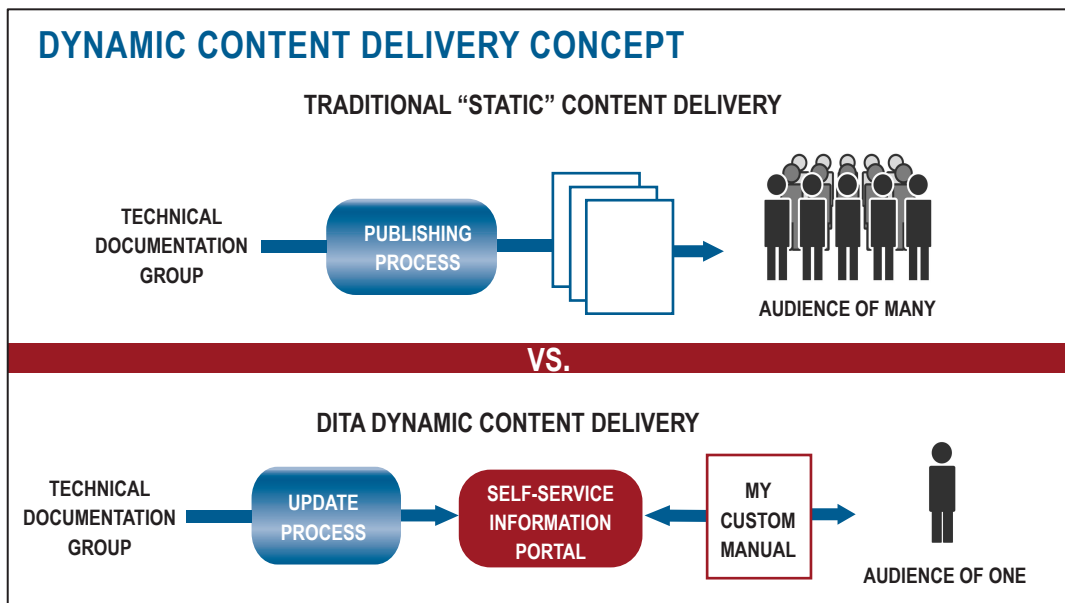


PUBLISHING TO AN AUDIENCE OF ONE

With the Dynamic Content Delivery Solution, content delivery is transformed from a static, universal approach to a highly personalized and relevant interaction with “an audience of one.” It eliminates “one size fits all” delivery and allows enterprises to meet specialized content needs of their customers while significantly reducing production and support costs. The solution leverages DITA standards with search and retrieval capabilities provided by Mark Logic to deliver a level of customized content unavailable through traditional delivery systems.



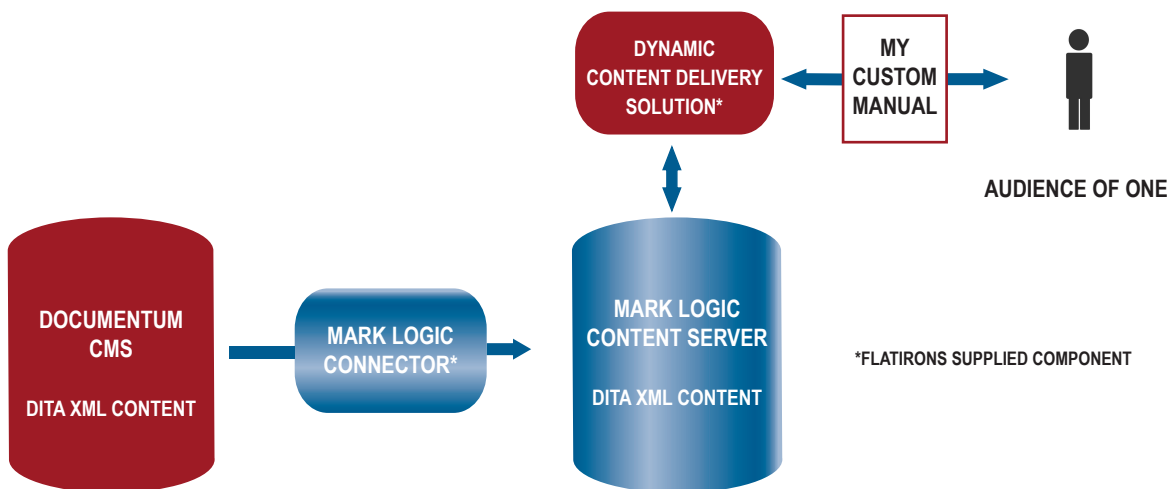
OVERVIEW

Developed by Flatirons Solutions, the Dynamic Content Delivery Solution is built on top of Mark Logic, leveraging its ability to rapidly search, assemble and transform XML data using the DITA and XQuery standards. The solution allows two forms of dynamic delivery:

- **Information Shopping Cart Interface:** The user executes a custom dynamic search to choose the content (DITA Topics) that s/he considers relevant, and then places this information in a shopping cart. When done “shopping”, the user can organize their document’s table of contents (DITA Map), select a stylesheet, and automatically publish to HTML or PDF.
- **Information Wizard Interface:** The user answers a number of questions in a wizard-like interface, and the appropriate content is automatically extracted to produce a final document in HTML or PDF. This is used for applications that need to produce a personalized but highly standard manual, such as a product installation guide. In this scenario, the table of contents and stylesheet are preset.

The Dynamic Content Delivery Solution can be sold alone or in conjunction with the Mark Logic Connector (if source content is managed in Documentum). This overall architecture is pictured in the diagram on the back of this page.

DYNAMIC CONTENT DELIVERY ARCHITECTURE



WHAT'S INCLUDED

- **Mark Logic Content Server**
- **Dynamic Content Delivery interface**
- **Flatirons Solutions service offering** for implementation and interface customization.
- **Maintenance and Support:** Product support and maintenance will be provided by respective partners.
- **Optional:** A Documentum - Mark Logic Connector to synchronize content maintained in Documentum with the Dynamic Content Delivery Solution.

WHO NEEDS DYNAMIC CONTENT DELIVERY?

- **Commercial and government organizations** that produce complex XML-based content (multiple versions, formats, and users).
- **Business applications:** Enterprise publishers of content for technical, sales, marketing, training and help documentation in support of their products and services.
- **Industries:** Computer Hardware, Software, Semiconductors, Medical Devices, Telecom, Financial Services, Media, Healthcare, Energy, Manufacturing and Aerospace & Transportation.
- **Government Sectors:** Civil and Federal, Defense, Intelligence.

SOLUTION HIGHLIGHTS

- Based on topic-based authoring principles, supporting both DITA and DocBook.
- Solution price includes a Flatirons Solutions service offering for implementation and interface customization.

RIO AT-A-GLANCE

- Combine personalized content delivery with powerful and intuitive query capabilities.
- Reduces publication, content maintenance and review costs.
- Increase client, partner and vendor satisfaction with greater content relevance and personalization.
- Reduce technical support calls.
- Eliminate the need to design a costly, on-standard solution from scratch.

With a pre-packaged Mark Logic Connector, you will also be able to:

- Leverage Documentum for its strengths in document creation, versioning, and workflow – while using Mark Logic's capabilities to index, search, and quickly render content.
- Achieve Documentum – Mark Logic integration

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