

# MarkLogic Server

## MarkLogic Server for Information and Media

*In today's demanding information environment, publishers and content aggregators face myriad challenges which threaten their survival and profitability. The open access movement, declining book sales, Internet search engines, as well as shifting demands of content consumers, are forcing publishers to re-evaluate their strategies. They are rethinking traditional business models and exploring new ones, while also looking for ways to add more and differentiated value to products.*

### **Get New Products to Market Faster, With Less Cost**

Publishers are turning to Mark Logic® to help them implement new competitive strategies. MarkLogic Server™ enables publishers to dramatically reduce time to market and costs for new products. They can speed and simplify the delivery of new offerings or differentiating features, experiment with new business models by introducing several products on a single infrastructure, aggregate and transform content from numerous sources, and repurpose content among various products.

### **The Industry's Leading XML Server**

MarkLogic Server is the industry's most complete and powerful XML server. A native XML system that combines powerful full-text search with the W3C-standard XQuery language, MarkLogic Server unlocks the value of XML content by enabling publishers to store, search, analyze and deliver content.

### **Rapidly Find and Reuse Information**

MarkLogic Server combines XML element and full-text search to create a scalable, fast and complete search solution. Publishers can use XQuery to perform powerful, detailed, precise queries and content processing tasks that leverage all XML structural elements, with or without a formal DTD or XML Schema. MarkLogic Server delivers millisecond response times against terabyte scale contentbases.

### **Leverage XML with a Powerful, Online Delivery Platform**

MarkLogic is the backbone of an online delivery platform that leverages XML content through the power of XQuery.

- Repurpose the same content into multiple products. Assemble content components to create customized, purpose-built documents and information products thereby boosting revenues, lowering costs and speeding time to market.
- Dynamically deliver content via multiple channels. Real-time delivery of content optimized for multiple output formats, media, and devices, means higher customer satisfaction, faster time to market, and reduced costs, as well as more agile publishing and syndication operations.

- Create Location Based Services which deliver your content to users with geographic context by leveraging location information buried within content. MarkLogic Server includes powerful geospatial query capabilities which help you create new kinds of location based delivery services for content, resulting in a more targeted delivery which can be based on where users are or are looking for content.
- Syndicate content to partners using web services. Whether you prefer ATOM pub, RSS feeds or some other distribution method you can easily share content with your partners, increasing the reach and impact of your content.

### **Enrich Content to Unlock Additional Value**

Improve search and discovery within your content by performing entity enrichment to identify people, places and things within the content. This will help you provide a rich user experience and improve the context of delivery of content resulting in more satisfied users and stickier websites.

### **Simplify your digital product architecture**

MarkLogic Server includes storage, search and delivery capabilities in one product. This dramatically simplifies product architectures and helps publishers overcome the cumbersome challenge of integrating traditional database and enterprise search technologies. These simplified architectures are easier to build, maintain and deploy. This translates to faster time to market and lower costs, and it also improves flexibility and responsiveness to changing business needs.

### **Manage Digital Media and Content Asset Metadata**

Digital asset owners can dramatically accelerate revenue growth by realizing the synergies among rich metadata, enhanced XML-aware search, and value-added asset delivery. MarkLogic Server is schema independent, so it can easily handle new and rapidly changing metadata formats without the need to normalize to any predefined schema. And, because there is no search latency when loaded, new assets are instantly available for delivery.



A content management and web delivery platform built on top of the Mark Logic Server was developed for F+W Media to allow for custom publishing of legacy magazine and book content.

[research.gundigest.com](http://research.gundigest.com)  
[www.oldcarsweekly.com/report](http://www.oldcarsweekly.com/report)

**OXFORD**  
UNIVERSITY PRESS

Content DSI created a series of subscription based websites for OUP's law products. To minimize costs and maximize efficiency for XML based content, a website platform was built on top of Mark Logic Server.

[www.oxfordlawreports.com](http://www.oxfordlawreports.com)  
[www.investmentclaims.com](http://www.investmentclaims.com)  
[www.mpepil.com](http://www.mpepil.com)



ADVANCING SCIENCE. SERVING SOCIETY

Content DSI worked with AAAS on a pure XQuery driven website with native integration to a back end Content Management System running on top of Mark Logic Server.

[sciencecareers.sciencemag.org](http://sciencecareers.sciencemag.org)



**CONTENT DATA SOLUTIONS**<sup>SM</sup>

Mark Logic Professional Service Partners, implementing and integrating Mark Logic Solutions.

Excerpt taken from his presentation at the 2008 Mark Logic User Conference

*Content Data Solutions was the only company on the project to complete their tasks on time and come in under budget.*

~ Alex Humphreys, Former Director of Business Technology, Oxford University Press

*"Special thanks to Content DSI for helping AAAS come up to speed to the point that we can support our Mark Logic instance and our users effectively. It was through your patience, thorough knowledge and knowledge transfer that we are able to take over the support of this important platform from here on. Well done!"*

~ Jim Rafferty, Asst. Director Systems & Programming, Information Technology, AAAS



## About Content DSI

Content Data Solutions, Inc., a software and systems integrator, provides custom content management, cross-media publishing and e-business solutions to leading commercial publishers, industrial manufacturers and other content centric companies.

We apply proven methodologies and processes to help enable our clients to author, store and manage information from a central data repository, publish that information in multiple formats and import and export data to and from internal business systems. Our solutions help companies efficiently manage and publish their information.

Content DSI has the experience and expertise to develop a clear understanding of our clients' goals, requirements and business issues. We then recommend, design and implement an effective solution to satisfy their needs.

We highly value the relationships we establish with our clients and are dedicated to delivering the highest level of service.



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