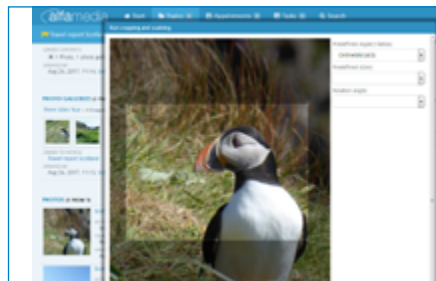# alfa **EditorialOrganiser**

ContentLine

HAVE A LOOK AT THE NEWSROOM MANAGEMENT OF THE FUTURE. Our interest in the digital news world and our passion for up-to-date news in all channels are reflected in our alfa EditorialOrganiser. Like a smart folder it keeps everything together which belongs together. Topics can be defined, assigned and tracked. All common formats can be stored, edited media neutral and published in the desired channel with a few clicks. The scheduling and operational planning helps to make the best use of the editorial team - from the freelancer up to the photographer and the editor-in-chief.

Print, online, apps, mobile services: current news, backgrounds, information, entertainment and services want to be set in the appropriate channel at the right time and, in the best case, also linked together. This is a great challenge to the interaction of all forces. The EditorialOrganiser from alfa Media offers the right platform for your optimal media organisation. The smart editorial and content manager allows you to publish content intuitively and media-specifically from anywhere, while the complex workflows can be clearly structured.

Topics can be quickly defined; content can be combined into clear dossiers. The drop zone helps hereby: simply drop files of all popular formats - already the content is in the folder and ready for editorial editing. Jobs can be assigned - to editors and observers. Everything remains in view, no detail is lost. Create media-specific variants of your theme package and publish them in just a few work steps: Publishing in the web portal, in the app, in social networks and on the print page is just a click away.
The user interface is always extremely clear and logical to use. Accordingly, the training effort for the users is minimal.

For alfa Media editorial software self-evident: The alfa EditorialOrganiser is available online at any location with the full range of functions. Thus editorial offices, correspondents and media partners work closely together over long distances. So journalist are location-independent and always in the eye of the storm.

Photos can be edited directly in the alfa Editorial-Organiser. In the process, the user can, for example, resort to predefined values during image trimming. Also, photos can be directly pixelated.

Mobile

The integrated scheduling and operational planning also helps you make the most of your editorial team. You can assign appointments and tasks to your freelancers without delay and book the photographer, plan the Sunday shifts, the election evening and the holidays. You always have an overview of your human resources. Daily, weekly, monthly and annual surveys are self-evident.

All contents in the alfa EditorialOrganiser are automatically tagged and located (geotagging). This creates an intuitive and uniform structure in your entire text landscape (articles, agency reports, e-mails, office documents, image metadata and more). This supports the workflow of your editorial department and at the same time offers attractive new possibilities for your online portal

**THE ADVANTAGES AT A GLANCE**

The alfa EditorialOrganiser offers numerous functions and with them a great benefit for editorial departments. The following advantages are given by way of example:

- All editorial content always in view:
  The alfa EditorialOrganiser is THE platform for your content
- Media-independent planning, media-specific publishing: Publish in only a few working steps
- No copies, no doubles: Users always work with variants
- Full functionality at any location: Work in the browser rather than having to install on the computer
- Optimal use of the editorial team: The scheduling and operational planning is integrated
- Automatic enrichment with additional information: Content is tagged and categorized
- Workflow support for the newsroom: Efficient search, context information during writing
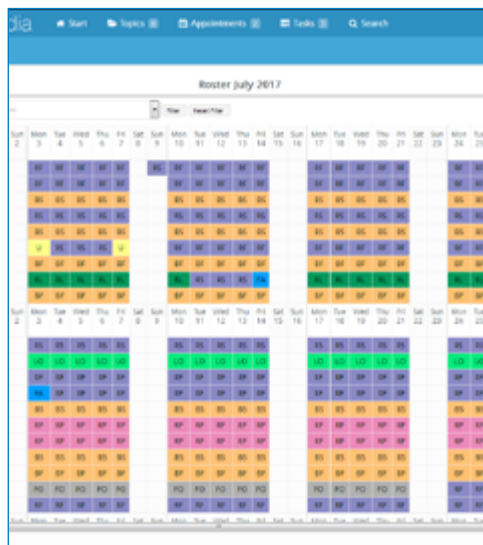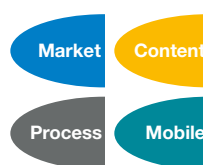
The integrated scheduling and operational planning offers you the possibility to use the editorial teams optimally. Service types can be freely defined - according to the publisher's requirements. The seamless integration allows you to schedule only employees who are also marked as available in the roster. Of course administrators always have an overview about the vacation days of the workforce.

By means of the drop zone, the editorial content is quickly available in the desired topic portfolio: Files of all common formats are dropped by the user in the drop zone - and the files are immediately available for editorial editing.
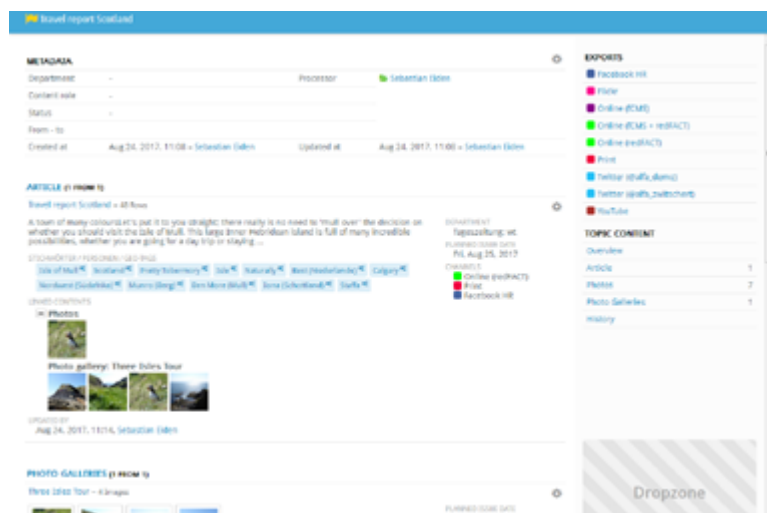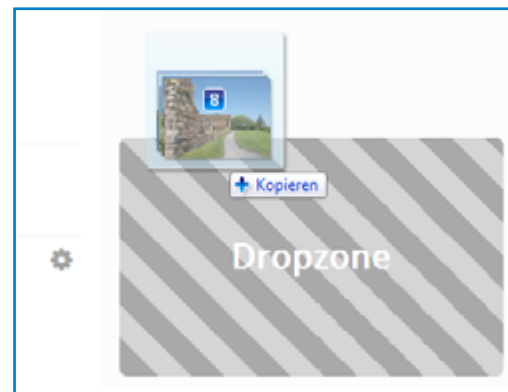
In the multimedial topic folders, the journalists organise their editorial content, prepare it there in a media-specific way, and publish it in the desired channels.
The alfa EditorialOrganiser is always intuitive to use – Publications of the multimedial topic packages are only a few mouse clicks away.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.