

## GN4

A newspaper's ability to compete is impacted by the capabilities of its content management system.

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GN4 is the fourth generation of Tera's Newspaper Editorial Content Management System. More than any time in the history of our industry, a newspaper's bottom-line and ability to compete is impacted by the capabilities of its content management system.

An editorial content management system is measured by its support of the diverse media formats and wide spectrum of publishing channels, support for geographically dispersed workforce and its total cost of ownership. Cloud-based computing and SaaS are now a standard part of the CMS metrics.

Built upon Tera's CMSA Content Management Services Architecture, GN4 was designed in anticipation of today's world rather than in reaction to it. GN4 is constructed of integral, rather than integrated, components together with a single content store for both production and archive. Content ingestion complete with data and metadata validation, transformation and normalisation, is part of the same integral architecture.

Customer-configurable article structure means that your content is organised to support the fluid publishing environment in which you work. As new titles, websites, zones, content formats and presentation technologies come along, GN4 can be reconfigured by the customer to meet these changing needs. All of the elements of a story, no matter what medium, can be associated and then worked on together to keep the integrity of the piece. Yet, the story can be edited at the same time by multiple individuals.

Web first, paper first, mobile device first, or all at once, GN4 supports all of these workflows with a sophisticated auditing ability to track who changed the content when. Any previous version can be retrieved for use or as the basis of new content. Whether publishing to web, print, mobile or a technology yet to come along, publishing can be scheduled in advance or published now with a single click.

Designed for deployment in a cloud, GN4 requires no installation on the user's PC. GN4 users are as productive in a coffee shop twelve time zones away as they are in the newsroom. Whether working on a desktop computer or netbook, merely connecting to the Internet is sufficient to have the same facilities as any user working at the office desk.

The CMSA Content Management Services Architecture is the basis for all new products. Products built using the CMSA are able to support new content formats and presentation and distribution technologies through defined methods of adding new processing, workflow, and conversion methods.

By defining an architecture as the starting point for software development, and then using industry standard technologies, the CMSA, allows outside parties, such as developers, to add support and processing steps for their proprietary formats and technologies.

Products implemented using the CMSA are web-based, extensible systems that are compatible with all past systems and content. The CMSA products are designed to be used with third-party systems through XML, other industry standard interfaces or application-specific plug-ins.

Products using the CMSA are able to accommodate new technologies, content formats and processing concepts as they are developed. The architecture 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 decentralised organisations to work together and support the monetisation of content.

- GNPortal – the CMSA Content Ingestion Engine
- Tark4 – the CMSA Digital Asset Management System
- GN4 – the CMSA Newspaper Editorial Content Management System

Each product can be used alone. GNPortal and Tark4 are each designed to interface with third party CMS. When used in combination, GNPortal, Tark4 and GN4 share a single content store. All three products are designed for deployment as locally hosted or cloud computing solutions.

### At a glance

- Designed for Cloud-based deployment
- Remote workers are the same as local workers
- Web-first workflow support
- Definable article structure supports all elements of a story across all media
- Single content store for production and archive
- Built on the the CMSA Content Management Service Architecture
- 100% XML
- SOA support for REST and SOAP
- Integral picture desk
- Web WYSIWYG
- Custom defined article structure defines destination-specific content and metadata
- Most users can work browser only
- Can share single content store with Tark4 archive
- Content Ingestion, Validation and transformation is integral to GN4
- Automated multi-destination publishing
- Superb zoning and multiple edition support
- RGB and PDF workflow support

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