

AzyCon

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AzyCon

Mission

"Improve Web Publishing."

AzyCon software improves web publishing.

You can create up to twice as much articles in the same time.

Using AzyCon improves the quality of the published articles significantly as the result of a much better workflow.

AzyCon Connector

Description

The AzyCon Connector creates a bridge between the Woodwing publishing software and a Web Content Management System (CMS). This bridge allows the editor to publish articles from within the Woodwing publishing software to any Web Content Management System (CMS) that is connected to the AzyCon software.

Editors do not have to leave the woodwing environment to publish articles on the web. Editors no longer need to manually create an article in the CMS; therefore the editor does not need to be trained in the CMS to be able to publish on the website.

Features

Buffering

The buffering feature provides a queue for publishing on the web. The editor does not have to wait for the web cms to respond before continuing work on another article. When the cms is offline or has not the resources to immediately publish the article the queue will make sure that the article is published as soon as the cms responds again.

Map incopy labels to elements in the content management system

This feature makes it possible to reassemble a multistory incopy article in the Woodwing environment to one article in the content management system. The assembling of the article is done through the use of incopy labels. The incopy labels represent elements, like title and body, in the content management system.

Assembling multiple objects in a Woodwing dossier

This feature makes it possible to assemble multiple separate objects, like image and article, in a Woodwing dossier as one article in the content management system.

The mapping of incopy labels provides the possibility to determine which objects represents which element of the story. For example: an object with the "head" label can be mapped to the title of the story.

Mapping meta information to information in the cms

This feature makes it possible to determine from the Woodwing software the place and page of the article on the website.

Preview

With this feature the editor can see what the article will look like on the web.

Impact on the organization

Traditional situation without AzyCon Connector

In general we have two groups of editors working on the same title. We have a group of editors who create articles for the paper issue of the title and we have a group of web-editors who maintain the website and publish articles on the website.

The paper issue contains interviews and articles that have a wide focus and go deep into the material. The website contains mostly news and shorter articles. User interaction is also the province of the website. Sending newsletters, polls, comments on articles and such can be done only on the web.

In a traditional environment there is a limited cooperation between the two groups of editors. Sometimes interesting stories in the paper issue are announced on the website but the cooperation hardly ever goes further than that.

A lot of the articles created for the paper issues is published at a later time on the web. The article of the paper issue is not published as is on the web. Long stories are usually not read a lot on the web. So the length must be adjusted to fit the needs and wants of readers on the web. This is a task of the web-editor. The web-editor reads the article and adjusts the article as needed.

Improving the traditional situation with the AzyCon Connector

To show what AzyCon can do for you we take a look at the way articles are published on the web, the interaction of the two groups of editors, the tasks of the web-editors in the traditional environment.

Publishing articles on the web

The editor who wrote the article for the paper issue in the first place is usually not the one to adjust the article for use on the web. This means that the editor who will be doing the necessary adjustments has to read and comprehend the whole article to be able to make the alterations and still keep the story of the article intact. This takes a lot of time.

To make the publishing process more efficient the editor who writes article could also make the article that will be used on the web. This requires basic knowledge of writing articles for the web but this is very easily acquired. Having the original editor write the article for multiple channels saves the web-editor a lot of time. The web-editor no longer needs to understand the whole story of the article and the article no longer needs to be changed.

Interaction between paper and web

Improving the interaction between the paper and the web can increase the revenue from both the website and the paper issue. In this chapter we will look at the interaction

between the two editor groups (paper and web) and the impact of this on the revenue generated.

An example of improving page views on the website by adding an article in the paper issue: When publishing an article on a subject that is much debated; for example publishing an interview with a person on a 'hot' subject, the editor can add a reference to the website where readers can post their views on the subject. This will increase page views and induce readers to visit the website more often.

An example of increasing sales of the paper issues by publishing articles on the web: when you have an article in your paper issue a web-editor can publish a 'teaser' (first paragraph) on the website with a reference to the paper issue and information about where to get a copy.

There are lots of ways in which the website can help improve the amount of readers of the paper issue and vice versa.

Improving the interaction between the editor of the paper issue and the web-editor groups can create many more page views on the website while stimulating the amount of readers of the paper issue.

To get the most benefit of this mixing is the is by having one editor create both the article website and paper issue. The web-editor does not have to read and comprehend the article to create a teaser that has the correct information. The editor who created the article can also create the teaser.

The editor's tasks are all the tasks that have to do with creating articles. These tasks include publishing and maintaining the articles on the website and the paper issue.

The webmaster's tasks are all the tasks that have to do with maintaining the website. These tasks include keeping pages in order, moderating user generated content and keeping all services of the website running and up-to-date.

