

# QUARK AUTHOR

## THE SMART CONTENT TOOL

Quark Author is Web-based software that, together with Quark Publishing Platform, enables business and IT leaders to streamline and automate high-value customer communications across every channel. With Quark Author:

- Subject matter experts can rapidly create, preview and publish Smart Content
- Keep track of where content components (text, images, charts, data) have been used for efficient content reuse
- Easily update a single source of content and manage dynamic content updates across multiple documents
- Utilise Web-based review and approval including commenting and track changes
- Automate multi-channel publishing, increasing efficiency by up to 85% compared with traditional approaches
- Train fulltime and occasional authors quickly due to the extremely intuitive user interface and workflow
- Streamline compliance through comprehensive content tracking, versioning, workflow and permissions to ensure regulatory requirements are met
- Deploy easily across the enterprise due to it being a native HTML5 application that works on any modern desktop Web browser without plugins
- Easily integrate with current business systems using familiar Web technologies

### PRODUCT HIGHLIGHTS

#### Smart Content Creation

Create multi-purpose content without concern for layout and design. Smart Content enables authors to create and



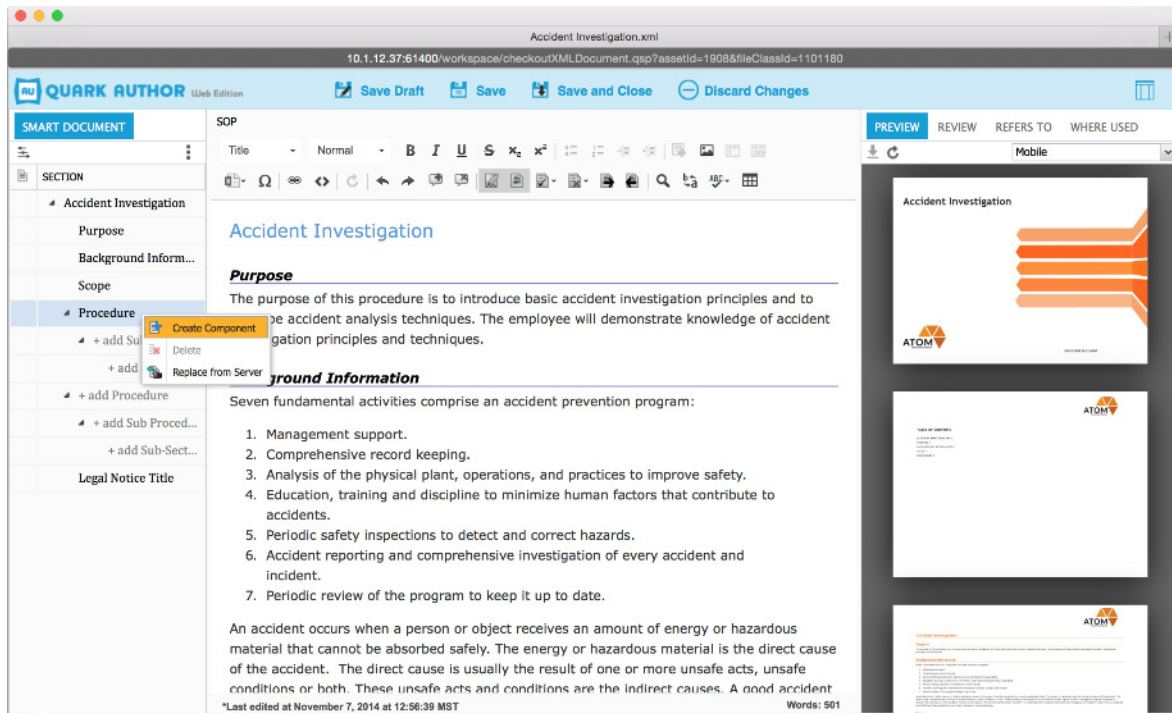
organise content components using standard content features like sections, paragraphs, lists, tables, charts and figures. These content components can be dynamically assembled for any output.

