

WorldNow chooses Razuna

The New York-based purveyor of online and mobile platforms for broadcasters, WorldNow, has signed an agreement with Razuna to embed the Razuna Digital Asset Management technology into the WorldNow platform.

WorldNow is enhancing their technology to be more Digital Asset Management focused and decided on Razuna to handle the digital asset management processes and functions inside the WorldNow platform.

“We were looking for a technology, which could be embedded deep into the WorldNow platform,” says Joe Sticca, WorldNow SVP Digital Product Management and Development. “Razuna has an intuitive user interface and proven track record of handling large scale digital assets. Our technology is very nimble and flexible, allowing us to innovate quickly. Razuna is a very good match in our flexible modular approach for integration.”

Using the Razuna customization engine, Razuna will seamlessly integrate into WorldNow’s user interface making it a completely transparent experience for the users.

“Razuna has been built with the user in mind,” says Razuna CEO Jens Strandbygaard. “Our users need to be able find their assets quickly, manage them and share them with dealers, on their website or website – or for print publications. We have 50,000 downloads a year and more than 2,000 paying users of our cloud service. We are therefore committed to flexibility and ease of use. Our Digital Asset Management service has got to be something you sign up for easily and can start using immediately.”

Razuna features an API, allowing it to be integrated or embedded into other CMS or webshop technologies. As all assets managed via Razuna can be stored on the platform directly or via a third party cloud storage provider or Content Distribution Network such as Nirvanix, Amazon S3 or Akamai, Razuna has proven to be a preferred choice for customers looking for the added flexibility and accessibility that a cloud or CDNs storage provides – without any hassle.

“We are happy that WorldNow has chosen Razuna. They have a strong technology and impressive customer base, and we are proud to work with them,” says Razuna CEO Jens Strandbygaard. “And with our European base, we definitely see some potential for helping WorldNow into the European market as well.”

The technology partnership between WorldNow and Razuna will result in new digital asset management features available for WorldNow’s customers in later part 2012.

Razuna is exhibiting at the Next Web Conference in Amsterdam on April 26th and 27th 2012.

About Razuna (www.Razuna.com)

Razuna was founded in 2005 by Nitai Aventaggiato, who is now the CTO and lead developer. Razuna is a web based digital asset management platform, which is available in an open source edition and as a cloud service (SaaS). Assets can be stored on the Razuna platform or with cloud storage providers or Content Distribution Networks. Razuna is headquartered in Denmark but serves more than 2,000 clients worldwide on its cloud service. More than 50,000 businesses downloaded the Razuna open source edition over the past 12 months. 80% of the customers are based in USA.

About WorldNow (www.WorldNow.com)

Worldnow provides industry leading online publishing and revenue solutions for local media. WorldNow's cost efficient publishing platforms include innovative CMS solutions for site management, video and mobile publishing. The online revenue solutions include a national advertising network, packaged local sales programs, classifieds and comprehensive sales training and support. WorldNow's online media, technology, and marketing teams have extensive experience in helping local media companies build profitable businesses on the Web. WorldNow support their technologies and services with in-depth strategic consultation incorporating market leading best practices for managing successful online businesses. WorldNow's full service solutions and support enable their clients to realize greater real-world profitability from their investment. Leverage their experience built over 13 years in partnership with more than 400 local media properties. Current WorldNow customers include: Fox, Allbritton, CBS Local Digital Media, Cox, Dispatch, Fisher, Gray, Griffin, Heritage Broadcasting, Hoak Media, Landmark, Lilly, London, Max Media, Meredith, New Age Media, New Young Broadcasting, Quincy, Raycom Media, Reiten TV, Sagamore Hill, Titan, Waterman, and West Virginia Media.