

Workflow Factsheet

Miles 33 WORKFLOW is a scalable, media neutral content creation and management system for the modern news centre. Workflow SOA applications, powered by the Alfresco Enterprise Content Management system, ensure multi-media local community news content can be scheduled, prioritised, assigned and tracked alongside externally generated content. Remote users content can be submitted and linked via configurable search watchers, with finalised combined delivery in a variety of formats for both web and print-based publications, enabling you to write once and publish many.

The Software

WORKFLOW is Miles 33's next generation Editorial module providing your Editorial team with multi-media news planning, gathering and management facilities to ensure your hottest content is delivered in the most appropriate format at the right time. A series of discrete integrated modules allow you to feed in multi-media data types from a wide variety of sources; to schedule, prioritise and track locally created content and deliver simply configured workflows to Publishing and Web Editors.

Combining industry standard software, WORKFLOW offers tools and predetermined workflows, so that Publishing Editors can quickly and simply create finished products in a variety of formats. With the option to interact with the FutureProof Advertising systems to produce an integrated publishing solution securely controlled by System Administrator defined end-user privilege sets.



Content Management

At the heart of WORKFLOW is content management powered by the Alfresco Enterprise Content Management software. Capable of integrating with third-party systems through standard interfaces, the Content Management module administers, audits and standardises both multi-media content and its' metadata through its lifecycle from conception to archive and any subsequent re-use.

Name	Type	Published	Depth (m)	Words	Characters	Modified Date	Publication	Created Date	Creator	HasPicture	Lock On
profits jump at virgin atlantic	Story	49/501	300	1811	265520091010455	26552009095855	stevet				
profits jump at virgin atlantic:BODY.out	BODY					265520091010455	stevet	26552009095855	stevet	1.1	Head Story Temp
profits jump at virgin atlantic:CAPTION.out	CAPTION					265520091010455	stevet	26552009095855	stevet	1.1	Head Story Temp
profits jump at virgin atlantic:HEAD.out	HEAD					265520091010455	stevet	26552009095855	stevet	1.1	Head Story Temp
crew virgin atlantic:PIC.jpg	PIC					265520091010455	stevet	265520091010420	stevet	1.0	profits
plane virgin atlantic:PIC.jpg	PIC					265520091010455	stevet	265520091010445	stevet	1.0	profits

Profits soar for Virgin Atlantic
profits jump at virgin atlantic:HEAD.out

Virgin Atlantic has reported a sharp rise in profits in the year to the end of February, bucking the trend seen by other airlines. Annual pre-tax profits reached £58.4m (\$109m), nearly double the £34.8m seen in the year earlier. It said the results had been helped by a rise in premium fare passengers. The results are in contrast to other airlines, including British Airways which reported an annual loss before tax of £40.1m last week. BA said the level of premium fare travellers had fallen by 13% in the second half of its financial year and it had seen a rise in fuel costs.



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The integrated Lucene search engine means content is easily retrievable from the repository. Both live and archive content is available on-line to be searched and retrieved using Open Search technology, accessing data from both the asset itself and its' metadata.

All assets, whatever their media format, i.e. video/sound clips, are subject to versioning and can be rolled back to previously saved versions and statuses at any stage.

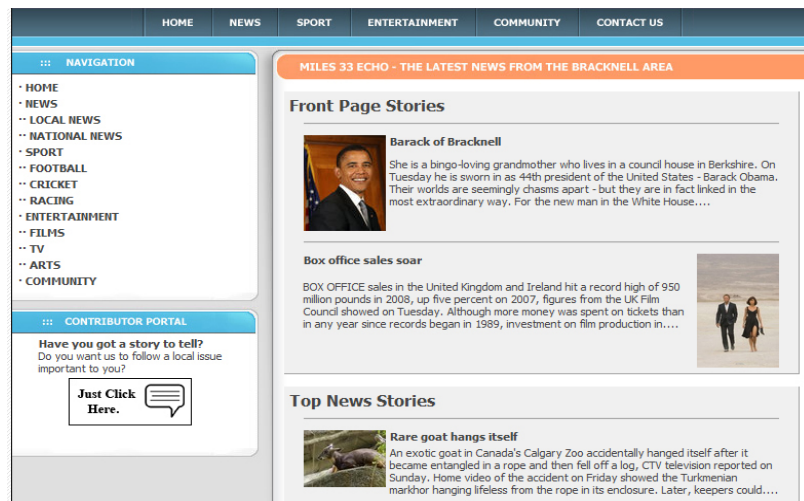
Editorial Planning & Tracking

You can manage your content, but what about proactively budgeting, planning and scheduling your editorial tasks? WORKFLOW has tools to enable you to assign editorial tasks with deadlines and resources, and then to automatically track their progress.

Products and Projects can be defined and workflows assigned and tailored in advance to assist with this productive process. Automatic monitoring of tasks will enable the users to be notified of any issues to allow them to escalate, re-schedule or re-prioritise as the need arises.

Linked to our FutureProof Advertising System, product plans and page documents can be automatically generated by WORKFLOW to a specified deadline.

Page status monitoring is available via Page Tracking software, enabling both Advertising and Editorial elements to be constantly tracked across all product pages, whilst Web Tracking can be maintained via interfaces to selected third party software.



Originators & Authors

A range of editorial software can be deployed for originating authors that will enable them to automatically place their content into the WORKFLOW system. OpenOffice's Writer, Microsoft Word, Adobe's InCopy or Quark's CopyDesk are examples of the current packages that can be used to create copy.

Authors can designate assignments and the system will automatically route stories with pre-assigned workflows.



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“Diary” and “To Do” list functions allow authors to work on priority articles but retain the knowledge of what is still to be done. Metadata capture points can be pre-determined on a workflow.

