

Unlock the True Potential of Your Content

Your content is your greatest asset– it's what sits at the core of your business and differentiates you in the marketplace. But content is only valuable if it can be found, leveraged and controlled efficiently and effectively.

The **Ixxus Publishing Platform (IPP)** delivers a suite of authoring, enrichment, discovery, reuse and delivery capabilities designed to address current and future content development and management challenges – all in one cost-effective, rapidly-deployable solution.

IPP goes further than conventional content management systems, delivering advanced capabilities traditionally only available to major global publishers. This helps drive your organization's digital transformation initiatives.

Benefits

IPP helps you and your team work more flexibly and efficiently, speed time-to-market, and create new revenue opportunities, all while improving profitability. With IPP, you get the tools you need to develop and manage "smart" content and thrive in a competitive marketplace.



Rapidly respond to market changes

Create, review and publish content and products quickly and efficiently.



Derive greater value from existing content

Maximize the value of every asset by enabling content discoverability and reuse.



Develop new products

Rich metadata, linking and semantic enrichment of content can help you identify new product opportunities, drive new revenue streams and better serve your customers' needs.

Features

IPP gives you the tools to search, discover, surface and reuse content at a granular level, giving you a solution across the entire content lifecycle.

Content Production

- Author, assemble, edit and enrich content in a centralized “single source of truth” content platform.
- Manage and store content in neutral, interoperable formats, such as XML and (X)HTML5, and deliver to multiple channels and devices.
- Streamline, control and track production and editorial processes while maintaining preferred industry-standard tools such as Microsoft Word, Google Docs, Inking and InDesign.

Optional Module

Content Kanban - This module adds visualization and interactivity to the content development task tracking and management capabilities within IPP using a Kanban-based dashboard.



Content Agility

- Create new and derivative books and products by reusing and repurposing existing content assets. All related products are updated simultaneously when altering an asset.
- Shorten time to market and increase efficiencies by leveraging the same content across multiple delivery channels.
- Lower risk of violating third party rights by allowing users to know where, what and how assets can be reused.

Discoverability

- Enrich, link and associate assets (e.g., between original products and derivations or translations; image assets and accompanying rights) to remove content siloes and make content more discoverable and commercially viable.
- Provide greater visibility into your collection of assets (e.g., What content do you have? In what formats? Which standards does it meet? How many times has it been used and where?).
- Identify opportunities to deliver greater value to customers via metadata enrichment and surfacing related content.



LEARN MORE

Discover how the Ixxus Publishing Platform can accelerate your digital transformation initiatives.

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About Ixxus

Ixxus are data systems integration and knowledge engineering experts. Ixxus solutions are trusted by business leaders at the world's leading corporations to accelerate their most challenging digital transformation initiatives.