

SAXOTECH Online

PRODUCT DATASHEET

SAXOTECH Online allows your organization to create, manage and display virtually any type of Web and multi-media content for any purpose, including content used across multiple channels, to ensure consistency across the Web, wireless devices, e-mail, and printed collateral. Multiple web sites, syndication and content sharing allows publishers and content producers to provide their readership with the news – when, where and how they want it.

SAXOTECH Online presentation solution – an advanced platform for presenting and distributing content across all publishing platforms – news.com sites, verticals, SMS, mobile sites and applications.

- Consolidate dozens of Web properties into a single managed environment
- Empower the newsroom and your bloggers to manage their own content and Web strategies
- Publish and reuse content across e-mail, print, wireless and the Web
- High performance repository stores all content – images, text, multi-media, video and other multi-media assets, links and more, and delivers that content in dynamic, flexible and powerful templates to all devices or Web sites, based on your requirements.

Search Engine Optimization (SEO) is delivered out-of-the-box

- SAXOTECH templating language is wrapped in HTML and CSS and is easy to learn
- Automate news publishing with scheduled no-touch deployment
- Two-way integration to SAXOTECH Mediaware Center
- Integration to third party editorial systems

Three Core Scenarios:

1. SAXOTECH Online allows news organizations to manage content across a wide range of publishing platforms from within a single interface.
2. SAXOTECH Online centralizes the control of site content, architecture, navigation, presentation and deployment.
3. SAXOTECH Online also provides an intuitive interface for content creation, display and distribution, allowing your news organization to easily update content through automated processes without ongoing IT involvement.

Features & Benefits

Feature	Benefit
Scalable Architecture	<ul style="list-style-type: none">• High performance systems deliver your content to your readers no matter what the traffic load• Provides proven security, access control services and access logging
Powerful Taxonomy Engine	<ul style="list-style-type: none">• Using semantic content and templates, SAXOTECH Online allows you to deliver the right content to your readership• Relate your content piece to any content, including calendar events, CCE objects, banner ads, multi-media and other stories• Expose the semantic tags to your readers, allowing for powerful discovery methods above and beyond the typical search box• Semantic tags and content enhance your integration with third party systems, popular search engines and automate many SEO functions• 'Tag Clouds' engage your Web site visitor with a look into what others are reading and create new section fronts or landing pages based on your content taxonomies• Taxonomy makes desirable 'Frontpage Anywhere' landing pages a snap. Every story becomes a rich content stream, providing valuable 'Time on Page' enhancements
Dynamic Site Creation	<ul style="list-style-type: none">• Typical content management systems are created and managed around categories of content - sports go in one section, news in another. SAXOTECH Online's powerful taxonomy and profile content engine makes categorization obsolete, placing content anywhere on the Web site you deem appropriate and allows your Web site to grow dynamically as your content increases.
Rich Feature Set	<ul style="list-style-type: none">• The SAXOTECH Online has been developed over 10 years to provide all controls and functions required by the 21st century news organizations:<ul style="list-style-type: none">- Articles- Images- Related Content- Digital Asset Manager- Custom Content Engine (CCE)- Forums / Article Comments- Polls and Contests- Photo Galleries- Keyword 'Link Journalism' Manager- Alias Management- Guides (Film, TV, etc.)- Template Themes- Classifieds- NetGuest- Email Composer- User Database- Staff Database- Registration Database- Subscriber Database- Taxonomy

Features & Benefits

Feature	Benefit
Modular System Allows for Building Blocks Approach to Complete Web Solutions	<ul style="list-style-type: none">• Full integration to SAXOTECH product suite:<ul style="list-style-type: none">- SAXOTECH Mediaware Center- SAXOTECH Online Ad Solutions, including the Directory Publishing Center, OAMS and Ad Sales Management- Archive- Events Calendar- CCE, the SAXOTECH Online Custom Database Engine- SAXOTECH ShareIT Portal- Subscription / Circulation Integration
Powerful Image Processing	<ul style="list-style-type: none">• Automatically processes and generates all versions of an image saving time and money• Can automatically add watermarks, copyright symbols, rounded corners and more• System stores EXIF and IPTC data in original .jpg, but dynamically strips that extra content out at the point of delivery for ultra-high performance and page load times
Developer Framework - Includes SOSE, the SAXOTECH Online Scripting Engine	<ul style="list-style-type: none">• This advanced scripting engine allows for design and implementation of all your news sites and verticals independent of the Web programming language your team understands• Supports many languages, including Javascript, VBScript, PERL, PHP, Python Ruby, and more
6th Generation Templating Language Provides Complete Control of all Website Display Objects	<ul style="list-style-type: none">• Easily learned and mastered• Refined, precise, best practice documents ensure new site development rewards your staffs efforts with built in SEO and performance optimization• Content separate from design and programmability• Fully documented• Large user base• Compatible with all W3C standards, including HTML 4.0, CSS 2, AJAX and Javascript
MultifilterX, the SAXOTECH Online Import Engine	<ul style="list-style-type: none">• This application set makes your SAXOTECH Online Repository the center of your content world. Configure data from your 3rd party applications and providers prior to importing the data into SAXOTECH Online's repository. Present this content to your audience along with all of your other content.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

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