#### Guided Authoring Experience

The software uses a guided authoring approach based around sections. Section types can be configured, for example a 'Procedure' section could have a title, description, steps and sub-steps. When a new section is added, these tags appear, preformatted ready for the author to type over.

#### On-Demand Content Validation

Rather than enforcing rules during the authoring process, users can validate the content at any time or as it's checked into the system. The validation rules are completely customisable including for example checking that a document contains all of the required sections.



Create new components or reuse content from the server

### Content Components and Media Reuse

One of the most important benefits of authoring content components is being able to easily reuse content across documents and media channels. Authors can directly insert any content section from the server as well as reusing multi-media elements such as inline videos.

### Fine-grained Metadata Support

Rich metadata can be added at a very granular level, even down to an individual word level and with multiple values to ensure the content is truly smart. For example you can tag a specific run of content for a specific audience type.

### Automated Multi-channel Publishing

Quark Author generates semantically rich XML that can be used to drive Quark Publishing Platform's automated, multi-channel output for mobile apps, print, PDF and Web. The content, formatting and branding can be customised for each output channel and variation.

### Versioning, Workflow and Component Content Management

Quark Publishing Platform includes out-of-the-box versioning, granular access control, workflow and component content management and as it's directly integrated, Quark Author benefits from an established, enterprise-class platform.

### Real-time Omni-channel Previews

Authors can see previews of how the content will look directly within Quark Author. What's more, they can even select from different media types and formats and thus radically cut down on review and approval cycles, creating content that's appropriate for its final form.

### Works in Any Modern Web Browser

Quark Author Web Edition has been built with the very latest in Web standards – HTML5. That means you can use any modern desktop Web browser with Quark Author without the need for annoying plugins.

### Collaboration

Different authors can work on different sections of a document at the same time with permissions control deciding which authors can edit which sections. For example, only the legal team may have access to the legal sections of a document.

### Reviewing Tools

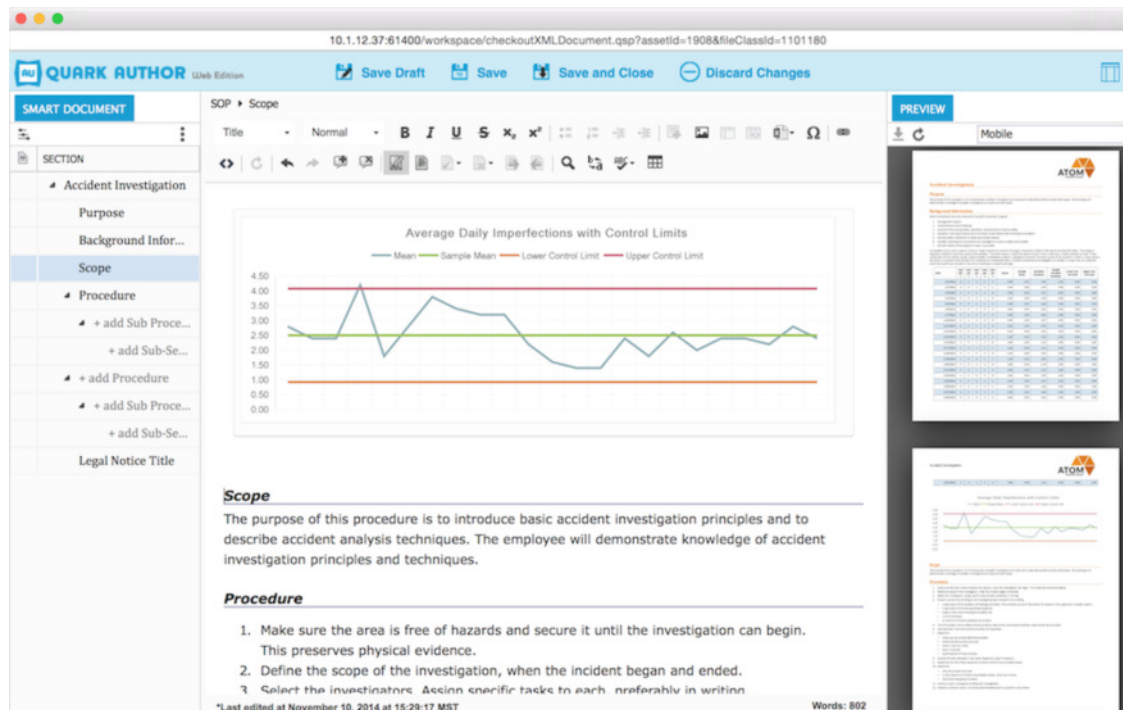
Track Changes and commenting provide for an efficient review and approval process. By enabling all of the feedback to be collected and viewed directly with the content, the content owner can easily see the proposed edits to decide whether to accept or reject them.

