

# EMC Documentum Content Transformation Services

## Delivering format transformation and analysis for all content

### The Big Picture

- Decreases authoring and publishing time
- Promotes content reuse and re-purposing
- Makes content easier to find and preview
- Automates the creation of channel-ready content

Communicating information to customers, employees, and partners through the Web, print, wireless devices, and broadcast usually begins by creating or reusing content. Herein lies a challenge. Content is typically authored in one format (such as Microsoft Word) then converted—or transformed—into a different format (such as HTML or PDF) that is more appropriate for the communication channel. This is a slow process requiring specialized knowledge not possessed by every user. And when content is reused, challenges arise in identifying the latest version or locating the source files in their original format.

### Get the right tool for the job

EMC® Documentum® Content Transformation Services automates the creation of channel-ready content through pre-defined format transformations that can occur on demand or systematically. The Content Transformation Services suite enhances these processes and improves efficiencies by providing additional content intelligence, such as thumbnail and storyboard support, while shielding business users from the technical complexities of converting files from one format to another.

Content Transformation Services comprises a suite of products that automates the transformation of content into the correct format. Organizations can choose from several different products in the suite to meet their own specific needs regarding document and media transformation. The full suite includes:

- EMC Documentum Document Transformation Services
- EMC Documentum Advanced Document Transformation Services
- EMC Documentum Media Transformation Services
- EMC Documentum Audio Video Transformation Services
- EMC Documentum XML Transformation Services

### EMC Documentum Document Transformation Services—Author once, publish many

EMC Documentum Document Transformation Services automates and standardizes the conversion of standard desktop document formats into web-ready formats such as PDF and HTML.

- **HTML support:** Automatically renders HTML from formats including Microsoft Word, PowerPoint, Excel, Corel WordPerfect, and Adobe PDF.
- **PDF support:** Generates PDFs for documents, providing access to engineering and architectural drawings, graphics, and publishing files.
- **Rendition management:** Links PDF or HTML versions to the original document so that changes automatically update the web-ready version.
- **Extensibility/configurability:** Adds server-side support for additional transformations and property extraction for any document format.

## EMC Documentum Advanced Document Transformation Services—Get a handle on complexity

EMC Documentum Advanced Document Transformation Services extends the capabilities of Document Transformation Services by providing additional PDF rendering for multi-page TIFF, AutoCAD 2002, Microsoft Visio, and Project. Advanced Document Transformation Services also provides additional format and metadata extraction support—a necessity for content authors who use advanced features such as template styles, hyperlinks, and URLs in their source documents and wish to preserve these features in their PDF documents. Advanced Document Transformation Services also provides support for the electronic common technical document (eCTD) specification submission process.

EMC Documentum Content Transformation Services products allow you to transform common desktop documents and rich media into formats more appropriate for the Web and other communication channels. With Content Transformation Services you can:

- **Manage technical complexity:** Automates the process of content transformation while shielding business users from technical complexities.
- **Support business processes:** Transforms content to the appropriate format, ensuring that reviewers can perform their tasks efficiently.
- **Automate content attribution:** Makes content easier to locate and reuse by automatically extracting properties such as the height and width of a photo or the text and notes of a presentation, and storing this information as metadata.
- **Standardize on a single framework:** Eliminates the need to manage many disparate technologies.
- **Leverage a robust enterprise platform:** Uses a highly scalable, load-balancing, and fault-tolerant architecture, ensuring transformations are performed in a timely, efficient manner while optimizing resource use.

- **Document thumbnail and storyboard support:** Automatically generates thumbnails and storyboards for popular document formats.
- **Hyperlink and bookmark support:** Leverages the styles, bookmarks, and hyperlinks contained in files such as Microsoft Word to create bookmarks within the PDF output. Automatically converts all URL text to clickable links, including internal cross-references within the document.
- **XMP round-tripping:** Allows the extraction of Extensible Metadata Platform (XMP) attributes on import into the Documentum repository and indexes them for searching and categorization. When content is exported from the repository, the content and metadata stay together.
- **PDF assembly:** Merges multiple files into a single PDF with the ability to auto-generate a table of contents.
- **Watermarks and overlays:** Applies a watermark or content overlay when transforming content to PDF.
- **Header and footer support:** Automatically adds header and footer information such as date, filename, or object metadata values when performing PDF transformations.
- **PDF manipulation:** Enables you to modify the security settings, add watermarks, or web-optimize existing PDF content with predefined and configurable transformations.
- **E-mail to PDF support:** Transforms MSG and EML files to PDF and RTF formats.
- **Embedded PDF attachments:** Embeds PDF transformations as attachments (visible in the “attachments” tab of Acrobat Reader).
- **CAD support:** Supports DWG, DWF, and DXF CAD formats.

## EMC Documentum Media Transformation Services—Leverage rich media across the enterprise

EMC Documentum Media Transformation Services puts users in control of their digital assets by delivering transformation and analysis for rich media content such as photographs, presentations, and graphics.

- **File transformation:** Transforms media automatically when adding it to the repository, on demand, or through workflow.
- **PowerPoint assembly:** Saves time by dynamically creating new Microsoft PowerPoint presentations using individual slides from existing files.
- **Rich media attribution:** Quickly locates content that has been checked into the Documentum repository by searching for media properties.
- **Thumbnail/storyboard support:** Automatically generates low-resolution thumbnails and storyboards.
- **XMP round-tripping:** Extracts extensible metadata platform (XMP) attributes on check-in, and indexes them for searching and categorization.
- **Server-side support:** Adds server-side support for thumbnails, transformations, and property extraction for any document format.

## EMC Documentum Audio Video Transformation Services—Gain control of audio, video, and Flash content

An add-on tool to Media Transformation Services, EMC Documentum Audio Video Transformation Services delivers enhanced support for audio, video, and Flash content.

- **Format transformations:** Easily converts popular audio and video formats through a web browser, without any additional applications, eliminating the need to download audio and video to the desktop.
- **Closed caption extraction:** Automatically extracts closed caption text and associates it with the content in the Documentum repository.
- **Streaming server support:** Integrates with popular streaming servers, providing support for all of the major audio and video file formats.
- **Thumbnail support:** Provides frame-by-frame viewing of low resolution video—no need to export your files.
- **Storyboard support:** Saves time by automatically extracting storyboard frames based on scene changes or at specified intervals.
- **Flash support:** Allows you to thumbnail and storyboard SWF files and convert them to other web-ready video formats using built-in Flash transformation capabilities.

## EMC Documentum XML Transformation Services—Leverage the power of XML

Built for customers that want to leverage the power behind authoring and managing their content in XML, EMC Documentum XML Transformation Services transforms and renders XML documents into a variety of formats. It includes an eXtensible Stylesheet Language Transformations (XSLT) engine and a style sheet toolkit.

- **Extensive format transformations:** Easily converts XML content into popular web formats, mobile formats, PDF, help file formats, Rich Text Format (RTF), and PostScript.
- **XSLT engine:** Leverages the eXtensible Stylesheet Language Transformation (XSLT) engine with full Extensible Stylesheet Language Formatting Objects (XSL-FO) support.
- **Style sheet toolkit:** Supports Darwin Information Typing Architecture (DITA) and DocBook standards.
- **XML schema transformation support:** Converts XML from one schema to another and invokes these transformations via workflows, lifecycles, user-based actions, or other applications.



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### Take the next step

See how the EMC Documentum Content Transformation Services suite of products can help streamline content creation and publishing processes for organizations such as yours. To learn more, visit [www.EMC.com](http://www.EMC.com) or call 800.607.9546 (outside the U.S.: +1.925.600.5802).