

# XML – What is it?

XML stands for Extensible Mark-up Language and was created as a pure language that could present data in a uniform fashion. XML enables data content in a page to be extracted, manipulated and re-used by a variety of database systems. As a result it is increasingly becoming the language of choice for the exchange of information across the web and elsewhere because it offers far greater flexibility than HTML.

Our Business Services division delivers a range of identity and age verification solutions to companies that need to guard against fraud and satisfy compliance requirements and these solutions are available through both XML and HTML.

## Seamless integration

However, with businesses investing heavily in developing CRM applications or relying on established database systems such as SAP, Oracle, Sage or BAE, they need data solutions that can be seamlessly integrated into existing applications. That is why so many of our clients are now choosing an XML rather than an HTML solution.

## So what are the benefits of an XML solution?

With an HTML solution it is not possible to extract the data content from a page so it has to be manually copied and pasted into other applications. XML, however, works by placing a structure around the content of a document, which then allows that content to be automatically extracted and integrated into another database system or CRM application.

## Saves time, money and maintains data accuracy:

- It is easy and quick to implement and does not require huge development resources. In fact some clients have implemented an XML solution in as little as a day.
- It integrates seamlessly so the verification process can be automated as well as the ordering and payment processes, saving significant time and money.
- It extracts data automatically so there is no need for manual intervention and data accuracy is maintained.

As XML is now recognised the world over as the way to describe content it is not surprising that so many of our clients are now choosing XML over HTML.

## After all, with XML– we just supply the data; you control what you do with it!

For more information about implementing an XML solution into your business call one of our account managers now on: **08000 192 044** or e-mail: [business@192.com](mailto:business@192.com).