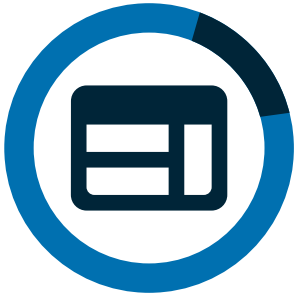
Product Brochure

BRIXWIRE
News Hub

THE NEWS PLATFORM FOR PUBLISHERS

Photo by John Schnobrich on Unsplash

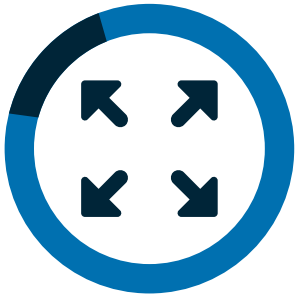
Use Cases



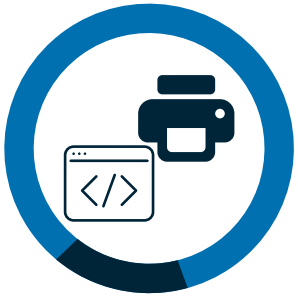
Interactive Publishing

Connection and synchronization of multiple publishing systems

Auto-publishing



Transformation of content to other systems and formats



Any First

Distributed & collaborative publishing

BRIXWIRE

Interactive Publishing

The installed input channels deliver stories from various types of sources. Common news feeds from agencies delivered via Directory or FTP are supported as well as CMS or push notifications against our APIs. The **news can be sought with various criteria** and can be published to various output channels, like editorial systems or CMS.

Autopublishing

By a scheduler and customer APIs we can provide headless and fully automated publishing, that is **without user interaction**. We do this, for example by connecting a DCX with a Woodwing System or by connecting Desknet to a print channel.

AnyFirst

We implemented our product to solve the **publish first** question. For BrixWire it is not important if a print or online first approach is desired. You can simply define input channels and output publication assignments as you need. You can start publishing where you create content and either publish automatically or leave the decision to an interactive editor.

Connection and synchronization of multiple publishing systems

Via BrixWire, multiple editorial systems can be interconnected or synchronized. This means that it can be used for a heterogeneous landscape on parallel systems or it can be used for migration scenarios when changing providers.

Transformation of content to other systems and formats

BrixWire is also suitable for the transformation of content coming from publishing remote systems. It enables **media-neutral** storage. Examples are the conversion of structured recipe data into web or print articles or the integration of Office formats into the workflow.

Distributed & collaborative publishing

Easy connection of offsite workstations for editors, such as the home office. BrixWire allows also collaborative work for teamwork distributed in different locations.

