DTI

ContentPublisher Explained

ContentPublisher is an entire suite of highly efficient software tools that facilitate everything a modern journalist might need to achieve, from editorial budgeting, content creation, wire, blogs, picture management, automated pagination, digital publishing to Web, mobile and SMS. It manages the seamless flow of content from a full spectrum of news sources, including local and remote writers, citizen journalists, and media contributors – to any platform.

It is this single solution design for all media types that simplifies content management, and saves cost. It also provides the ultimate in print and digital publishing synergy – the industry's most integrated newsroom.

The unique and innovative architecture increases efficiency, and at the same time allows journalists to enjoy more control, and a wider audience than ever before.

Most publishing solutions today use legacy SQL databases that are based upon 25-year-old technology - and they all precede the Internet. *ContentPublisher* exploits InterSystems Corporation's Caché, the world's fastest multidimensional object database, and one of the many important technologies that set DTI™ apart. We know how critical time can be, especially in the news media business. By using Caché we are able to provide our customers with a total content management and publishing solution that has unbelievable performance, is highly scalable, and is able to easily manage the data volumes of today – and of tomorrow.

Another DTI advantage is the years of close development cooperation between DTI and Adobe® Systems, Inc. Some years ago DTI transformed Adobe InDesign and InCopy into multi-user, collaborative tools for newspaper and magazine print publishing. This provides the writing, design, graphics and pagination tools that many journalists already know. DTI has now integrated many of Adobe's Web publishing applications such as Dreamweaver, Soundbooth, Premiere Express, Visual Communicator, Flash, and others into collaborative, enterprise-strength tools, providing easy-to-use multimedia functionality.

Together with our technology partners, DTI has created the publishing industry's most efficient and flexible single solution for both print and digital publishing.

But that's not all. In order to protect your investment in existing systems, and extend their useful life, DTI also developed *Liquid Media™*, a patented method of enabling the seamless integration of third-party systems into *ContentPublisher* - and from *ContentPublisher* out. This means that you can

migrate your newsroom technology into a modern, single unified solution, over time.

The software modules within *ContentPublisher,* with their intuitive GUIs (graphical user interfaces), are designed to make individuals' jobs more simple and efficient. They include tools designed for every task and job role undertaken in today's modern 24/7 newsroom, with content automatically formatted for delivery to print, Web, mobile, SMS, etc.

As needs grow, and more modules become available, your solution may be easily kept right up-to-date, and at maximum efficiency.

The Software:

Software modules within *ContentPublisher* include tools for:

Planning: editorial planning including all the features provided by Microsoft Exchange Server 2007. Other DTI planning tools track space for editorial budgeting and their relationships with advertising.

Copy input: via a range of tools including InCopy, remote reporter, wire, Web, RSS feeds for blogs, etc..

Design and Pagination: automation capabilities make DTI publishing solutions unique. Pages and stories, for print or digital delivery, can self-assemble according to any set of design rules. This provides more time to make design decisions that influence readership and audience attention.

Advertising Integration: *ContentPublisher* keeps track of advertising placements, ensures no conflicts, and allows editorial pages to be previewed, with ads in place.

Publication: a whole host of collaborative tools are provided that manage publishing scheduling, both for print editions during the day, and digital editions throughout the day.

Proofing: preview and soft proofing capabilities are integral, at all stages of content creation and delivery.

Archiving: content may be stored as PDF or as text and image files.

Audience Integration: DTI, much more than any other publishing systems developer, is developing ways in which to help publishers target content to a relevant audience. (See separate White Paper on *AudienceReach.*)

Reporting: newsroom workflow systems, communications, and management reporting tools complete the industry's most comprehensive total publishing solution.

Software as a Service (SaaS):

DTI solutions are becoming browser based in order that they can be delivered in a SaaS (Software as a Service) environment, and also so that content may be created and remotely provided online, easily, directly into the content database.

The new unified browser-based DTI front-end lies on top of our current product suite, interconnected by Ensemble. The result is a composite application that creates one hosted solution, even though one module may use a different technology to another. This allows DTI to bring complex solutions to market more quickly.

A 'composite' layer over the entire DTI product suite ensures a consistent single application presentation to the end-user. Each module will feature a version of the same easy-to-use professionally designed GUI. For this, and to make the user experience efficient and intuitive, DTI has employed the services of Rocket Communications, the company that created GUI's for other leading companies such as Apple, Microsoft, Yahoo!, HP, AOL, and eBay.

Within each module users will assume one or more 'roles' based upon the tasks being undertaken at any one time. For example, there are 'editor' and 'reporter' roles. One person may be either or both, depending upon the size and make-up of the organization. Functionality associated with user login details is made automatically available.

DTI Lightning:

DTI Lightning is the first completely browser-based DTI solution. It provides a simple-to-use, non-technical environment in which to create and manage all content – print and digital. It allows virtually any element including images, video clips, audio clips and URL links to be placed within a digital story, and stylizes the content to the required delivery channel - without the need to know any HTML or other code. It is also lightning fast.

Stories can be published online within seconds of being written, and updates made just as fast. With a single click the user can preview the Website in a browser window to see exactly how changes will display. With one more click, all of the changes are published directly to the live site.

Using the same GUI the user can send a different version of the story, with any changes to the headline, images or content, to the print workflow for pagination and production. The single post-relational multimedia database means that relationships and progress can be tracked at all times – an essential ingredient in today's 24/7 publishing environment.

All the modules within *ContentPublisher* are tightly integrated so that relationships are recognized at all times, and users are able to see and preview progress at any time during the publishing cycle. For example, in today's 24/7 publishing environment, it is important to know what elements are in progress, what has been published, with an audit trail of the people involved in the content creation process.

Altogether Better:

ContentPublisher is a part of DTI's Targeted Audience Solution that includes *DTI Advertising, DTI Circulation, AudienceReach* and *DTI Financials.* Together they enable the news media industry to create and deliver content faster, and more efficiently, than ever before.

If you would like to learn more, or attend a Webinar, please contact: info@dtint.com.