



SERVICES & SUPPORT

PROCESSES & INITIATIVES

# Arbortext®

SOFTWARE PRODUCTS

INDUSTRY SOLUTIONS






**Dynamic Publishing Software**  
Deliver Higher Quality Information Faster – at a Lower Cost

# The quality of your publications has a direct impact on the success of your business

Arbortext Dynamic Publishing Software



The PTC Arbortext Dynamic Publishing software enables authors to create and publish documents with unprecedented speed and accuracy. Several unique characteristics make Arbortext the ideal solution for enterprise publishing applications:

- › Create document information, both text and high-quality illustrations, as reusable components
- › Collaborate with others in the development of documents
- › Manage permissions, document versions, and the review/approval process
- › Automatically assemble components for different audiences and different types of documents
- › Automatically publish in multiple formats (print, Web, CD-ROM, handheld device)

## Why Leading Firms Choose Arbortext

Arbortext software helps organizations improve the quality of their publications by delivering the following benefits:

- › Improves customer satisfaction by delivering timely, accurate, personalized publications to customers
- › Increases employee productivity by providing access to more accurate, current, and relevant information
- › Speeds time-to-market by automating the publishing process and enabling simultaneous development of products/services and publications

Arbortext software lowers the process cost for developing enterprise publications:

- › Promotes reuse and repurposing of content, eliminating up to one third of your authoring time by structuring information in components and enabling authors to embed components in multiple documents
- › Eliminates redundant, low-value work by providing templates that automatically format and publish documentation
- › Creates technical illustrations directly from product design data and automatically updates illustrations when product designs change

**“Most Arbortext customers see gains from 20% to over 50% in efficiency and productivity.”**

IDC Research Study, November 2003



# Two Integral Publishing Solutions

PTC offers two integral systems that rely on Arbortext to enable organizations to optimize their publishing processes:

- The PTC Product Development System – enables discrete manufacturers to simultaneously manage engineering designs, changes, bills of material, and technical publications to optimize a wide variety of product development processes
- The PTC Dynamic Publishing System – is focused on optimizing publishing processes, delivering the power of dynamic publishing to a broad set of industries, including pharmaceuticals, financial services, government, transportation, and process manufacturing

## Process Approach

These PTC publishing solutions optimize the entire publishing process, provide end-to-end process support, and deliver out-of-the-box applications for service manuals and S1000D publications through a broad set of capabilities:

- Create content, both text and illustrations
- Collaborate within and across organizational boundaries
- Control and manage content and related processes
- Manage content configurations
- Automatically communicate relevant information to satisfy industry-driven regulations and revenue growth objectives

## Integral Systems

All components of both the PTC Product Development System and PTC Dynamic Publishing System are designed to work together to minimize integration cost, technology risk, and total cost of ownership.

### Internet-based Architecture

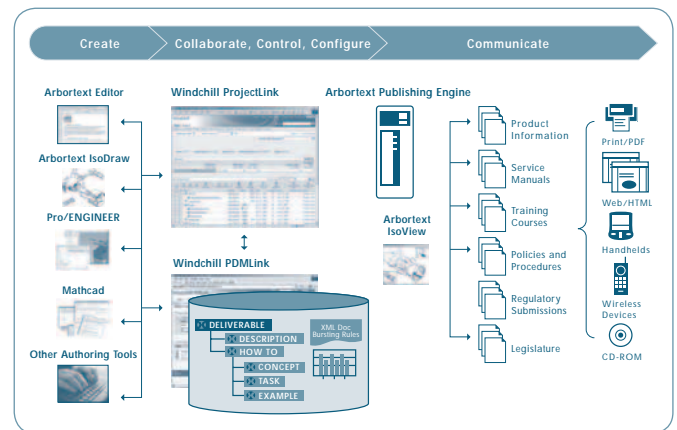
PTC's system architecture utilizes a pure Internet infrastructure that deploys seamlessly across the enterprise.

### Interoperable

The PTC Product Development System and PTC Dynamic Publishing System are open systems that integrate easily with other enterprise tools or systems.

