

Noxum Publishing Studio

**Technical Communication - Web Systems/Web Portals -
Product Information Management - Cross Media Publishing**

**A content management and editorial system for all
business areas**

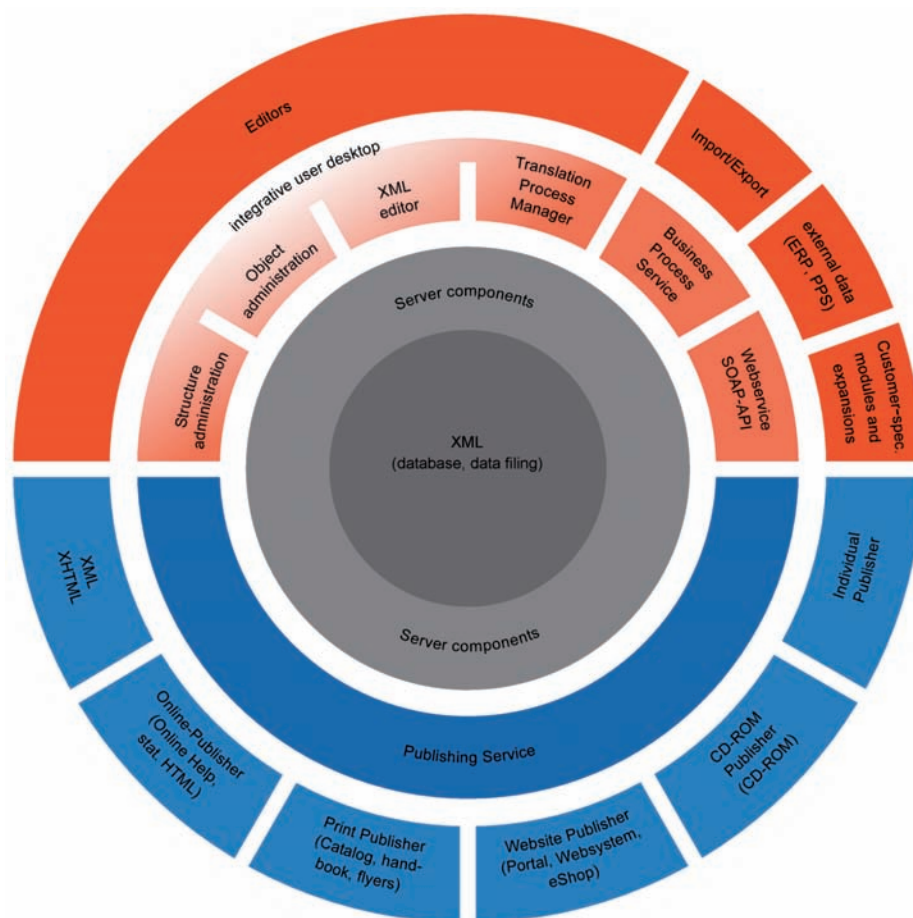


"The modular nature of our standard software means that specific customer add-ons can be put in place quickly."

Norbert Klinnert,
managing director of Noxum GmbH

The technology of today for the challenges of tomorrow

Whatever your current business objective, whether it be producing a new user handbook, updating your existing product catalogs or managing the Internet/Extranet, what is most important is that you are able to concentrate on the project itself without being distracted by trivialities. The Noxum Publishing Studio allows you to do just that, regardless of whether you are looking to manage your technical product information or press ahead with your e-business concept.



Noxum Publishing Studio, software architecture

"Having relaunched our market-specific websites, we are now seeing the benefits of the Noxum Publishing Studio. There have been clear improvements in the area of performance and scaling and we have successfully optimized our decentralized maintenance processes. Our websites allow users to experience our products interactively yet still provide all of the necessary information. The Noxum Publishing Studio has successfully passed our internal tests. We were also impressed by the flexibility that it offers – it can be tailored to meet our individual requirements."

