

EMC Documentum Editorial Publishing Solution

Support end-to-end editorial publishing workflows with a unified content management platform

The Big Picture

- Use one platform to publish to both print and the Web
- Take advantage of editorial workflow, web workflow, digital asset management, and XML management in a single platform
- Create flexible workflows to enable editorial publishing processes
- Leverage proven enterprise-grade protection of content
- Shorten production cycles (or do more in the same time)
- Reduce production costs
- Exploit emerging publishing channels to increase revenue

Publishers today must do more with less—deliver more content and more quality with less time and less staff. The elements of a publication need to be reused in more ways than ever, but more often than not content is reinvented, when it could be repurposed instead. And all of this must be done with greater efficiency than ever before. Tomorrow's successful publishers need a way to encourage best practices in workflow and managing their content, yet at the same time free up the creative staff to...create!

The EMC[®] Documentum[®] Editorial Publishing Solution (EPS) delivers complete support for publishing workflows. It is the only editorial publishing solution built on an enterprise content management platform. EPS unifies the entire editorial publishing process through the capabilities of the EMC Documentum enterprise content management platform. It coordinates the efforts of layout designers, graphic artists, writers, and editors, from publication concept to final multichannel delivery. Publishers will be able to streamline multichannel publishing processes across the entire enterprise, resulting in quicker turnaround, fewer errors, and lower production costs.

Real multichannel publishing

Reusing and repurposing content for multiple channels such as the Web and print reduces operating costs and increases efficiency, but only if the process can be automated. EPS achieves this by leveraging the unified Documentum platform—a platform that has proven, industry-leading capabilities like digital asset management, web publishing, XML support, workflows, security, content rendering, and localization. Publishers can use these features through their entire editorial production process to make disseminating content via print, the Web, and emerging channels a reality.

Automate any publishing workflow

Most publishers have developed successful editorial workflows over the years. The Documentum editorial publishing solution was designed with this in mind. Publishers can design and deploy workflows that match existing production processes. They can even extend beyond their existing editorial workflow system to include people from other departments such as R&D, legal, or even external contractors. Publishers won't have to change their workflow because the technology can't accommodate it. Instead, the Documentum solution will adapt to it.

Documentum Editorial Publishing Solution Highlights

- Workflow processing that can extend beyond traditional editorial production to ensure that content goes through the proper editing cycles and meets the appropriate approvals before being published to print, the Web, or wireless
- A central repository that efficiently stores existing content, while allowing any enterprise user, external contractor, partner, or supplier to contribute new information
- Intuitive integration with a broad set of authoring tools that creative writers and graphic artists prefer to use, allowing even non-technical users to contribute and access content in the enterprise repository

Standardize on a single publishing platform

In the past, publishers have applied disparate technologies to address the demands of an evolving industry. Because EPS is built on the Documentum unified content management platform, it benefits from the platform's robustness, security, and scalability. Publishers can trust that content critical to their business is well protected since Documentum mitigates the risk of losing valuable publishing assets such as graphics, photographs, and articles. Together, the EPS solution and the range of capabilities that the Documentum platform provides enable publishers to rely on EMC as a key partner to support their operations.

The EMC Documentum Editorial Publishing Solution

EPS is built on the Documentum platform to support the entire publishing process, from concept to multichannel delivery. Its key capabilities include:

Integrated, adaptable editorial production workflows

EPS incorporates best-of-breed tools like the Adobe Creative suite and Microsoft Office applications. Adopting industry-leading products increases user acceptance and deployment success. Layout designers and writers can manage and receive their workflow tasks from within Adobe InDesign and InCopy. EPS workflows can include not only internal review and approval tasks, but can be configured to extend process automation beyond these tools to freelancers and vendors like printers. In addition, workflows can be designed to match the most complex publishing processes, thanks to advanced capabilities like decision tree logic and parallel processes.

