Editorial Collaboration and Dynamic Publishing with Microsoft

Quark and Microsoft have partnered to create an integrated solution for newspaper and magazine publishers that combines easy XML authoring, professional design, and dynamic publishing from Quark with the industry–leading collaboration and unified communications platform from Microsoft.

How does it work?

The solution's integrated components support various tasks along the publishing value chain.

Journalists and editors use Microsoft Office SharePoint Server to share ideas, keep track of incoming news feeds and upcoming events, assign tasks to story contributors, gather content, and track the status of assigned tasks.

For their communication needs, they may use Microsoft Office Communicator and Microsoft, Office Outlook for e-mail, instant messaging,voice and video communications, and desktop sharing. Since these tools are tightly integrated with SharePoint, users can quickly see if someone they need to contact is available and can use the most effective means of com munication to address the question at hand.

Journalists invoke Quark® XML Author™ from within SharePoint to easily create structured XML content directly in Microsoft Word; no knowledge of XML is required. With XML, content can easily be passed to the design, production and editorial teams through Quark Dynamic Publishing Solution, which automatically renders content to print, online, and digital formats.

Benefits on one view:

Publish Faster at Reduced Cost

By providing your team with more effective collaboration and communications, they'll work together more effectively to produce higher quality work in less time.

Harness New Revenue Streams

Create intelligent, structured content through the use of XML. Your organization can then take advantage of new digital revenue opportunities without significant incremental cost by moving content to other media faster through automated

Reduce IT and Training Costs

Manage wire feeds, stories, events, resources and the publishing process to multiple media – all within a single, integrated solution – for reduced IT and training costs and a stronger return on investment.

Adapt to Changing Business Needs

Configurable user interfaces, data structures, workflows, and output formats bring complete flexibility; when job roles change or new output channels are needed, your system can easily adapt to support the new environment.