



**Quark Publishing Platform (QPP) NextGen** is content automation software for modular, metadata-driven and compliance-controlled omnichannel publishing. It 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 growth and regulatory compliance. QPP NextGen can be used as an end-to-end publishing solution or integrated with existing IT and business systems, such as Microsoft Office, to ensure relevant content reaches the right people in the right format via the right channels in line with corporate and industry requirements. The ability to analyze content production and consumption metrics improves content strategy and execution, including updates, revisions or retirements. SaaS delivery also reduces complexity, infrastructure costs and time to value, with current deployment options available as single-tenant SaaS, multi-tenant SaaS or private cloud. Manage content creation, automation and intelligence from one unified platform, and simplify omnichannel publishing by automating both the aggregation of complex data sources and the assembly process of complex content components and their templates.

## Benefits/Results

- Enable subject-matter experts (SMEs) to author structured, componentized content containing automatically generated XML metadata from either Microsoft Word or a web browser.
- Create highly technical, schematic content with no DITA, XML or DocBook training or experience.
- Create modular, reusable content, such as legal text and disclaimers, to meet specific use cases, especially in regulated environments, with greater accuracy, consistency and speed.
- Decrease production time and costs by eliminating duplicate component creation and automating error-prone, time-consuming and repetitive manual tasks with different workflows for different content types.
- Easily collaborate with SMEs and other stakeholders using secure, role-based authentication to create, review and manage your content assets and their individual components from a single source-of-truth repository, also known as a component content management system (CCMS).
- Review and approve content at component- rather than document-level to instantly update all content in your CCMS without reviewing each document in turn.
- Maintain compliance, consistent branding and messaging across multiple documents and channels.
- Improve content performance thanks to built-in content intelligence and self-service access to analytics.

## Key Features

Automate your content operations from creation to consumption with QPP NextGen. Its key features include:

**Integrations/APIs:** A comprehensive library of open APIs enables integration with your existing application ecosystem for a high level of platform extensibility in meeting content automation requirements.

**Structured Authoring:** Use our web-based content authoring tool and/or our Microsoft Word plug-in to create controlled, compliant and reusable content components.

**Power-Review Cycle:** Review structured documents in native Microsoft Word and automatically merge changes from multiple reviewers.

**Content Intelligence:** Robust reporting enables the analysis of content use and engagement across content types and/or specific components, providing insights for SMEs and other stakeholders to improve effectiveness.

**Metadata & Taxonomy:** Tag content with read-only metadata to add critical context and meaning and make locating important components or complete assets easier.

**Translation Management:** Link your primary language to translations that can be managed and maintained within the CCMS.

## Key Features (cont'd)

**Branded, Design-Rich Templates:** Use QuarkXPress to create layouts for various content templates, while conforming to brand guidelines for styles, colors and themes. You also can import and edit PDFs from other sources, including native Adobe PDFs.

**Self-Service Administration:** Allow users to create their own smart-schema content models, target content types, workflows, constraints, roles and privileges.

**Interactive Elements:** Add video, audio and interactive charts and tables to your content components.

**Hyperlinking & Cross-Referencing:** Easily create hyperlinks to other documents and resources, or cross-reference other sections of the same document.

**Collaboration:** Leave comments and track changes as part of review-and-approval workflows, plus view the collaboration history to understand the context of changes over time.

**Version Control:** Revert to older versions of documents or individual components and keep track of all changes made by all editors.

**Content Comparison:** See who made what changes and where with the track-changes view.

**Component Storage & Dynamic Assembly:** Store content components in the central CCMS repository and assemble them automatically to meet different requirements for different content types.

**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 from one platform.

**Personalization:** Configure metadata tags to publish personalized content based on region, audience, language and more.

**Workflow Design:** Automate error-prone, time-consuming and repetitive manual tasks with the workflow designer.

**Single Sign-On:** Enable authentication for specific users, roles or groups with a single set of credentials, as well as link to your existing sign-on infrastructure for easy adoption and rollout.

**Events Auditing:** Ensure traceability and visibility by tracking events for a full audit trail for troubleshooting and compliance.

## Example Use Cases

QPP NextGen automates the publishing of:

- Standard operating procedures
- Financial and investment reports
- Legal/legislative documents
- Product labels
- Magazines, books and newspapers
- Regulations, codes and standards
- Customer communications (statements, bills, welcome kits)
- Research reports
- Product data sheets
- Training manuals
- Forms
- Catalogs

**Create, collaborate, assemble, publish and analyze your content assets. Let Quark help you automate these stages of your content lifecycle. [Request a demo of QPP NextGen.](#)**



If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.