

Case Study:

Typesetting XML with QuarkXPress

Davy Stockbrokers

Davy Stockbrokers is Ireland's leading institutional, corporate and private client stockbroking firm. Its advice and delivery are recognised at home and abroad amongst institutional and private investors, corporate clients and the world's top names in the financial services industry.

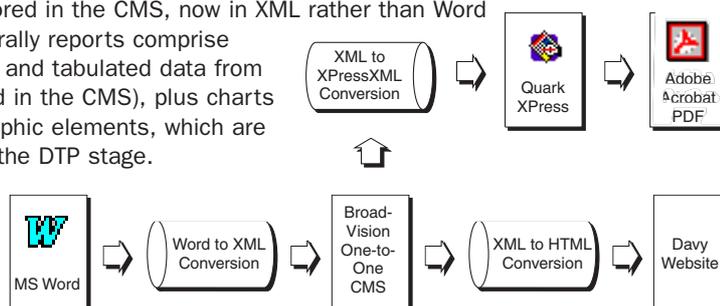
"We needed to find a source of expertise that would assist us in deriving tangible time and quality benefits from our investment in XML in the DTP area. XML Workshop staff used their in-depth understanding of both areas to do so. We were impressed by their pragmatic approach, ability to deliver to deadlines and commitment to quality."
Aidan Beatty

Technology Background

Davy recently implemented a Content Management System (CMS) for equity and economic research and analysis based on the BroadVision One-to-One-Publishing product. With this system, analysts use pre-defined Word templates to author content, which is then automatically converted into XML and stored in the CMS. One of the major benefits of the new system is that research can now be published directly on the web to Davy clients. The XML content is converted into HTML using XSLT scripts, and web publishing is an integrated part of the CMS process. However, publishing to printed media is not as straightforward, and this is where XML Workshop Ltd. come in.

Workflow

Typesetting of printed material for Davy is carried out by the internal publishing unit within Davy. This unit uses QuarkXPress for preparing documents, and sends out final PDFs to one of a number of external printers for duplication. Prior to the implementation of One-to-One, Word documents from analysts were imported directly into QuarkXPress for typesetting. With the new system, it is important that both the print and online edition are generated from the same original master document stored in the CMS, now in XML rather than Word format. Generally reports comprise narrative text and tabulated data from analysts (held in the CMS), plus charts and other graphic elements, which are combined at the DTP stage.



Typesetting Solution

QuarkXPress doesn't support XML directly, so a range of Quark XTensions (add-in tools) to import and export XML were investigated in Autumn 2000. The Quark product avenue.quark 1.0 supports XML, and a number of independent developers have also released similar tools. Having evaluated the various tools, XML Workshop Ltd. recommended XPressXML 1.0 from ATTD (<http://www.attd.com/>) for importing XML into QuarkXPress.

XPressXML offers a simple presentational DTD which allows the mapping of XML elements into their corresponding paragraph- and character-level Quark styles. XML content from the CMS and other data sources is combined into a required publication, and transformed into this DTD using XSLT. Publishing staff then import the content into QuarkXPress, and all formatting is automatically applied to the document, based on a pre-defined Quark template.

Benefits

For Davy, publishing XML content directly from the CMS delivers a number of benefits

- Improved 'time-to-market' for reports
- Reduced manual effort to publish documents
- Improved Quality
- Consistent presentation style