

## Planning - Channel-Agnostic Storytelling

### PRODUCT DATASHEET


Content management decisions in today's fast-paced news cycle involve more than simple story assignments. Knowing what stories to cover and which tools are available to help tell each story becomes complex when serving audiences with both print and digital news products. Publishers need tools that enable them to understand their entire inventory of assignments, stories, multi-media assets, background data and resources. Whether you are part of a single news organization or part of a large media group, making decisions on how you can most effectively leverage all available assets (video, audio, etc.) and tell the best story on any given channel is critical to business success.

From the moment story ideas are born until final articles and assets are archived, SAXOTECH's Planning system enables media companies to realize greater productivity and increase quality and optimize the use of resources. The Planning system helps instill an open, collaborative environment whereby stories and assets are managed throughout the entire creation and production process for all distribution channels.

#### Budget Sharing

Leverage Planning within media groups to share ideas and story budgets with sister properties, providing visibility across your organization to foster enterprise-wide cooperation.

#### Example



**A new sports stadium is going to be built in your community, a subject for at least three sections: Local News, Sports and Business. A story of large scale needs a central package to hold all the planning of the story's participants—artist, videographer, photographer, editor, writer, and librarian. SAXOTECH Planning provides containers that hold and track all the requests and content in one easy-to-find location.**

With a highly configurable, easy-to-use interface, Planning enables you to use the terminology that works best in your organization and allows each assignment to have separate functional properties (such as automatic notifications) depending on the assignment's character—a graphics request requires different fields of information than a video request, for example.

Personalized Planning views are used to create and organize all available components for assignments, including stories, photos, videos, graphics, research and more. By integrating workflow between editor, writer, artist, photographer, Planning simplifies the tracking of each element used to tell stories for print and digital delivery.

## **Collaborative Workflow Environment without Guesswork**

Many news organizations spend too much time chasing paper and emails in an effort to find out what could be published during a specific news cycle. SAXOTECH's Planning system helps bring everyone together for a universal view of assignments and resource availability, so you can make intelligent decisions without having to guess.

### **Ideas**

Idea management allows anyone in your organization to record the thought, where you can then decide if you want to share it with others, instantly tapping a broader knowledge base. Convert ideas into assignments with a click, where they can spawn copies of other kinds of planning elements and carry with them key properties such as publication date, deadline, summary and principal parties to the story.

### **Email Integration**

SAXOTECH Planning automatically integrates with email and sends email notifications to staff on the road, providing easy, efficient management of information flow. The user interface allows you to see stories come together in real time. See photos, videos, graphics and background information throughout the creative process. By tracking availability of resources, you can make intelligent decisions without having to guess.

### **Virtual Environments for Mojos**

Mobile Journalists (Mojo) are challenged to stay in the loop with the newsroom and management needs to track the status of assignments from individual contributors that are always on the go. As the stories submitted by Mojos take on higher visibility in the news cycle, publishers require tools to see and manage all activities.

### **Story Packages**

The entire Planning environment can be fed via the Web, helping mobile journalists stay in the loop. When a typical news assignment suddenly turns into a major breaking news event, everyone in the creative process knows. Photos and video can be uploaded from wireless devices, stories can be constantly updated and resources throughout the enterprise can join in the creative process via story packages. Mojos can receive their assignments via email.

### **More Effective News Budget Meetings**

As organizations combine decision making for print and digital channels, more consideration than ever for what stories to include are required. To be effective with limited staff resources, story budgets need to be instantly shared and constantly updated real time within the entire news organization.

When all departments use Planning, time required to collate details for the news meeting is drastically reduced. The daily budget — or even the 5-day Special Report budget — can be created, sorted and organized instantly without time-consuming cutting and pasting or waiting for someone to hand you information about a project.

SAXOTECH Planning enables a paperless budget meeting where everyone is always on the same page. (Printed budgets are an option as well.) A single click can tell you exactly what is planned for Web sections, print products, specialty publications and any emerging digital products you may create. A common user interface allows everyone to contribute and monitor the news budget, regardless of what section or news category they focus on or where they sit in the organization. Most importantly, a single click enables instant updates and additions to the working budget - making it a real time budget.

## Features and Benefits

| Feature   | Benefit  |
|---|--|
| <b>Group-wide Story and Resource Planning and Budgeting</b>   | <ul style="list-style-type: none"><li>• Enables geographically dispersed newsrooms to share ideas, budgets and resources and see real-time status of all content created as a result of assignments.</li></ul>   |
| <b>Real-time View of People, Assignments, Budgets, and More</b>   | <ul style="list-style-type: none"><li>• Enterprise visibility to quickly determine the best way to cover a breaking news event.</li></ul>  |
| <b>Contact Database of Sources, Community Leaders, Opinion Leaders, etc. with Public or Private View Options for Each</b> | <ul style="list-style-type: none"><li>• Makes it easy to find sources and relate them to any stage in the storytelling process.</li></ul>  |
| <b>Drag and Drop to Associate Assignments, Stories, Pages, People, Contacts and More</b>                                  | <ul style="list-style-type: none"><li>• Gain greater enterprise knowledge because it is quick and easy to make connections.</li></ul>  |
| <b>Individual User Inbox</b>  | <ul style="list-style-type: none"><li>• Presents each user with assignment requests in one easy to manage location.</li></ul>  |
| <b>Spin a New Assignment Off of an Existing Assignment</b>  | <ul style="list-style-type: none"><li>• Save time when making multiple resource assignments such as reporter, photographer or videographer.</li></ul>  |
| <b>Dynamically Updated List Views</b>   | <ul style="list-style-type: none"><li>• Automatically refresh planning details so you can see real-time status of all elements.</li></ul>  |
| <b>Create Custom Forms Required or Optional Fields</b>  | <ul style="list-style-type: none"><li>• Collect and present role-specific detail for any part of the planning process using the terminology that works best in your news organization. Includes budget, assignments, special sections and more. Adaptable to organizations of all sizes.</li></ul> |
| <b>Color-coded Status Views</b>   | <ul style="list-style-type: none"><li>• Lets you visualize the current status of all content resources.</li></ul>  |
| <b>Accept or Decline Assignments</b>  | <ul style="list-style-type: none"><li>• Improves communication while managing workload more efficiently, and saves precious time when resources are unable to accept assignments.</li></ul>  |
| <b>Privilege-based Access</b>   | <ul style="list-style-type: none"><li>• Presents meaningful information across the enterprise, and enables restricted viewing and/or access when appropriate for your circumstances.</li></ul>   |
| <b>Email Integration</b>  | <ul style="list-style-type: none"><li>• Provides assignments to staff on the road.</li></ul>   |

### 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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