

# BladeRunner™

## *Customised Views to Drive e-Business Applications*

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*BladeRunner enables companies to reuse and repurpose business content for generating customised online informational products such as manufacturer profiles, industry reports, and other intellectual properties. With BladeRunner, corporations have the ability to tailor communications to both “push” content out to customers based on their interests and “pull” customers in by creating targeted information that speak to their issues. The end results are that BladeRunner enables companies to create new revenue streams by forging tighter customer relationships, gain a competitive advantage over the competition and customise information for an audience of one.*

### **Benefits**

- Enables mass customisation of online information
- "Author once, use many times"
- Minimises initial investment in content creation
- Easy to use, enterprise-wide content management solution

### **Key Features**

BladeRunner is configured to support information product management.

- **Design:** Customised Document Type Definitions (DTDs) are created and all content is validated against them, ensuring creation of well-formed XML for consistent management and repurposing applications.
- **Create:** Information and data are authored at the desktop using the BladeRunner extension to MS Word and the BladeRunner authoring system.
- **Manage:** The XML content is burst into fragments and stored in a central repository, with version control and round tripping.
- **Publish:** Customised XSL style sheets are used to publish the repurposed content for a variety of uses, including:
  - Subject-Specific Reports
  - Marketing Collateral
  - Customised Product Manuals
- **Output:** BladeRunner is “medium aware” and can format the information specifically for paper or digital formats, and output to the Web (HTML), paper (print or PDF), or to a CD-ROM, depending on the medium required by the end-user.

### **Benefits**

- Enables mass customisation of online information products for personalised sales, customer service, and product marketing.
- “Author once, use many times.” Information is authored once, automatically structured and burst into XML elements, placed in a central repository and utilised again in multiple ways, depending on the particular end-user’s requirements. This maximises productivity and ensures consistency of information used throughout the organisation.
- Minimises initial investment in content creation, while exploiting the benefits of customised information publishing.
- Easy to use, enterprise-wide content management solution. Information is created in MS Word and taken from a variety of sources, automatically validated as XML, conveniently stored in a central repository, and updated using powerful desktop or convenient Web applications, and finally, published to paper, CD-ROM, and HTML for use both internally and externally.

An automotive industry-consulting firm uses BladeRunner to create and deliver industry information to their clients.

1. Using the BladeRunner MS Word-based authoring system, the analysts create documents that discuss emerging trends in the industry. Other analysts and staff members can contribute to the documents by writing about their area of expertise. Each authoring group can create well-formed XML by simply selecting the "save as XML" option on the MS Word toolbar.
2. The validated content is transitioned to the BladeRunner repository where it is stored and managed. Various departments and end-users retrieve customised information from the repository. Subsequent changes to the information can be made and the workflow component ensures that the appropriate managers review it before it is returned to the repository. The round-tripping utilities enable content managers to checkout,

modify, and check-in the information they are updating.

3. The consulting firm provides reports with the specific content requirements to their clients. The layouts are in unique XSL style sheets that structure the fragments of content in the repository according to the specific client requirements. The reports can be created on demand, so they always include real-time data and customised to include specific pieces of information the client requests. The report can be presented to the client in a variety of formats, paper, through a web browser or electronically.

#### **The BladeRunner Advantage**

- Only BladeRunner offers an MS Word authoring environment, enabling multiple authors to participate in the content management process.
- Only BladeRunner offers an end-to-end content management solution, with ready access to information creation, modification, and publishing.

- BladeRunner includes an outstanding information workflow component that provides structure and organisation to the process flows.
- For those customers that require additional implementation support, the e-content Professional Services Group has extensive experience in implementing customer-specific content management solutions.

#### **BladeRunner Minimum System Requirements**

<b>BladeRunner Server</b>
Intel P-300, 128MB RAM, Windows NT 4.0 Server
<b>BladeRunner Client</b>
Intel Pentium, 32MB RAM (64 MB RAM recommended), Windows 95/98/NT 4.0
<b>BladeRunner Authoring Client</b>
Any Microsoft Windows configuration supporting Microsoft Word

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#### **About Interleaf**

Interleaf, Inc. provides enterprise-wide software solutions for content management and high-end publishing. These solutions provide Global 2000 customers with a distinct competitive advantage by enabling them to deploy applications that improve their operating efficiency and customer satisfaction, while driving revenue and profitability. Interleaf's software products make it easy for companies to assemble, manage, retrieve, distribute and publish business-critical information across the corporate enterprise and beyond. Interleaf is a public company listed on the Nasdaq National Market (Nasdaq:LEAF). Interleaf is headquartered in Waltham, Mass., with offices around the world. Information about Interleaf's products is available from Interleaf Australia on 61-2-99565433 or on the World Wide Web at <http://www.interleaf.com>.

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