

## Business Communications

### PubliAtis offers a unique editorial engineering solution

- Light (100% Web-based)
- Multichannel
- Unbranded version available
- New economic model (extremely competitive licenses and subscriptions)

### Main Functionalities:

#### ▪ Create content

- Input items
- Insert multimedia elements
- Indexing engine
- Dynamically insert external sources

#### ▪ Formatting

- Parameterize layouts
- Automated formatting studio
- Electronic Flatplan

#### ▪ Multichannel editing

- PDF HD for paper printing
- HTML for Internet sites, intranets and newsletters
- E-mail & text messaging
- RSS feeds
- XML feeds for syndication
- Podcasts & Video Podcasts

#### ▪ Distribution

- Automated distribution
- Manage subscribers
- Fully track readership

#### ▪ Surveys

- Conduct surveys
- Track and analyse results

#### ▪ Control, security and tracking

- View the progress of your editorial and distribution projects in real time
- Individually manage users' rights
- Exchange encrypted data
- Fully track actions

PubliAtis is a new generation collaborative publishing system designed for the communications and document services of companies that publish internal and external publications.

**PubliAtis is integrated.** Based on a solid business approach, PubliAtis brings together all the workflow elements of a professional publishing system. You thereby benefit from the strength and flexibility of a complete, robust turnkey solution. You control in detail the editorial production of your teams of contributors, and the distribution of your publications to your target audiences.

**PubliAtis is light.** Fully based on Internet technologies, PubliAtis does not require any software to be installed on the computers of your associates. Your publishing system's internet accessibility also provides you access 24 hours a day, 7 days a week from any PC connected to the web. This is particularly important if your associates are located in different areas. PubliAtis' lightness is additionally demonstrated through its intuitive interface, which minimizes the training and rollout time.

**PubliAtis is complete.** With PubliAtis, you manage the entire production and distribution of your publications: writing, automatic formatting, approval, and distribution. You will no longer be dependant on outside contractors or on your IT department in order to publish your staff magazines in any print or digital medium.

### Why PubliAtis?

#### Work in collaborative mode

With a unique web-based platform, you can efficiently optimize the organization of your work. Your employees will not use assorted applications that cannot guarantee data integrity. On the contrary, they will consult and share the same elements in real time, allowing the different teams (sales, legal, marketing, communications) to better collaborate, regardless of their geographic location or work language.

#### Lower your publishing expenses in the long term

Beyond its very competitive approach to fees, the lightness of PubliAtis' system allows you to easily roll out and maintain the platform, without specific software installations on users' computers. The automation of writing tasks, content approval, formatting and distribution, frees you from soliciting an outside contractor (communications agency, web agency, and allows you to spectacularly reduce your budget.

#### Publish your newspapers and content in paper or electronic form

By its nature, PubliAtis Workflow was built in order to publish your content in numerous computer mediums: print mediums, digital web mediums (your public web sites, intranets), e-mail (in HTML or attached PDFs), mobile terminals (WAPsites, BlackBerry), in addition to new generation digital mediums, such as RSS feeds and podcasts. Since implementing these distribution channels is easy and immediate, you do not need to reinvest in a specific solution, efficiently publishing within your company and beyond.

#### Adapt PubliAtis to your organization

PubliAtis is a fully parametrizable solution that is perfectly adaptable to the specifics and processes of your organization (customizable roles, paper approval rules, distribution rules). Additionally, PubliAtis can be interfaced with your TRM, internal content and information databases, your intranet...

#### Take advantage of an exceptional ROI

Built on a modern vision of publishing software, PubliAtis is the best available solution on the publishing systems market in terms of the relationship between performance and return on investment. PubliAtis' system is affordable, and easy to roll out and maintain. You increase your productivity and save on your purchases of outside services. In addition, PubliAtis' teams provide high-end services to accompany you in your projects and roll out, and in the parameterization of your publishing system.