

OpenText Content Hub for Publishers

For managing content across all your publishing channels

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What is OpenText Content Hub for Publishers?

OpenText Content Hub for Publishers (CHP) is a platform for the receipt, enrichment, creation, packaging, delivery, archival and syndication of all forms of publishable content. The platform is designed to be able to handle the large volumes of content that newsrooms across the world are exposed to on a daily basis, and efficiently manages the repackaging and distribution of that content to multiple publishing channels, such as web, print, mobile and tablet.

Content Hub for Publishers also provides a Syndication portal, allowing packaged content to be made available to clients for licensing and syndication purposes.

Content Hub for Publishers sits at the heart of publication workflows, controlling the receipt, management and delivery of all publishable content to multiple delivery platforms.



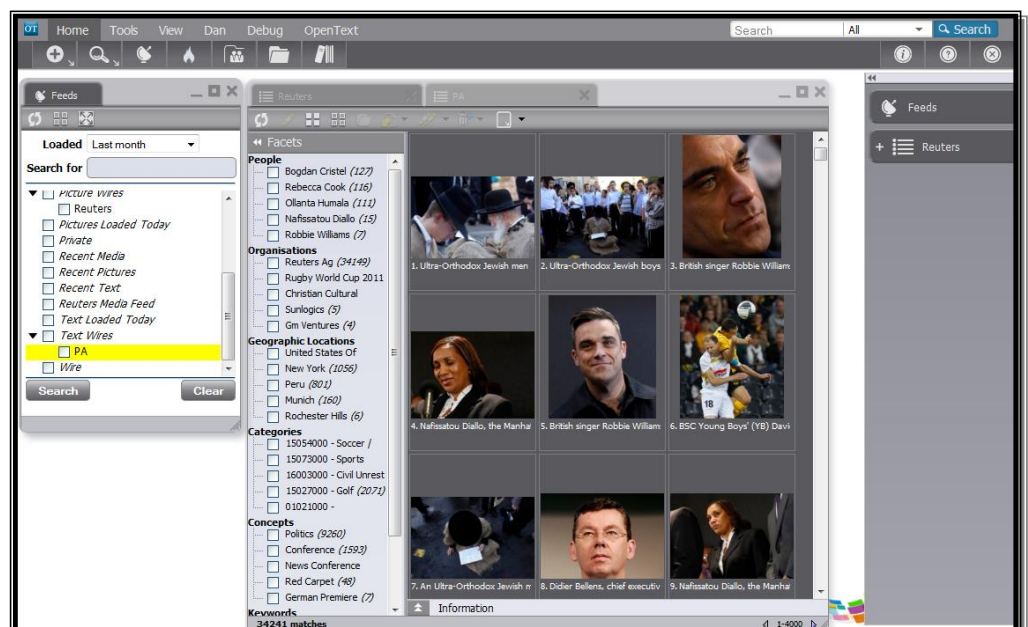
Receive

OpenText Content Hub for Publishers is designed to handle the receipt of large volumes of content from numerous sources including wire feeds, email / mobile delivery, and remote submission via a purpose built commission portal. The platform regularly deals with volumes in excess of 100,000 content items per day across these various receipt channels.

The platform also provides a number of essential tools for being able to manage such large volumes, including:

- automatic extraction and indexing of embedded metadata
- automatic generation of multiple representations for fast desktop delivery
- automated quality, data and rights checks with multiple quarantine areas
- automated clustering of content into taxonomies
- application of content segregation based upon visibility rules
- refreshing views of incoming content
- automated and manual data retention rules for managing what content is archived

Content Hub for Publishers combines a rich user experience with a powerful set of publishing management tools.



Enrich

OpenText Content Hub for Publishers is fully integrated with the OpenText Content Analytics engine to provide the fully automatic (but editorially controlled) generation and deployment of semantic metadata to enable better content discovery, linking and exploitation. This unique and powerful capability adds significantly to the reduction of tagging effort, the accuracy and uniformity of metadata description and the richness of content use and deployment.

The metadata model within the platform is extensible, allowing additional information to be added to assets – providing users with the ability to define custom data dictionaries against the content held within CHP.