Deniz Keskin, Internet, e-business & dialog marketing manager at Dr. Ing. h.c. F. Porsche AG, Stuttgart



Unrivalled integration density

The main advantage offered by the Noxum Publishing Studio is its unique level of integration density throughout the documentation cycle. All functions which are of relevance to the documentation process are offered on a single platform. For example, the system allows you to compile content in a structured XML format, provides an object-based content management facility and enables you to publish documents effortlessly in a wide variety of formats. The software suite offers a sophisticated translation management system and workflow support for your work. It can also be seamlessly connected to external systems. Thanks to the extraordinarily modular software concept, the system can be individually tailored to meet your needs.

Efficiency through modular operation

Content is brought together to form information units which can subsequently be combined again and again. This avoids redundancies and provides structure for the content. The information required is compiled from a central data storage facility and output in the desired target format.

The Noxum Publishing Studio allows you to manage product and business information for both online and printed media. The system also provides support for technical communication, when automating printed publications and for enterprise content management. What is more, the fact that the Noxum Publishing Studio is not designed as an isolated solution means that it excels when used in various areas at the same time.

A solution for the information age

The Noxum Publishing Studio helps businesses to use their resources efficiently. A sophisticated role and rights management system gives everyone involved the opportunity to concentrate fully on their area of responsibility and therefore provides structure for the project processes.

The Noxum Publishing Studio is an integrated response to the challenges of the information age. It shines thanks to its integration density and provides your business with a central information platform. It establishes tight working processes, links together external systems and is the compelling choice with its high-performance translation management system. It is based upon a product philosophy which is designed to achieve efficiency and optimize process costs.

Knowing what you know

Intelligent information management for a global competitive advantage

Every division of every business constantly produces information. When viewed in its entirety, this information represents a considerable part of a business's knowledge. The success of a business depends on the way it communicates with the outside world. Consequently, it is important to show the unique features of the business's products and services in a positive light. This information is already available in the form of the business's knowledge. However, you need to know exactly what information is available and must have the freedom to tailor the form of the information and the publishing medium exactly to the particular market and target group. This is exactly where the Noxum Publishing Studio comes in.





"By introducing the Noxum Publishing Studio as an XML-based editorial system at our company, we were able to optimize our translation processes. The fact that the single source concept is used throughout led to other synergy effects. Both of these factors reduced the costs involved in producing globally focused technical documentation."

Christian Jarc, information center team leader (WSC) at KUKA Roboter GmbH

Single source and Cross Media Publishing

Knowledge is frequently spread across the entire business. As a result, the same information is often generated a number of times, simply because it could not be found or owing to the complexity involved in converting it into other output formats. This results in extra costs which could easily be avoided. A business requires a central location where it can manage data collected on a single occasion. The modern solution here is content management.

The Noxum Publishing Studio allows you to organize your content effortlessly. As a result, you find information instead of looking for it. You can then publish the information from a single source using the medium you require.

