



# QPP Data Sheet

## July 2025



**Quark Publishing Platform (QPP)** is a cloud-based, AI-powered content automation software platform that helps enterprises automate the production of their highly regulated or complex documentation, so they can approve and publish it faster, and stay compliant.

It supports every stage of the enterprise content lifecycle from creation, collaboration, assembly, reuse and publishing through to analysis, to modernize content ecosystems and support the key business pillars of digital transformation, customer satisfaction, revenue growth and regulatory compliance. Content strategies like these are mission-critical in the key verticals of financial services, government, life sciences and manufacturing.

QPP can be used as an end-to-end solution or integrated with existing systems such as Microsoft 365 Office, ERP and proprietary databases to ensure relevant content reaches the right people in the right format via the right channels, in line with corporate and industry requirements.

The ability to analyze content production and consumption metrics improves content strategy and execution, including updates, revisions or retirements. SaaS delivery also reduces complexity, infrastructure costs and time-to-value, with deployment options for single-tenant SaaS, multi-tenant SaaS or private cloud.

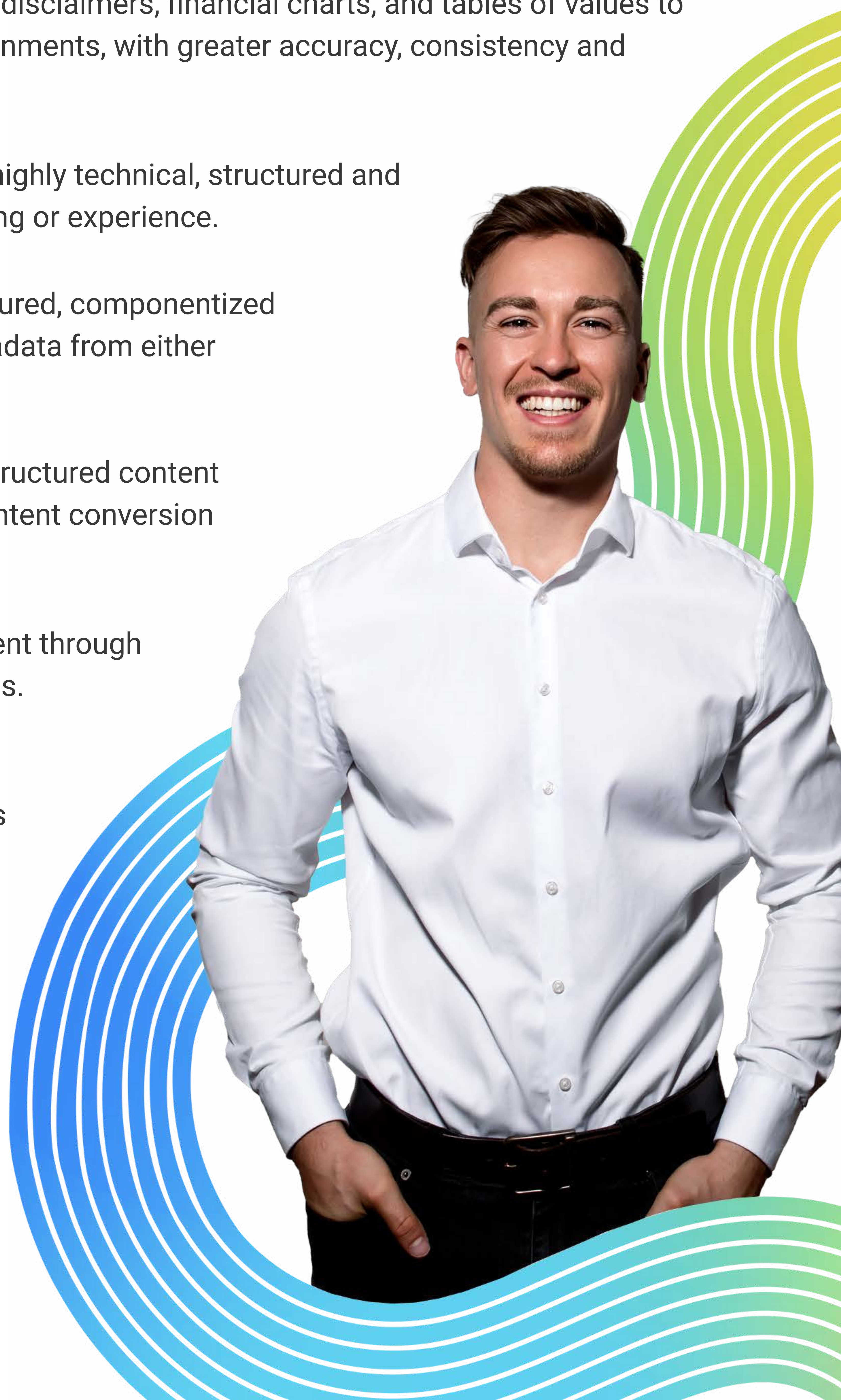
QPP's XML-based structured authoring capabilities enable efficient content automation and reuse on a global scale. Its self-service interfaces empower users to manage content from one unified platform and simplify omnichannel publishing in multiple languages, by automating both the aggregation of complex data sources and the assembly process of varying types of content components and their templates.

