

# What is doxtop?



## What is doxtop?

doxtop is a free, open social content publisher that puts the power of a full-blown virtual publishing house at your fingertips.

With doxtop, the gap between documents and the Web is finally closed! Author, manage and collaborate on content using your favorite authoring applications and then publish, distribute, discuss, and market it online in any format for the viewing pleasure of any person, group, community or network on the planet—with the click of a button, and without having to understand Web technology.

doxtop enables you to:

- **use Microsoft Office or Open Office to author just about anything** and effortlessly publish it into highly configurable, template-based social publishing sites that let you share and distribute your content any way you want. Short stories, novels, brochures, white papers, newsletters, magazines, resumes, job descriptions, educational materials, annual reports, research studies, e-books and much more—it's easy!
- **manage documents in one place and distribute their published content in many places:** in doxtop social publishing sites, in standard Web sites, in open social networking platforms, as XML objects and via RSS feeds.
- **create and collaborate on documents with friends and colleagues around the world:** publish the resulting knowledge into highly configurable, template-based social publishing sites and market these Websites to specific industries or interest groups.
- **give your readers all of the formats they need in the highest quality** without worrying about the technical details: HTML pages, rich, multimedia hypertext publications, PDF, Flash and audio (text-to-MP3).
- **publish practically any content onto the Web in a split-second:** doxtop is the fastest, easiest and yet most comprehensive online publishing solution on the planet—and it's totally free!
- **Interact with friends, colleagues and readers anywhere in the content lifecycle** with integrated Web 2.0 functions like discussion, chat, surveys, ratings, reviews and blogging.
- **Market your content to any audience and make it easier for readers to find your content** with built-in functions for search engine optimization and submission, tagging and support for Google sitemaps.

The possibilities are endless:

- **Create complete Websites using standard authoring tools**—no technical knowledge required: just author documents, spreadsheets, presentations and drawings in your favorite applications (like Microsoft Office and OpenOffice) and upload them into your doxtop space!
- **Eliminate the time, effort and money you spend authoring, managing, publishing and integrating content** within your own Web applications by using doxtop as your own, embedded virtual publishing house.
- **Cut out all the middlemen and accelerate your time to market**—author, publish and market your own creative writing, e-books, brochures and magazines directly to any audience in the world. Get the attention you deserve!
- **Collaborate freely across international and corporate barriers:** partner with anyone in the world to develop and publish knowledge. Use peer review functions to achieve the “power of the

many". Meet in your favorite open social networking platform; collaborate and publish with doxtop!

- **Quickly set up and configure secure Web sites flooded with content.** It's never been so easy, fast and painless to create a secure, information-rich extranet to serve your mission-critical user communities.
- **Reduce advertising costs and improve marketing results** by using doxtop to create, publish and automatically distribute advertorial content across the Web.
- **Drive more traffic to your Web sites** by creating doxtop social publishing sites that contains search-engine-optimized content that gives you better visibility and gets users excited about what you have to offer.

## What is a social publishing site?

doxtop's social publishing sites are extremely flexible, highly configurable containers that store and allow you to control the medium, delivery and social interactivity of your published content. Think of it as a virtual package of content that can look, behave and actively engage with readers any way you want it to.

Each social publishing site can be deployed on the Web as a standalone Web site with its own URL, embedded into existing Web sites, used as the source for RSS feeds or integrated seamlessly into Web applications you've created using open social networks. Because social publishing sites and the content they contain conform to open computing standards, you're able to use your content flexibly, anywhere on the Web, without having to deal with the headaches associated with manually integrating source files and PDF attachments with Web applications and making the result user friendly.

You can configure social publishing sites to deploy anything from single publications and publication lists, up through hyperlinked libraries of related information, newsletter sites and magazines and all the way up to robust business Web sites providing all of the features you'd expect. Unlimited amounts of content are automatically integrated into a seamless result and optimally presented to the reader—without any technical know-how whatsoever.

Social publishing sites work tightly with doxtop's document authoring and management functions, allowing you to handle document authoring and update processes intuitively all in one place, and have your content automatically published or updated in your social publishing sites. Your Web sites, syndicated content and embedded publications are effortlessly and automatically kept up to date!

## doxtop functionality

doxtop's virtual publishing house capabilities include:

### Authoring

Use the applications in Microsoft Office and Open Office, or any applications they can convert. No need to learn anything new!

### Management

Save documents to your own, easy-to-manage private space. You'll always have an organized overview of your entire knowledge asset!

Coming in Q1 2009: Manage your documents in an intuitive team site that provides full-blown document management functions including storage, organization, checkin/checkout and version control. Collaborate with friends and colleagues using functions like team authoring, peer review, calendar and task management and discussion.

Creating and managing your intellectual assets has never been easier!

## **Publish**

Publish documents as flat HTML files, fully hyperlinked hypertext publications with tables of contents, PDF files, Flash files, e-books, MP3 audio, source files and even complete Web sites. Reach every potential reader without format restrictions.

Coming in early 2009: Does your business use SharePoint? Avoid the chaos created by posting source files. Transparently integrate doxtop into any corporate SharePoint solution and deploy your corporate content to users in all of the formats they need!

## **Distribute**

Embed published content in any Web site, integrate it into the applications you've created on open social networks, release it in self-contained XML objects, syndicate it via RSS feeds or distribute it in highly configurable, template-driven doxtop social publishing sites. Decide how your content should be presented and how it should use open social functions to engage your readers. Choose from single publications, lists, complete Web sites, magazines, newsletter sites and many more!

doxtop lets you automatically distribute published content anywhere you need it, in any format , on any platform and via any medium!

Coming in 2009: Deliver an even fuller content experience to your readers with doxtop's improved social publishing site configuration options.

## **Discuss**

Use reader feedback, rating and reviewing tools to ensure your content achieves the highest possible resonance.

Coming in 2009: Leverage the power of Web 2.0 open social tools like chat, discussion and blogging anywhere within the content lifecycle.

## **Market**

Automatically index all of your content, register your social publishing sites with the search engines and tag your content for use in social networks. Reach your potential audience faster and more efficiently from a single place!

Coming in 2009: Automatically create Google ads that market and draw users to your content.