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For immediate release

## Klopotek and SCHEMA Announce Partnership to Distribute the ST4 Component Content Management System in the Publishing Industry

Klopotek, the largest international provider of software and services to the publishing industry, and SCHEMA, a leading provider of native XML based enterprise component Content Management Systems (“CMS”) have announced an exclusive alliance to distribute and implement the 2<sup>nd</sup> generation CMS SCHEMA ST4 in the Publishing Industry. Per the agreement, Klopotek will exclusively implement, consult and support SCHEMA ST4 in the publishing industry worldwide.

1<sup>st</sup> Generation CMS systems were developed to manage content primarily at the document level. 2<sup>nd</sup> Generation solutions manage content at a more granular (component) level of content. Each component represents a single topic, concept, or asset (such as an image or table). Components are assembled into multiple content assemblies (information types) and can be output as traditional pages or documents. Each component has its own lifecycle (owner, version, approval, use) and can be tracked individually, or as part of an assembly. In a publishing environment these capabilities are critical. As a 2<sup>nd</sup> Generation system, SCHEMA ST4 uses native XML to structure assemblies and to manage text components, which makes it more versatile than document, text or HTML oriented content management systems.

According to Marcus Kessler, Managing Director of SCHEMA, “Our solutions are proven in various industry sectors (manufacturing, pharmaceuticals, and publishing) and business areas, including technical documentation, marketing, training and services, and contract management. Our key strengths are our ability to handle complex documents: Complex documents are not created once and then archived, but are part of a life cycle process defined by characteristics such as publication in more than one language, publication of more than one variant, publication in more than one format, and reuse of components. SCHEMA’s capabilities to manage content at the component level significantly enhances the efficiency of complex document creation.”

Uli Klopotek, CEO of Klopotek, commented: “We recognize the critical need of publishers to embrace Content Management in their workflow in an increasingly digital world and as a partner to publishers we need to support the integration of the “commercial metadata” in our software with the “content metadata” of a CMS. As a result of our research we concluded that SCHEMA was one of the few systems available that was able to deal with components at a granular enough level to support the current and emerging needs of our customers for efficient content creation and delivery.”

Stefan Freisler, Managing Director of SCHEMA explained: “Although SCHEMA already has a strong

industrial client base, including traditional publishers, we have not focused enough on the publishing industry. We believe that there is a great opportunity for the SCHEMA ST4 Content Management System and are excited by this alliance with Klopotek. Through Klopotek's experience and stature in the market we will be able to reach a wider international customer base more quickly and cost-effectively than on our own. We also think that ST4's native component and reuse approach and its natural XML and Microsoft .net foundation is exactly what publishers need to support their physical and digital requirements. I believe this partnership represents a significant opportunity for ST4 to become a Content Management market leader in the publishing world".

Klopotek CTO, Gregor Wolf commented: "As a result of an internal evaluation of CMS options we concluded that the architecture and capabilities of SCHEMA were second to none. We were so convinced that we have acquired ST4 to manage our internal documentation. Klopotek is not a publisher, but we publish substantial amounts of material and have complex editorial processes supporting multiple products, in multiple versions, with multiple languages and multiple outputs for multiple locations. After only a few months we have seen some substantial gains in productivity, cost reduction and time to market for new release documentation."

Gregor went on to say: "Klopotek's Title Management, Product Marketing, Editorial and Production solutions are complemented by ST4. We can now seamlessly support all planning and content management processes under one umbrella. ST4's native XML approach, its orientation on components rather than documents, its very versatile output generation functionality and its unique integration of Microsoft Word as the XML and text editor makes it the right solution for publishers of print and digital content."

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### **About Klopotek**

[www.klopotek.com](http://www.klopotek.com)

Klopotek are the leading supplier of software and consulting services for publishers of books and journals, print and online. More than 300 publishers specializing in different areas, with over 13,000 users, rely on Klopotek programs to help them manage their business and achieve their goals. Klopotek have over 15 years experience in delivering innovative solutions to publishers around the world. Klopotek software supports the entire publishing value chain for print and digital products, including contracts, rights and royalties management, editorial planning, production management, product promotion, marketing, sales, and distribution all the way through to order processing and customer service support. There is also a variety of products available for comprehensive business information, reporting and advanced integration technologies, which link Klopotek to other systems, websites or content management tools. All products support latest technologies and standards such as XML or Onix. Klopotek encourage the development of emerging ideas to embrace the transition to an increasingly digital world through an unrivalled investment in product enhancements and services and through sponsoring cutting-edge research and networking within the publishing industry. The company has offices in Europe (Amsterdam, Berlin, Frankfurt, Munich and London) and the USA (New York and Parsippany/New Jersey).

### **About SCHEMA**

[www.schema.de/en](http://www.schema.de/en)

Founded in 1995 by documentation experts, this Nürnberg software company specializes in information logistics and solutions for editing teams. With over 60 employees in four locations, SCHEMA implements professional systems for small and mid-size editing teams as well as solutions for company-wide information logistics. Based on the standard software SCHEMA ST4, SCHEMA's solutions utilize leading technology (.NET and J2EE) and incorporate all pertinent standards (e.g. XML, DITA, SAP R/3©). The use of technology partners (e.g. Across Systems) and general integration partners (e.g. CSC Ploenzke) allows SCHEMA to offer the optimal solution for the vertical and horizontal integration of its systems into a company's IT landscape. In various branches of industry, SCHEMA's solutions support the creation of information which accompany production processes, and can also be found in other businesses, such as specialized publishing. Customers with SCHEMA installations include ABB, Agilent, Bosch, DaimlerChrysler, Lindauer Dornier, MAN, Reiffenhäuser, Schaeffler Group, Siemens, Österreichische Bundesbahnen, Philips, STOLL, T-Systems, and Voith, among many others.