### Add Text, Images, Tables, Multi-Media and More

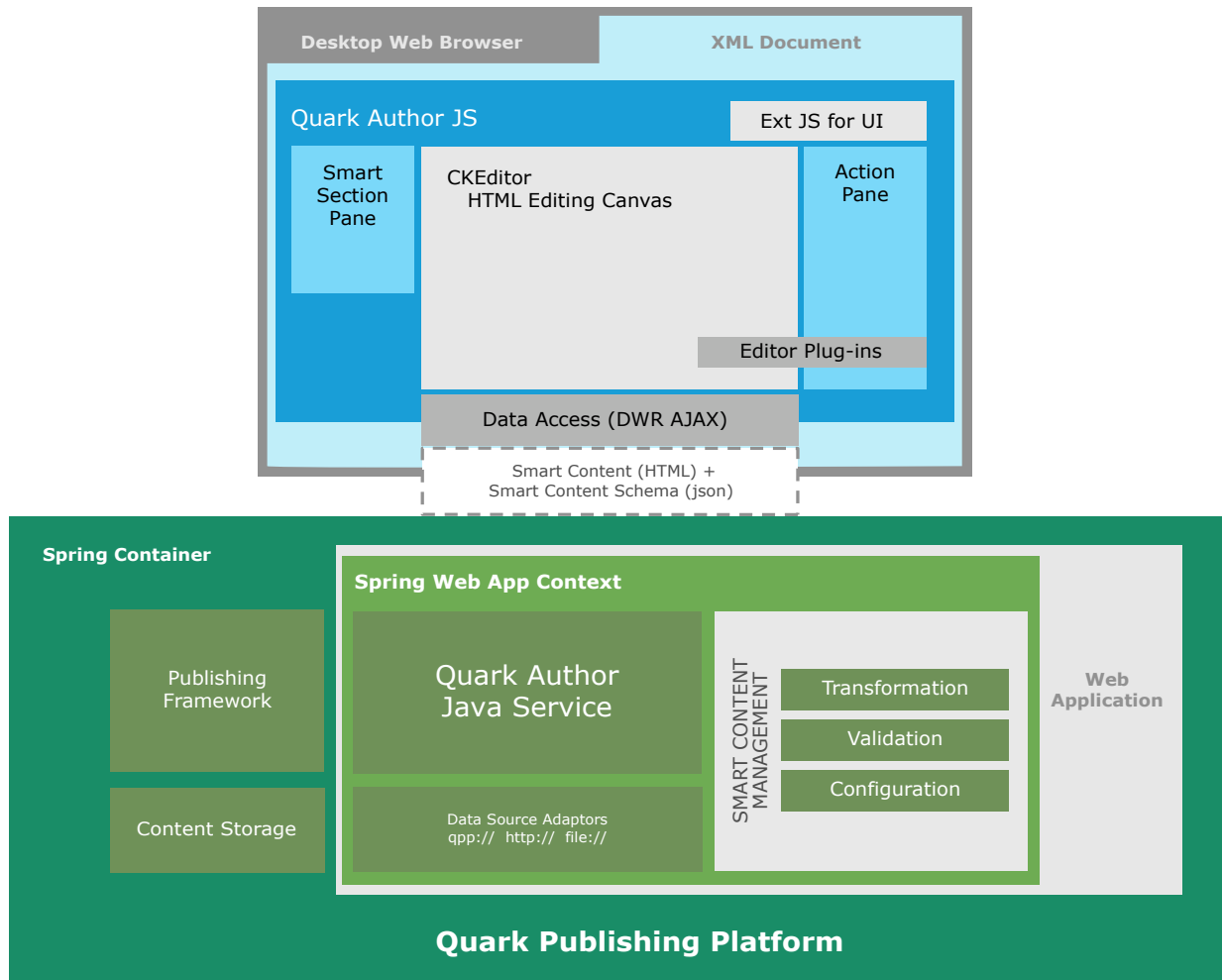
With Quark Author not only can you use it to create text, you can also insert images, video, audio and even specify interactivity such as slideshows and animations. Ordered, unordered and nested lists are supported as well as tables and charts.

