

# Easily Automate Your Publishing Process

Automation Services with Quark Publishing System

## BENEFITS

### Eliminate Dependency on Technical Experts

Give regular computer users the ability to set up and implement automation through a simple interface using predefined functions

### Easily Automate Standard Practices

Use predefined functions to automate conversions such as:

- XML content into QuarkCopyDesk® articles, QuarkXPress® layouts, and PDFs
- QuarkCopyDesk articles into XML
- XML into HTML

### Automate Print-to-web Publishing

QPS integrates out of the box with the Drupal Web Content Management System

### Reduce Customization Time and Cost

Cut costs by up to 80% compared to developing custom code for every automation and integration need

### Maximize the Dynamic Publishing Capabilities of Your Quark Software

Connect QuarkXPress, QuarkCopyDesk, Quark Publishing System®, QuarkXPress Server, and Quark® XML Author in an automated, multi-channel publishing solution

## Who Can Benefit from Automation Services?

If you produce richly designed communications, or technical publications — or both — in print, for the Web, and for mobile devices, you can reduce costs, accelerate production, and maintain quality by adopting a dynamic publishing approach using Automation Services, a standard component of Quark Publishing System (QPS®).

Automating your publishing process with Automation Services can help you if you:

- Mainly use manual publishing workflows
- Use multiple, disconnected publishing systems and need to achieve greater efficiency by connecting them through a single process

- Need to frequently update content that comes from various sources, such as spreadsheets and databases
- Face pressure to achieve more with fewer resources and reduce overall costs
- Do not automate at all, or automate in an ad hoc fashion
- Are prevented from adopting automation by the high costs of customized work required by technical experts

## Easily Automate Your Publishing Process

Using Automation Services, a core component of Quark Publishing System (QPS), you can overcome dependency on technical experts, reduce the cost of building and customizing an automated publishing process by up to 80%, and connect all of your Quark software in a streamlined, dynamic publishing solution.

Using predefined functions through a simple interface, a regular computer user can set up predefined functions and automate routine manual tasks, such as:

- Conversion of XML into QuarkCopyDesk articles and QuarkXPress print layouts for the reuse of digital content (including Web content for print)
- Repurposing of print content on the Web by automating XML, HTML, and Flash® output

- Reusing and repurposing content by automatically converting:

— Content from formats such as XML, Excel®, QuarkXPress, QuarkCopyDesk, and databases into Web and print formats, including Flash, HTML, and PDF (including PDF/X-1a and PDF/X-3)

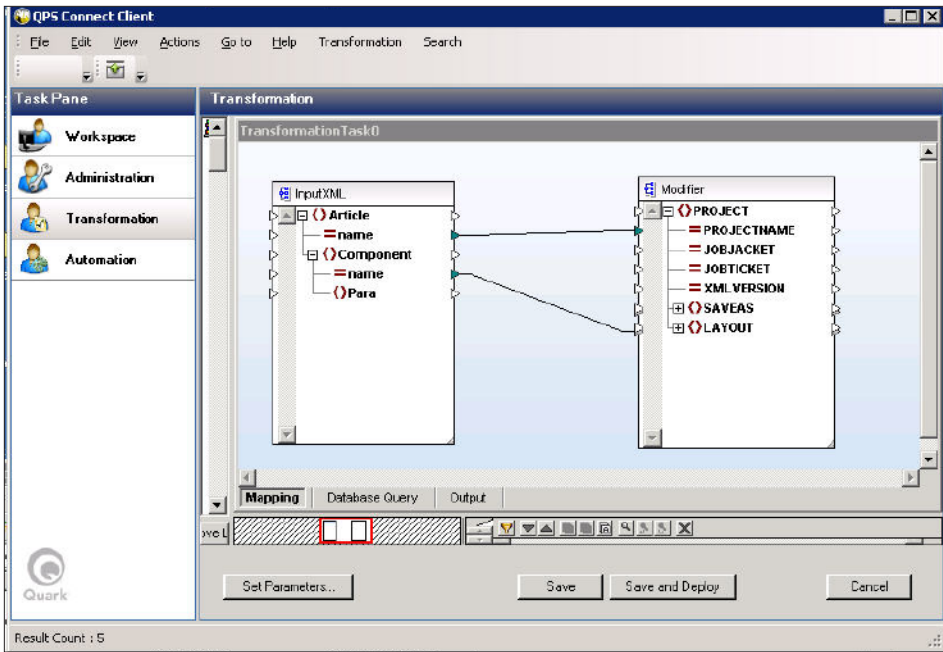
— High-resolution print from formats such as TIFF, EPS, and JPEG into Web formats including JPEG, GIF, PNG, and SWF