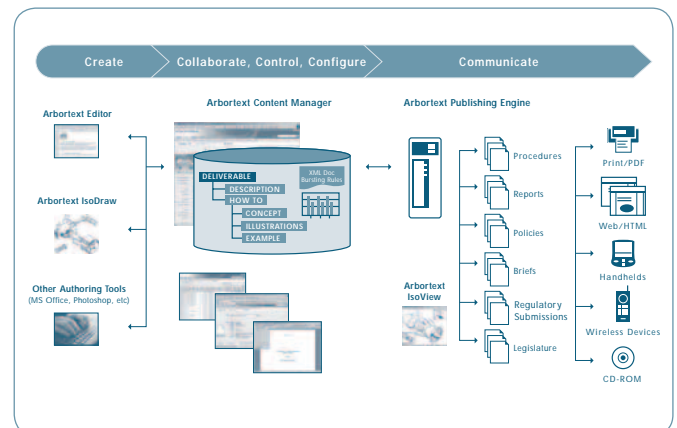
## PTC Product Development System (PDS)

The PTC Product Development System helps discrete manufacturing companies create technical publications that rely heavily on technical illustrations derived from product designs. Additionally, the PDS optimizes a broad range of vital product development processes, including new product introduction, change and configuration management, variant design and generation, and manufacturing process management.



## PTC Dynamic Publishing System

The PTC Dynamic Publishing System is designed for organizations that face the dual challenge of having to optimize publishing processes to configure, tailor, and publish text-based content and illustrations, while also having to comply with industry and federal regulations. These publishing processes typically include product publications, marketing publications, proposal responses, localization, training, call center publications, and regulatory compliance publications, among others.



# Arbortext Improves Your Publishing Process

## Traditional Publishing: Slow, Costly, Inefficient, Error-Prone

Traditional word processing and desktop publishing tools involve labor-intensive processes that lead to long publication cycles, infrequent updates, and "one-size-fits-all" publications.

### Manual, Redundant Tasks

- As authors create and update documents, they spend 30-60% of their time manually laying out pages
- Illustrators re-create technical illustrations from scratch, using general purpose tools that do not understand the technical aspects of manufactured products
- Each time a designer prepares a document for print, Web, or other output, he/she must manually reformat the entire document

### High Cost of Updates

- When information changes, authors must manually update every instance where the data (both text and illustrations) has been copied and pasted
- When authors make updates, they must reformat the document for each output where it appears

### Chaotic Environment

Disconnected silos of information, lack of version and access control, and poor collaboration yield publications that are stale, overly general, and inaccurate. The result: lost/delayed revenue, dissatisfied customers, and substantial legal exposure.

## A Better Publishing Process

PTC, recognizing the deficiencies in traditional publishing, leveraged XML technology to create a better process. Arbortext Dynamic Publishing software introduces three key innovations that have revolutionized the publishing process:

### Component-based Authoring

By breaking documents into small components, Arbortext enables you to:

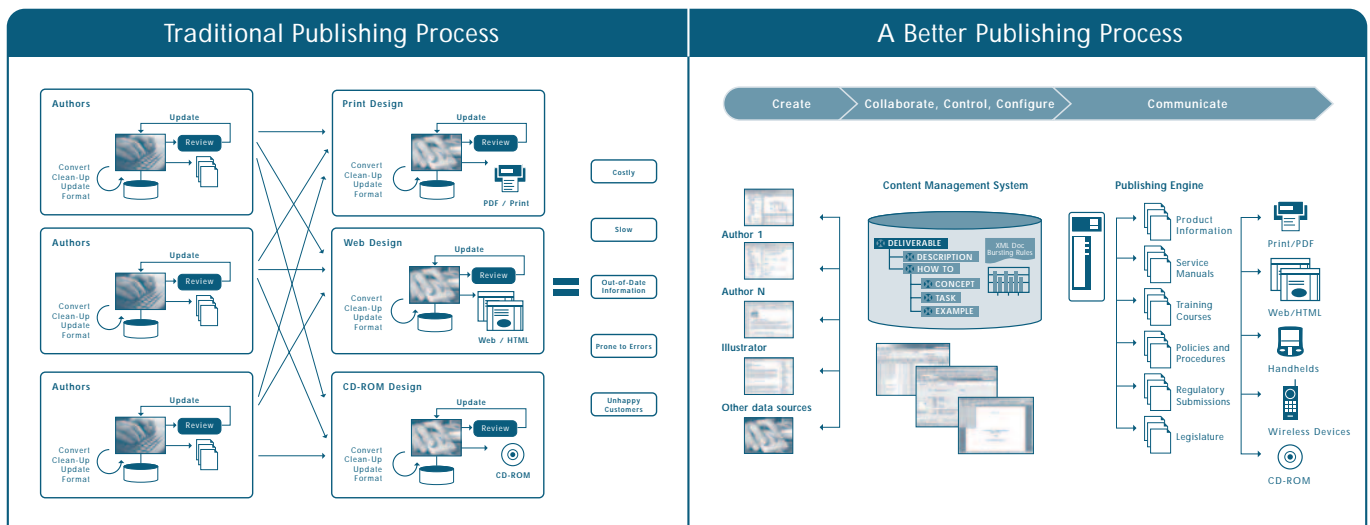
- Author and reuse the same information components in multiple publications
- Assemble information in different combinations for multiple purposes and multiple audiences
- Easily and automatically update components across documents