Comprehensive digital asset management

Publishing encompasses a wide variety of asset types, from high-resolution digital images and photographs to advertising copy and book-length manuscripts. A central repository that allows users to securely access, find, share, and retrieve all types of publishing content is pivotal. This media library provides unique content-handling capabilities that make it easy to manage any type of content including traditional documents, web content, and rich media (images, audio, Flash, and video). It also delivers that content to the right people, in the right format, at the right time.

Easy-to-use web content management

Documentum makes it easy to distribute existing content developed for a magazine or book to the Web. Automated transformation capabilities mean content can be repurposed to meet format and display requirements for reuse in multiple methods of distribution including print, web publishing, and wireless. This "create once, publish to many" model supports wider distribution opportunities across more channels to extract greater value from the same content asset. It also encourages more subscriptions by selling the same content to users across multiple media such as print, the Internet, and wireless devices.

Embedded XML management

Documentum fully embraces XML by embedding XML decomposition (chunking), reassembly, and transformation capabilities into the Documentum platform. Documentum can automatically chunk XML files into a set of related components (for example, a book can be broken down into chapters, paragraphs, images, titles, and formulas) so each component can be individually accessed, versioned, routed through a workflow, and reassembled to create completely new output. Once this XML is reassembled, it can be transformed into other XML schemas using a built-in XSLT transformation engine.

Key benefits

Documentum EPS delivers greater efficiency among workers, reduced production costs, faster time to production, the opportunity to perform more review cycles on the same content, improved quality, and increased revenue opportunities.

Greater efficiency

Documentum EPS streamlines the publishing process. The enterprise repository guarantees that the right version of the right content is available to the right users at the right time. Copy editors and designers can remain within their preferred tools, yet still have access to the right content in the repository. The built-in enterprise-class workflow engine guarantees that important process steps will not be inadvertently skipped, improving quality and reducing errors. This engine can automate many tedious tasks to dramatically shorten a production cycle. The system also collects metrics about workflows so it can be fine-tuned and optimized for most publishing processes as well as provide accurate data for forecasting.

Faster production, lower costs, more review cycles

Faster production equals lower costs and higher quality. By eliminating and streamlining many of the steps involved in traditional publishing processes, Documentum EPS can cut the time it takes to publish. EPS speeds production by providing all users with a single, trusted source for accessing the latest approved materials for publication, by accelerating approval cycles with automated workflow processes, by enabling users to work collaboratively and simultaneously on related electronic content, and by speeding file submission and transfer. Because users can now do more with less, the time savings can be converted into either reduced costs or improved quality—by fitting in more review/edit cycles into a production window.

Increased revenue opportunities

Documentum EPS helps publishers find new revenue channels by making it easy to convert and manage content as XML. An XML-based content management system enables publishers to easily repurpose approved copy and graphics in magazines and newspapers on multiple websites and partner sites. They can create content once and distribute it many times over.

EPS products

Description

Documentum content management platform

A robust, secure, enterprise-grade content management platform that delivers capabilities such as digital asset management, web content management, storage awareness, collaboration, and records management

WoodWing Smart Connection Enterprise

Provides the Adobe InDesign and InCopy user experience for interacting with EPS

Content Services for WoodWing

The connection point between Documentum and WoodWing Smart Connection Enterprise

Digital Asset Manager

In addition to providing features for effectively managing rich media like photos, graphics, and presentations, the Digital Asset Manager is used to configure and manage EPS

Media Transformation Services

Performs all analysis and transformation activities for media file formats

Authoring Integration Services*

Makes it possible to include other roles such as graphic designers in the editorial workflow process

Business Process Manager and Business Process Services*

Enhances the modelling and reach of workflows to accommodate more sophisticated editorial production processes

* optional

Take the next step

You owe it to your business to investigate the EMC Documentum Editorial Publishing Solution. Support your publishing production with a proven content management platform to unlock the value of your content. To learn more, visit <http://software.emc.com>, or call **800.607.9546** (outside the U.S.: +1.925.600.5802)



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