

Content Genie™

Content Management

Content Genie is the Quark Xtension that provides total content and approval cycle management for books and documents. Use *Content Genie* to keep your catalogs, price lists, directories and other documents up-to-date. *Content Genie* updates your Quark document content and manages the approval process of each element of your document to increase your confidence in the quality of the documents you publish.



Approval Cycle Management

For all but the simplest applications, updating document content automatically is only part of the problem. You must also track changes, get approvals, and manage the process. *Content Genie* supports document specific approval cycles with unlimited tasks per approval level. With *Content Genie*, you assign tasks and manage approvals so that all parts of your organization can quickly check the status of your publication.

Integrated Database

Content Genie works by adding your books, documents and each “tagged” piece of information in your documents to an integrated database. Once in the database, these elements are updated, managed, and approved. You can quickly identify new items, deleted items, and unapproved items across all documents. Using *Content Genie's* unique "Find" capability, you can search for items across documents and have Quark go to the right location.

Content Genie provides two advanced tagging modes:

- ✍ The PriceList mechanism tags entire stories of tabular information with a single button press.
- ✍ The Ad and Coupon mechanism utilizes artificial intelligence to select the right tag for your headers, descriptions, prices and skus (parts, items, etc.).

Use *Content Genie* to populate your eCommerce and other databases.

Use *Content Genie* to extract the content from your Quark documents into a database.

Integrate *Content Genie* with any ODBC compliant database or extract file. Documents and books can be updated incrementally or in batch mode.

The integrated database provides additional benefit:

- ✍ You have continuous access to current data while tagging to ensure accuracy.
- ✍ You avoid needing to run reports to create extract files.
- ✍ You can access multiple tables to update a single document.
- ✍ You can extend the application with your own queries, reports and VBA functions.

User Story

The *Company Name Withheld* Corp embraced this solution to manage the content of their 1100+ page catalog. They extract data from their order-entry system to update their catalogs. The most important capabilities the software provided are automated tagging of content elements and document and workflow management.

Contact Information

For specifics or information on other catalog automation products or consulting services, please contact:

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