Create

OpenText Content Hub for Publishers includes a content authoring tool complete with multiple elements (Headline, Byline, Body, Boxouts, etc), basic styling, table management, inline links, annotations (for production and legal workflows), full edit trails, article templates and autosave.

The platform includes full version management, tracking different versions that are created for different publication platforms, but maintaining the relationships between these versions.

The platform also provides tools for creating compound objects, such as graphics, composite images, and media galleries.

Package

Content Hub for Publishers provides a number of tools for packaging up content in preparation for distribution to publication channels. This includes allowing content to be grouped together into collections, the embedding of media elements within articles, and the construction of compound assets such as picture galleries.

A number of tools are provided to assist with the packaging process, such as

- semantic similarity tools to provide suggestions for related content that might be of interest – this can significantly reduce the time taken to build and prepare packages of content for delivery to publishing platforms
- picture markup tools for creating hard and soft crops for use on different delivery platforms
- video clip creation tools for creating subclips for use on different delivery platforms

- guidance as to the most appropriate content to use – for example, highlighting content that may have a cost associated with it upon usage
- content comparison tools to aid the selection of the best content to use

Publish

Content Hub for Publishers integrates with a number of editorial platforms and Content Management Systems to allow the packages of contents that have been created to be passed across for either automatic or editorially controlled publishing.

As part of this content delivery process, CHP can transform the content in a variety of ways, such as:

- applying styling rules to text articles to prepare it for use on a given publishing platform
- applying crops and other image transformations, such as format conversions, resolution changes, image sharpening, etc
- performing video transcoding to prepare clips for the delivery platform

CHP tracks all content delivered to publishing platforms, and can also be used to track the preparation and publication of content within those platforms using a close integration.

CHP has been integrated with the OpenText Wave mobile publishing platform, allowing direct publication of content to mobile and tablet devices.

A purpose built Indesign Creative Suite plugin is available that allows content packaged within CHP to be directly placed into an Indesign page. This plugin also allows the page along with the relationships to all placed content to be saved back into CHP.

Store

The Content Hub for Publishers platform includes archiving functionality, and supports the storage of tens of millions of content items. Specialised tools are provided for managing this archive, including:

- a publication browser, allowing all previously published content to be navigated – following relationships between articles, pictures and the pages upon which they were published
- support for both magazine and newspaper print models, such as editions, issues, publication cycles, etc.
- categorisation tools to allow librarians to create collections of content built up around specific topics of interest

- ability to bulk load historical collections of content – published editions, picture collections, text archives
- addition of extended metadata, allowing value to be added to the content for future reuse

Syndicate

The Content Hub for Publishers Syndication portal provides an internet facing public website to promote selected packages of content. This is primarily used for business-to-business licensing and distribution of content, and includes a basket based ordering system for clients to select content for syndication, and a calculator that allows automated content pricing.

The CHP platform can also be configured to provide automated direct delivery of content to partners based upon rules that define which content should be delivered and the mechanism for delivery.

Technical overview

OpenText Content Hub for Publishers is a browser based set of applications, providing a rich user experience with a panelised drag and drop based interface. Users are able to create and manage their own working environment, with multiple saved workspaces and layouts.

The business logic and application resources are primarily Java based, and can be deployed into any J2E compliant application server. CHP requires a database such as Oracle or SQL Server.

An open standard web services interface is provided based upon the Content Management Interoperability Services (CMIS) specification. This allows external systems access to the resources that power the CHP platform. Clients that are based upon the CMIS standard can also directly access CHP – for example, the Adobe Drive application provides a CMIS connector that can present the content within CHP as a shared drive on a users' local desktop.

CHP provides a documented plugin API that enables clients to build additional user interface components. This can be used to provide close integration with other systems within a publishing environment, such as an editorial or Content Management System, and can be used to position CHP as a central editorial dashboard.

About OpenText

OpenText is the world's largest independent provider of Enterprise Content Management (ECM) software. The Company's solutions manage information for all types of business, compliance and industry requirements in the world's largest companies, government agencies and professional service firms. OpenText supports approximately 46,000 customers and millions of users in 114 countries and 12 languages. For more information about OpenText, visit www.opentext.com.

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