### Technical Illustrations Linked to Product Designs

Arbortext enables you to create high-quality 2D and 3D technical illustrations from scratch or directly from 3D CAD data. It automatically updates illustrations when product designs change, and automatically configures text and illustrations for viewing in multiple formats and multiple media.

### Process Automation

Arbortext software eliminates low-value, labor-intensive processes by automating the assembly of information in multiple combinations, and by formatting and publishing those combinations in multiple forms, both print and electronic.



Traditional desktop publishing requires multiple redundant, labor-intensive tasks and provides little control over the quality of published information.

An optimized process leverages a component-based approach to authoring, provides a single repository, and enables the dynamic assembly of publications based on audience criteria and media preference.

# Document Authoring

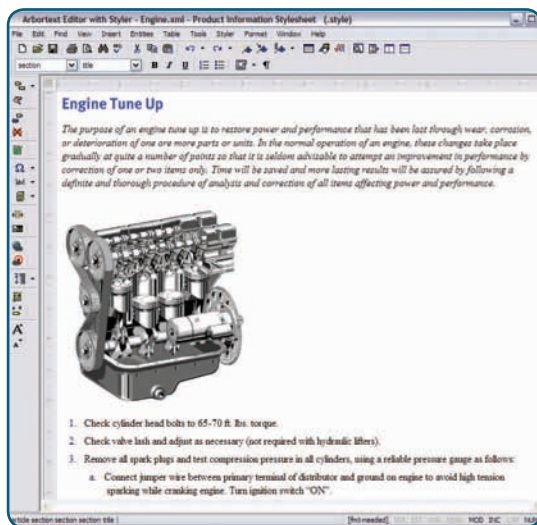
## Arbortext Editor

Arbortext Editor looks and works like familiar word processing software, yet provides all the power and flexibility authors need to create audience-specific publications efficiently. Authors can attach audience-specific information to content for producing customized publications, and automatically insert and update data from databases, business systems, and other data sources.

Arbortext Editor supports DITA (Darwin Information Typing Architecture), which incorporates a number of best practices and increases an organization's agility to respond to new requirements by allowing adaptations of an XML application, while remaining compatible with all existing downstream applications.

### Arbortext Editor gives you the power to:

- Create business, technical, and reference documents
- Create and edit XML and SGML content
- Work with content both as components and as compound documents
- Reuse content across your organization to improve the accuracy, consistency and flexibility of your information



Arbortext Editor and Arbortext IsoDraw allow you to create rich technical publications with embedded illustrations and animations derived from CAD data.

# Technical Illustrations

## Arbortext IsoDraw

Arbortext IsoDraw is the ideal tool for companies who need to incorporate product information in their technical publications. Illustrators can create high-quality technical illustrations in a quick and cost-efficient way. Illustrations can be created from scratch, photo-traced, or by reusing existing data (scans, CAD data, etc.).

Arbortext IsoDraw automatically converts 3D design data into technical illustrations, thus offering an unprecedented productivity increase. Most technical illustrations do not leverage the rich, accurate data that comes from a CAD model, which means the illustrator must spend hours – sometimes days – redrawing what has already been modeled in the CAD system. With Arbortext IsoDraw, illustrations can be created from CAD data in a matter of minutes. Arbortext IsoDraw is integrally connected to Pro/ENGINEER® and can automatically update illustrations when engineering designs change. Arbortext IsoDraw also provides a wide range of functions for preparing illustrations for delivery on CD-ROM or via the Internet.

## Arbortext IsoCompose

Arbortext IsoCompose is a complete application for catalog creation. Arbortext IsoCompose assists documentation professionals in every phase of catalog production, from design to distribution, as well as subsequent revisions. This wizard-based application makes it easy to create product catalogs without any programming required.

