ContentPublisher FAQs
(incorporating DTI Lightning)

1. What is ContentPublisher?

ContentPublisher is an entire suite of highly efficient software tools facilitate everything a modern journalist might need to achieve, from editorial budgeting, content creation, wire reception, blogs, picture management, automated pagination, advertising integration and proofing - with delivery to print, Web, mobile and SMS.

2. What is DTI Lightning?

DTI Lightning is a part of *ContentPublisher.* It provides the ultimate in print and Web synergy in an easy-to-use, non-technical environment 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 the first completely browser-based DTI™ solution. It is also lightning fast.

3. What are the key advantages?

First and foremost, it increases efficiency and reduces cost. At the same time it allows journalists to enjoy more control and a wider audience than ever before. Based on a single high-performance post-relational database means that all content is managed synergistically together, (not stored in different, connected systems,) relationships are known, and an audit trail can be kept in real-time. Reporting on events throughout the entire enterprise is also made simple.

4. Is performance sufficient for my newspapers?

Yes. *ContentPublisher* is highly scalable, and able to serve the world's largest publishing enterprises.

5. How long does it take to implement?

It depends upon your own and DTI resources that are available at the time of order, but around three months is average. The fastest way to implement the software however is usually through *DTI Cloud,* our securely hosted SaaS cloud computing delivery model.

6. How much does it cost?

Cost depends upon the software modules licensed, the number of users and scope of the project, and whether implemented in-house or hosted within *DTI Cloud.* Before quoting, DTI first undertakes a Technical Audit to identify requirements, where efficiencies can be made, after which accurate price and system options can be provided.

7. What training will be required?

DTI takes training very seriously. Certified training ensures that customers achieve the best value from their investment in technology – and staff. In order to reduce training time, and cost, DTI now performs job 'role-based' training. This may be augmented at any time. In future more training will be self-taught using online training materials and exercises. We also provide regular training Webinars.

8. How do I integrate my existing systems?

DTI provides expert integration capabilities through patented *Liquid Media™* integration tools.

9. What happens if I need technical support?

We respond quickly and professionally to meet your service level agreement as a minimum. Today technical support is available 24/7.