Miles 33 Media Transformation Engine technology can also be integrated within the workflow to enable stories to be previewed as they are being written.

Authors can research archived stories via an integrated search engine, which comes as an integral part of the WORKFLOW solution.

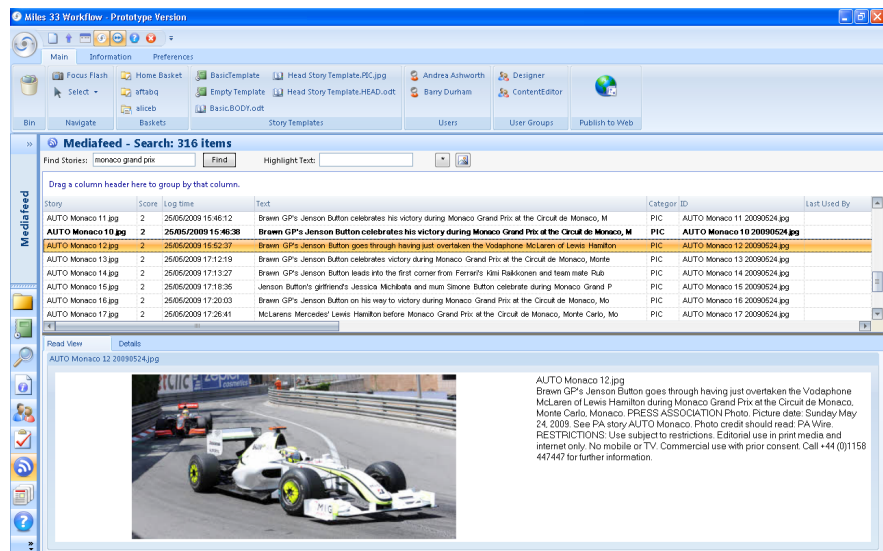
Public contributions via RSS feeds or email are received through a Website Portal, importing the content into the system for approval prior to publishing.

Publishing Editors

Using your favourite publishing make-up package, such as QuarkXPress, Adobe InDesign or Adobe Dreamweaver, editors can quickly and easily generate interesting print and web page layouts. Whether published first to web or print, editors are assisted by the WORKFLOW productivity tools and a drag and drop interface to link with a third-party picture desk.

WORKFLOW productivity tools include automated ruling aids, an overmatter palette and copy fitting text with configurable balancing options.

Editors can attach graphics and video files with the articles within the print and web centric workflows.



Mediafeed

Multi-media content can be fed into the WORKFLOW content management system via the Mediafeed module. Mediafeed will notify the relevant end-users of content arrival, ensure preferred format types are adhered to (for instance, you may want every image entering the system to automatically be formatted in RGB or JPEG and apply your own print curves). Workflows can be created that automatically tag or force metadata capture where appropriate within the workflow.

Mediafeed also provides the gateway for exporting your content to third-party systems. Text, image, audio and video can all be extracted in various formats (such as XML) either on-the-fly or at predetermined workflow points



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and both published and non-published data can be pushed to subscribers via RSS feeds.

Configuration & Administration

The workflow administration module is used to define the creation of workflows, projects, tasks, users, deadlines, defaults and Mediafeed sources, destinations, translators and watchers.

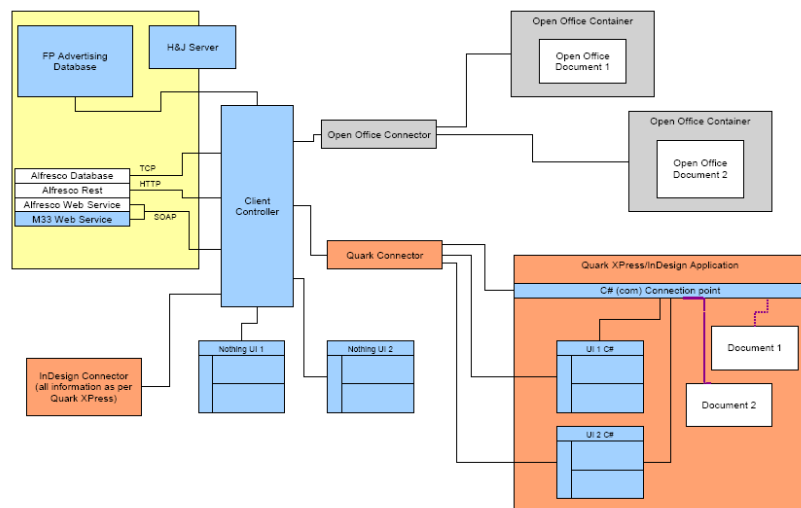
Whilst flexibility of working methods is necessary, WORKFLOW functions are privilege controlled and can be created so that a set way of working is automatically followed and the appropriate mandatory fields completed.

WORKFLOW summary

- Cost effective content management and search functionality
- Easily expandable
- A system that can be integrated with constantly improving Open Source technology
- Existing third party applications can easily be integrated

System Requirements

- Operating System – Microsoft Windows or Linux
- Database – MS SQL Server, Oracle, MySQL or any that Hibernate supports
- Alfresco Enterprise Content Management System (version 3+)
- Print page make-up package – QuarkXPress 8 or Adobe InDesign CS4
- Web page make-up package – such as Dreamweaver, Flash, Expression Web
- Authors/editors package– such as OpenOffice Writer, Microsoft Word, Quark CopyDesk, Adobe InCopy



Miles 33
Software Block Diagram

WORKFLOW is supplied and supported by Miles 33, a company with a proud history in publishing systems design and a commitment to providing excellent publishing management solutions to improve your profitability.

