

COLLABORATION & PRODUCTION SYSTEM

# Collaborate Efficiently. Manage Complexity.



vjoon K4 is the ideal collaboration and production platform for editorial and marketing teams to manage their digital content and to publish for print, app, mobile, web and social media.



## Story-Centric Content Management

Streamline your entire process and enable your team to collaborate on a higher level. Manage all your content centrally and serve any channel, whether it is print or digital. Repurpose and monetize content across your organization and maximize your ROI by integrating vjoon K4 with other solutions.

- Work story-centric and create structured content that you can reuse in any channel, whether it is print, app, mobile, web, social media or any other channel.
- Manage all your assets within one system.
- Create content variants for different channels or languages.
- Compare text revisions and save any number of versions.
- Benefit from built-in automations to streamline your workflows and to deliver content for Web CMS or App Publishers.
- Work with Excel tables and Word documents.



## Easy Approval Management

Enable executives, marketing directors, purchasers and the like to review layouts and content to determine if they meet specifications and their expectations. They can make their verdict known in a flash – a simple mouse-click is all it takes to give their “Go” or “No-go”.

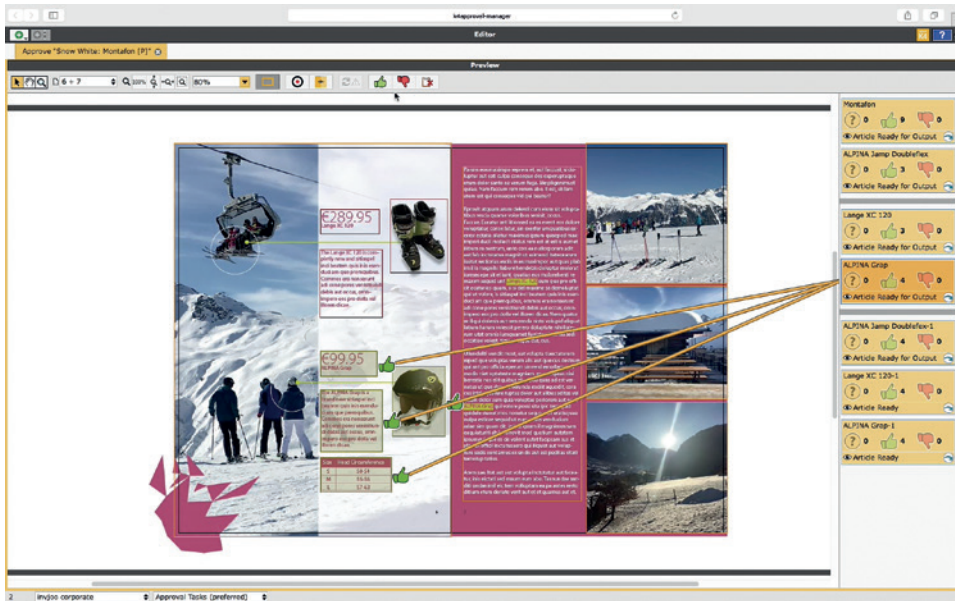
- Include all users and locations within one workflow.
- Thanks to an intuitive UI all users know exactly what to do.
- Collaborate easily with external stakeholders, like agencies, legal advisors or service providers and handle content across departmental and company lines.
- Save time and cut costs by accelerating approvals and getting feedback that much faster.



## Agile Data Management

Feel free to run vjoon K4 and its components as an on-premises, cloud or hybrid solution. This freedom of choice puts media companies, agencies and marketers back in the driver’s seat when it comes to their IT strategies.

- Run your system entirely in the cloud or on-premises. You can even benefit from a mixed environment, using vjoon Storage Engine and its integration with Amazon S3 cloud service.
- Manage all your data within an agile solution that enables automated snapshots and fast recovery.
- Operate with a lean database and shrink its volume to a fraction of the original size.
- Benefit from an efficient risk management of your data.



"To manage content across Condé Nast's multiple geographic regions, we needed to introduce workflow management that would integrate with the systems we already had in place, which made vjoon K4 the best choice for us."

