



## GNContent Management Service Architecture

### *Product Sheet*

Tera's Content Management Service Architecture (CMSA) defines the infrastructure necessary to smoothly handle content in a uniform production flow. Products built using Tera's CMSA are able to accept new content formats, and use new presentation and distribution technologies. Tera's CMSA does this by defining how new processing, workflow, conversions and storage methods are added to the system.

Tera's Content Management Service Architecture defines the underlying content and software structure for the foreseeable future of Tera products.

The number of sources of content to be published, the types of content, the distribution channels and presentation technologies are increasing at an accelerating pace. The challenge to newspapers and other organizations is to manage the disparate and oftentimes nearly incompatible content sources and presentation technologies.

Publishers are often forced to acquire additional systems and point-solutions to process each new technology or format as it comes along. The result is a difficult-to-manage production, archive and retrieval situation.

- Tera's CMSA allows new functionality to be added through plug-ins, access to local and other services and through new content definitions. Examples of existing functionality are hot folders, automatic processing of e-mails and automated content sources, input from other systems such as advertising systems, video processing systems, and graphics.
- A system built upon Tera's CMSA is not monolithic. It is a group of cooperating software components operating within a well-defined, extensible architecture that is able to accept new technologies and presentation methods
- Products implemented using Tera's CMSA are web-based, extensible systems that are compatible with all past Tera systems and data. Products using Tera's CMSA are able to accommodate new technologies, content formats and processing concepts as they are developed.
- Tera's CMSA allows the developers of new technologies and other third parties to access, manipulate, and archive content using standard web facilities. Standard web facilities, in turn, allow decentralized organizations to work together.

### At a glance

- *An Architecture for the Future*
- *Service Oriented Architecture (SOA)*
- *Accept New Content Format*
- *Support New Presentation Technologies*
- *Web Based*
- *Content Sharing by Geographically Remote Organizations*
- *Support for Third-Party formats and technologies through Plugins*

Tera's CMS defines the infrastructure to smoothly handle content in a uniform production flow.

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Tera's Content Management Service Architecture is designed by Tera. In its 18-year history of engineering excellence, Tera has never released a software version that has invalidated any customer data. Tera has never required its customers to take on the work, expense or risk that a so-called major upgrade requires. Tera's CMSA continues to satisfy this engineering imperative.

**A letter to the editor is at once a simple item and one that is deceptively complex.**

It is merely a letter with specific, verifiable data. The parts of a letter to the editor are: The name and contact information of the sender, the body of the letter, and generally a subject. The subject might be a limited number of subjects such as national, international, the economy, etc. or free form, or perhaps both. Depending on the publication, the writer might be invited to reference a previously published article by date of publication.

One might envision a web-based platform to accept a letter to the editor and validate that the person sending it has given real information about himself or herself. If the information checks out, then route the letter to correct editor for review, editing and inclusion in the publication

To implement the web-based letter-to-the-editor, system management personnel describe the information that comprises the letter (subject, name, contact info, reference) using a coding language or a utility. Tera's CMSA-based application, GNPortal can automatically construct a web form from that description and automatically validate the letter's subject information.

An application can automatically be called, as part of a workflow, to validate the writer's name and address against one of the many public databases. When the letter is reviewed, the name and address pass will already have been validated.

The letter can then be edited as part of the normal production cycle and published. Further automated processing can format the letter into multiple formats for different pubs, the web, and other presentation formats.

Tera's CMSA allows all of the content that will be published to reside in the same place. So, the letter to the editor, even though it came via web, can be stored along with keyboard-generated content produced by reporters, content that is generated by data collection programs, wire stories, graphics, video, and content formats that are not yet in use.

In this example, GNPortal, which was written using Tera's Content Management Service Architecture, allows system support professionals to describe the Letter-to-the-Editor. Using that description, GNPortal created a form for web users to enter the letter. A Tera's CMSA application, perhaps written by a third party, read the definition and then validated the name and address from public databases. The editorial page editor then knew the writer was authentic and concentrated on the worthiness of the content.

