

Simplicity was the name of the game at Monday's Solution Park as solution providers try to give their customers an easy means to produce their complex products and services.

Quiet revolution brewing

Editorial and content management solutions aren't the sort of stuff that raises whoops and whistles (unlike mobile media – today's theme) and yet as yesterday's presentations succeeded each other, it became clear that there was a quiet, but forceful revolution brewing in the area. Where before different solutions providers would have outbid each other with new bells and whistles, this year the over-riding theme was of simplification and the outstanding innovations revolved around ease of use.

The 'pubsumer'

There were still new terms to toy with; Ali Al-Assam, managing director of KnowledgeView talked on the issue of use of their PublishLive product in the age of the "pubsumer" (the reader as both consumer/publisher). KnowledgeView also demonstrated the ability to publish TV playlists to mobile phones, but even that eye-opener wasn't as impressive as the outstanding simplicity of the one-click publishing system used to do it with.

"It's an extremely easy means of managing multiple incoming sources of content, repackaging them for SMS, web, and page layout, and sending them out all with a single click," pointed out Roberto Minio, KnowledgeView's CTO.

Simplicity was also the theme for PubliAtis, billed as "the world's first on-demand publisher." PubliAtis is another application handling workflow and multiple output but with the difference that there is precisely no software on the client side whatsoever.

Instead, the whole process is done via a web browser – no plugs-ins, no add-ons, no extensions, nothing so that anyone with access to the web can use it. All you need to go live is a password, making it one of the first companies to adopt the SaaS (Software as a Service) approach.

"You really need to see it to get the full flavour, but the audience gets it immediately and the next question is always 'how hard is it to deploy?'" said company founder Gaetan Fron. Shrugging in the direction of an Expo hall full of the famous names in software he continued: "For the big guys in the software industry this is a



Sinequa is featuring its Enterprise Search Solution, which supports print, broadcast and online solutions.



Josh Duhl, product marketing director of Quark, says the company is working with other technologies that would have been taboo before, such as InDesign.

disruptive business model, but for small- and medium-sized publishers who can't afford software designed for big dailies this is the way to go."

Certainly the message wasn't lost on a huddle of Finnish trade newspaper specialists keen on a demonstration.

Keeping it easy

Similarly, the idea of easy content re-use combined with scalable subscriptions was one of the key selling points for Nuxeo NewsWave. Nuxeo CEO Eric Barroca explained that "we offer a subscription model for support and maintenance, but there are no fixed price licenses attached to this – making it easier to manage a budget."

X-CAGO was also in the business of one click repurposing and careful husbanding of resources. Account Manager Vincent Schijven showed how its ClipworX software automatically creates XML/PDF versions of pages for instant re-use online – as well as giving some valuable hints on how papers can make money from their archives.

Quark's new direction

One solution provider after another emphasised design based on user demands for simplicity and single-source publishing, but the biggest audience of the day belonged to Quark and not because it was showcasing version 8 of QuarkXPress, but because it was announcing that its QPS workflow system would now work equally with Adobe InDesign.

"Quark is not the same old Quark you might have been used to – we do things differently now. We're very interested in listening to our customers and some of that means working with technologies that are not from Quark – things like Silverlight, Flash, InDesign," explained Josh Duhl, product marketing director at Quark. Integration with a rival package might not sound like such a big deal, but it won the biggest round of applause that day.

Simplicity, it seems, is the driving force behind this year's best solutions. <