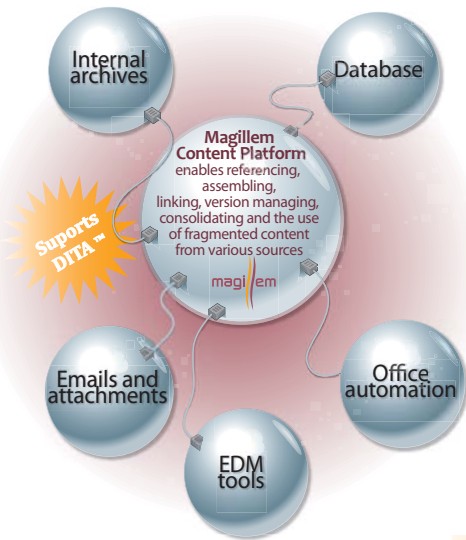


# Content Integration

ECM is not enough when it comes to automate complex industry-specific, human-centric processes, linked to the core activity of an enterprise. "Content" and "data" are now considered to have merged in the company repository, but unstructured processes (like emails exchange, documents transmission etc) which are most often the place where creativity, design, and innovation happen, need their Content Enabled Vertical Applications or Composite Content Applications.

**Magillem Content Platform is a cockpit to drive content enabled applications**, a publishing platform that adapts to various industries by plugging their "schema" to the platform, and allowing end users to design new applications with a content generator studio.

Powerful composite packaging and assembly, smooth integration and deployment, ease of use : **Magillem Content Platform** is an open, global platform (**supporting DITA™ and META-X™ formats**) that will cover all needs of a content strategy: using, reusing and versioning content, and pulling content out of application release cycles. Combined with a dedicated schema for a specific field or application, it enables vertical solutions targeting the legal ecosystem, technology providers, business media providers,...etc



**Magillem Content Platform : where valuable content meets strategic applications.**

[www.magillem.com](http://www.magillem.com)

# Keys of success :

- Bottom up approach
- Unique methodology
- Industry-needs oriented
- User friendly
- Non disruptive deployment
- Global support

## Our added value... ...is twofold:

- **Operationally:** our solution helps develop tools already in place, limits turbulence caused by changes, improves methodologies, preserves intangible capital, introduces a workflow that is optimized, long-term and open. We facilitate access to information, communication and collaboration.
- **Strategically:** by prioritizing business processes and the unstructured information used to document such processes, we make companies more competitive, improve productivity, lessen the risk new developments will fail, provide independence to business experts from software sellers, facilitate the reuse of expertise, alliances, updated synergies, M&A and innovation.



Tel: +33.(0)1.40.21.35.50 • Fax: +33.(0)1.53.36.75.08  
4 rue de la pierre levée 75011 Paris France  
[contact@magillem.com](mailto:contact@magillem.com)

161 West 54th street, suite 202A  
New York, NY 10019 USA  
Tel: +1 212-378-4409 • Tel: +1 212-292-3999  
[contact-usa@magillem.com](mailto:contact-usa@magillem.com)



MINING YOUR OWN EXPERTISE

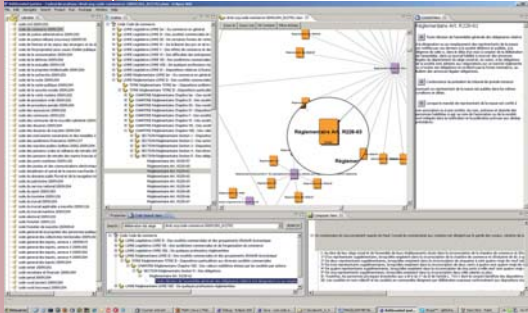
# Solutions for :

« A company's ability to innovate is intimately linked to **how well it manages its business know-how**, that key intangible corporate asset that must be shared, reused and enriched in order to develop new products, or for technological and competitive oversight. Strategic processes rely on the ability to develop, exchange and circulate **unstructured, high-value-added (complex and in various formats) business content**: reports, proceedings, emails, descriptive files, technical specifications, correspondence, contracts, etc.

How effective these processes are is critical when facing internal challenges. And when it comes to outside challenges, the need for effective processes for handling business documentation is no less crucial: the ability to monitor the content delivered to partners and clients has been clearly identified as a factor that sets a company apart. And the amount of unstructured information companies handle is growing rapidly. According to Goldman Sachs, 90% of content of business value is unstructured » Jenny de Montaigne CXP.

## The consequences:

- Reuse of accumulated knowledge is difficult, and almost non-existent.
- This results in a tremendous shortfall in productivity.