MALCOLM SIMMS, CTO  
**CONDÉ NAST INTERNATIONAL**

"Ours is a lean operation, and we are always looking for ways to work more efficiently. With vjoon K4, we can automate what were once labor-intensive tasks such as exporting XML data to our web CMS."

MEGHAN MILKOWSKI, VICE PRESIDENT PUBLISHING INITIATIVES  
**PROMETHEUS GLOBAL MEDIA**

"vjoon K4 is the most flexible workflow tool for print or digital and we think vjoon K4 is one of the best DPS integrations!"

OLIVIER BOST, DIRECTOR IT & MULTIMEDIA  
**LE POINT**

"vjoon K4 is a very good example of a unified publishing process that helps you to reduce waste, to reduce inefficiencies to focus on value add and creative activities and to create a lean environment."

DR. NORMAN FIRCHAU, PRESIDENT AND CEO  
**PORSCHE CONSULTING**

"The cooperation between editors and layout designers has never been so close, effective, and especially productive. With the system-driven forwarding of texts through the entities to the final editor, BASF was able to minimize mistakes and spend up to 20 percent less time correcting and proofreading."

MATTHIAS GÖTZGER,  
 TEAM LEAD SERVICE CENTER MEDIA AND COMMUNICATION  
**BASF**

"vjoon K4 has supported us narrative natives as a publishing system for more than ten years. Today we are the leading content marketing agency in Germany. vjoon K4 was always been a great help to us."

FRANK SCHÖNE, TECHNICAL DIRECTOR CMS  
**C3 CREATIVE CODE AND CONTENT**

"The control over the publishing process for financial statements has improved massively with the introduction of vjoon K4. The integrated IT environment has freed up resources that we can devote to content."

TOBIAS BELJEAN, VICE DIRECTOR  
**FEDERAL FINANCE ADMINISTRATION OF SWITZERLAND**

## Keep Control. All the Time. Everywhere.

### Overview your entire project

When it comes to managing the production effort, you're on the safe side with vjoon K4. Overview, a password-protected Web interface, displays high-resolution previews of In-Design layouts, searchable by query or issue, complete with color cues that signal where they are in the workflow. Keep an eye on your entire production process and react immediately if you need to intervene. So this is perfect for supervisors, project managers or the head of production who want to keep track of where things stand.

- Monitor your entire production in a browser without using Adobe InDesign.
- Use any of the view modes at any time to switch between different representations of the pages
- Accept tasks for layouts, articles and text objects directly.
- Determine costs per page

### Administer workflows, servers and databases online

Using vjoon K4, admins remain informed and up to date on the entire workflow process and all components in use. They can even see how Adobe InDesign Servers or local data storages are deployed, manage publications, user accounts, license pools, directory services, databases, schema connections and cloud services. Unique to vjoon K4 is its easy-to-use, Web-based graphical workflow editor. Configure any number of parallel workflows for individual processes with only 5 graphical elements.

vjoon K4 supports two workflow models which can be mixed:

#### Task based-workflow

Workflow model for complex productions, with parallel processes, dependencies, rewinds and emergency assignments. A state-of-the-art workflow model, matching the publishers need for modern production.

#### Simplified task-based workflow

Workflow model for simplified processes and with more streamlined functionality. This model combines a traditional status-based workflow with some elements of a modern task-based workflow.

## Efficient, Secure, Flexible. Designed for the Digital Era.



### Enhanced Collaboration

- Organize and manage work for enhanced productivity
- Work story-centric and create structured content that you can reuse in any channel
- Share content with team members or groups
- Improve team agility across multiple projects and locations
- Access to approve given content by getting a URL via email



### Increased Efficiency

- Work in parallel to fast-track workflows
- Benefit from built-in automations
- Minimize search times
- Manage all your content, users and workflows transparently
- Drive greater revenue and profitability



### Superior Technology

- State-of-the-art architecture with flexible API
- Scalable, robust and flexible platform
- Ready for the Cloud and agile data management
- High performance full text search engine combined with filters
- Graphical workflow design editor