

PRISM – The enabling Language

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In order to utilize content more effectively, we need a solution that meets the challenges of the marketplace and provides new capabilities

Existing Challenges

- **De-centralized source data systems**
- **Manual effort to generate and distribute Content**
- **Inconsistent data and formatting requirements across division**
- **Limited/No access to electronic or print versions of content for reuse**

New Capabilities

- **Leverage existing data to drive accurate and timely new channel delivery**
- **Focus on single source of data entry**
- **Allow flexible repurposing and reformatting of assets and information**
- **Create and enable new channel delivery faster – better - cheaper**

Digital Product Platform – an overall strategy and capability to create, manage, and deliver content assets using digital technology –

The core is P R I S M

- **Enable an end-to-end solution for digital content**
 - **Creation**
 - **Manipulation & editing**
 - **Storage**
 - **Distribution**
- **Realize full value from creative content and intellectual assets through PRISM**
 - **The archive**
 - **Production and post-production**
 - **Distribution**
 - **New product development**



PRISM (XML) is at the core of enabling a transformation to become a successful Content Company of the Future.

The Digital Future Awaits

- **Current business**
 - Reduce costs
 - Increase productivity
 - Make better use of limited resources
 - Ease pressures on margins imposed by a more competitive marketplace
- **New business creation**
 - Key requirement for participating in the digital space
- **Speed to market – increasingly important to quickly pursue opportunities or fend off threats**

Production Channels Past

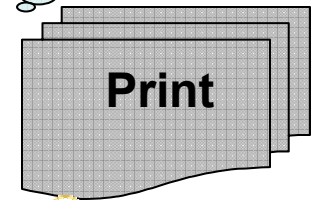
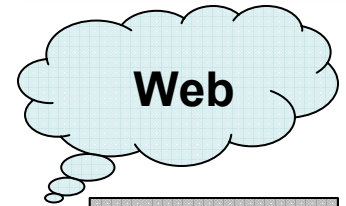
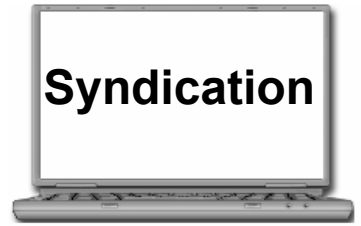
DOS Scripts

Dream weaver

QUARK

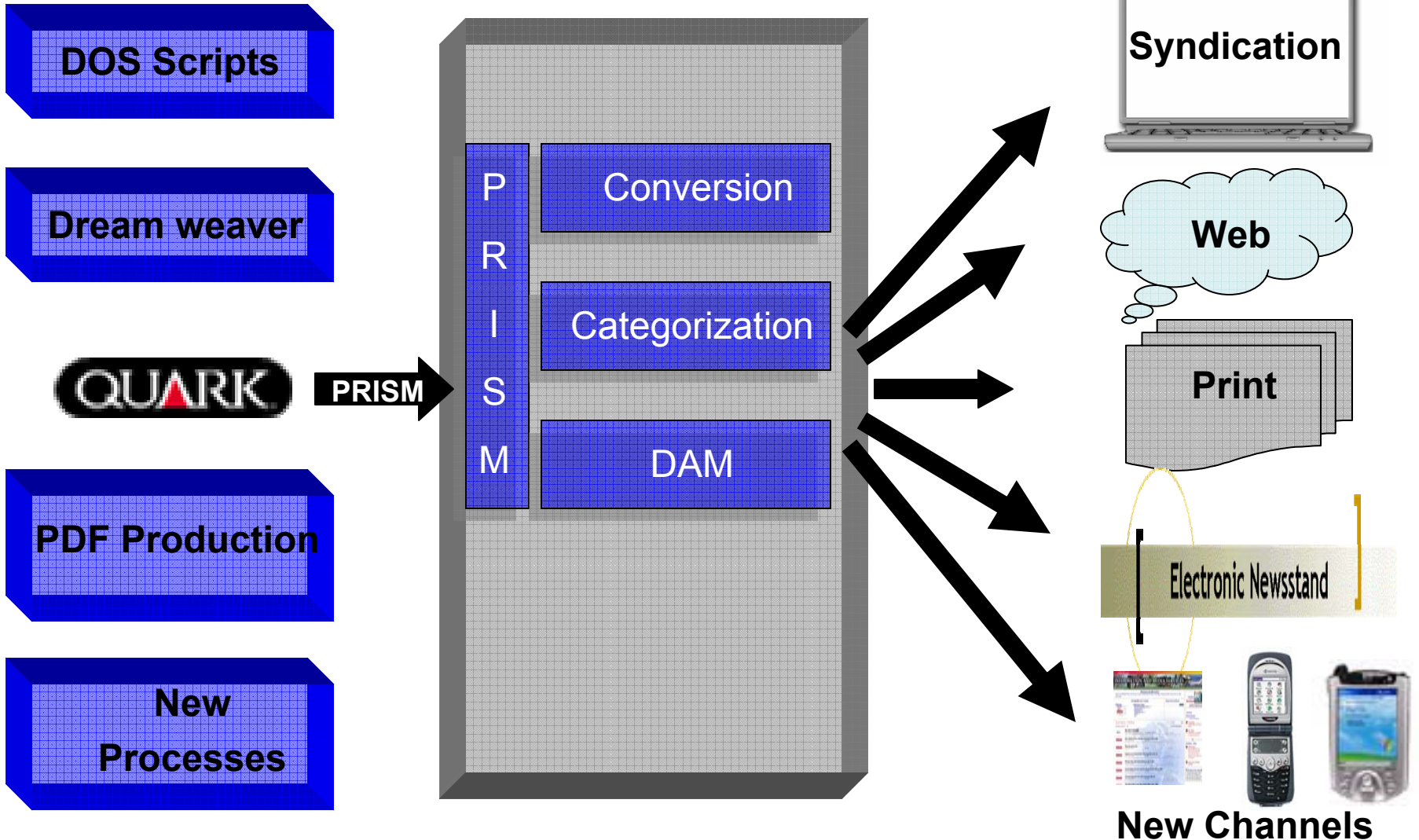
PDF Production

New
Processes



New Channels

Production Channels Future



Digital Asset Authoring Content Conversion Classification Digital Content Management Channels

P R I S M

Images, Text, Video, Audio in Native Formats

Conversion of Quark/In Design to XML

Add. Layer of Information

Centralized Repository all BU assets

Digital Asset -Enriched Content deployed to eBusiness

- Create
- Edit
- Author

- Content conversion
- Quark to XML/ PDF
- Definition of standard tagging

- Categorization
- Contextualization
- Cross content collaboration

- Index / Metadata
- Search/Browse/ Retrieve
- Digital Asset Management

- Portals
- Intranets
- Extranets
- Web Sites
- Personalization
- E-commerce
- Wireless

THANK YOU