Smart Marketing: Quark Marcom Platform
Create an Enterprise-wide, Cross-media Publishing Platform

Marketing is under greater pressure than ever before to:
- Support the rapid release of new products to more markets with highly personalized materials
- Break through the deluge of messages consumers are bombarded with daily to build their brands and drive sales
- Communicate with customers in all the ways they expect, from print and the Web to smartphones, tablets, and more

Yet traditional marketing techniques undermine the very success of marketing because they:
- Rely on manual, e-mail-based processes to pass content, comments, and proofs from writers and designers to others, which is slow and allows errors to creep in
- Are designed to create materials for one medium at a time, which requires more specialized tools and staff, driving up costs and increasing the chance of inconsistency
- Are disconnected from the organization’s other business systems, which makes everyone depend on the Creative team for the smallest requests and creates a bottleneck

The solution is an enterprise-wide, cross-media publishing platform.

The Pitfalls of Traditional Marketing

Enter the Age of Effective Cross-media Marketing

The Quark® Marcom Platform is a suite of dynamic publishing software that helps marketing departments to automate their publishing process to print, Web, electronic, and digital formats; to use a single, enterprise-wide system for project management, collaboration, and asset storage; and to give knowledge workers across the organization — including remote users — a self-service system to produce brand-compliant communications.

The suite consists of the following components:
- **Quark Publishing System**: Set up collaborative workflows and automate and streamline your whole publishing process, from content creation and management through the delivery of cross-media communication, including publishing to the latest digital devices such as the iPhone®, iPad®, and Android™ devices.
- **Quark XML Author™ for Microsoft Word (Optional)**: Create reusable components of information that can be automatically assembled in richly designed layouts and delivered to print, Web, electronic, and digital formats.
- **Microsoft SharePoint Adapter**: Connect your Creative and publishing systems to the most widely used content management and business collaboration platform, establishing an enterprise-wide content management and collaboration platform with all the power of a dynamic publishing system.

This helps you deliver materials to multiple media more quickly, improve accuracy, reduce bottlenecks, and lower overall marcom costs.
**Key Capabilities of the Solution**

By connecting Quark dynamic publishing software with Microsoft SharePoint, the Marcom and Creative teams gain full access to SharePoint, and knowledge workers gain access to Quark’s publishing capabilities so they can participate directly in the publishing process — all while remaining in SharePoint.

**Creative Services can:**
- Use SharePoint as the repository for all assets used in the production process, and for the final output of PDF, Flash®, HTML, and XML, eliminating data redundancy.
- Use the same workflows that other knowledge workers use, improving collaboration and productivity.

**Knowledge workers can:**
- Create, edit, and copyfit content directly in QuarkXPress layouts using Quark’s Web-based editor in the SharePoint user interface.
- Allocate resources, make task assignments, share calendars, and use SharePoint’s communications functions, improving operational efficiency.
- Manage their own projects and tasks and participate in other projects across the enterprise, improving project management efficiency.
- Use SharePoint’s social features to support blogs and wikis.
- Continue using their specialized publishing tools such as QuarkXPress®, Adobe® Photoshop®, Illustrator®, and others, while also using the organization’s standard business tools such as Microsoft Office.

**Why XML?**

- **Greater Productivity**
  Frees authors from formatting so they can focus on writing; speeds up the publishing process through the reuse of content.
- **Improved Information Accuracy**
  Improves the accuracy, consistency, and relevance of the information your organization publishes, which ensures brand integrity and increases customer satisfaction.

**Why Quark XML Author for Microsoft Word?**

- **Increase User Acceptance**
  An add-on to Microsoft Word, it requires little training and no understanding of the technical aspects of XML.
- **Eases the Adoption of XML**
  Eases the adoption of structured, reusable content for efficient delivery of information to print, the Web, and electronic and digital media.