



abacus e-media

Webvision v3

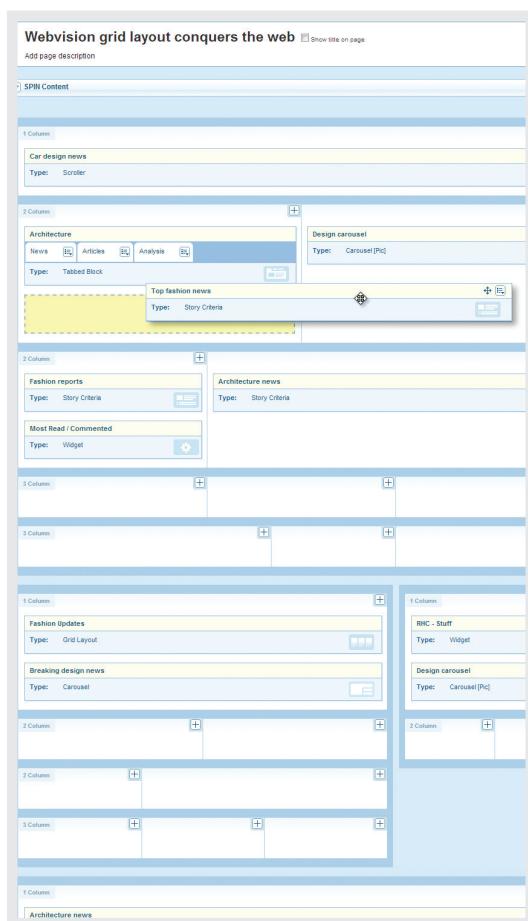


Webvision CMS – driving digital

- Drive revenue from paid content – take control of your digital business
- Multichannel publishing – one CMS for web, mobile, tablet and print
- Increase productivity – simple and easy to use
- Reduce operational costs – no technical knowledge required

Webvision CMS – driving digital

Webvision is our flagship CMS developed for the media and publishing sector, serving the digital needs of business, consumer and institute publishers. It is a true multichannel publishing platform that sits at the heart of your digital infrastructure, driving content to all channels – desktop, mobile, tablet and print. Most content management systems are clunky and a chore to use, requiring endless configuration, but Webvision is different – it just works.



Our depth of experience and specialist knowledge of the industry has enabled us to develop a unique CMS that is easy to use, simplifying the production process and putting you firmly in control of your content. Because Webvision requires no technical knowledge to use, it is proven to reduce your operational costs and increase staff productivity.

Webvision is driving digital revenue for some of the biggest players – **Centaur, EMAP (Top Right Group), Thomson Reuters, TSL, UBM** and **William Reed** – and best known brands in the industry.

Drive revenue from paid content

Publishers and media owners need to monetize their digital content and Webvision provides the tools to do this. Flexibility is the key – there is no one-size-fits-all approach that works across the industry, so the technology must permit trial and error so you can find the sweet spot for each of your products and brands.

Webvision puts the publisher in control of the content and access model for all channels and device types – web, iPad/tablet and





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mobile. Non-technical users can change layouts, create new sections, embed widgets, data and visualizations, or reorganize archives of content using the CMS, and then define the gatekeeping rules for each channel. This is really powerful.

True multichannel publishing

In an age of device proliferation, it's no longer enough to offer your customers content delivered only via the web and in print. Information consumption habits have changed forever now that we all have smart phones and tablets, and publishers need to ensure they are offering their customers choice and value for money.

Webvision supports genuine multichannel publishing – one CMS for all channels. This

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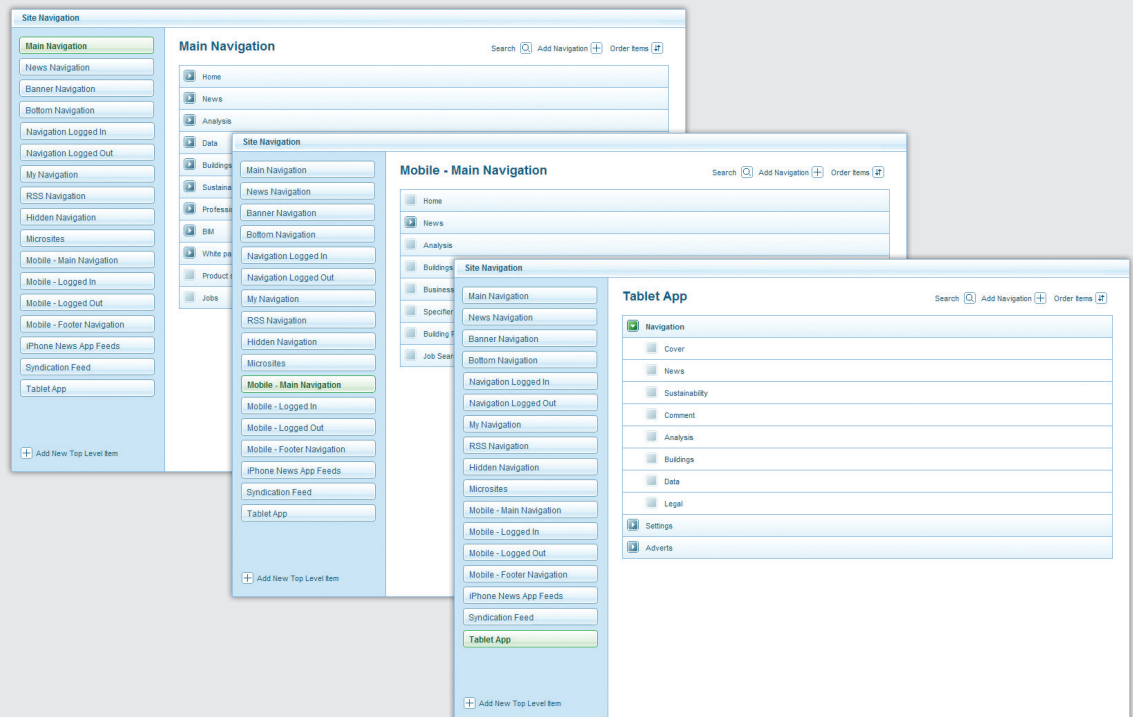
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Webvision CMS – driving digital