Conclusion: AzyCon Connector

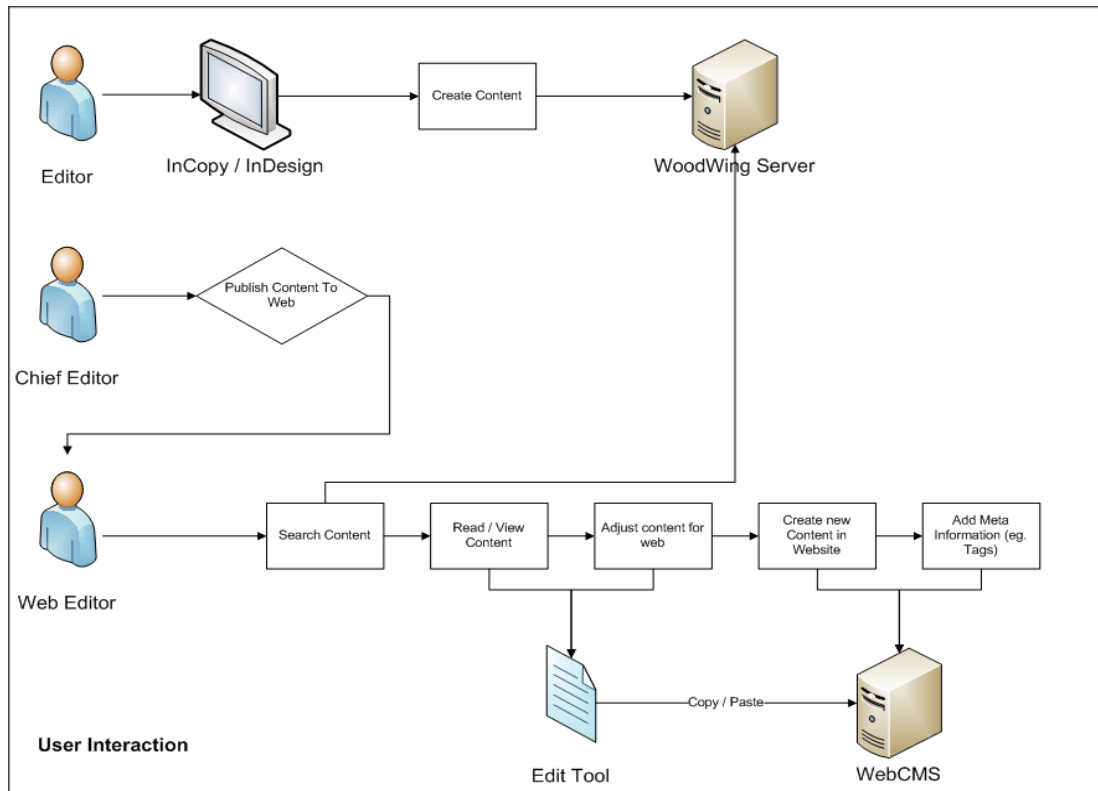
The article creation and editing tasks for both the website and the paper issue can be done by one person when using the AzyCon Connector. The Connector makes it possible to publish articles with one click from the editor environment (Woodwing) to the website. The AzyCon Connector helps improve the quality and the quantity of the articles published!

Impact on the workflow

In this chapter we will show you the improved workflow when using the AzyCon Connector.

Traditional publishing workflow

In the picture below we illustrate the publishing workflow in a traditional environment.



Picture 1: Traditional web publishing workflow

Web Publishing Workflow

The first step in the publishing process is the creation of an article for the paper issue of the title. This step takes place in the InCopy/InDesign editing environment used for the paper issue. The article is saved in the Woodwing server where it might go through several more steps before the article is published in the paper version.

As the article from the paper version is often published on the web after the paper issue has been printed, the article in the Woodwing environment has gone through several auditing steps. The auditing processes in the publishing workflow ensure the quality of the article.

The next step starts when the chief editor gives the green light to publish the article created for the paper issue to the web.

The web-editor has to seek out the article in the Woodwing server. Once the article has been located the web-editor makes a copy of the article so the web-editor can make the

desired adjustments to the article before publishing the article on the web. The editing of the article is often done in Word or any other text editing tool (InCopy, Notepad, Textpad, etc). There is no version control in this way. Errors made in this process cannot be reverted.

Once the web-editor has read, understood and adjusted the article, a process that might take up to 3 hours, the article can be published on the web. To do this the web-editor has to go to the website and create the article there. The publishing process in the website may vary from 10 minutes to more than half an hour depending on the complexity of the content management system and the length of the article.