### Semantic and Emphasis Tagging

Quark Author supports semantic tagging at a section, paragraph and character level to enable you to add meaning to content. It also supports the ability to add emphasis to content including bold, italic, underline, strikethrough, subscript and superscript.



Include Excel Charts



Overview of Quark Author Architecture

### Standard Word Processing Tools

Essential tools built right into Quark Author include search (Find/Change), Undo/Redo, special character insertion, auto-saving of draft documents to the server and spell-checking through the browser and the option to integrate with standard spell-checking Web services.

### Component Usage Tracking

Authors can see which components are used within a document and conversely, which documents use each component. So if you change a specific set of terms and conditions for example, the author can see every document using these terms that will be impacted by any updates.

### Component Pinning

Pin a specific version of content, data or media to a document so that that any changes made to that content component in the system will not change within the document you have pinned.

### Extensible

By using standard and familiar Web technologies such as HTML, CSS, XML and Web Services, Quark Author and Quark Publishing Platform can easily integrate into existing IT infrastructure and business systems.

## BENEFITS

### Efficient Review and Publishing Process

Email and PDF-based review and approval processes are hugely frustrating and inefficient. By directly connecting Smart Content to the multi-channel output, authors can see how their content will look and fit the final output without lengthy back and forth with a design and production team. When combined with Web-based review and approval and automated multi-channel publishing, organisations can benefit from up to 85% more efficient end-to-end publishing processes.

### Rapid Content Updates

Content lifecycles can be extremely complex whether they are related to standard operating procedures, company policies, research opinions or even marketing copy. Keeping track of which content (text, images, charts, data) has been used where, in which locales and languages and then making those content updates is usually a manual, error-prone and costly process. By creating and managing Smart Content, subject matter experts create content once that can be instantly updated in every document instance.

### Streamlined Compliance and Regulatory Control

In many industries and departments, ensuring the right version of content is used in the right documents is essential and yet with traditional document-based workflows this can be extremely painful, manual and error prone. By creating Smart Content (also known as content components) that are tracked, versioned and permissioned independently by

Quark Publishing Platform, users can be confident the correct legal text, declarations, marketing copy and data is being used and have a full audit trail of which content components have been used in each document and output channel.

### Shortened Time to Results

Quark Author is a 'built-for-purpose' authoring tool designed to provide subject matter experts with an authoring environment that's efficient, intuitive and works the way they do. With built-in previews providing pixel-perfect renditions of how content will appear in each output channel, authors can create Smart Content in real-time without having to wait for designers to assemble their content into the final design.

### Rapid Deployment

By removing the need for desktop application installation and management, Quark Author Web Edition is extremely easy for IT to deploy, update and maintain across an organisation. As it's built with native HTML5 code, Quark Author runs on any modern desktop browser without the need for plug-ins. The use of standard Web technologies ensures easy integration with existing business systems.

**Lead your competitors, delight your customers.**

**Quark Author – Smart Content for Smart Businesses.**

**Discover it for yourself at [www.quark.com/quarkauthor](http://www.quark.com/quarkauthor).**

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## ABOUT QUARK SOFTWARE INC.

Quark's software enables organisations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit [www.quark.com/enterprise](http://www.quark.com/enterprise) or contact us at [www.quark.com/contact](http://www.quark.com/contact)

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