Repeatable Accelerator Packs (RAPs), standardized document layouts and regulatory-compliant content rules drive automation of complex and industry-specific use cases like SOPs, market research reports, drug safety documentation and client investment reports at scale, bringing measurable value and ROI in content strategy and operations.



# Benefits, Results and Outcomes

- Purchase QPP from the Microsoft Azure Marketplace, direct from Quark or through Quark's partner ecosystem.
- Decrease production time and costs by eliminating duplicate component creation and automating error-prone, time-consuming and repetitive manual tasks with different workflows for different content types.
- Create modular, reusable content, such as legal text & disclaimers, financial charts, and tables of values to meet specific use cases, especially in regulated environments, with greater accuracy, consistency and speed.
- Use Quark's flexible Smart Content schema to create highly technical, structured and reusable content with no DITA, XML or DocBook training or experience.
- Enable subject-matter experts (SMEs) to author structured, componentized content containing automatically generated XML metadata from either Microsoft Word or a Web browser.
- Reduce onboarding costs by 50-80% and accelerate structured content adoption thanks to QPP's AI-powered unstructured content conversion capability.
- Achieve 80-100% batch automation for recurring content through data-driven personalization based on Content Variables.
- Utilize AI-powered, industry-specific Repeatable Accelerator Packs (RAPs) to reduce onboarding cycles by 25-30%.
- Reduce implementation effort and validation costs through the sharing and reusing of predefined configurations for multiple deployments.





# Key Features & Capabilities

- Easily collaborate with SMEs and other stakeholders using secure, role-based authentication to create, review and manage your content assets and their individual components from a single source-of-truth repository, also known as a component content management system (CCMS).
- Review and approve content at component-level, rather than document-level to instantly update all content in your CCMS without reviewing each document in turn.
- Maintain compliance, consistent branding and messaging across multiple documents and channel with input from a variety of sources in the content ecosystem
- Improve content performance thanks to built-in content intelligence and self-service access to analytics for documents, document selections and content components.

## Automate content operations from creation to consumption with QPP:

**Low-Code / No-Code Structured Authoring in Microsoft Word:** Use our unique Microsoft Word structured authoring plugin or a web browser version to create controlled, compliant and reusable content components.

**DOCX Converter:** Convert existing Microsoft Word DOCX files into structured content components, stored in the central CCMS, for fast ROI from existing documents.

**Power-Review Cycle:** Review structured documents in native Microsoft Word and automatically merge changes from multiple reviewers.

**Data Driven Personalization:** Content Variables to personalize and seamlessly update data driven documents like fund fact sheets, client reports and product data sheets.

