



Quark Publishing Platform (QPP) NextGen is content automation software for modular, metadata-driven and compliance-controlled omnichannel publishing. It automates every stage of content lifecycle management – creation, collaboration, assembly, publishing and analysis – so organizations can modernize their content ecosystems to support digital transformation, customer satisfaction, revenue generation and regulatory compliance. QPP NextGen can be used as an end-to-end publishing solution or integrated with existing IT and business systems, such as Microsoft Office, 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 performance metrics improves content strategy and execution, including updates, revisions or retirements. SaaS delivery also reduces complexity, infrastructure costs and time to value, with current deployment options available as single-tenant SaaS, multi-tenant SaaS or private cloud.

Benefits/Results

- Enable subject-matter experts (SMEs) to author structured content within the familiar Microsoft Word environment, so they don't have to know complex languages such as DITA or XML.
- Meet specific use cases, especially in regulated environments, with greater accuracy, consistency and speed with modular content that can be reused.
- Decrease production time and costs by automating error-prone, time-consuming and repetitive manual tasks with different workflows for different content types.
- Synchronize updates across specific content components, such as legal text and disclaimers.
- Easily collaborate with SMEs and other stakeholders to create, review and manage your content assets and their individual components.
- Eliminate the duplicate creation of text, images, charts and other content components.
- Maintain consistent branding and messaging across multiple documents and channels.
- Improve content performance thanks to built-in intelligence and self-service access to analytics.
- Increase content security with user-, role- and group-based access control and authentication.

Key Features

Automate your content operations from creation to consumption with QPP NextGen. Its key features include:

Integrations/APIs: A comprehensive library of open APIs enables integration with your existing application ecosystem for a high level of platform extensibility in meeting content automation requirements.

Structured Authoring: Use Quark Author, our web-based content authoring tool, and/or Quark XML Author, our Microsoft Word plug-in, to create controlled, compliant and reusable content components.

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

Workflow Design: Automate error-prone, time-consuming and repetitive manual tasks with the workflow designer.

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

Translation Management: Link your primary language to translations that can be managed and maintained within a repository.

Key Features (cont'd)

Branded, Design-Rich Templates: Use QuarkXPress to create layouts for various content templates, while conforming to brand guidelines for styles, colors and themes. You also can import and edit PDFs from other sources, including native Adobe PDFs.

Self-Service Administration: Allow users to set up target content types, workflows, constraints, roles and privileges.

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, 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.

Version Control: 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 repository and assemble them automatically to meet different requirements for different content types.

Multichannel Previews: Preview content 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.

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

Content Intelligence: Robust reporting enables the analysis of content use and engagement across content types and/or specific components, providing insights for SMEs and other stakeholders to improve effectiveness.

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.

Example Use Cases

QPP NextGen automates the publishing of:

- Magazines, books and newspapers
- Regulations, codes and standards
- Standard operating procedures
- Financial and investment reports
- Customer communications (statements, bills, welcome kits)
- Research reports
- Product data sheets
- Training manuals
- Legal/legislative documents
- Product labels
- Forms
- Catalogs

Create, collaborate, assemble, publish and analyze your content assets. Let Quark help you automate these stages of your content lifecycle. [Request a demo of QPP NextGen.](#)



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.