

YOUR DATA DESERVES BETTER...

Data is the heart of your business. It's the output of experts and artists. It's the input for monetizing your content and reaching new customers.

So why are you letting it go to waste?

Three Signs Your Data Is Being Wasted

1 Can't Deliver the Products Your Customers Want

Customers are changing how they access and are willing to pay for content – and legacy technologies make it too hard for you to deliver what they want, where and when they want it.

2 Struggling to Maintain the Value of Your Content

Advertising and other revenue sources are changing rapidly, customers are less willing to pay for content, and it's costing more and more of your IT budget just to maintain the status quo – there's no money to pay for innovative solutions and new products.

3 Losing Your Competitive Advantage

There is new competition with new sources for information and content – and you are fighting for mindshare and revenues with a variety of agile, niche providers who are providing more precisely targeted products to your customer base.

If this is your reality, you need MarkLogic – the world's best database for integrating data from silos.

“Using the MarkLogic database provided us incredible ROI... We're building products around our customers' workflow and making their lives easier—which translates into greater revenue opportunities.”

Gene Bishop, VP of Technology, ALM

Media Organizations Trust MarkLogic

Overcoming these challenges requires a database platform that lets you use all of your data to its best advantage – while keeping your costs under control.

MarkLogic does just that – letting you easily integrate your silos of data, providing powerful, “ask anything” search and semantic capabilities, and enabling rapid delivery of a host of internal and customer-facing applications.

With support for secure operations, accurate reporting and analysis over the full lifecycle of data, the agile MarkLogic platform makes it easier to adapt to changes – and innovate faster than ever before.



Media Organizations Succeed on MarkLogic

BSI

The British Standards Institution is a multinational business services provider. BSI uses MarkLogic to enable more tailored, accurate, and complete delivery of standards, regulatory and compliance information – providing more value to their customers by supplying answers and guidance instead of simple search results.

Springer

For over 160 years, Springer has led the industry in scientific and medical publishing. Springer used MarkLogic to build a content platform that allows them to deliver richer applications to their customers – creating a user experience that goes beyond simply delivering a piece of content. This boosted user engagement and created new revenue while improving performance and agility.

ALM

This information and intelligence company used MarkLogic to grow its content business by creating tailored products, seizing new revenue opportunities with new content distribution, and increasing the value of its content by building and leveraging a 360-degree customer view.

Let MarkLogic Turn Your Data Into Your Greatest Asset

As the world’s best database for integrating data from silos, MarkLogic’s database platform empowers our media customers to more quickly achieve a unified, 360-degree view of their data – at less cost.

Find out why leading media organizations trust MarkLogic to help them deliver innovative products, increase the value of their content, and gain a competitive edge.

Visit www.marklogic.com