BRIXWIRE

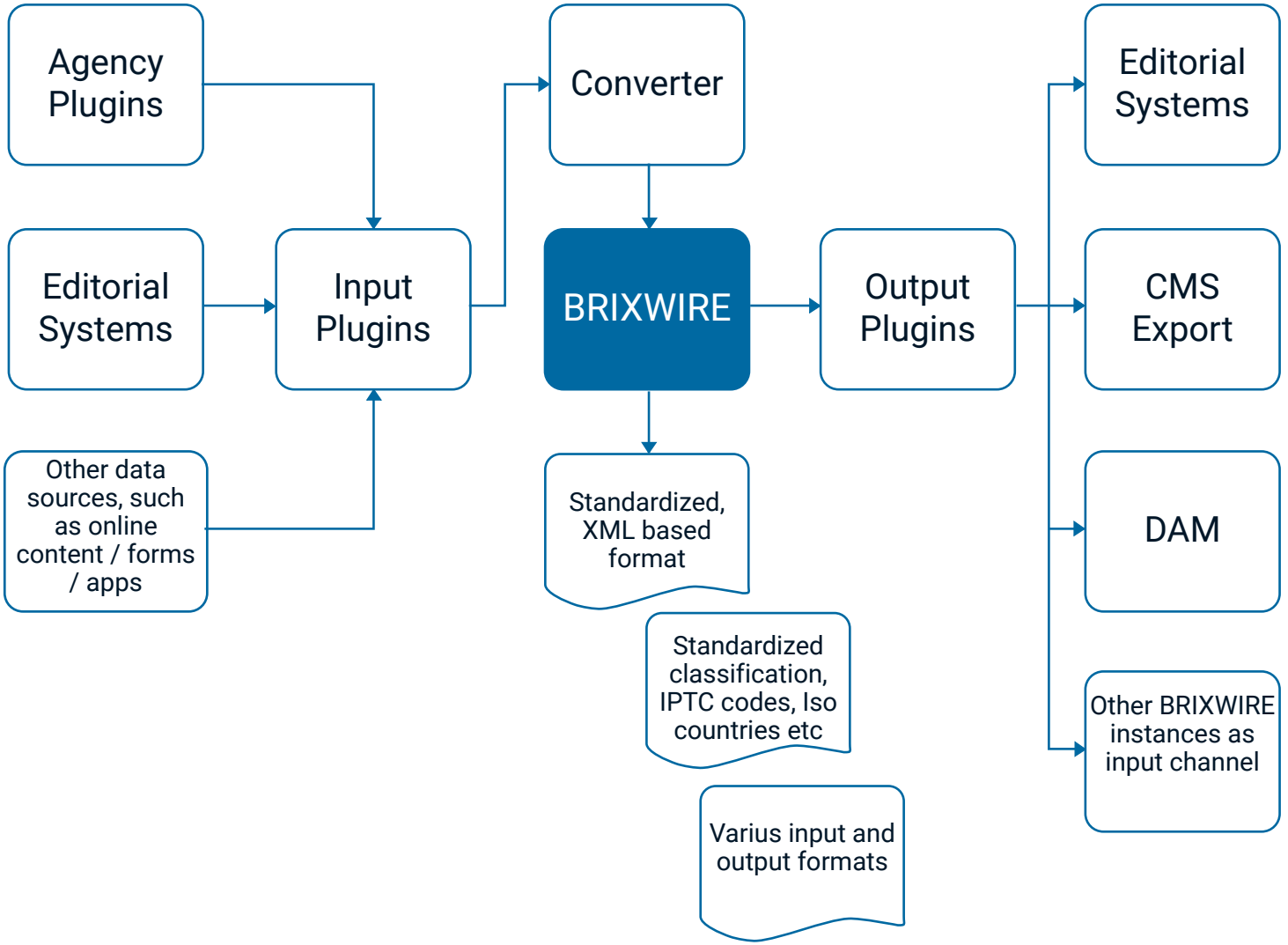
Overview

BRIXWIRE is a **News Hub**, especially for publishers and media houses, which enables the **media-neutral storage** of articles(and related assets).

By combining **input** and **output channels**, the news from sources such as editorial systems (CMS), agency feeds and databases can be exported to print or online systems.

This includes **Print First** or **Online First** approaches as well as a heterogeneous landscape of editorial systems or a smooth transition to a new CMS or editorial system through a **parallel operation**.

The stories available via the input channels in BrixWire can be published **interactively or automatically** to any number of output channels.



BRIXWIRE

Interactive Publishing

BrixWire offers a **News Browser**, via which the data input to the output channels can be editorially **accompanied, assigned and exported**. The manual assignment serves both as a **filter** for relevant stories and as a preliminary stage in the workflow to prepare the stories optimally for further processing (**templates and attributes**).

Automated Publishing

As an alternative to interactive publication, content can be **automatically** published to specified output channels. This use case is intended for data sources that do not require **editorial preselection.**

Capabilities

- Content Hub
- Star Model
- Plugin Architecture
- REST API
- Hosting Variants
- Transformation engine at its core

BRIXWIRE

Content Hub

BrixWire acts as a content hub, which stores its news-oriented data in a **media-neutral format**. It provides a flexible and extensible data structure to search for the contained stories and assets. The internal news format is not standardized or fixed and can be changed accordingly to customer needs.

Star Model

Instead of a network model for the content. This **simplifies** the installation, maintenance, migrations and tests. With the connection of a new input/output channel, all previous input/output channels are immediately available to use.

Plugin Architecture

With the components, contributing to the customer requirements, we follow a strict plugin concept. **Nearly anything** found within BrixWire is a plugin. As a consequence, authentication and authorization, the access to assets using a DAM, inputs and outputs are implemented as plugins.

REST API

It is possible to extend BrixWire by own views, and automation or **integrate** the functionality within other products.