Global markets demand multilingualism and localization

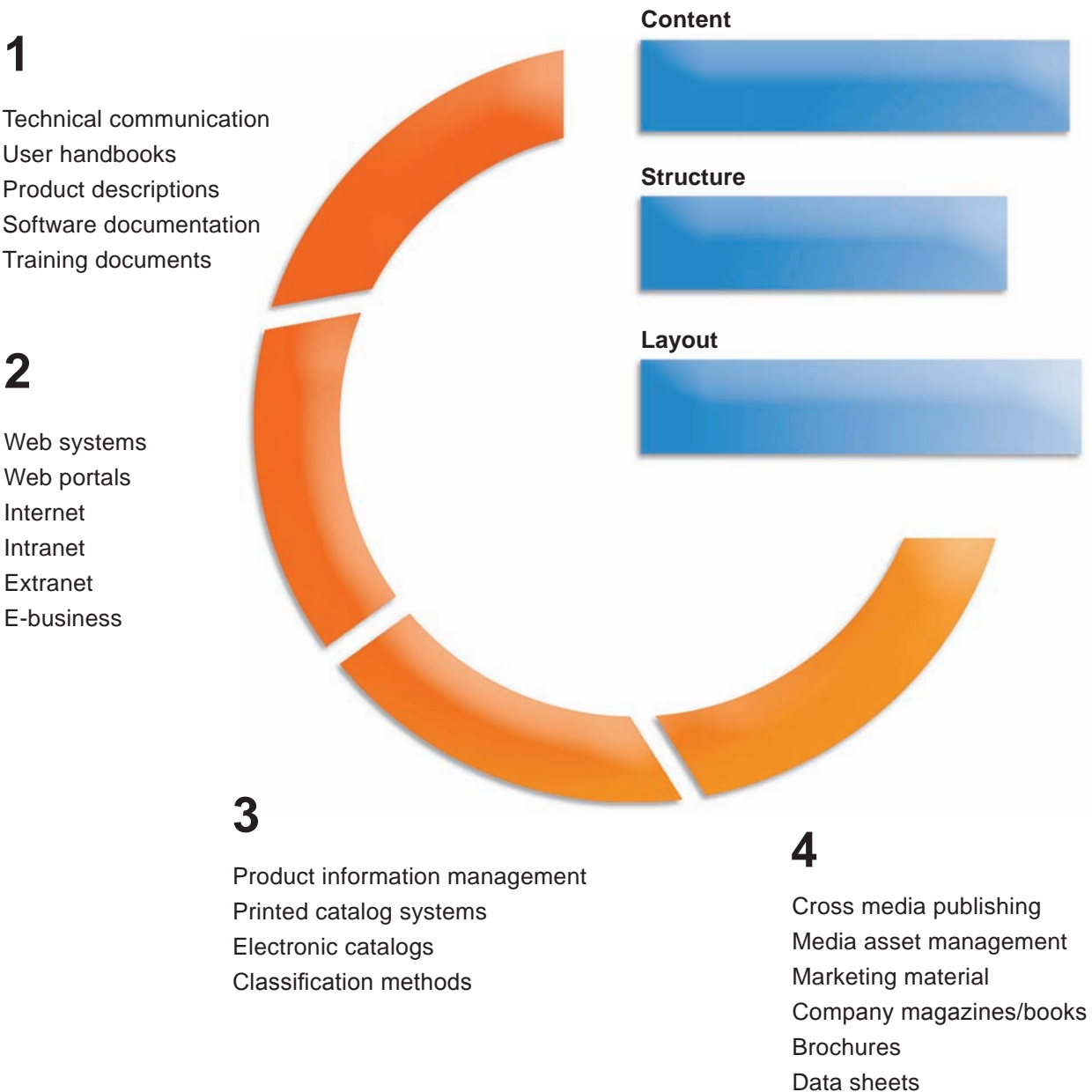
The days when a business could afford to sell its products or advertise its brands solely on the national market are gone. As a result, product information must be made available in a number of languages. Thanks to the sophisticated translation management system offered by the Noxum Publishing Studio, businesses can take advantage of globalization, optimize costs and keep a grip on these costs at the same time. They can further reduce translation costs by linking in translation memory systems such as SDL/Trados or across. With its vast project experience, Noxum has the necessary know-how here too.

Noxum Publishing Studio

Technical Communication - Web Systems/Web Portals -
Product Information Management - Cross Media Publishing
A content management and editorial system for all business areas

Product life cycles are becoming ever shorter and the variety of products and services on offer is growing all the time. In this era of increasing globalization, documents must be made available extremely quickly and must be up to date at all times.

This is where the Noxum Publishing Studio with its XML-based content management system can help. The Noxum Publishing Studio is a content management and editorial system for all business areas – for technical communication, web systems and portals, product information management or cross media publishing. Its major strengths come to the fore when it is required in a number of these areas at the same time.





Technical Communication

"Technical communication" is a broad term which is not restricted to producing operating instructions. The term encompasses the management of all important information over the life cycle of a product. This includes all internal information and metainformation relating to internal processes and workflows as well as the resulting company knowledge. The Noxum Publishing Studio offers you process support and allows information management and cross media publishing for technical communication purposes.

Web Systems/Web Portals/E-Business

The World Wide Web has become an important place of business. E-commerce, paid content and e-payment solutions have long been a standard, essential part of the web content management market. Web portals should aim to address both global markets and markets which focus on particular target groups. However, they should also offer online functions which are tailored precisely to particular target groups. What is more, they must meet these requirements whilst satisfying the fundamental need for security and performance. The Noxum Publishing Studio helps you to compile your information for the Internet, Intranet and Extranet and to integrate this information on a single platform. The result is a coherent overall image across all markets.

