

Communications Agencies

PubliAtis offers a unique editorial engineering solution

- Light (100% Web-based)
- Multichannel
- Unbranded version available
- New economic model (extremely competitive licenses and subscriptions)

Main Functionalities:

▪ Create content

- Input items
- Insert multimedia elements
- Indexing engine
- Dynamically insert external sources

▪ Formatting

- Parameterize layouts
- Automated formatting studio
- Electronic Flatplan

▪ Multichannel editing

- PDF HD for paper printing
- HTML for Internet sites, intranets and newsletters
- E-mail & text messaging
- RSS feeds
- XML feeds for syndication
- Podcasts & Video Podcasts

▪ Distribution

- Automated distribution
- Manage subscribers
- Fully track readership

▪ Surveys

- Conduct surveys
- Track and analyse results

▪ Control, security and tracking

- View the progress of your editorial and distribution projects in real time
- Individually manage users' rights
- Exchange encrypted data
- Fully track actions

PubliAtis is a new generation collaborative publishing system offered to communications agencies, which optimizes their internal productivity and allows them to respond to requests from corporate clients in terms of accessing production workflows.

PubliAtis is integrated. By bringing together all the media workflow elements into one database system, you have easy and continuous access to your publishing platform. You benefit from detailed control over: the editorial production of your writing team, progress during the formatting process, client approvals, and distribution of produced content.

PubliAtis is light. Fully based on Internet technologies, PubliAtis does not require any software programs to be installed on the computers of your employees or clients. Your publishing system's internet accessibility also provides you access 24 hours a day, 7 days a week from any PC connected to the web. PubliAtis' lightness is additionally demonstrated through its intuitive interface, which minimizes the training and rollout time.

PubliAtis is complete. With PubliAtis, you manage the entire production and distribution of your clients' publications: writing, automatic formatting, approval, and distribution. Through its multichannel nature, PubliAtis allows you to optimize the management of paper, web, flow, text, audio, and video projects.

Why PubliAtis?

Work in collaborative mode

With a unique web-based platform, you can efficiently optimize the organization of your work. Your employees will not use assorted applications that cannot guarantee data integrity. On the contrary, they will consult and share the same elements in real time, allowing the different teams (writers, freelancers, graphic chain, advertisers, clients) to better collaborate, regardless of their geographic location or work language.

Lower internal expenses in the long term

Beyond its very competitive approach to fees, the lightness of PubliAtis' system allows you to easily roll out and maintain the platform, without specific software installations on users' computers. No more initial licensing costs, cumbersome and costly updates, or forced evolutions of computer equipment. Implementing a structured workflow internally and with your clients enables you to benefit from large productivity gains.

Accompany your clients in their multichannel strategy

Your clients' utilization of their internal and external newspapers is evolving. They monitor how their specific readership consumes information, and they roll out a multichannel distribution. By its nature, PubliAtis Workflow was built in order to publish numerous computer mediums: print, digital web mediums (web sites, client intranets), e-mail (in HTML or attached PDFs), mobile terminals (WAP sites, BlackBerry), in addition to new generation digital mediums, such as RSS feeds and podcasts. Since implementing these distribution channels is easy and immediate, you do not need to reinvest in a specific solution, allowing you to efficiently publish within your company and beyond.

Adapt PubliAtis to your organization

PubliAtis is a fully parametrizable solution that is perfectly adaptable to the specifics and processes of your agency: customizable roles, contributions by external correspondents to the agency, paper approval rules, and distribution rules.

Maintain a competitive advantage

Large corporations are reconsidering the nature of the services they expect from their communications agencies. They hope to better organize internal information collection, be able to react and verify by taking part in the editorial workflow, as well as respond to the issue of rationalizing their content distribution. PubliAtis offers you the opportunity to bring them an immediate response, through your own brand (unbranded). You thereby maintain a competitive advantage, which is the main key to your business' viability and development.