



## XMetaL® Author Essential

Build your content. Reduce your costs. Get to market faster.

From websites, catalogs and technical manuals to sales collateral, patent applications and financial reports, content forms your organization's front line—an invaluable asset that directly impacts your success in growing, managing and serving your customer base.

**With XMetaL Author Essential, anyone can produce valid XML content with confidence—without knowing any code. The world's most intuitive XML authoring tool, XMetaL Author Essential empowers web specialists, technical communicators, and general business users to rapidly and easily create consistent, high quality content for multichannel publishing.**

- **Improve Content Quality**
- **Increase customer Satisfaction**
- **Ensure documentation consistency, relevance, and timeliness**
- **Enhance Productivity**
- **Shorten global time-to market**

In today's information-rich global market, publishing consistently accurate, timely and high-value content is an immense task that requires unprecedented scaling-up of the creation process. Consider the pressures that most organizations face:

- Ambitious global sales targets with a need for simultaneous global shipment in multiple languages, versions, formats and channels
- Large, global workforces with widely distributed authors and information products
- Competitive markets where a customer experience and satisfaction are integral to growing a loyal customer base

Most executives see the discrepancy between the volume of information that needs to be published and available resources, time and budget to support these business goals. But many aren't aware of solutions that may help them reach these objectives by solving the challenges of traditional, inefficient and ineffective workflows.

### **XMetaL Author Essential: Making content work for information-rich global markets**

XMetaL helps businesses get to market faster with information products by bringing structure and automation to managing high volumes of valuable content. By enabling reuse of information and reducing redundancy, XMetaL accelerates production in one or many languages, in multiple different formats—whether for online or print delivery to customers.

Using XML (eXtensible Markup Language) standards such as the Darwin Information Typing Architecture (DITA), Docbook, S1000D, and others, XMetaL enables authors and contributors

to create structured content that can be reliably and cost-effectively repurposed into the languages and formats your customers demand. It promotes the consistent sharing and reuse of content across the enterprise, while ensuring compliance with regulatory standards, minimizing the hassle associated with managing stored content and reducing publishing costs.

XMetaL helps even non-technical writers to create reusable XML content without needing to understand the background mechanics—to improve the quality and timeliness of content across the global enterprise.

### ***Why should authoring be structured?***

When authoring is unstructured, redundancy and inconsistency reign. In order to leverage reuse of content in your organization—people first have to be able to search for it. If content is unstructured, searching is difficult, translation can be costly, and the process of creating information products feels as though it's all over the place—because it literally is.

When authoring is structured, contributors follow a set of rules around information types and content hierarchy that govern what can be added to a document, and in what manner. Content is checked against a well-defined structure to ensure its validity, after which it can be properly cataloged and searched.

Structured authoring sets the stage for your organization to reuse repetitive content components in various documents or manuals; easily personalize documents for different types or groups of customers; speed up the translation process to enable you to reach more markets faster; and re-purpose the same information for print, online, knowledge bases and other formats.

**Why is XMetaL the industry's top choice for structured XML authoring?**

XMetaL Author Essential enables writers to create structured XML content through a familiar, easy-to-use word-processing interface that ensures documents conform to structural and business rules.

First, XMetaL offers the most **familiar, easy-to-use experience** of any structured authoring solution, including Microsoft Word plug-ins, while still offering the power and flexibility of professional desktop publishing tools.

Second, as the most **extensible and standards-based** structured authoring solution on the market, XMetaL guides authors through the creation of valid structured content, maximizing productivity while minimizing the learning curve. XMetaL can be customized to include an enhanced user interface with menus, toolbars, dialog boxes, styling and editing behaviors that hide the complexity of any document type (DTD or Schema).

Thirdly, **extensive integration options** make it easy to combine XMetaL with existing infrastructure—from authoring to publishing, and translation.

Finally, JustSystems is a **leading pioneer** in the art and science of structured authoring. As one of the most well-known and respected organizations in the XML community, we have helped define today's most important standards as members of W3C and OASIS.

And, finally, our **industry experts** bring years of experience and proven best practices to your implementation, and offer highly innovative ideas to address your unique challenges as well as technical support both directly and through a broad network of system integrators and technology partners.

**XMetaL Author Essential: Key Features**

Used as a complete standalone solution or integrated with a publishing engine or globalization management system, XMetaL can be used by authors and contributors with virtually no technical or XML background, yet offers powerful features for technical users. The resulting productivity and widespread content reuse gets information products published faster while increasing customer satisfaction through improved quality and accuracy, enterprise-wide.

**Create structured content as easily as working in a word processor**

XMetaL Author Essential ensures the validity of XML documents and keeps authors focused on creating value-add content. Its flexible interface and multiple views allows authors to work in a simplified, word-processor-like environment, while providing power users access to all aspects of a document's structure and code.

