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Semantico and Mark Logic partner to deliver flexible online solutions to the UK publishing market

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Online solutions company Semantico and Mark Logic, provider of the industry's leading XML content server, have joined forces to help UK publishers rapidly develop and launch new online products.

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Online solutions company Semantico and Mark Logic, provider of the industry's leading XML content server, have joined forces to help UK publishers rapidly develop and launch new online products.

Semantico is a company with a fast-growing reputation for excellence with projects such as the Blackwell Reference Online library and Cambridge Collections Online. It brings a rare combination of technical talent and understanding of the publishing business to its work, and has developed innovative approaches to both content and access (revenue) management.

MarkLogic Server enables companies to load, query, manipulate, and render XML content using the W3C-standard XQuery language. Using MarkLogic Server, publishers can speed the delivery of new products or differentiating product features, experiment with new business models by introducing several products on a single infrastructure, aggregate and transform content from tens to hundreds of sources, and repurpose content among various products.

Semantico Managing Director Richard Padley said: "There is little doubt that XML content servers will fuel the next generation of content management and we believe that, with Mark Logic, we have a real competitive advantage.

"The flexible storage and search capabilities are particularly exciting for us as they mean that the way we structure online products is driven by the users' requirements and not limited by the technology. XQuery enables us to unlock the full value of content that is made available online."

He added that publishers can also expect products developed using MarkLogic will be brought to market more quickly and more economically.

"We are pleased to be working with Semantico to help publishers rapidly develop customized online products," said Bill Veiga, vice president of business development at Mark Logic Corporation. "Publishers today are facing increased competitive pressures and together with Semantico we can help them meet evolving customer demands for online products while reducing time to market. We are also looking forward to leveraging Semantico's considerable European presence to help us reach the important European publishing market"

About Semantico

Semantico is an award-winning company, based in Brighton and dedicated to delivering successful online publishing solutions. It brings knowledge and expertise in online publishing

direct to the publisher, working in partnership to create online publishing solutions which are both successful and sustainable.

Its software products and services equip publishers with complete editorial and commercial control. The simplicity with which new content can be added, or existing online material repackaged to extend audience reach, maximises the potential return on investment.

Semantico's core competency is in the creation and management of platform-based web sites and management of access to premium content developed on Semantico's own or other proprietary platforms.

About Mark Logic

[Mark Logic Corporation](#) is the provider of the industry's leading XML content server. Mark Logic works with providers of information products to accelerate new product creation, deliver products through multiple channels, integrate content from different sources, repurpose content into multiple products, build custom publishing systems, and mine content to find previously undiscovered information.

MarkLogic Server does this by enabling companies to load, query, manipulate, and render XML content using the W3C-standard XQuery language. Designed for high performance and scalability, MarkLogic Server can deliver millisecond response times against multi-terabyte contentbases. Mark Logic is privately held and backed by Sequoia Capital and Lehman Brothers.