

# XML Content Conversion



<Transforming the value of your content/>

Whether you are creating an online catalogue, publishing a range of novels for hand-held devices, building a new customer service portal, aggregating content for dynamic publishing purposes or developing other innovative web-based applications, you need rapid delivery of high quality content in XML format.

## Pioneers in content conversion

For over two decades, Stilo has pioneered new approaches to content conversion. Our content engineering experts have built some of the world's most successful content conversion tools and applications. Services engagements run from early requirements definition and feasibility analysis through to the development of custom conversion pipelines, fully integrated with enterprise publishing applications.

We have provided solutions to over 1,000 companies across 35 countries, in sectors including aerospace and defence, publishing, high tech, telecommunications and government.

## Typical assignments include:

- ▶ Conversion of content from proprietary source formats including Word, Interleaf, InDesign and Quark to custom DTD's and industry standards including DITA, DocBook and EPUB.
- ▶ Bi-directional conversion between SGML and XML enabling new functionality to be realized from past investments.
- ▶ Word to XML round-tripping to support authoring teams in their use of existing tools.
- ▶ DTD to DTD transformation and validation, to support publishers with the adoption of new titles, to rationalize existing publishing processes or to automate updates of technical documentation.

- ▶ Migration of legacy content into forms that can be efficiently loaded into enterprise content management systems.
- ▶ Enrichment of converted content to meet the levels of information quality needed to support the most demanding online applications.
- ▶ Planning and implementation of XML publishing environments, including content analysis, design specializations and content migration.
- ▶ OmniMark training and scripting services.

Whatever your XML content conversion requirements, with our range of specialist tools and online services, supported by our content processing experts, we can provide in-house or outsourced solutions tailored to your specific business needs.



## Stilo provides:

- ▶ More than 20 years experience building some of the world's most successful content conversion solutions.
- ▶ The ability to convert content (including text, symbols, tables, equations and images) from any source format into any target XML schema.
- ▶ Migrate – the world's first pay-as-you-use content conversion service, available online or deployed as part of an integrated publishing solution.
- ▶ OmniMark – the leading SGML/XML content processing platform, designed specifically to convert, validate, transform and deliver vast amounts of content at high speed.

Migrate is the world's first pay-as-you-use content conversion service, available online or deployed as part of a fully integrated publishing solution.

The online service enables users to upload documents in proprietary formats, e.g. Word, InDesign, FrameMaker, Quark, via a secure web portal and convert them to XML at the push of a button. Migrate dramatically reduces the time required for content conversion projects of all sizes and enables very complex content – including text, graphics, tables and equations – to be converted with a high degree of precision and quality.

Every Migrate online customer is provided with access to a unique portal, with conversion pipelines configured by our in-house experts according to specific business requirements. The initial set-up costs for the portal are minimal, and customers can quickly start using the system on a pay-as-you-use basis, or alternatively have the conversion process managed by Stilo on their behalf.

### Key Benefits

- ▶ Accessible globally 24/7.
- ▶ Documents can be migrated one at a time or batched in thousands.
- ▶ Conversion pipeline customization reduces the need for pre- and post-processing tasks.
- ▶ Immediate turnaround times for document conversion enabling the most challenging project deadlines to be met.
- ▶ Very high levels of quality and precision are achieved through the embedded use of Stilo's leading content processing tool, OmniMark.

Convert, transform and QA up to millions of XML content elements in a matter of seconds.

When content needs to be acquired from multiple sources, converted, validated, integrated and transformed, the processing of that content can rapidly become very complex and a major issue for many organizations. Guaranteeing high-levels of content quality and precision is essential, especially when processing thousands of pages of documentation, where visual inspection is not a practical proposition.

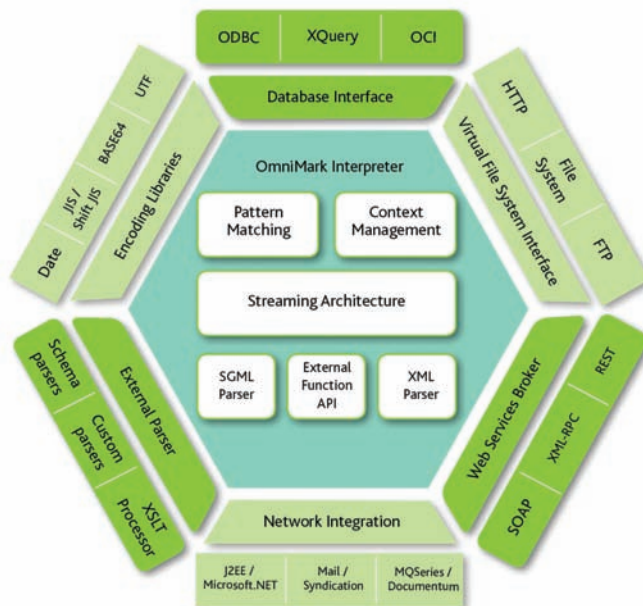
OmniMark has been designed from the ground-up specifically for the purpose of converting content into high-quality XML. It is a robust and well proven technology, used by many major organizations worldwide, including Airbus, Boeing, Thomson Publishing, The British Library, European Parliament, IBM, SAP, The Wall Street Journal and Wolters Kluwer,

OmniMark is particularly ideal for organizations that have large-scale, on-going content conversion requirements. The technology features a wide range of connectivity and integration capabilities, making it possible for organizations to integrate content processing components with enterprise publishing systems. Stilo's content conversion specialists deliver a wide range of professional services to users of OmniMark and can help them with the development of bespoke solutions, as required.

### Key Benefits

- ▶ High-quality content is delivered to the right place at the right time.
- ▶ Content processing services can scale to handle massive content volumes without loss of performance, due to OmniMark's streaming architecture.
- ▶ OmniMark can effortlessly handle large, complex content structures and associated business rules.
- ▶ Sophisticated systems can be built quickly, with optimum performance.
- ▶ The time and cost of maintaining in-house systems and services is reduced.

The OmniMark Architecture



[stilo.com/xmlconversion](http://stilo.com/xmlconversion)

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