



JustSystems Solutions for Commercial Software Companies

Software vendors worldwide face the challenge of reducing costs and increasing productivity so they can compete in a global marketplace. Software companies providing enterprise and desktop software are under pressure to reduce operating costs while increasing brand loyalty and remaining nimble enough to quickly react to changing market dynamics. While commercial software companies are all distinct in what they do and how they do it, they are all similarly dependent on the tight control over the process for creating, publishing, and consuming information.

How information is created, shared, and disseminated has deep implications for knowledge management and process efficiency, making it one of the critical priorities for many software companies. Commercial software companies have vast information stores, spanning unstructured content stored in repositories and file servers and structured data in relational databases and legacy/mainframe systems. JustSystems provides powerful solutions that allow software vendors to dramatically improve innovation, time to market and productivity by improving how information is created, published, and consumed. JustSystems' solutions reduce the cost of content creation and maintenance and improve the effectiveness of business processes that depend on content and data from diverse and distributed sources.

The worlds of document publishing and application development are converging and the document itself is becoming the application—with live data and an interactive user experience. We offer a variety of solutions from publishing documents to driving collaboration and business process transformation—all of which center around our mission to improve business through more efficient and effective creation, reuse, and delivery of information.

JustSystems is a global software leader with over 30 years of innovation in information management technology and extensive experience within the software industry. Today, with XMetaL, JustSystems is helping software companies to take advantage of XML to rapidly create, integrate, visualize, and deliver content and data across the organization. This helps customers reduce the cost and delays of content creation and maintenance and improve the effectiveness of business processes that rely on diverse, distributed—and often isolated— islands of content and data.

SOLUTION OVERVIEW

Structured Authoring and Reuse

Software companies can accelerate creation and improve the quality and consistency of business-critical documents while reducing the cost and complexity of multi-channel publishing, localization, and maintenance over time. JustSystems' structured authoring and reuse solutions allow both technical authors and business contributors to easily create valid XML to accelerate the creation, simplify the maintenance, and improve the quality of content found in business-critical documents. Structured authoring provides the basis for reuse, localization, and multi-channel publishing of business-critical content, and the XMetaL product line is the leading structured authoring and publishing solution available today.

XMetaL provides a rich authoring solution that allows technical editors to exploit the full power of XML while enabling business contributors to create XML in a highly intuitive, WYSIWYG environment. XMetaL Reviewer is a powerful collaborative solution for streamlining the content creation, review, and approval lifecycle. XMetaL XMAX is a component framework that allows structured authoring capabilities to be transparently embedded into any web-based or traditional application. XMetaL provides a flexible and powerful means for companies to ensure important information assets are accurate, current, and presented in the most effective form.

Solution Name	Description
Technical Documentation	You can create technical documentation based on reusable XML components to improve discovery, reuse, and control over the implementation of changes. This accelerates the creation of technical datasheets and product documentation while ensuring that only the most up-to-date information is being utilized throughout the company. Software vendors can improve the quality and accuracy of technical information, and solutions from JustSystems can help you reduce the cost and delay associated with creation, localization, and maintenance of technical documentation.
Marketing Materials	Software vendors can create reusable XML components to represent highly branded, regulated, and otherwise "locked down" language. Solutions from JustSystems allow authors to reuse these components to accelerate the assembly of new marketing collateral and improve consistency at stages of authoring and review.
Policies and Procedures	Solutions from JustSystems allow commercial software companies to keep documents up-to-date while enabling only those with the proper permissions to edit and approve policies and procedures.
Contracts	Software companies are looking to manage contracts in a more efficient way, and XMetaL offers a collaborative interface for the creation, management, and storage of contractual information with a full audit trail for logging changes.
Knowledge Base	Software companies that answer consumer inquiries need a dynamic interface to provide targeted responses. With solutions from JustSystems, software companies can link customer queries to various data repositories to better generate appropriate responses across multiple channels.

SOLUTION OVERVIEW

Solutions from JustSystems for Commercial Software Vendors

XMetaL, the XML-based software for structured authoring and content collaboration, helps your organization get to market faster with your products and streamline maintenance by bringing structure and automation to managing high volumes of valuable content. Software vendors worldwide rely on structured authoring and reuse and dynamic delivery solutions from JustSystems to create, unify, visualize, and deliver business-critical information that improves productivity, efficiency, and profitability. For more information about our solutions, visit www.justsystems.com.

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About JustSystems

JustSystems is a leading global software provider with over three decades of successful innovation in office productivity, information management, and consumer and enterprise software. With over 2,500 customers worldwide, the company is continuing a global expansion strategy based on its XMetaL content lifecycle solutions, the world's most complete and user-friendly XML authoring tool. JustSystems has been received many industry accolades including: *KMWorld's* Trend Setting Product of 2011, 2010's *KMWorld's* 100 Companies that Matter in Knowledge Management, *Software Magazine's* The Software 500 of 2008, and many others. Major strategic partnerships include IBM, Siemens, and EMC. For more information, visit: www.justsystems.com.

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