



XMetaL® for Global Content

Capture Market Share and Revenue Faster with Simultaneous Global Shipment

In an increasingly commoditized market, simultaneous shipment in local languages gives organizations a competitive edge and the ability to realize immediate revenues in every region.

XMetaL® for Global Content fuels global growth strategies by synchronizing worldwide launches, enabling you to reach more regions and languages – translating into greater global market share.

As businesses strive to sell and support customers in more regions around the world, product management, documentation, marketing, and operations are challenged with developing supporting information in more languages in more output formats, while maintaining or reducing current resources and budgets. In order to deliver a consistent message in all languages and media, global companies require a solution to effectively manage content in multiple languages, publications and formats.

XMetaL Reduces Costs while Accelerating Time-to-Market

To address these global business goals, XMetaL enables you to abandon the traditional resource-intensive, redundant, and costly practice of managing whole documents, in favor of a topic-oriented approach to managing the global content – resulting in 40-70% or more in localization cost savings. Instead of authoring and managing content in the final document deliverables, XMetaL enables you to develop content in more granular “topics”, to reuse and assemble into them different combinations for publishing.

When there are changes, the localization effort is isolated to the topics, reducing localization costs for only new or changed content. Further, by translating single topics instead of complete formatted documents, you substantially reduce desktop publishing charges and translation setup charges. Even if you already take advantage of translation memory technology, you can save an additional 20-40% by shifting to a topic-oriented solution with XMetaL for multilingual content reuse, process automation, localization, and workflow. Ultimately, enabling faster time-to-market in more regions and more languages – helping you gain greater market share and revenue – worldwide.

XMetaL Powers Multilingual Reuse & Publishing

XMetaL for Global Content brings together robust technologies with comprehensive services and best practices that help your organization with an end-to-end XML-based solution for creating, managing, and publishing global content.

- **XMetaL Software:** Empower even non-technical authors and contributors to write, edit and update policies & procedures with ease, thanks to award-winning solutions for XML-based content authoring, collaboration, and reviewing.

SOLUTION OVERVIEW

- **XMetaL Connector:** Choose your organization's best-fit content management and globalization management system partners to localize, publish, and reuse information from a single interface.
- **Proven Best Practices:** Leverage our industry-leading experts to work with your people, processes, technology and content to produce optimal results for your global content publishing. Our consultants will help you design an optimal system and architecture, implement and integrate systems, and manage change.

Grow your Global Business and Deliver Bottom-Line Results

With XMetaL for Global Content, see top-line revenue and bottom-line cost-savings impacts almost immediately.

- Launch products simultaneously worldwide to capitalize on immediate revenue in every region and capture market share faster.
- Reduce localization costs by 40-70%.
- Accelerate time-to-market by streamlining the process of global content creation and publishing, with 80% reduction in review and approval cycle times.
- Significantly improve productivity by eliminating redundant development and unnecessary translation and desktop publishing.
- For software vendors, release software around the world at the same time as the original version to reduce the negative effects of software piracy.
- Gain control over a consistent global message and brand.
- Create a superior customer experience with unique local content.

Topic-oriented, XML-based creation and managing content for global publishing with XMetaL enables faster time-to-market, reduced publishing and localization costs. To find out more about implementing XMetaL for Global Content contact us at: 1-866-JSI-4-XML.

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About JustSystems

JustSystems is a leading global software provider with a 27-year history of successful innovation in office productivity, information management, and consumer and enterprise software. With over 2,500 customers worldwide and annual revenues over \$110M, the company is continuing a global expansion strategy that includes the launch of its new enterprise software offering called xfy (pronounced 'x-fie'), and XMetaL content lifecycle solutions. JustSystems has worldwide office locations including global headquarters in Tokyo, and regional offices in New York, Palo Alto, Vancouver, and London. The company currently employs over 1,000 people. Major strategic partnerships include IBM, Oracle and EMC.

Customers include Cisco, DaimlerChrysler, HP, Kodak, Microsoft, Philips, RIM, Southwest Airlines, Sybase, Symantec, Texas Instruments and USA Today.

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