

ZAPTHINK ZAPNOTE™

ADVENT GLOBAL PUBLISHING SOLUTIONS

Analyst: Ron Schmelzer

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Advent Global Publishing Solutions

URL: www.3b2.com	Headquarters: Swindon, UK
Founded: 1986	Funding: Privately held

Product Summary

Established in 1986, Advent is a leader in publishing solutions, especially in Europe and other international regions. The company's flagship product, *3B2*, is an integrated professional publishing suite focused on providing structured solutions for document production. 3B2 is used throughout the world to produce a wide range of technical documentation, structured documents, print works, and electronic media.

The product is based on an open platform that allows developers to customize the suite to meet their needs. Built around a graphical user interface, 3B2 provides key content management and publishing features such as file management, file locking across multiple platforms, advanced pagination and content flow capabilities, text of any size in 1,000th of a point increments, support for international character sets, built-in spell checker and thesaurus, synoptic composition (alignment across columns/pages), text manipulation and rotation, and literally hundreds of other features. The application can be scripted with 3B2's scripting language, as well as integration with languages such as Perl. 3B2 can output to multiple formats from a single XML-based source, including ASCII, encapsulated PostScript, TIFF, GIF, HTML, EDGAR I & II formats, and a variety of other formats through the support of XSL and XSLFO. The system can also import data from a wide variety of formats including word processing formats such as TeX and LaTeX, WordPerfect, WordStar, MS Word (RTF), MultiMate, DisplayWrite (RTF), DIF, ASCII, a wide range of vector and raster image formats, and support for math functions.

ZapThink Take

Advent 3B2 must be the most complete multi-channel publishing system on the market. With hundreds of features, all based on an open, XML core, Advent 3B2 is worthy of any large content publishing challenge. The company is at the forefront of new and developing technologies and standards, as well as leading the progression of established ones. Companies looking for a comprehensive solution for XML-enabled content publishing should definitely have Advent 3B2 on their evaluation short list.

TAKE CREDIT FOR READING ZAPTHINK RESEARCH!



Thank you for reading ZapThink research! ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

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Related Research

- *XML in the Content Lifecycle* Report (ZTR-CL100)

About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

ZAPTHINK CONTACT:

ZapThink, LLC
11 Willow Street
Suite 200
Waltham, MA 02453
Phone: +1 (781) 207 0203
Fax: +1 (786) 524 3186
info@zapthink.com