To make sure that the article can be found and is published on the right page the article has to be provided with meta information. The meta information depends on the information in the article and the desired placement of the article on the website.

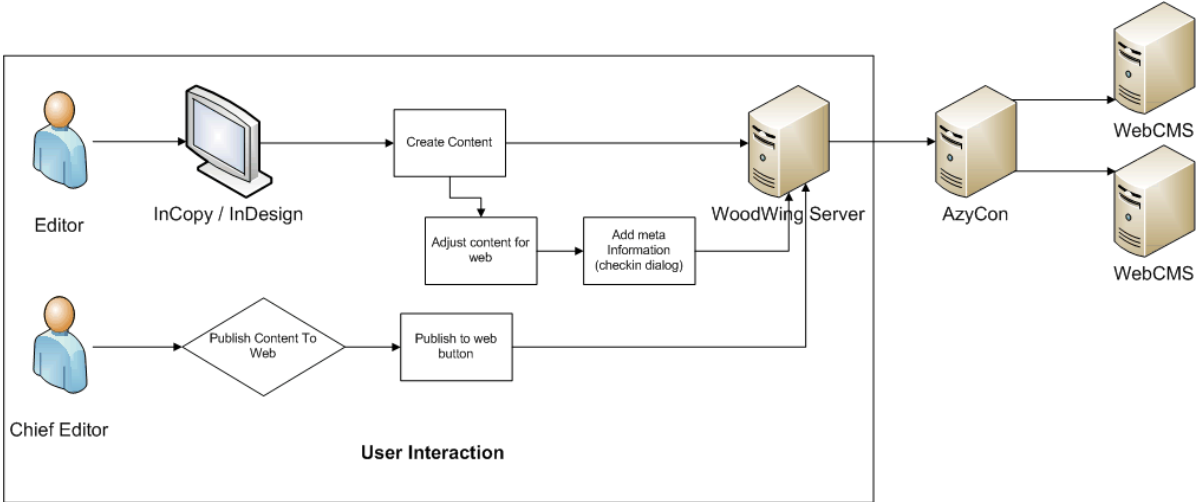
The publishing process from start to end can take anywhere from 1 hour to 4 hours work. This is a very slow and time consuming process. This process can be speeded up enormously by using the AzyCon Connector.

Improving the traditional situation with AzyCon

Using the AzyCon Connector the process of creating articles for the web is done by the same editors that create articles for the paper issue.

In the picture below we illustrate the workflow when the AzyCon Connector is in use. One can see the process is significantly shortened. Beside, saving a lot of time this also means less mistakes and higher quality articles.

The webmaster's tasks can be done by webmasters and the editor's tasks can be done by an editor for the paper issue.



Picture 2: AzyCon web publishing workflow

Web publishing workflow with AzyCon

The creation of the articles for the paper issue is changed a bit. The editor, after creating the article for the paper issue, makes adjustments to the article in such a way that the article is useable on the website. This means that the same person who wrote the article in the first place is also the one to make the desired adjustments to the article for use on the website. The adding of meta information, like keywords, used in the web content management system is done when the article is checked in. This saves a lot of time and the information of the article is maintained better.

To publish the article to the web the chief editor, or any editor with sufficient authorization, has only to click on one button.

Improved quality

The quality of the published articles is improved in several ways. The article is going through the same auditing trail as the article for the paper issue, there is version control on the article and the information of the article is ensured.

The improvement in quality means more visitors on the web and less chance of legal implications due to mistakes made.

Improved quantity

Due to the drastically shortened workflow a lot of time is saved. The web-editor who had to read all of the article before making the desired adjustments no longer has to do this time consuming work. The publishing process itself is significantly shorter. There is no need to perform actions in the web content management system to publish the article. Per article published on the website this way you can save up to 60% of the time needed before using the AzyCon Connector. This means if publishing a long article to the website took 4 hours before using the AzyCon Connector up to 2.5 hours is saved. This time can be spent in creating more articles.

Improved planning

The articles for both the website and the paper issue are created using the same system. The planning tools available in the Woodwing system can be used also for the website. Advanced planning can be used to place advertisements of the article in the paper issue on the website. The publishing of all articles can be better planned to work in concert with each other. This will result in a better and more even spread of articles published on the website. Having a more even spread will induce users to visit the website more regularly.

Less user interaction

When comparing the improved workflow using the AzyCon Connector with the traditional workflow one can see there is no longer any user interaction needed for publishing articles on the website. This means less editors have to be educated in the use of the web content management system. This saves a lot of money and a lot of time. Vendor lock in is significantly reduced giving more flexibility in changing the content management system. The AzyCon software is very user-friendly and requires only one click of one button in the Woodwing environment to publish articles on the website.