



Online Custom Database Applications

SAXOTECH Data Central

PRODUCT DATASHEET

SAXOTECH's Data Central empowers online publishers to create new database applications or present existing data sets of any type or size via digital channels, increasing the flexibility of your content channels while delivering greater value to your readers. A high performance engine that can ingest and display any type of structured data, Data Central makes it possible to create, manage and present compelling applications to support interactive storytelling. Leveraging the dynamic nature of Data Central, users can easily create new verticals or areas of interest for readers.

By tapping the rapid creation environment of Data Central, users can easily present searchable databases of content such as Crime Data, Real Estate Transactions, Restaurant Inspections, Election Results or virtually anything else imaginable. Because Data Central plugs in seamlessly with the SAXOTECH Digital presentation platform, users can also dynamically relate data applications to new and archived editorial content, creating robust pages to enhance online experiences.

Today's media company needs to be a repository for local information. Data Central gives users the ability to rapidly deploy custom databases of content, either manually entered or automatically fed data or both. Data Central also allows users to leverage existing SAXOTECH resources within the organization. It

implements in minutes, reducing the dependency on technical programmers to deploy feature-rich databases.

Any data object contained within Data Central can be easily integrated into a website. In addition, Data Central is managed from within a common SAXOTECH user interface giving users the added benefit and functionality of a custom database that is non-technical to use.

Data Central offers built-in, standard flexibility allowing users to tailor it to meet their needs, bringing together all types of content:

- Stories
- Images
- Classifieds and other ad content
- Guides
- Directories
- Event calendars
- Feed integration
- Navigation
- Photo galleries
- Region-specific customization, including default language selection

Automatic Import of Structured Data with Display Flexibility

Reporters are constantly uncovering data sources and it is increasingly important to present databases online to enhance stories. For example, users receive a spreadsheet or CSV file from a local police department containing all crimes reported. With Data Central, users can easily import and display this data immediately in an interactive, advanced searchable Web application.

Data Central is fully customizable. Users can add an unlimited number of fields and create Web applications based on structured data that are as simple as a political exit polls or as complex as a dining guide for a major metropolitan area.

Gather and Present User Generated Content

News and information sites must embrace community participation, providing ways for online readers to contribute to the news gathering process. With Data Central users can create data fields to meet any specific requirement of the communities served, expose it to online communities and enable gathering of user-generated content of any kind.

Data Central provides a secure environment to ingest user generated content. Users can either instantly publish online or enable editorial review of user-generated content prior to publication. Users can enhance print products by automatically scheduling exports of user-generated content to print solutions.

Semantic Relational Content

Web readers expect to find related content surrounding stories. The majority of today's online news and information consumers enter sites through some other page (instead of the home page). In order to present compelling content and keep readers on your site, it is important to dynamically present related content.

Data Central data applications intelligently mash up seamlessly with the editorial content so users can present compelling content resulting in more interactive end user experiences and maximizing "time on site" which increases revenue potential.

Data Central uses the common, customizable taxonomy engine that is available with all SAXOTECH online products, bringing a totally new aspect of flexibility to presenting data now and in the future based on structured keywords metadata.

Features and Benefits

Feature	Benefit
Customizable Data Fields	<ul style="list-style-type: none">• Custom develop uses for Data Central objects
Import Any Type of Textual Data Including Spreadsheets, XML and CSV Files	<ul style="list-style-type: none">• Present interactive, searchable Web applications
Easy Integration to Third-party Applications to Display Multi-media Content Types	<ul style="list-style-type: none">• Mash ups, audio and video, mapping, etc.
Content is Separate from Design	<ul style="list-style-type: none">• Present your content anywhere on the Web, digital device or in print
Easily Create Microsites	<ul style="list-style-type: none">• Create rich content for unique communities within your readership
Metadata is Managed via Easy to Use Edit Interface	<ul style="list-style-type: none">• Enable non-technical contributors to add database content
Sort Content by Any Field	<ul style="list-style-type: none">• Flexibility of design
Taxonomy Search and Display	<ul style="list-style-type: none">• Return any type of content - such as articles - on the page matching the search query
Apply Taxonomy to Data Central Data	<ul style="list-style-type: none">• Relate data to editorial content such as articles, photo galleries, guides, etc.
Searchable	<ul style="list-style-type: none">• Allows users to search on any or all fields
Search Engine Optimized	<ul style="list-style-type: none">• Makes it easy for search engines to index your database content and increase traffic
Supports Text and Numerical Data	<ul style="list-style-type: none">• Allows programmability and calculations
Multi-site Data Sharing	<ul style="list-style-type: none">• Easily publish Data Central objects to one or more sites, automatically conforming look and feel to match each site

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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