Product Information Management

Shortened product life cycles and increasing product diversification present considerable challenges when it comes to managing product information. This information is produced as a result of product development, construction, product marketing and sales activities, and some of it is stored in databases and merchandise management systems. This is exactly where the Noxum Publishing Studio comes in. It obtains existing data from the various external systems and adds any other data which may be necessary. The system provides the option of classifying the information according to established market standards, e.g. ETIM or eCI@ss, and offers additional benefits thanks to its cross media publishing capabilities. Standard exchange formats, e.g. BMEcat, can also be generated.

Cross Media Publishing

Gone are the days when documents were published only in printed form. Nowadays, documents must be made available via a number of different channels. Although the challenges involved in publishing documents via the Intranet/Internet, producing PDF or CD-ROM documentation or preparing the documents for use on mobile devices are by no means insurmountable, it is difficult to cope with the sheer variety of different media. The Noxum Publishing Studio was designed to do just that. It is based upon a coherent concept and outstanding technologies. An intuitive user interface makes it easy to find existing information modules. The user can structure this information in a hierarchical fashion, add additional information if necessary, and then generate the desired output formats.

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Innovative software design at its best

A good house is built on solid foundations

The Noxum Publishing Studio is based upon Microsoft® .NET technology. This technology supports the "best of breed" principle. This means for example that a professional XML editor which offers the ease of use and functions required by the user can be seamlessly integrated into the user interface. Microsoft® SQL Server or Oracle® Database are used as databases. These technologies are tried and tested and form the basis for the application's high-performance design.

Decentralized access to centralized resources

The Noxum Publishing Studio is based upon a client/server architecture. The client software provides the user with convenient access to the functions on the server which stores and manages all data centrally in the form of information objects. The Noxum Publishing Studio offers client interfaces which are tailored to a specific editorial team.

Modularity – the key to genuine Cross Media Publishing

The software and content building blocks are highly modularized. This makes cross media publishing and single source publishing possible for the first time. The Noxum Publishing Studio sets new standards by closely integrating all functions – from capturing documents and managing content to publishing documents via a range of different channels.

Future proof thanks to international standards

The consistent use of XML allows structure, content and layout to be clearly segregated. We rely on international standards such as XML, XSL-T, XSLFO, XHTML, XPath, XQuery, SOAP or DTDs and XML schemas. These are developed further by the W3C Consortium. Our product information management systems use established classification standards such as ETIM or eCI@ss as well as conventional exchange formats such as BMEcat.

Tested and certified

Renowned customers enlist independent firms or institutions (e.g. Integralis or IBS) to test our software solutions. In the process, our systems undergo complex load, security and penetration tests as well as web accessibility checks. We pass these tests on a regular basis.

In 2005, the Noxum Publishing Studio was also certified for use on Microsoft platforms by the Veritest certification institute.

General

- XML content management and editorial system
- Object-oriented management of XML documents and XML structures
- Segregation of content, structure and layout
- High-performance content management and printed publication servers
- Scalable web publishers (cluster-capable, replicable ...)

Technology

- The latest technologies in the field of Windows programming
- Support for standard databases and interface technologies
- Modern, multi-layer client/server architecture
- Based upon the Microsoft® .Net Framework
- Content and data storage in native XML, based on Unicode
- Databases: Microsoft® SQL Server or Oracle® Database
- Documented interfaces for linking in databases and software solutions (ERP, CRM, PPS, PDM ...)

