MarkLogic

A Modern Data Platform To Support Your Critical Path
Semantics
Metadata
Taxonomies
Content
Customers Usage

Inception
Pre-Production
Production
Post-Production
Distribution
Archive

Inception
Pre-Production
Production
Post-Production
Distribution
Archive

Taxonomies
Semantics
Technical Metadata
Descriptive Metadata
Content
Customers Usage
Semantics

Technical Metadata

Descriptive Metadata

Content

Customers Usage

Taxonomies

Semantics

Internet ads

Open Access

Inception

Pre-Production

Production

Post-Production

Distribution

Archive

Inception

Pre-Production

Production

Post-Production

Distribution

Archive
Inception → Pre-Production → Production → Post-Production → Distribution → Archive

- Taxonomies
- Semantics
- Technical Metadata
- Descriptive Metadata
- Content
- Customers Usage

Usage

Pre-Production

Production

Post-Production

Distribution

Archive
Inception
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Taxonomies
Semantics
Technical Metadata
Descriptive Metadata
Content
Customers Usage
Pulling together all relevant information into an intuitive unified view

**Past:** Publications, awards, degrees and certifications

**Present:** Who they are and how they relate to your association, and the context of each interaction (including articles read and written)

**Future:** Actions to guide an author’s collaborations, research, courses
- Content
- Subscribers
- Authors…

… and the links between them
Mitchell1 – Streamlined Auto Repair Information
Integrated Digital Delivery for More Efficient Automotive Repair

WHY MARKLOGIC?
- Structured and unstructured data
- Sophisticated search
- Scalability for growing data set
- Multi-device delivery (desktop, tablet, Snap-On ProDemand device)
Mitchell1 – Streamlined Auto Repair Information
Integrated Digital Delivery for More Efficient Automotive Repair

WHY MARKLOGIC?
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- Sophisticated search
- Scalability for growing data set
- Multi-device delivery (desktop, tablet, smartphone)

The Results
- Efficient – 85% reduction in manual work to deliver content
- Scalable – 300GB of data, growing at 10GB per month
- Real-time – 28 manufacturers providing new data
- Smart – Semantic capabilities to predict repairs
- Success – Streamlined digital delivery
BSI – Compliance Navigator
Integrated Regulatory Compliance for Medical Device Standards

WHY MARKLOGIC?

- Standards documentation confounds traditional search technology
- Semantic search for improved precision and discoverability
- More agility in development
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The Results
 **Agility** – Developed app in 5 months
 **Innovative** – Better than Google at search
 **Success** – Put BSI ahead of their competition

“Compliance Navigator is 1000 times better than what I have now in terms of keeping things organized.”
Major Educational Publisher – Global Content Platform

WHY MARKLOGIC?

- Holistic view of all content and metadata, instructional narrative content, semantic markup, and student data
- Single source of truth
- Faster product delivery

Content and Data Services API

- Search
- Ontologies
- Ingestion
- Notification and Alerts
- Taxonomies
- Schema
- Semantic Inference
- Metadata
- Replication
- Analytics
- Multichannel
Major Educational Publisher – Global Content Platform

The Results

- **Agility** – Development flexibility
- **Innovative** – Platform supports all data formats
- **Time To Market** – Eliminate the need for upfront schema design and ETL
THANK YOU