



Providing Customer Value Through Data-Led Services

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MarkLogic – Adding Value

“How can you quickly adopt new capabilities that can add business and customer value?”

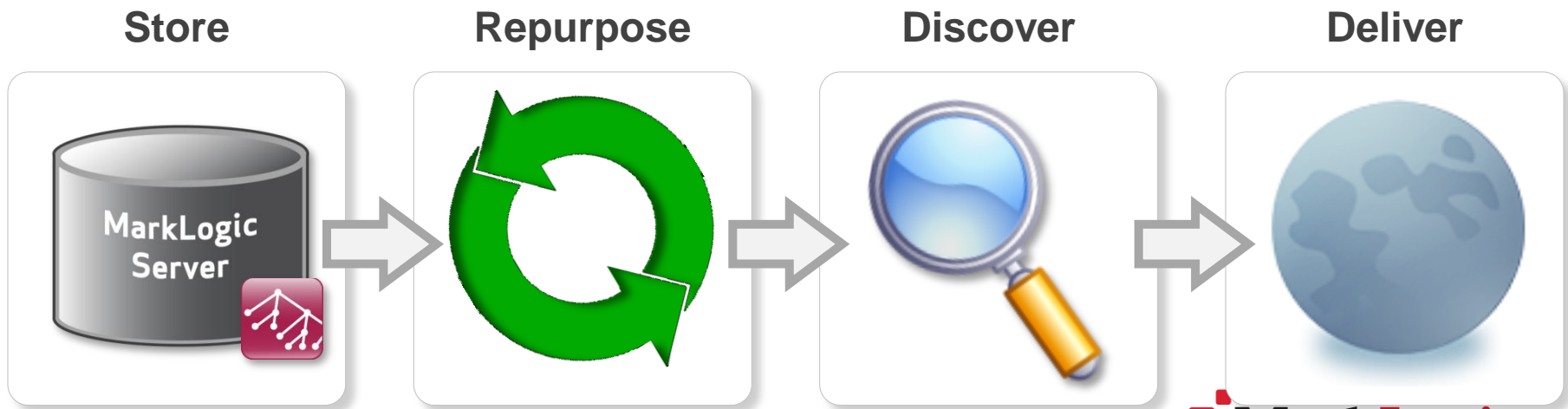


- Content Flexibility and Architectural Scalability = Content Capability
- Content Enrichment and Delivery in a variety of formats and streams
- Speed to market – easy application development and piloting

MarkLogic Server - Summary

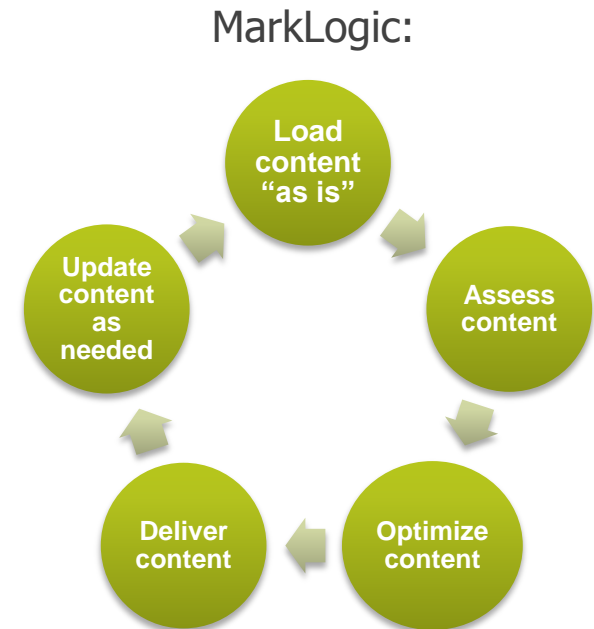
A Database (+Search, +App Server) for Unstructured Information

- **Store & manipulate content** as XML in multiple schemas
- **Repurpose content** at any level of granularity
- **Discover & analyze content** through text and structure
- **Deliver** the right content in multiple formats to multiple devices



MarkLogic – How do we enable innovation?

- “Because we do not know”
 - → platform-based approach
 - Content platform = agility
- “Because we must continually re-invent”
 - → content-centric approach
 - Focus on content, not the container
- “Because ‘everything’ is digital (workflow, internet and mobile)
 - → An XML-centric approach
 - Agile aggregation, granular repurposing and multi-format delivery



Content Capability - CTDSS

- Commodity Trading Decision Support System
 - Where's My Ship?
 - And what happens if it goes somewhere else?

- Content
 - Latest Ship locations (WGS84)
 - Cargo information
 - Commodity price indexes
 - Weather reports and predictions
 - Harbour conditions
 - News Reports

Springer – AuthorMapper / Springer Images



- AuthorMapper
 - *"Who has written about what, where?"*



- SpringerImages
 - *"Show me all related images to this keyword"*

Content Delivery

- Anywhere, Anyhow, Anytime, Anyplace!
- JournalExplorer
 - Content Capability is high!
 - Web based journal on iPhone
 - Social Media functionality built in
 - Virtual Documents
 - Rate / Relevancy
 - Authorized comments
 - Send to a friend
 - Auditing capability





Questions



Thanks