



## Editorial Interface

Seamless Integration in the ppi Publishing Workflow



Apart from the efficiency of its individual modules, ppi's Publishing Workflow impresses users in particular with its unique networking potential and uncomplicated integration of third-party products. This applies to both the integration of ad booking systems and the integration of different print/online output media, and, of course, to editorial systems. By integrating your editorial system in ppi's workflow, you can benefit from the advantages of a highly automated, end-to-end and cost-efficient process. Furthermore, your editors will no longer have to deal with technical production-related issues, giving them the freedom to concentrate on their primary creative tasks.



### Efficient Publishing Workflow

ppi's Publishing Workflow, installed in many publishing houses throughout the world, guarantees automated, end-to-end and secure production of daily newspapers or magazines and similar print titles. For example, optimized planning of printing sequences ensures a reduction in the number of plates used while simultaneously minimizing setup times; a corresponding monitoring module controls the entire production line from booking to the delivery of ad and editorial pages, assembly and final plate production.

### Open interfaces

Your present editorial system will also be seamlessly integrated in this highly efficient workflow and benefit from ppi's end-to-end concept. Open interfaces ensure that all standard editorial systems\* can be integrated without any problems. The complexity of a publisher's production workflow is totally irrelevant, because it is managed in ppi's planning component – since this is where the editorial system receives its jobs from. Data is transferred via a bidirectional, XML-based interface. The PDF/EPS production

files returned by the editorial system are received by ppi's master system and passed on to ppi's fully automatic page assembly program.

### Precise production guidelines

Initially, the pages for editorial content are defined for all editions in PlanPag, the central planning module, and then released to the editorial system. All the information, such as press data or paper types, but also the distribution and volume of desks, color and ad placements, are used as a basis for calculating the most cost-efficient production. This reduces organizational work in the editorial department to a minimum and, at the same time, extends editorial deadlines significantly.

### Concentrating on creative work

Editorial teams can pay more attention to purely creative jobs because they are no longer weighed down by technical production-related issues. Previews of the actual ad version give editors an overall impression of the edited page and enable them to check that texts and ads form an entity. If necessary, unfixed ads can be placed

elsewhere. The new position is reported to ppi's production system and taken into account during assembly. As soon as planning changes occur, they are transferred automatically and promptly to the editorial system and the workplaces they affect.

### End-to-end automation

All the pages completed by the editorial department are automatically stored in ppi's production database, where they are compared with the planning information and, together with other page elements from the page assembly module ProPag, assembled into digital pages.

### Additional integration tools

ppi provides two modules, LayoutLink and ContentLink, for publishers who work with QuarkXPress or InDesign/InCopy only instead of with a classic editorial system. ContentLink combines the high performance of Adobe InDesign with the innovative CMS DC-X from Digital Collections. These integration tools (each described in separate datasheets) are the perfect solution for creating and managing editorial pages.

\* E.g. CCI, alfa, atex, SAXOTECH, Protecmedia

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