



# Virtusa's Dynamic Content Featuring Solution for MarkLogic Platform

*"Using Virtusa's Dynamic Content Featuring accelerator in conjunction with MarkLogic Server, clients are able to quickly realize business benefit through marketing and cross selling content, products or services in an intelligent, easily configurable paradigm."*

*Ken Chestnut, VP of product marketing, MarkLogic*

## Business Benefits of Dynamic Content Featuring

Implementing Dynamic Content Featuring provides the following business benefits:

- Improved user experience through personalized content delivery
- Greater new revenue potential through premium content features and up selling products and services
- Increased ROI from existing content investments

## Benefits of using Virtusa's Solution Accelerator

Using Virtusa's solution accelerator for Dynamic Content Featuring provides the following benefits:

- Out-of-the box Dynamic Content Featuring capabilities with limited custom development required
- Accelerator reduces time-to-market and lowers implementation costs
- Seamless integration with existing content infrastructure and services
- No additional infrastructure is required for deploying the solution

## Virtusa's MarkLogic Practice

Virtusa has a mature MarkLogic practice that includes:

- Engineers and architects with years of experience in content platforms
- Expertise in advanced MarkLogic capabilities and best practices
- Extensive experience in both delivering client projects and developing solution accelerators

## Executive Summary

A significant majority of product and content applications deliver only those results, which have been expressly requested by the user, limiting the ability for companies to intelligently market new products, services and related content. With significant progress made in text analytics, these applications can be made more intelligent, to additionally deliver related content and products that are contextually relevant to the expressed user intent. Historically such undertakings have required significant investments in both infrastructure and human capital.

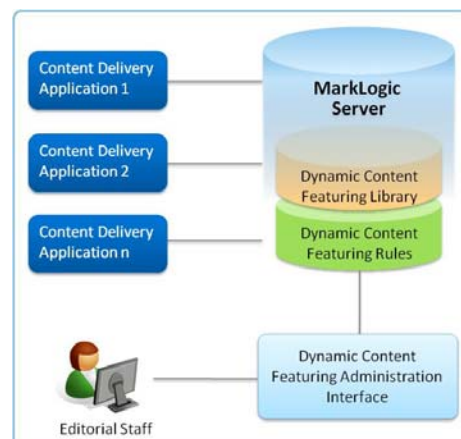
A more cost effective and accurate alternative is Dynamic Content Featuring. Dynamic Content Featuring is a facility for editors and product managers to select and deliver additional targeted content based on business rules and user activity. These rules can be used to provide context to a user search and incorporate specific business intents such as promotions, premium, or related content, or to feature new products and services.

Virtusa has developed a Dynamic Content Featuring solution accelerator that helps MarkLogic based content delivery applications to quickly add this capability.

## Virtusa-MarkLogic Partnership Accelerates Business Outcomes

Dynamic Content Featuring is implemented as an add-on to MarkLogic Server and enables editorial personnel and product managers to quickly implement contextual product and content featuring on target applications, using a simple administration interface. Key features of the solution accelerator include:

- A wizard-based web interface for specifying business rules and target content
- Support for a wide variety of user contexts and options to define target content
- An add-on XQuery library that seamlessly integrates with existing content services
- A lightweight library implementation for high performance
- Rules repository implemented in MarkLogic for simplified deployment



## About MarkLogic

MarkLogic is revolutionizing the way organizations leverage information. The company's flagship product is a purpose-built database for unstructured information. Customers in industries including media, government, and financial services use MarkLogic to develop and deploy information applications at a fraction of the time and cost as compared to conventional technologies such as relational databases and search engines.

MarkLogic is headquartered in Silicon Valley with field offices in Austin, Boston, Frankfurt, London, New York, and Washington DC. The company is privately held with investors Sequoia Capital and Tenaya Capital. For more information, to download a trial version, or to read the award-winning Kelblog, written by MarkLogic CEO Dave Kellogg, go to [www.marklogic.com](http://www.marklogic.com).

## About Virtusa

Virtusa provides end-to-end information technology (IT) services to Global 2000 companies. These services, which include IT consulting, application maintenance, development, systems integration and managed services, leverage a unique Platforming methodology that transforms clients' businesses through IT rationalization. Virtusa helps customers accelerate business outcomes by consolidating, rationalizing, and modernizing their core customer facing processes into one or more core systems.

Virtusa delivers cost-effective solutions through a global delivery model, applying advanced methods such as Agile and Accelerated Solution Design to ensure that its solutions meet the clients' requirements. As a result, its clients simultaneously reduce their IT operations cost while increasing their ability to meet changing business needs.

Founded in 1996 and headquartered in Massachusetts, Virtusa has operations in North America, Europe, and Asia.

For information on how Virtusa can help solve your business problems, write to [salesinquiries@virtusa.com](mailto:salesinquiries@virtusa.com) or visit [www.virtusa.com](http://www.virtusa.com)

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## Implementation Services

Virtusa offers implementation services for Dynamic Content Featuring that can be customized to meet the specific business needs of our clients' delivery platform. A typical engagement includes the following Virtusa services:

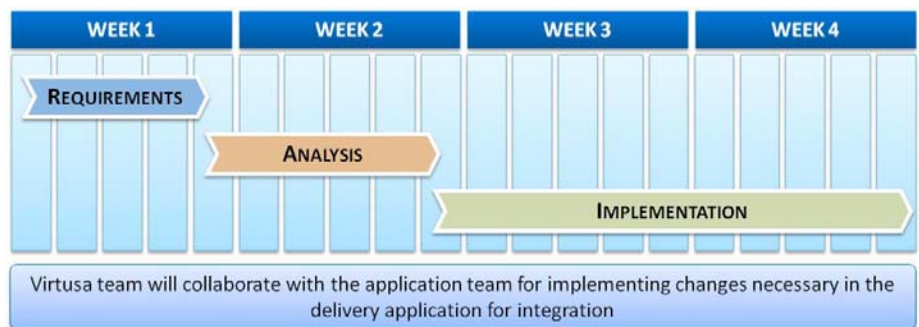
- Business analysis to identify Dynamic Content Featuring needs
- Implementation of Dynamic Content Featuring to address identified needs

Additionally, if requested, Virtusa can also help with:

- Custom development to meet any unique Dynamic Content Featuring needs
- Modifications to delivery applications for Dynamic Content Featuring

## Implementation Methodology

Implementing Dynamic Content Featuring for a typical MarkLogic based content management platform is expected to take around 4 weeks inclusive of a 3-5 day requirement capture phase, a 4-5 day analysis phase and an implementation phase of up to 2 weeks.



- **Requirements.** During this, we will work with the client's editors and business teams to identify and define scenarios for applying Dynamic Content Featuring. This will include business rules, the desired target content, and placement of such content on the delivery application.
- **Analysis.** This phase will focus on translating the business rules and target content to trigger conditions and content selection criteria that need to be set up using the Dynamic Content Featuring administration interface.
- **Implementation.** During this, we will integrate the Dynamic Content Featuring libraries and Rules Repository with the client's existing infrastructure, provide support to the client application team for necessary application changes, and demonstrate Dynamic Content Featuring on the client application to their business teams.