

## THE PROBLEM

The dream of dynamic publishing is almost as old as publishing itself. Providing content that's tailored to the needs of the reader in a way that's timely, accurate, and cost-effective does more than make for happier readers. It makes for more profitable publishers. Achieving this goal without extensive customization or proprietary technology has been elusive – until now.

## THE SOLUTION

Thanks to mature XML authoring, management, and delivery technologies, the promise of truly personalized publishing is now not only possible...it is imperative. As publishers seek to gain, maintain, or extend their competitive advantage, the ability to dynamically re-use and re-purpose content assets is a key differentiator, and a source of largely untapped revenue.

Dynamic publishing systems implemented by Flatirons Solutions meet this challenge, allowing publishers to transform content delivery from a static, universal approach to a highly personalized and relevant interaction with an "audience of one." By eliminating a "one size fits" all approach to content delivery, the dynamic publishing solutions allow for more compelling content models that include user-assembled custom publications.

Dynamic publishing systems implemented by Flatirons Solutions share the following key components:

- **XML Server:** Perhaps the most significant development in dynamic content delivery in recent years, the rise of high performance XML servers like MarkLogic Server and EMC's xDB provide content search, retrieval, and delivery capabilities to support a level of content customization previously unimaginable. Flatirons Solutions has worked with both MarkLogic and EMC to deliver dynamic publishing solutions leveraging both of these capable platforms.

## THE SOLUTION (continued)

- **Content Delivery Solution:** Built atop the XML Server, the Content Delivery Solution leverages the ability to rapidly search, assembly, and transform the XML data stored in the XML Server using the DITA and XQuery standards. Types of dynamic delivery supported include:
  - **“Shopping Cart” Interface:** Allows the user to execute content searches, choose from relevant results, and add the information into a “shopping cart” for assembly into a dynamically generated PDF or html custom publication.
  - **“Wizard” Interface:** Queries the user through a wizard-like interface and uses the responses to extract and assemble appropriate content into a dynamically generated PDF or html custom publication.

More robust systems may also incorporate additional functionality, including:

- **Content Management System:** Many customers find tremendous benefits in leveraging a content management platform like Documentum Content Server for its strengths in document creation, versioning, and workflow.
- **Authoring Environment:** Interfaces for content contributors to author DITA or DocBook compliant XML through a familiar and uncluttered interface are key to ensuring seamless content capture and automated downstream processing.

## KEY HIGHLIGHTS

Benefits of dynamic publishing solutions implemented by Flatirons include:

- **Rapid ROI:** By leveraging off-the-shelf products that minimize the need for costly customization and delivering reduced publication, content management, and review costs, Dynamic Publishing Solutions enjoy an ROI that is typically measured in months rather than years.
- **Quick Implementation:** Dynamic publishing solutions can typically be implemented in as little as 12 -16 weeks by leveraging Flatirons’ proven SourceOnce™ methodology.
- **Standards Support:** Support for XML component authoring standards like DITA and DocBook ensure maximum content reusability and portability.

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