



@Kontentsu

The content management company

Managing Your Content Strategically

Kontentsu Corp designs and builds XML/XHTML/SGML systems for creating, managing, personalizing and deploying *smart data* for delivery by:

- ◆ Print
- ◆ Web
- ◆ Wireless
- ◆ CD-ROM

We specialize in publishing (scientific/technical, business, legal and medical), aerospace/defence, medical devices, government-on-line, documentation systems for high-tech startups, and eLearning.

We build complete content- or component-management solutions by customizing and integrating best-of-breed, off-the-shelf software, based on your business, the technology and the data.

We design flexible data architectures for re-using or re-purposing content in one or more languages.

Business

Understanding the business includes capturing the relevant aspects of the overall strategic direction of the business, identifying the key business drivers and constraints for content management, and content management's value proposition.

Technology

Understanding the technology requires being up-to-date on systems for component management, digital asset management, web content management and enterprise document management, plus our core expertise in rapidly developing standards like XML.

Smart data

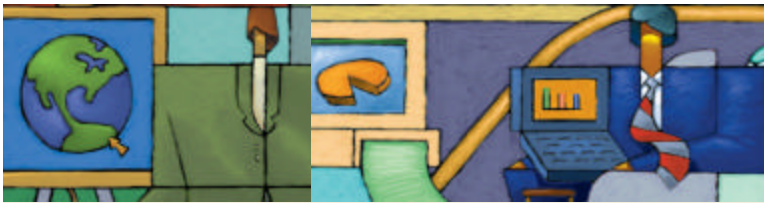
Understanding your data requires identifying the highest value content to the business and the costs for converting legacy data. The two seemingly simple questions that need to be asked are:

- ◆ What content do you need to manage?
- ◆ Why?



Content Management Solutions





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Training

Kontentsu provides several training courses, including:

- ◆ *Epic for Authors* gives students the basic skills to use EPIC Editor to author and edit SGML/XML markup
- ◆ *Introduction to Content Management* gives students the basic skills to use a CM Database and the integrated EPIC Editor to author and edit SGML/XML markup.

Specific Solutions

Mapping your content-management needs

Kontentsu provides a fast-track approach to strategic planning for content management. Using a leading industry analyst, this approach gives a fast initial assessment of priority areas and product types that can serve as a framework for more in-depth planning at the same time as it guides immediate decisions and actions. It is based on a quick assessment of key business drivers, constraints and principles.

Mapping the overall content requirements of the organization, and tying them to the business priorities provides critical insight on the type of content management products that will solve the most significant business issues.

Interactive electronic technical manuals

Kontentsu specializes in Class III interactive electronic technical manuals (IETMs) with a very high cost/performance ratio. Based on XML, they use the free Mozilla Firebird browser as the viewing application.

Folio/Dynatext conversions

Kontentsu will convert your richly marked-up Folio VIEWS and Dynatext CD-ROM applications to XML and the royalty-free Mozilla Firebird. The CD-ROM applications are integrated with your web for dynamic updates.

Technical documentation systems for high-tech startups

Kontentsu provides base documentation systems for high-tech start-ups. Based on K-Doc and Arbortext Epic, these solutions are fully scalable, and can provide print, web and CD-ROM delivery.

Processes

Understanding the processes involves examining the current and anticipated processes that will be used to manage content, and binding those processes to the content and business priorities. In this way, the highest value processes will be targeted for integration into and automation within the content-management system.

People

Understanding the people involves anticipating and planning for the organizational impact of implementing content management, in whatever form the impact may take. Skills assessments, recruiting plans, and organizational and governance changes all fall within a content-management project.



If you believe your content is a strategic digital asset, contact Kontentsu today to find out how *smart data* can make profits for your organization.

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