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QP Quark Publishing Platform NEXTGEN

The Next Generation of Content Automation Software

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Content Automation Software to Modernize Content Ecosystems

Create, assemble and publish omnichannel content from one super-intelligent platform

Quark Publishing Platform (QPP) NextGen is content automation software for modular, metadata-driven and compliance-controlled omnichannel publishing. QPP automates every stage of content lifecycle management – creation, collaboration, assembly, publishing and analysis – so organizations can modernize their content ecosystems to support digital transformation, customer satisfaction, revenue generation and regulatory compliance. SaaS delivery also reduces complexity, infrastructure costs and time to value and you can deploy the software in a public or private cloud environment. Whatever your corporate and industry requirements and however you want to architect it – as an end-to-end publishing solution or integrated with existing IT and business systems – QPP powers your content, your way.

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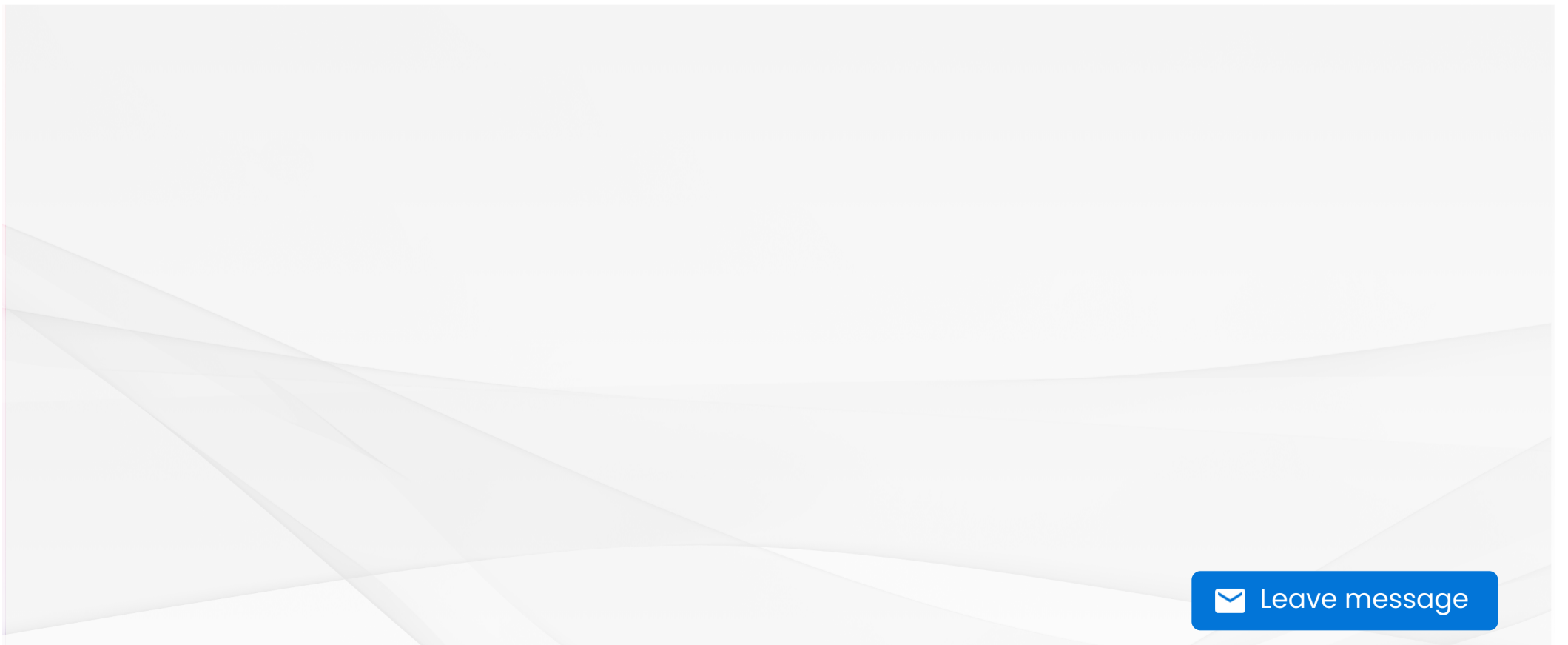
Plan, execute and refine your global content strategy for continuous improvement using closed-loop content lifecycle management.

Create

Author, design and componentize intelligent content for omnichannel publishing using structured authoring that's modular, metadata-driven and compliance-controlled.

Collaborate

Assign, review, comment and approve content with internal and external stakeholders in staged, version-controlled and fully auditable workflows.

Assemble

Search, personalize a up-to-date compone under a universal tax single source of trut

Use Microsoft Word for Structured, Componentized Content Authoring

Structured authoring with QPP is the foundation for content automation because it's structured, componentized and tagged with XML metadata so it can be searched, tracked, updated and reused from one single repository.

Quark XML Author, our unique plugin for Microsoft Word, transforms the omnichannel content creation process experts. It provides an intuitive user interface to develop structured XML in a familiar native environment but without the usual complexity

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Quark Author, our web-based structured content authoring tool, provides an alternative option to Microsoft Word to help encourage multi-platform user adoption.

Experience the Difference with Quark Publishing Platform

Structured, Componentized Authoring

Use **Quark Author**, our web-based content authoring tool, or **Quark XML Author**, our Microsoft Word plug-in, to create content components. Authors also may work offline and can use their mobile devices.

Metadata & Taxonomy

Tag content with metadata, which adds critical context and meaning and makes locating important content assets easy.

Branded, Design-Rich Templates

Use **QuarkXPress** to create layouts for various content templates, conformed to your brand guidelines for styles, colors and themes. You also can import and edit PDFs from other sources, including native Adobe PDFs.

Collaboration

Leave comments and track changes as part of review-and-approval workflows, and see the collaboration history to understand the context of changes over time.

Version Control & Comparison

Content Storage & Assembly

Store content components, including video,

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Multichannel Previews

Preview content exactly as it will render when published to multiple channels.

Omnichannel Publishing

Publish content to print, PDF, HTML5, Web, XML, tablet and mobile apps, and other digital formats.

The Real Benefits of Quark Publishing Platform

Transform not only how you manage your content lifecycle but also your entire content ecosystem. Learn what content automation benefits you can expect to realize by implementing QPP.

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What Industries Benefit Most from Quark Publishing Platform?

Financial Services & Insurance

Manufacturing

Pharmaceutical

Government

Legal

Advertising, Media & Publishing

Education

Sales & Marketing

A medical device manufacturer reduced the publishing schedule for one document type to only **8 hours instead of 60**.

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Create Content That Works

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different needs for engaging, format-specific design and interactivity across a variety of channels.

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