

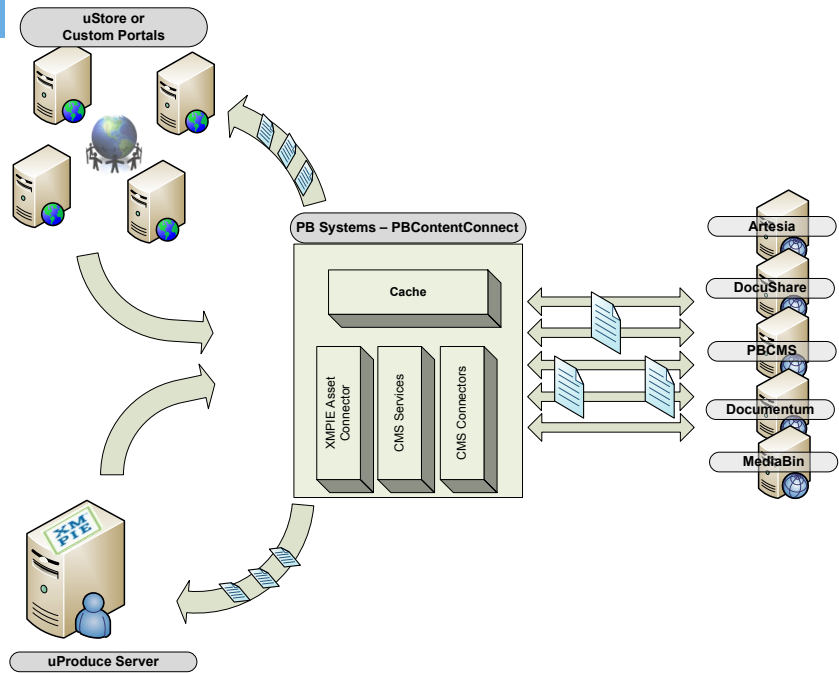
Connecting XMPie with Content Management Systems

Business Case

As multi-channel marketing and variable publishing adoption continues to grow, the need to leverage Content Management Systems (CMS) is becoming more imperative. CMS products currently organize large amounts of digital assets and can be leveraged while conducting marketing campaigns and corporate communications. ContentConnect helps you leverage your investment in CMS products and connect them with XMPie to eliminate the need for asset duplication.

Introduction

For more than 15 years, PB Systems worked with many of the largest and most innovative Print, Advertising, Entertainment and several Fortune 1000 companies helping them enable their communication needs. PB Systems worked with various CMS products and also developed its own Content Management System product (PBCMS) to address the needs of our customers. Over the years PB Systems developed various applications including Web-to-Print, Campaign Management, Print-on-Demand, and other Corporate Communication Portals using XMPie technologies. Using this industry experience combined with XMPie partnership, PB Systems created **PBContentConnect** to connect XMPie with Content Management Systems.



Features

ContentConnect enables XMPie to connect and retrieve assets from Content Management Systems. ContentConnect is built on open architecture and has the ability to connect with the majority of the industry standard CMS products such as Artesia, DocuShare, Documentum, PBCMS, and MediaBin. ContentConnect provides connectivity with CMS products via multiple channels; uStore/custom developed portals, uPlan with QLingo extensions and uProduce server with data sources. ContentConnect incorporates an intelligent caching mechanism to reduce the unnecessary asset retrieval from CMS products. Ultimately, PBContentConnect services enable real-time consumption of CMS infrastructure and better utilization of valuable assets.

Benefits

- Leverage the investment in Content Management Systems for Marketing and Corporate Communications
- Reduce asset duplication and increase accuracy
- Single asset source for all channels (uStore, portals, uPlan and uProduce)
- Increase reliability and control (i.e. Use approved assets for production jobs and staged assets for proof requests)
- Built into XMPie products with better integration