

[Platform Publishing: Your Ticket to Better, Faster, Cheaper \(Content & Media\) Products](#)

DATE: Wednesday, May 1, 2013

LOCATION: Webcast

PRICE: [SIIA members can attend for free; non-members pay \\$45. Online registration required for all.](#)

TIME: Noon-1PM Eastern Time



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Creating engaging and successful digital information products has never been more difficult. At the same time, it's never been easier. How is that possible? Simple: The pessimistic view sees a never-ending parade of new, complex technologies, unruly markets, fickle customers with ever changing wants and needs, and relentless competition. The optimistic view sees a limitless pool of technologies to draw from, markets where differentiation matters, and competitors that can be neutralized by better anticipating and meeting the needs of customers.

[This webinar](#) will help move you from pessimism to optimism about your ability to create best-in-class products, not just once or twice, but continuously. We'll demystify some seemingly arcane jargon and give you the tools to start thinking about creating your own publishing platforms.

The key ingredients in platform publishing include:

- Modular architectures and APIs
- XML repositories and content
- Semantic technology for tagging
- Lightweight scripting languages and frameworks
- Cloud-based computing platforms

- Agile processes
- Flexible business models
- Robust, diverse partner and distribution ecosystems.

We'll explain what these mean in down-to-earth language and we'll show how these ingredients can be brought together to form a flexible, yet cohesive foundation for creating compelling information products.

The notion of platforms in business isn't new—automakers and product makers realized the value some years ago, software developers adopted it, and most recently Amazon, Google, and Apple have built businesses around the concept. This webinar is your first step in moving from siloed product-oriented architectures to a modular approach that enables quick creation of new products on a platform of shared content, services, processes and partners. Like Wayne Gretzky, you'll soon be "skating to where the puck is going."

Who Should Attend

Publishing executives will learn why platform publishing is a necessary addition to their competitive tool kit and how they can begin the journey to transform their businesses. Technology executives will learn how they can leverage the tools and practices they likely already use to help drive transformation of the business.

Presenter:

Marc Strohlein, Principal, Agile Business Logic



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