- Provide multiple views that give users complete control over all aspects of an XML document such as elements, attributes, links, and overall structure. Views include a word-processing-like 'Normal' view that hides the complexity of the underlying markup; a 'Tags-On' view that combines WYSIWYG styling with markup; an unstyled 'Plain Text' view where users can directly modify the XML source; a 'Structure' view for the overall structure of the document; and 'Panels' for inserting elements and attribute values
- Guide authors through the creation process with customizable templates and intuitive editing behaviors that ensure they are producing valid XML
- Standard Unicode support allows you to author in almost any language including Cyrillic, Eastern European, and Asian languages

**Configure and extend to meet unique needs**

Optimize the entire user experience and ensure widespread adoption by configuring XMetaL Author Essential to meet the specific needs of content creators and your unique workflow.

- Increase productivity with task-specific interfaces that simplify the execution of complex tasks and automate repetitive work
- Ensure accuracy by pulling dynamic data into your content directly from enterprise applications (for instance, add prices, product specs, or availability to a datasheet)
- For developers customizing XMetaL, speed development with standards-based and well-known technologies such as CSS, Javascript, VBScript, PerlScript, Python, Java, Eclipse, Visual Basic applications, C++ applications and others

**Built to last on open standards**

XMetaL Author Essential offers unparalleled support for industry standards and interoperability with enterprise applications. Ensure a familiar work environment and avoid costly, locked-in proprietary technologies by taking advantage of standard programming languages, development environments, style sheets, access protocols and all major XML specifications:

- DITA<sup>4</sup>
- Docbook<sup>2</sup>
- SVG<sup>3</sup>
- XPATH
- CALS Table Editing and Rendering
- MathML<sup>3</sup>
- XML Namespaces
- W3C Schema<sup>2</sup>
- W3C DTD<sup>2</sup>
- SGML<sup>2</sup>
- DOM
- Unicode
- Scripting (Jscript, VBScript, PerlScript, Python)
- Development Languages (Java, C++, C#, Visual Basic and others)
- XSL
- CSS
- HTML Table Editing and Rendering
- OASIS Catalogs

XMetaL Author Essential 5.5 Feature Matrix

Feature	5.5
<b>Structured Authoring</b>	
Templates to guide structured authoring	✓
On-the-fly XML validation	✓
Document-type specific assisted authoring is configurable: dialogs, menus, toolbars, styling and editing behaviors	✓
Views: WYSIWYG, tags-on/off, source code	✓
Search & Replace	✓
Copy/Paste from Microsoft® Office (Word & Excel) is configurable	✓
Languages supported: spell-checker	30
Languages supported: thesaurus	10
Scale images in authoring interface	✓
<b>Content Reuse</b>	
Entity references	✓
<b>Publishing</b>	
Single-click preview of final output is configurable	✓
Publish to HTML is configurable	✓
Integrate with other publishing engines	✓
<b>Integration</b>	
Data import wizard (ODBC data source)	✓
Window Vista-compatible	New
Support for Citrix deployments	✓
<b>Extensibility</b>	
Configurable interface, adaptable to any task	✓
Macros for repetitive tasks	✓
Smart stylesheet and customization generator	✓
Extensive set of API's: COM, Java	✓
<b>Standards Support</b>	
DITA <sup>4</sup>	✓
Docbook <sup>2</sup>	✓
SVG <sup>3</sup>	✓
XPATH	✓
CALS Table Editing and Rendering	✓
MathML <sup>3</sup>	✓
XML Namespaces	✓
W3C Schema <sup>2</sup>	✓
W3C DTD <sup>2</sup>	✓
SGML <sup>2</sup>	✓
DOM	✓
Unicode	✓
Scripting (Jscript, VBScript, PerlScript, Python)	✓
XSL	✓
CSS	✓
OASIS Catalogs	✓

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**About JustSystems**

JustSystems is a leading global software provider with 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 xfy enterprise software, XMetaL content lifecycle solutions, and its pioneering work in enabling XBRL financial reporting technologies. JustSystems is one of the 2008 KMWorld 100 Companies that Matter in Knowledge Management, a 2008 EContent 100 member, and was recognized on the 2008 KMWorld Trend-Setting Product list for XMetaL. Major strategic partnerships include IBM, Oracle and EMC.

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<sup>2</sup> Additional customization recommended

<sup>3</sup> Third-party viewer recommended

<sup>4</sup> Editing DITA documents in XMetaL Author Essential is supported (as with any DTD) but not recommended, advanced and very easy to use DITA editing and publishing capabilities are included with XMetaL Author Enterprise

<sup>5</sup> Additional customization required

SYSTEM REQUIREMENTS

- Operating System: Windows XP or Windows Vista
- Processor: Minimum Pentium® class 1 GHz or better recommended
- Memory: 1024 MB of available RAM
- VGA display: 640 x 480 resolution or higher
- Hard disk space: Minimum 120 MB of disk space (plus additional space for customization files if required)
- Microsoft® Internet Explorer, version 6.00.2600.0000 or later