



# SAXOTECH Managed Hosted Mediaware Center

## PRODUCT DATASHEET

The SAXOTECH Managed Hosted Mediaware Center combines all of the elements of a traditional media content management system with the latest in technology.

Designed to support both digital and print channels, SAXOTECH's flexible and cost effective solution enables publishers to efficiently produce and share news and information in a streamlined and collaborative production environment. Offering true channel-agnostic content management, the SAXOTECH Managed Hosted Mediaware Center allows media companies to achieve significant efficiencies in all aspects of the production of editorial products through the creation of a fully integrated digital and print newsroom.

The SAXOTECH Managed Hosted Mediaware Center is created to maximize planning, workflow and efficiency in the newsroom while minimizing costs and effort. The system is designed to meet the needs of media companies today and beyond. The benefits of utilizing the SAXOTECH Managed Hosted Mediaware Center are immediate and company-wide:

- No investment of time or capital needed to configure and maintain new servers.
- A stable, secure environment under constant monitoring by trained professionals.
- Use of the latest SAXOTECH Mediaware Center software tuned and configured according to established best practices and customized to fit your media company's needs.

## User Experience



[www.saxotech.com](http://www.saxotech.com)

### MEDIAWARE CENTER ACCESS PORTAL

CUSTOMIZED FOR Saxotech Morning Sun

#### Login

User Name	<input type="text"/>
Password	<input type="password"/>
Domain	<input type="text"/>

Login

#### Welcome

To log into the SAXOTECH™ Mediaware Center™ WebConnect Application Portal, enter your credentials, and then click Login.

If you do not know your login information, please contact your Help Desk or System Administrator.

Learn more at [support.saxotech.com](http://support.saxotech.com)

## Connection Method

Users connect to the SAXOTECH Managed Hosted Mediaware Center via a web browser.

Users access applications, via a true seamless Windows environment, on any Java-based client machine (Windows, Mac or Linux).

## Security

Authentication is handled from the browser by Windows Active Directory. Each customer is provided its own Active Directory unit.

## Interface

Users are presented with the applications they need. For instance, pagination users have access to the SAXOTECH Mediaware Center, pagination and editing tools; reporters and editors are provided access to the SAXOTECH Mediaware Center and the text editing tools.

# The Technology

## Host Machines

The SAXOTECH Managed Hosted Mediaware Center is built atop VMWare's ESX technology in SAXOTECH's state of the art data center managed by SAVVIS, Inc. in Atlanta, Georgia. The environment is built for speed, stability and scalability, with automatic load balancing and failover capabilities.

## Database

The SAXOTECH Managed Hosted Mediaware Center's data resides in an Oracle10g database running on RedHat Enterprise Linux 64-bit. Each customer has its own database tuned specifically for its size and needs.

## File Services and Storage

Each customer's data resides in its own virtual machine running Windows 2008 Server Standard 64-bit. Network storage is optimized for speed and can be scaled to fit each customer's needs.

## Disaster Recovery

Several fail-safes have been built into the SAXOTECH Managed Hosted Mediaware Center:

- Production-critical files are replicated to the customer site.
- In the event of the failure of a virtual machine, a replacement can be deployed very quickly and attached to the customer's storage.

# SAXOTECH Hosted Mediaware Center Components

## Text Editors

- Adobe InCopy CS3 version 5.0.4
- Quark CopyDesk version 7.5

## Pagination Tools

- Adobe InDesign CS3 version 5.0.4
- QuarkXPress version 7.5

## Standard Functionality

- Text editing
- Create articles.
- Edit articles.
- Defined article workflow via access levels.
- Sort articles by defined categories and publication dates.
- Search for articles by name or content.

## Photo and Graphic Workflow

- Input photos and graphics into the system using defined naming convention
- Search for photos by name or IPTC information
- Automated photo processing using ColorFactory and SAXOTECH's ImageProcessor II using grayscale and CMYK ICC profiles provided by the customer.

## Wire Services

- The SAXOTECH Managed Hosted Mediaware Center integrates with the Associated Press WebFeed Manager. Entitlements from AP are fed directly into the SAXOTECH Mediaware Center, eliminating the need for a separate wire application or browser.
- Integration with wire providers other than AP who provide content according to ANPA standard is available as part of

standard configuration. (Special SAXOTECH development required for wire integration is available at an additional fee).

- Integration with ad systems
- Customer's ad system provides output to SAXOTECH specifications
- Supported ad systems: ALS by Managing Editor Inc.; SCS Layout8000; PlanPag by PPI; AdBase 3.0 by Mactive; ATEX; MPRESS; Integration X; DTI Ad Placer; and SAXOTECH XML. (Integration with non-supported systems available at an additional fee.)