Hosting Variants

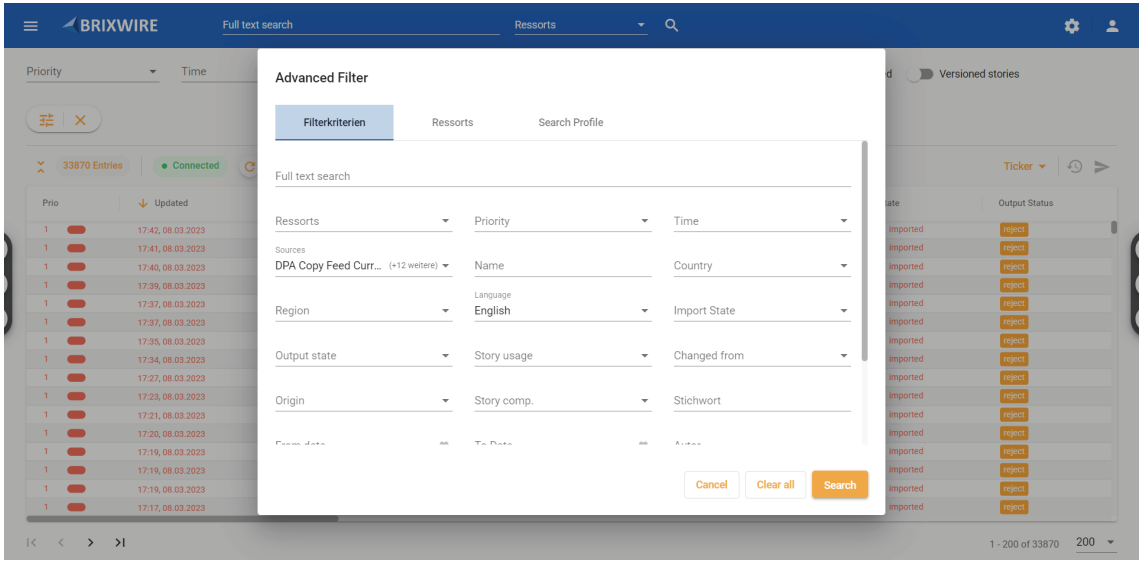
BrixWire can run on **Windows or Linux** systems, it can run within a **Docker**. It can be hosted on a standalone server and it can run on managed servers in the cloud, including parallel execution and failover.

This is achieved by the plugin design, as not all components have to rely on one common executable. It relies on several DB data sources, you can choose from, depending on the size of the installation. Preferred DB systems are **PostgreSQL and MS SQL**.

Transformation engine at its core

The core of BrixWire is a transformation engine, which is capable of handling JSON and XML and which is supported by scripting capabilities to support specific use cases.

BRIXWIRE



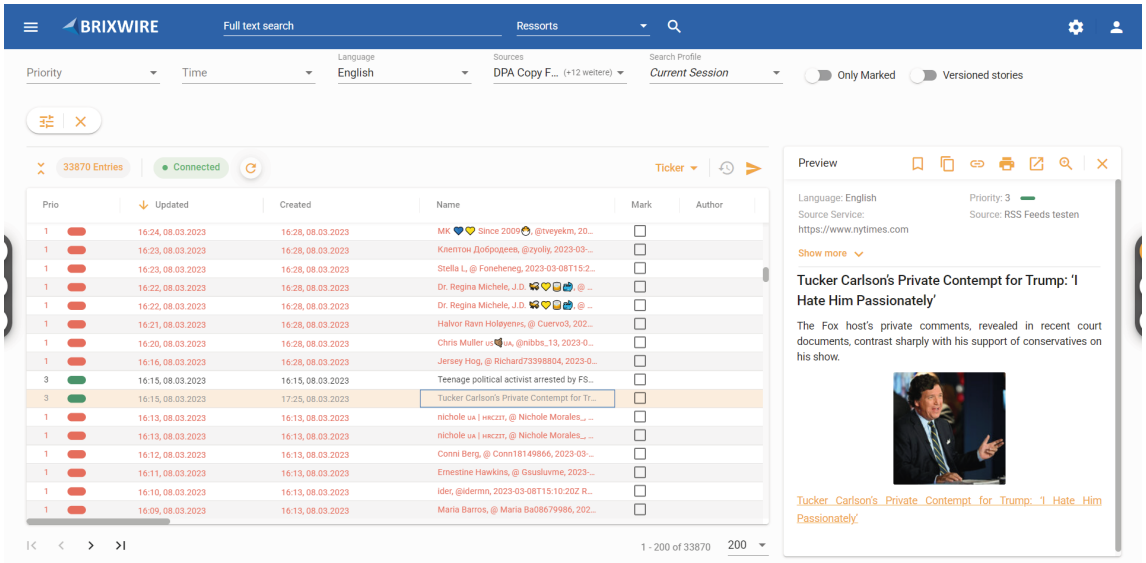
Search Mask

Interactive Publishing

The stories can be **filtered** according to **different criteria**. Filters can be managed and stored in profiles under user-defined names. In addition to these intuitive ad-hoc searches, it is also possible to filter the database using **stored criteria**.