Content management server

- Professional software distribution for client and server software
- Workflow, role and rights management
- Variant management/labeling concept
- Version management (object history)
- Flexible storage of metadata (automatic, within the system, manual)
- Management of linked files, e.g. graphics, PDF documents, videos, sound files
- Automatic generation of preview images
- Translation management and optimized links to translation memory systems (e.g. SDL/ Trados or across)
- Variant-dependent generation of publications

Editorial system client

- Support for client interfaces for specific target groups
- Integrated standard XML editor
- Management of (publication) structures
- Validation of XML content (schemas/DTDs)
- Convenient and user-friendly thanks to drag-and-drop functions etc.
- Flexible, individually configurable user interface
- Various quick views of content and structures
- Configurable search forms, metainformation and full-text searches possible
- List wizard with configurable inquiry algorithm
- Windows XP and Windows Vista compatible

Publishing services and data formats

The Noxum Publishing Studio features publishing services to generate the following formats: XML, HTML/XHTML, rich text format (RTF), portable document format (PDF), Adobe FrameMaker (MIF), Adobe InDesign (INDD), online help (HTML Help)

Web Publisher

Scalable versions of the Noxum Web Publisher are available for use in medium to large web systems and web portals. These are cluster-capable, terminal server-capable (e.g. Citrix, Windows Remote Desktop) and allow operation across a number of server locations.

Print servers

InDesign Server / FrameMaker Server / Antenna House

Noxum - a passion for software



"Our branches use Microsoft® AXAPTA as their ERP system. They are able to access standardized product master data, pricing schemes and other strategic key data throughout the company via the web-based transaction platform and can optimize the quality of their master data as a result. WIKA has been using solutions from Noxum GmbH since 1997 and has successfully expanded its transcontinental product information management strategy to cover all of its branches in 26 countries around the world."

Thomas Steinbacher, head of the e-commerce and international consulting department at WIKA Alexander Wiegand GmbH & Co. KG

- An owner-operated company
- Established in 1996
- We develop standardized software and individual customer solutions in the areas of content management, cross media publishing, technical communication, product information management, web systems/web portals and e-business. Noxum solutions are already used in over 30 countries.
- We are passionate about producing software for optimum content management and editorial processes.
- We are firm supporters of XML and the associated standards.
- We allow publication processes to be integrated seamlessly into all media.

Partnerships

across® Systems GmbH
 Adobe Solutions Network
 Antenna House, Inc
 Cisco® Systems
 Fachhochschule Würzburg-Schweinfurt
 infinity loop GmbH
 JustSystems, Corp
 Microsoft® Gold Certified Partner
 SDL/TRADOS® GmbH
 Webtrekk GmbH

Memberships

Deutsche Gesellschaft für Projektmanagement (GPM)
 Forum ITC
 tekem - Gesellschaft für technische Kommunikation e.V.
 Verband Deutscher Maschinen- und Anlagenbauer (VDMA)



Our customers

BB&K Bassier, Bergmann & Kindler GmbH	Media agency
Bosch Rexroth AG	Electric drives and controls
Daimler AG	Automotive industry
DexxIT	Wholesaling
DGH Grosshandel	Wholesaling
Dr. Ing. h.c. F. Porsche AG	Automotive industry
dSPACE GmbH	Mechatronic control systems
Duttenhofer Group	E-business, commerce
Fresenius Medical Care GmbH	Medical technology
Handwerkskammer Unterfranken	Public body
Hydrometer GmbH	Measuring devices
KBA Metronic AG	Printing and labeling equipment
Kinshofer GmbH	Gripping systems
Koenig & Bauer AG	Printing machines
KROHNE Messtechnik GmbH & Co. KG	Measuring systems
KUKA Roboter GmbH	Industrial robots, welding systems
LEONHARD KURZ GmbH & Co. KG	Hot stamping foils
Manometer AG	Measuring systems
NürnbergMesse GmbH	Trade-fair service provider
Pepperl+Fuchs GmbH	Industrial sensor systems
Publicis KommunikationsAgentur GmbH	Media agency
RKW Süd GmbH	Concentrated feedstuffs
RUD Ketten Rieger & Dietz GmbH & Co. KG	Chain systems
STIFTUNG WARENTEST	Service institution
TECHNIKdirekt.de	E-business, commerce
tecsis GmbH	Pressure measuring equipment
TRUMPF GmbH & Co. KG	Production engineering
WIKA Alexander Wiegand GmbH & Co. KG	Measuring systems

Would you like further information or do you wish to contact our sales department?
Get in touch with us!



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