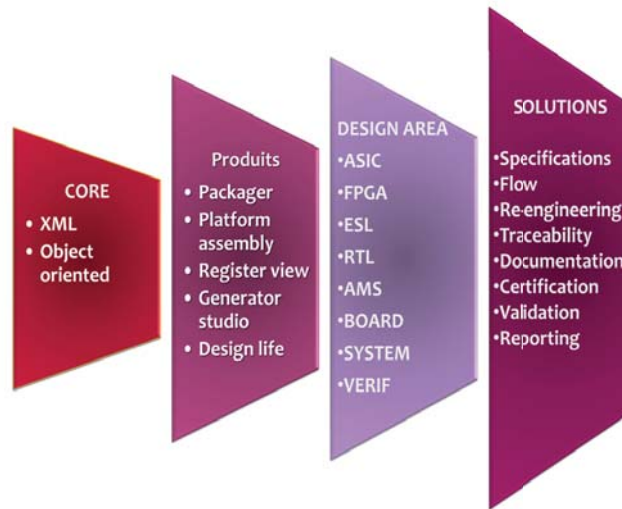
## The Solution:

Magillem offers its customers a software solution that provides integration of a business segment's or ecosystem's content in order to:

- Transcribe them into a standardized metalanguage
- Describe them in very precise terms based on business parameters,
- Store and organize them dynamically, by "business object blocks",
- Assemble them for new applications : **Magillem provides a platform to design CEVA (Content Enabled Vertical applications)**

# Electronic Industries

The Eclipse™ based Magillem Core is at the heart of a fully featured flow optimization suite comprised of an IP-XACT packager, a platform assembly tool, a complete development environment , a flow control tool and a register view kit.



Features of this integrated development environment have been highly praised:

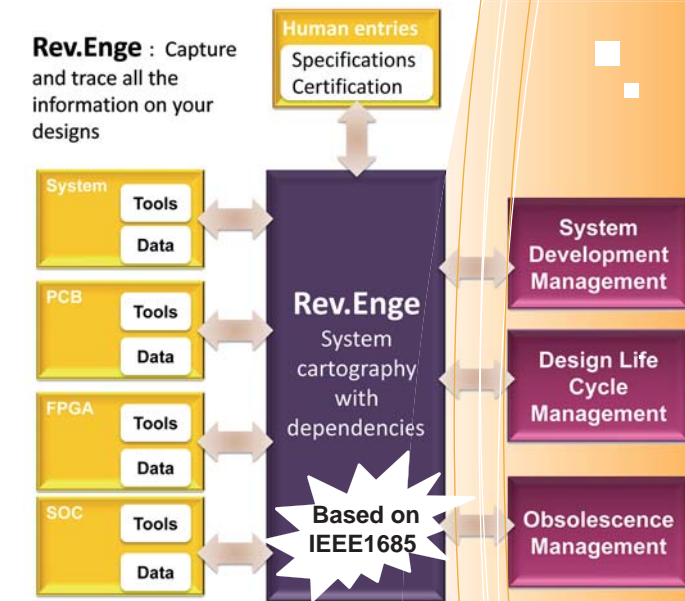
- **Security and safety** of systems are ensured thanks to the centralized control of flow, data exchange and activity checking
- Using metadata (language and vendor neutral) is the key to provide **interoperability** between IP blocks and point tools
- Magillem's offering automates design tasks and avoid errors along the flow, thus **time to manufacturing** is reduced
- The internal software structure of Magillem tool facilitates **customization** and provides a wide **versatility** for any application
- Compliance with standard metadata gives the possibility to **reuse** pieces of design and pieces of engine code
- Magillem **facilitates third party integration** thanks to a standard interface for data management and exchange
- **Reducing learning** curve on IPs, platform and tool usage is the result of intuitive and user friendly graphical interface
- **Design cost cutting** is significant as less people in less time put in place complex platforms.



# Systems Integrators

Rev.Eng captures and traces all the information on your designs. A true mapping of a complex system, specifying all the relationships, dependencies, attributes, parameters, files location, **but independent from the various tools and data formats used for the design**, will preserve the life term of the system beyond the one of its parts.

Rev.Eng enables flawless and homogeneous design flow integration for targets such as ASICs, FPGAs, electronic boards, AMS systems, complex systems



Built on an IP-XACT (IEEE 1685) meta data centric backbone it provides:

- A standard, unified and seamless environment to exchange information
- A streamlined follow up on progress of any part of the system development in a multi-site organization with customized "views" on the project
- Ensured consistency between description, documentation and sources.

Rev.Eng meets specific requirements of customers such as:

- Reporting and Documentation,
- Safety and Traceability of Critical systems Designs.

Flexibility and versatility are granted by a powerful Generator Studio, for the users to program their own flow modules.