

Education and the Public Sector

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

Large publishers, associations, universities, and local governments publish bulletins, internal newspapers, and newsletters.

PubliAtis offers them a turnkey solution to manage the publishing process from one end to the other.

PubliAtis is integrated. By bringing together all the production elements into one database, you have easy and continuous access to your publishing platform. You benefit from detailed control over the editorial production of your team of contributors, and over the distribution of your publications to your audience.

PubliAtis is light. Fully based on Internet technologies, PubliAtis does not require any software to be installed on your writers' computers. 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. This is particularly important when your writing teams are spread out over several locations or are traveling.

PubliAtis is complete. With PubliAtis, you manage the entire production and distribution of your publications: writing, automatic formatting, approval, and distribution. You will no longer be dependant on outside contractors or on your IT department in order to publish your newspapers, bulletins or internal newspapers, in any print or digital medium.

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, communications, distribution) to better collaborate, regardless of their geographic location or work language.

Lower your publishing 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. The automation of writing tasks, content approval, formatting and distribution, frees you from soliciting an outside contractor (communications agency, web agency), and allows you to spectacularly reduce your budget.

Rollout a multichannel publication strategy

By its nature, PubliAtis Workflow was built in order to publish your content in computer mediums favored by your audience: print mediums (PubliAtis runs Adobe InDesign, the reference for formatting software), digital web mediums (PDF, Internet sites), 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.

Adapt PubliAtis to your organization

PubliAtis is a fully parametrizable solution that is perfectly adaptable to the specifics and processes of your organization (customizable roles, paper approval rules, subscriber distribution rules, advertising strategy). Additionally, PubliAtis can be interfaced with your TRM, subscription management, accounting platform, document database...

Take advantage of an exceptional ROI

Built on a modern vision of publishing software, PubliAtis is the best available solution on the publishing systems market in terms of the relationship between performance and return on investment. PubliAtis' system is affordable, and easy to roll out and maintain. You will save on maintenance costs by not using assorted systems and complex or inexistent gateways. In addition, PubliAtis' teams provide high-end services to accompany you in your projects and roll out, and in the parameterization of your editorial workflow.