Effortlessly manage site navigation and page layouts for desktop, mobile and tablet from one CMS



means that all content production can be controlled via one workflow using the CMS to create, edit and manage different versions of the content for delivery to each channel (web, mobile, tablet and print).

Take control of your content and your customers' experience – using Webvision SPIN technology you decide on the presentation and format of all content across each channel, creating an optimized and relevant user experience.

Mobile first

New mobile devices together with browser technologies such as HTML5 have heralded an era of Responsive Web Design where the presentation and behaviour of the web page is adapted according to the device used.

At Abacus, we can develop a fully responsive web design experience or individual templates optimized for screen size for mobile, tablet and desktop. Our HTML5 web app templates are

the perfect solution for delivering a unique tablet experience via the browser, avoiding the cost of building multiple versions of native apps for iOS, Android and Windows platforms.

Our creative teams have been designing award-winning websites for more than 10 years, scooping the major PPA and AOP digital product awards, as **UBM's Property Week** achieved in 2012. We make this possible because our CMS is closely coupled with the website, mobile and web app frontends, so that we can design beautiful end-to-end solutions for our clients, ensuring a seamless user experience.

Want a native app? No problem, we have teamed up with **Kaldor** to integrate Webvision with the PugPig platform which allows Webvision users to publish content to native apps delivered via Apple's Newsstand, Google's Play store, and Amazon's Kindle store (Blackberry 10 support coming soon).

Whatever
your mobile
strategy may
be – Webvision
can support it



Increase productivity

The Webvision user interface utilizes the latest browser technologies to vastly improve usability and minimise page-refresh, offering a simplified, optimized workflow meaning content creation, editing and publishing has never been easier.

A W3C standards compliant WYSIWYG editor has been integrated into the system for an intelligent editing experience recreating everything that's useful in a word processing application through a browser. This is combined with all the tools you need to enrich your content, such as image editing, quick tagging, a table creation wizard, and intelligent linking, all on the same page.

Webvision ships with Media Library to help users organize and publish their digital assets (images, audio/video and files). The system feels more like an e-commerce experience with many time saving features to improve production workflow – like adding all your assets in one trip via the shopping basket; or saving your favourite assets in a lightbox for quick retrieval.

The screenshot displays the Webvision CMS interface. The top section shows a navigation bar with 'Library Home', 'Search', 'Upload', and 'Lightboxes (0)'. Below this is a search bar with 'Searching for 'HS2' in Webvision' and a list of search results for 'HS2' including 'HS2 - scandal', 'HS2 - proposed route', 'HS2 - demonstration/Cublington', 'HS2 - protest march', and 'HS2 - tunnel'. A 'My Basket' section indicates 'You have 6 assets in your basket'. The bottom section shows a content editor for 'High-speed rail route phase two details announced' with a WYSIWYG editor and a right-hand sidebar with various content management tools like 'Summary', 'Navigation', 'Categories', 'Quick Categories', 'Byline', 'Images', 'Videos', 'Files', 'Tables', 'Related Stories', 'Polls', and 'Weblinks'.

Manage all of your content and digital assets in one place – what could be easier?

SECURE CHECKOUT YOUR DETAILS BILLING & DELIVERY PAYMENT REVIEW ORDER ORDER CONFIRMATION

Secure checkout

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Qualification settings

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Description

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Category *

News
Archive

Access limit No Yes

Only access content days old ✓

Connect your website to your e-commerce – Abacus e-Media provide system integration services

End-to-end digital solutions

Flexibility and open standards are fundamental requirements when selecting the right CMS platform and Webvision provides both whilst enforcing tight presentation and design control.

We have developed a suite of products which integrate seamlessly with our core CMS platform – including paywall technology, sophisticated events publishing, and company directories – or we can work with other systems to meet a specific project brief; including enterprise search, e-commerce, social media applications and mobile platforms.

Our technology partners include **Autonomy**, **Madgex**, **Telligent**, **Kaldor** and **DataCash**.

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Camille Paine
General Manager, RockIt Blackstar

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At Abacus e-Media, we strive to deliver the best technical solution that meets our clients' commercial requirements. Our software products and digital solutions are designed, developed and supported by experts in their fields. Our solution specialists are handpicked from your industry so we understand your business! We engage in the full project lifecycle from inception to project delivery, and offer a range of client services that permit us to develop long and successful relationships with our clients.

Why not get in touch? We'd love to hear from you.

“It is absolutely key to have a single tool at the centre of our digital activity. Our job is to focus on content creation and distribution. Webvision enables us to create a single piece of content which is sent, immediately and automatically in the correct format, to one, some or all of the different platforms, allowing us to concentrate on the quality of our content without worrying about how it is delivered to the audience...”

Paul Dominguez, Head of Digital, UBM Built Environment

Working with



CONDÉ NAST