### **Integration to Web Content Management Systems**

- Integration with SAXOTECH Online is seamless using its SOAP-based communication.
- Integration to other web systems is handled by SAXOTECH Multi-Export. SAXOTECH will provide specifications of its XML export and sample files. Customer will be responsible for developing the integration with a third-party system.

### **Export to Archives and other Third Party Destinations**

- XML export to an archive system will be provided. SAXOTECH will provide sample files and configure the export to the customer's designated destination. Customer will be responsible for developing integration with the third-party archive system.
- XML export to a second destination (content reseller, etc.) will be provided. SAXOTECH will provide sample files and configure the export to the customer's designated destination. Customer will be responsible for developing integration with the third-party archive system.

### **Digital Asset Management**

- SAXOTECH Mediaware Center's Assets functionality allows users to log digital files such as spreadsheets, PDF files, audio and video into the SAXOTECH Mediaware Center. These files can be linked to articles, reviewed in the normal newsroom workflow and exported to the web and elsewhere. SAXOTECH will configure a standard integration with the most commonly used file formats.

### **Output integration**

- SAXOTECH will provide EPS or PostScript output to the customer's designated destination using SAXOTECH AutoPrint technology. The user can initiate the output process either from within the pagination tool or the SAXOTECH Mediaware Center.

## **Optional Components**

The following SAXOTECH features are offered at additional cost:

### **SAXOTECH Archive**

Locate past articles, photos and pages using the familiar SAXOTECH Mediaware Center interface. Links between articles, photos and pages are preserved and articles and pictures are easily accessed for reuse. Pages are preserved as PDF files and can be reviewed and exported for resale. The archive solution is hosted on the customer's servers and accessed through the SAXOTECH Managed Hosted Mediaware Center.

### **SAXOTECH MediaPlan**

Take the next step in content management with SAXOTECH's planning tools. Create daily budgets, integrated photo requests, contact and source lists, events calendars and more. SAXOTECH MediaPlan gives the newsroom a one-stop view of all of the elements associated with a story or package.

### **SAXOTECH Resource Planner**

Keep track of newsroom schedules, shared resources such as laptops or cameras and more using the SAXOTECH Resource Planner in conjunction with SAXOTECH MediaPlan.

### **SAXOTECH ShareIT Portal**

This web-based component provides maximum planning power. Share stories, photos and budgets with partner media outlets – even those that do not have a SAXOTECH system. (Full ShareIT Portal functionality requires SAXOTECH MediaPlan.)

## **Maintenance and Support**

The SAXOTECH Managed Hosted Mediaware Center is managed by SAXOTECH's Professional Services team. SAXOTECH constantly monitors the system to maximize performance and minimize unplanned downtime. From initial implementation and all times thereafter, SAXOTECH's team of experienced media IT professionals ensures the best user experience and availability of a media company's most important tool set.

SAXOTECH's team is proactively monitoring:

- Database performance
- Disk space
- Operating system maintenance, patches and upgrades

- Security
- Background processes and SAXOTECH applications

SAXOTECH Managed Hosted Mediaware Center customers will also have access to the latest SAXOTECH technology with regular upgrades to the SAXOTECH Mediaware Center components.

SAXOTECH Managed Hosted Mediaware Center users can be assured that the technology will be there when they need it, allowing them to focus on the main purpose of a media company — to provide information for its readers and value for its advertisers.

## Implementation

SAXOTECH recognizes that each media company has unique needs. The SAXOTECH Managed Hosted Mediaware Center is built to offer easy-to-implement, readily supportable, standard functionality and configuration options to meet current and future requirements.

### Typical Project Plan

The following is provided as a guideline; each project will vary based on its scope and the number of users to be trained:

- Week 1: Site survey and requirements definition
- Week 2: Build out of virtual server farm and database
- Week 3: Initial configuration
- Week 4: Introductory training and final configuration
- Week 5: Customer testing and verification
- Week 6: SAXOTECH Advanced Training Workshop
- Week 7: Customer end-user training
- Week 8: Go-live (including on-site support)

SAXOTECH keeps implementation time short by employing standard functionality based on best practices of media companies worldwide. (Additional configuration and optional functionality added after the “final configuration” stage will result in additional time and implementation costs.)

### Preparatory Training

SAXOTECH’s training programs are designed to ensure users at all levels get the most from the SAXOTECH Mediaware Center. Our training team features professionals with decades of experience in the newsroom, prepress and operations. On-site training is provided during the Site Survey, Introductory Training and Advanced Training stages.

### Ongoing Training

SAXOTECH Managed Hosted Mediaware Center customers receive ongoing access to the SAXOTECH training team as part of the standard package. Regular Webinars offer refresher training and introductions to new functionality. SAXOTECH Training Team members can also be booked for one-on-one sessions with customers.

## 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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