoring solutions that integrate seamlessly with IBM FileNet Content Manager.



This brochure was developed to assist you in identifying products from select Business Partners that may be of interest to you as you consider your information technology needs. Any reliance by you on this publication is at your sole risk and will not create any liability or obligation on the part of IBM.

© Copyright IBM Corporation 2009. All Rights Reserved. IBM, the IBM logo, Cognos, FileNet, InfoSphere and Optim are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