Preview

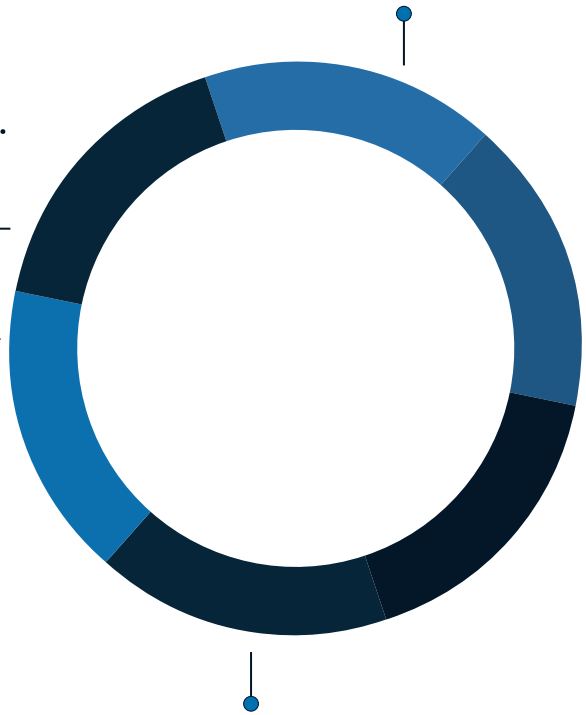
If the preview area is visible, the editor receives an **HTML-based** preview of the story, including images, etc. The preview generation is done via XSL and CSS, so it is completely **customizable**.



Benefits

Data centralization: by centralizing the use, ownership, and utilization of content.

Time saving: publish existing articles with just some clicks, rule-based publishing.



Speed: moves data at the right latency via high-performance data pipelining.

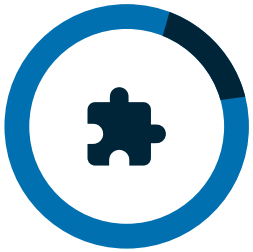
Automation: Headless and fully automated publishing is possible.

Stability: Works with a high volume of users and data without performance loss.

Flexibility: is able to adapt to different needs by supporting new technologies, data types, and platforms.

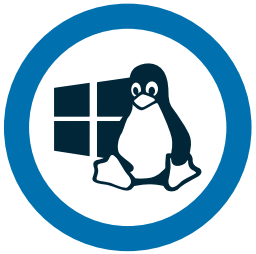
BRIXWIRE

Enterprise Features

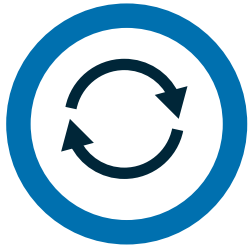


Customizable Plugin orientation

Monitoring



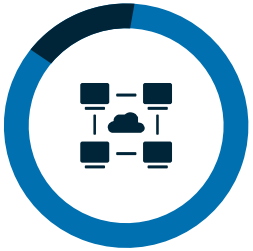
Free choice of platform



Push oriented

User Control

Use of existing standards



Failover and Load balancing

BRIXWIRE

Customizable Plugin Orientation

Plugin technologies are supported at all processing levels of BrixWire. This leads to **customer-specific adaptability** for less common input or output channels and enables access to existing DAM systems, for example.

Monitoring

BrixWire has a comprehensive monitoring interface that can be integrated into cockpits to ensure **smooth operation**. The monitoring interface, like all relevant interfaces of the system, is implemented as a plug-in concept. This means that the monitoring events can be sent to the end customer's dashboard system with little effort.

Free choice of platform

BrixWire can run on **Windows or Linux** systems, it can run within a **Docker**. It can be hosted on a standalone server and it can run on managed servers in the cloud, including parallel execution and failover.

Push oriented

The user interface uses a push technology that **updates automatically**, so the user doesn't have to worry about updating. It is browser-based and is developed using the latest standards such as the Angular framework.

User Control

The user administration is carried out via: **LDAP, Active Directory or a Built-in** user administration. The permissions refer to functions (admin area) as well as to data (like output channels).

Use of existing standards

International standards are used throughout for both formats (News ML, InCopy, XHTML etc.) and attributes (IPTC, ISO etc.).

Failover and Load Balancing

BrixWire is used in failover and load balancing environments and can be upgraded to a scalable and **uninterrupted system** with appropriate hosting.

BRIXWIRE

Platforms

BrixWire already supports the following platforms:

- Feeds: AFP, Reuters, DPA, PAP, SDA, Mowas
- CMS: Drupal, WordPress, etc
- Social Media: Twitter, Telegram and Facebook
- RSS
- Publishing systems: WoodWing, InDesign
- Office: Word, Excel, PDF

BRIXWIRE
News Hub

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Request your ***free*** Demo with us!
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