# Content Management

## Arbortext Content Manager

Arbortext Content Manager, based on proven PTC Windchill® technology and optimized for managing Arbortext content, provides a single source of information; maintains control at every component level; preserves component relationships; and delivers deep configuration management capabilities. It also supports collaboration of geographically dispersed teams, while managing critical processes, such as configuration management and release to publications.

Arbortext Content Manager automatically “bursts” Arbortext-authored XML documents into document components for reuse and dynamic assembly. These document components are subject to Arbortext Content Manager’s powerful configuration management and workflow – driven process automation. With the power to manage complex information assets, your organization can streamline the document creation and publishing processes, while ensuring that accurate information is continually updated and delivered to consumers.

## Windchill

PTC’s content and process management software, Windchill – a superset of Arbortext Content Manager with the same deep understanding of Arbortext-authored content, provides discrete manufacturers with all of the Arbortext Content Manager capabilities listed above, as well as additional capabilities to:

- Manage the relationship between native CAD geometry, the associated illustration, and text components to ensure that publications reflect the most accurate, up-to-date information
- Publish electronic versions of technical documents with interactive 3D graphics
- Simultaneously manage engineering designs, BOMs, change processes, and technical documents

## Arbortext Adapters to Third-Party Content Management Systems

Arbortext Adapters provide an interface between Arbortext and third-party content management systems. PTC provides adapters to EMC Documentum and IBM DB2 Document Manager. You can create, capture and reuse information in XML using Arbortext Editor, manage that information in the supported content management system, and automatically publish that information to multiple types of media with Arbortext Publishing Engine.

# Document Design

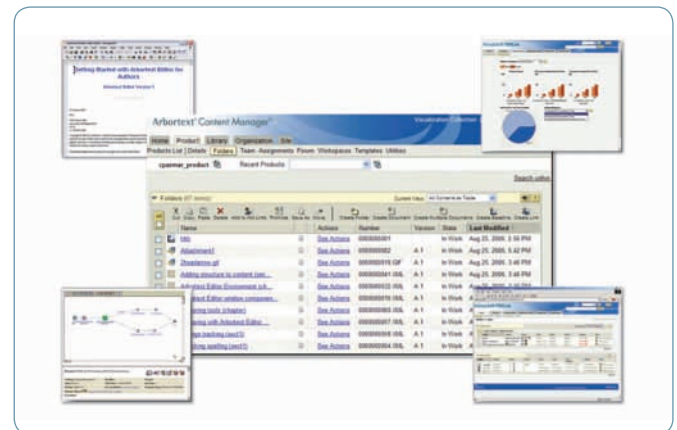
## Arbortext Architect

Arbortext Architect provides configuration, development and prototyping capabilities that help developers build Arbortext applications for converting, creating, publishing and delivering documentation and publications.

Arbortext Architect includes a graphical user interface for development and maintenance of DTDs (Document Type Definitions) and XML Schemas.

## Arbortext Styler

Arbortext Styler makes it easy to create and maintain stylesheets for publishing to multiple types of output media. Arbortext Styler presents a true breakthrough in stylesheet design tools because, for the first time, designers have the power to create XML-based stylesheets for automated publishing, without programming.



Manage content and processes with Arbortext Content Manager or Windchill.

# Document Publishing

## Arbortext Publishing Engine

The Arbortext Publishing Engine is a server-based system that pulls XML and SGML content from a content management system or file system, assembles that content for different audiences, and automatically publishes the content in print or electronic forms, with high-quality layout and formatting. It offers an integral connection to both Windchill and Arbortext Content Manager, and can be deployed as an integral part of PTC's Product Development System or PTC's Dynamic Publishing System.

Arbortext Publishing Engine also enables publication editors to assemble files and folders for publication on multiple types of digital media and to Web applications. Users can access the digital media using any common Web browser. Digital media produced can support applications that include multiple languages, volumes and document types.

## Arbortext Advanced Print Publisher

Arbortext Advanced Print Publisher is used by publication designers who need to model print publications with complex layout or output requirements needed for complex financial reports, marketing collateral, consumer catalogs, or newsstand print publications.