Automation Services is a component of QPS.

**“With Automation Services, any regular computer user can set up basic automated tasks, making it easy for organizations to reap the benefits of an automated publishing process.”**

PG Bartlett,  
Senior Vice President,  
Product Management, Quark





With Automation Services, regular computer users can easily automate tasks through a simple interface — for example, setting up “maps” to convert Quark’s XML format into digital publishing formats such as HTML for the Web, e-mail, and mobile devices.

## Automation Services – A Core Component of QPS – Includes:

### A user interface for setting up automated workflows

The interface is accessed through QPS Connect Client, a multi-functional client for administering QPS and managing and tracking assignments.

### An integrated copy of Altova® MapForce®

A tool for setting up “maps” to convert data between any combination of XML, database, flat files, EDI, Excel 2007, XBRL, and/or Web services formats. MapForce provides an easy-to-use graphical user interface. The primary uses of maps include:

- Converting user-defined XML content and data into the XML format used by QPS for publishing
- Inserting data from data sources into documents

- Converting user-defined XML or Quark’s XML format into digital publishing formats such as HTML for the Web, e-mail, and mobile devices

### Widely applicable, pre-built functions, including:

- Conversion of user-defined XML content — for example, from Quark XML Author to QuarkCopyDesk articles, QuarkXPress layouts, or PDFs for print publishing
- Conversion of QuarkCopyDesk articles into XML for publishing to the Web and mobile devices
- Conversion of XML into HTML for Web publishing
- Transfer of user-defined XML content to the Drupal Web Content Management System for Web publishing
- A software development kit that enables system integrators to add custom functions

## Automation Services Server System Requirements

### Hardware:

- 1 GB RAM (in addition to the RAM that is used by QPS, if deployed on the same server)
- 1GB hard disk space
- TCP/IP network (Gigabit Ethernet recommended)

### Software:

- Windows Server 2003/2008
- .NET framework 2.0/3.0
- Java Development Kit (JDK) 1.5
- Microsoft Internet Information Server 7
- QPS Server 8.1

### Supported Platforms:

- Servers based on multi-core Xeon® processors
- Intel® Core™ 2 Duo

QPS Connect Client is required to set up Automation Services. Automation Services is available for QPS 8.1 and later.

For more information on Automation Services with Quark Publishing System, contact your Quark dynamic publishing specialist or visit [www.quark.com](http://www.quark.com).

**North America**  
Quark Inc.  
1800 Grant Street  
Denver, CO 80203  
[solutions@quark.com](mailto:solutions@quark.com)  
+1.800.676.4575  
+1.303.894.8888

**Europe**  
Quark Media House Sàrl  
06-408 Strand  
London WC2R 0NE  
United Kingdom  
[solutionseu@quark.com](mailto:solutionseu@quark.com)  
+44 (0)20 7632 5608

**Asia**  
Quark India Pvt Ltd.  
A 45 Industrial Area  
Phase VIII B Mohali  
160059  
Punjab, India  
[solutionsasia@quark.com](mailto:solutionsasia@quark.com)  
+91.172.2299.131

**Japan**  
Quark Japan K.K.  
West 248 bldg.  
2-4-8 Ebisu-nishi  
Shibuya-ku, Tokyo  
150-0021 Japan  
[solutionsjapan@quark.com](mailto:solutionsjapan@quark.com)  
+81.3.3476.9440

