

 **SCHEMA ST4**

## Successful Component Content Management

### Please Ask Yourself the Following Questions

- Is your company to develop products faster and accelerate time to market?
- Will improved content management capabilities soon be an indispensable prerequisite to achieve your business goals?
- Is your company to develop a greater number of different products from existing content?
- Are your content management processes capable of substantially supporting such a goal?
- Will your company use the current market and technology challenges to create and manage content more efficiently?
- Do you consider 'single sourcing' and multiple exploitation of content a crucial component of more efficient process management?

What actions will your company take as a result from your answers?  
We offer solutions that can help you meet those challenges.

### Main Benefits of Component Content Management

- **Single Sourcing**  
Creation of different formats from a single, common data source
- **XML-coded content components** form this single, common data source
- **Multiple exploitation**  
Decomposed content components are the basis for completely different content products
- **Translation and local application**  
Content decomposed into components facilitates more effective translation processes
- **Content components** accelerate the local placement of products
- **Branding** through consistent use of reliably managed and consistently formatted content
- **Cost reduction**  
This one-time investment helps you save time and money: You will benefit from multiple exploitation of content.
- **Facilitates the necessary automation** of generating content on demand

### SCHEMA ST4 - Proven and Reliable Component Content Management

SCHEMA's customers include: BOSCH, Bundesanzeiger, Lufthansa Systems, Siemens, T-Systems, Sagem, PHILIPS, Walhalla ...

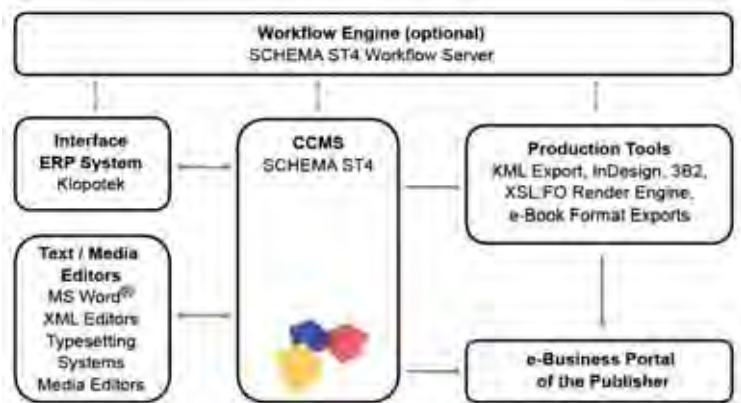
## Component Content Management Helps Achieve the Following Objectives

- Better understanding of the essence of texts:  
“Less text, more information”
- Reuse of information units rather than document units:  
“Create once, use many times”
- Integration of all providers and sources of information and metadata into one consistent workflow:  
“Search and find substantially supported”
- Direct access to the requested information for all:  
“Defined components rather than cut & paste”
- Easy-to-use structuring tools:  
“Less documentation and translation costs”
- Secure output at a mouse click:  
“Availability on demand”
- Company-wide standardization:  
Helps produce a greater variety of products

## For Book, Journal and Online Publishers Creating Content

- media independently
- in a well-structured and organized way
- that should be reused many times
- in different forms and formats

The system is ready to use out of the box. It only requires little configuration effort.



Functional architecture of the IT infrastructure for publishers

## All Necessary Professional Content Editing Features Are Integrated

- XML and other industry standards
- Translation, version and variant management
- Link management
- Online help systems
- Workflow integration
- Built-in editors such as MS Word®, Adobe FrameMaker®, JustSystems XMetal®
- Extensive search capabilities
- Parallel publication in different media (print / internet / CD-ROM etc.)
- and so much more

Flexible management of existing data allows you to quickly start working with ST4.

## Creating Content

- Component-oriented or document-oriented work is supported by opening and simultaneous editing of entire sub-trees of information units
- Explicit integration of MS Word® as a text editor for native XML, making content easily available to authors and publishers
- XML editors such as JustSystems XMetaL® are fully supported but not required
- Flexible reuse of content components by applying mechanisms to link and create variants
- Integrated image database and asset management for multimedia files of any format
- Direct access to the integrated database
- Offline work is fully supported by check-in / check-out features, also when using MS Word®

## Managing Content

- Media-independent XML-based data storage and consistent XML workflow
- Management of any desired number of variants and languages
- Creation of boilerplates and convenient access directly from the editor
- Integrated language and translation management with integration to 'across' and/or 'SDL Trados' (translation memory system) and intelligent filters to avoid unnecessary translation work
- Workflow management with graphical status display for task assignment, within a team or on individual workstations
- Search options include content title, content, metadata and full text
- Easy compilation of products using drag & drop or automatically – using the 'variant management' feature
- Auditable content history through version management, version branching and usage lists
- Comparative views on versions and variants
- Role-based privileges for streamlining editorial workflows
- Collaboration features for global teams
- Recycle bin and 'undo' / 'redo' features

## Ensuring Quality of Content

- Author support and terminology checks during data entry
- Terminology management
- Cross-referencing to similar content elements
- Pre-configured workflows available for proofreading, index creation and miscellaneous tasks
- Controlled updating of reused content units
- Reports regarding
  - Re-use of content units
  - Version release
  - Through-put time
- Feature for adding comments

## Publishing Content

Various optimized target formats can be generated from the content units on a mouse click:

- Standard output formats
  - MS Word®
  - Adobe AIR
  - Adobe FrameMaker®
  - Adobe InDesign
  - EPUB
  - PDF
  - HTML
  - XML
  - and nearly any other format through XML / XSL technology on request
- Automated output with professional layout
- HTML-based information systems with state-of-the-art navigation capabilities for
  - Internet,
  - Extranet,
  - Intranet
  - CD-ROM (including full-text search)
- Online Help Systems
  - HTML Help
  - JavaHelp
  - EclipseHelp

## The Partnership of SCHEMA and Klopotek Is a Sound Basis for Your Strategic Repositioning

- Publishers today face the challenge of creating, preparing and storing content tailored to existing and future markets. Meeting this challenge is vital if delivering content – in both print and non-print formats – is to remain profitable.
- XML-structured content, combined with efficient and market-oriented workflows, helps secure a successful future.
- Klopotek PPM is the central publishing ERP system. It manages and controls both editorial and commercial business processes.
- Klopotek's strategic integration of SCHEMA ST4 provides a consistent representation of an XML-based workflow in modern publishing.



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