**Unstructured Content Onboarding:** AI-powered ingestion of unstructured PDF and Microsoft Word documents to transform them into structured, reusable tagged content components, and making them adaptable to omnichannel publishing

**Repeatable Accelerator Packs (RAPs):** Automate deployments for complex document use cases containing templates, content models, metadata taxonomies & workflows. Ideal for geographically distributed environments or CROs to share configuration.

**Microsoft PowerPoint Integration:** Enable users to standardize and reuse design-rich components like charts, logos and disclosures to generate brand compliant pitch decks, research reports and more.

**AI Innovation:** A suite of AI capabilities powered by Microsoft Azure OpenAI are available out-of-the-box, or bring your own AI (BYOAI), to create and edit content, populate metadata, and convert unstructured content to new reusable components.

**Content Intelligence:** Robust reporting enables you to analyze content use and engagement for content types or specific components. Ready-made content reuse and delivery reports help improve your content effectiveness.

**Metadata & Taxonomy:** Tag content with read-only metadata to add critical context and meaning and make locating important components or complete assets easier.



## Key Features(cont'd)

**Integrations/APIs:** A comprehensive library of open APIs, web hooks and Microsoft integrations connect your existing application ecosystem for platform extensibility, meeting content automation requirements.

**Branded, Design-Rich Templates:** Create content templates with QuarkXPress or Adobe InDesign, adhering to brand guidelines for styles, colors, and themes. Import and edit PDFs, including native Adobe PDFs, from other sources.

**Interactive Elements:** Add video, audio and interactive charts and tables to your content components.

**Hyperlinking & Cross-Referencing:** Easily create hyperlinks to other documents and resources, add attachments or cross-reference other sections of the same document.

**Collaboration:** Leave comments and track changes as part of review-and-approval workflows, plus view the collaboration history to understand the context of changes over time.

**Branching & Version Control:** Create version branches, revert to older versions of documents or individual components and keep track of all changes made by all editors.

**Content Comparison:** See who made what changes and where with the track-changes view.

**Component Storage & Dynamic Assembly:** Store content components in the central CCMS repository and assemble them automatically to meet different requirements for different content types.

**On-Demand Previews:** Preview content from within the authoring tool to see exactly as it will render when published to multiple channels.

**Omnichannel Publishing:** Publish content to print, PDF, HTML5, web, XML, tablet and mobile apps, and other digital formats from one platform.

**Data Integration:** Filter and insert Microsoft Excel and CSV data into your content when authoring, without any IT involvement.

**Personalization & Regionalization:** Configure metadata tags to publish personalized content based on region, audience, language and more.

**Workflow Design & Visualization:** Automate error-prone, time-consuming and repetitive manual tasks with the workflow designer and understand timelines or bottlenecks.

**Single Sign-On:** Enable authentication for specific users, roles or groups with a single set of credentials, as well as link to your existing sign-on infrastructure for easy adoption and rollout.

**Events Auditing:** Ensure traceability and visibility by tracking events for a full audit trail for troubleshooting and compliance.

**Translation Management:** Centralize the translation of content components within the CCMS to save time and effort when producing localized content.

## Additional Features

- Layout Options for compliance-controlled layout changes by users
  - Data integration with the wider business ecosystem
  - Self-service extensibility management interface
  - Citation reuse support
  - AI-powered semantic search
  - Right to left language support for Quark XML
- Author & publishing



# Example Use Cases

QPP automates the publishing of highly regulated or complex content use cases including in:

- Finance, asset & wealth management
- Standard operating procedures (SOPs)
- Pharmacovigilance & drug safety
- Product labeling
- Pharmaceutical manufacturing and clinical trials
- Legal and legislative
- Standards and codes
- Internal communications (memoranda, policies, guidelines)
- Market research reports
- Product data sheets
- Training manuals and user guides
- Regulatory affairs and submissions
- Catalogs and libraries

Automate every stage of **enterprise content lifecycle management** and stay compliant.

Request a Quark  
Publishing Platform  
discovery call today.



If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.