- Supports absolute positioning, multiple text flows, text and graphics at different angles, advanced color support, advanced table design, and columns of different widths
- Enables designers to manually modify the layout of XML documents and apply unique formats to print publications

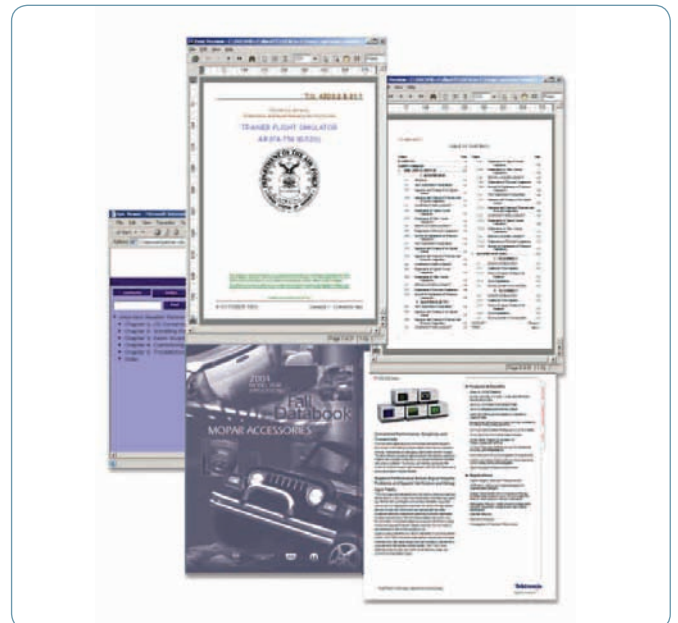
Arbortext Advanced Print Publisher may run under the control of Arbortext Publishing Engine, or as a standalone application.

## Arbortext IsoView

Arbortext IsoView—the industry leading global viewing technology—enables users to display and print high-quality vector graphics found in a variety of publications, such as interactive electronic manuals, spare parts or sales catalogs, or maintenance instructions, distributed via CD-ROM or Intranet/Internet. For many years, Arbortext IsoView has been the de facto standard viewer of CGM files in the defense and aerospace industries, and in numerous other manufacturing industries. It is available as an ActiveX Control for use within Internet Explorer, in Visual Basic applications, or in other environments.

## Arbortext Dynamic Link Manager

Arbortext Dynamic Link Manager, an optional add-on module to Arbortext Publishing Engine, resolves links during publishing. It also helps authors create and manage either links within a document, links among documents, references between documents and media links, and links directly from the Web.



Arbortext Publishing Engine automatically pulls content from your content management system or file system, assembles that content for different audiences, and publishes to print, Web, PDF, MS Word, and HTML.

# The Power of PTC

PTC provides leading Product Lifecycle Management (PLM), content management and dynamic publishing solutions to more than 50,000 customers worldwide.

## Software Products

- Broadest integral suite of solutions that enable companies to:
  - Create product information
  - Collaborate in a globally distributed environment
  - Control product development processes
  - Configure product content
  - Communicate product information to multiple systems and audiences
- Rigorous testing to ensure that products work together – and work for you
- Designed for incremental deployment to ensure successful adoption

## Product Development Processes and Initiatives

- Unique process-oriented approach to product development to deliver maximum value
- Technology-enabled process optimization to advance defined customer business initiatives
- Product Development System supports end-to-end processes to accelerate deployment time and reduce cost

## Industry Solutions

- Extensive expertise across a broad range of industries
- Demonstrated customer success in providing tailored solutions for specific industry needs
- Solutions support industry-specific business processes both within the enterprise and across the supply chain

## Services & Support

- Product development consulting to define and develop best-in-class processes
- Assessments and implementation services to deploy technology with minimum disruption
- Education curricula to accelerate adoption and boost productivity
- Global maintenance support that delivers the right team, tools and technology – available anytime, anywhere you need them for product development success

To learn how Arbortext Dynamic Publishing Software, the PTC Dynamic Publishing System, or the PTC Product Development System can help your company create and communicate more effectively, please visit our website at:

[www.PTC.com/go/arbortext](http://www.PTC.com/go/arbortext)



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## Complete Product Development System

PTC's integral Product Development System delivers the key capabilities manufacturers need to realize more value from product development. And our proven, incremental implementation approach can help companies of any size accelerate adoption, minimize risk, and speed time-to-value.



## Pro/ENGINEER®

Integrated 3D CAD/CAM/CAE Software

## Windchill®

Content and Process Management Software

## Arbortext®

Dynamic Publishing Software

## Mathcad®

Engineering Calculation Software

## ProductView™

Visual Collaboration Software

## CoCreate®

Explicit CAD, PDM & Collaboration Software

## PTC Dynamic Publishing System

A subset of the Product Development System, the Dynamic Publishing System delivers the key capabilities organizations need to optimize their publishing processes.



