

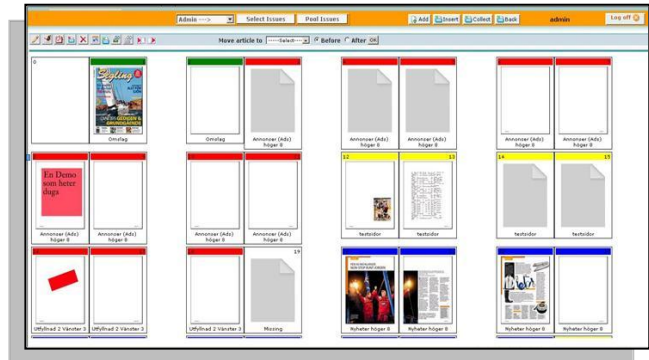


Magazine Publishing Software

A role based web application for publishing house

Executive Summary

Our client, who was one of the service providers of publishing software, had a couple of software for editorial purposes for Newsrooms. They aimed to have an efficient content management application for magazines for an unbeatable production control. The client necessitated to create a complete online web-based application basing upon one shell hosts functions for planning, organizing, and monitoring a magazine package which could be utilized in publication house.



.The client was too much inclined towards incorporating few features in the web application which could allow the administrator to create users like editor/author, creating new product with set deadlines for an article and finally calculating price.

For attaining what they aspired for, they approached Mindfire Solutions. Mindfire took the responsibility to provide the best feasible solution to them. Looking into the specifications relayed by the client, our development team took the charge of the project, analyzed and proposed the client with a basic design. The design was finally built meeting client objective and proved to be a very robust one. Mindfire stood up to the expectations of the client and strengthened its business relationship with the customer with the client providing the job of future enhancements of the application.

About our Client

Client Publishing Software Provider | **Location** USA | **Industry** Publishing

Business Situation

The client firm was a group of people in USA who required a web application for accommodating magazine for their publication house. They also required administrator to create users like editor/author in the application along with creating new products on set deadlines for articles, calculate the price and also view articles as they would look like if published.

Their idea was backed upon by a survey that the client did, which made them realize the necessity for this kind of application which can be of worth to them for their effective business purposes. This made the client approach Mindfire Solutions for an end to end solution.



Mindfire's technical team took up the charge and analyzed the scenarios and took necessary steps to meet client's objective. After certain sessions of brainstorming among the developers, the Mindfire's technical team proposed the client with a design that needs to be followed in order to develop the web application. These sessions included the legacy application walk through and database analysis in details. The client was an expert and needed in depth analysis and clarification on each situation and suggestion. Mindfire's technical team grasped the complete application understanding and proposed the new solution. The final outcome was agreed upon by the client.

Solution Details

The Mindfire Solution

Mindfire's team analyzed the functionality of the web application intensively to attain the goal. Our development team continued working on different modules of the project and build up a robust application. Mindfire's team of developers understood the technical details of the project and reviewed the necessary areas. The final application built had all the features incorporated as requested by the client. An In-Design plug-in is invoked at the time of editing articles which creates new In-Design pages/thumbnails for that article. Communication between the In-Design plug-in and database was done through web service. Few of the functions of the web application have been mentioned below.

- **Planning, of articles and ads:** Every article was an independent project. The editor used to set the number of pages and follows up the status. Shifting between the project view and page view was made easier.
- **Writing articles:** Reporters used their regular word processors, such as Microsoft Word and when they used to finished texts they used to enter in the project view. Images, spreadsheets, etc were connected to the project which could be easily placed on the page documents.
- **In Copy:** The InDesign documents can be opened anytime in Adobe InCopy from the product view, letting reporters and editors edit the text directly to the DTP page document.
- **PDF:** PDF documents were automatically generated for all saved page documents which allowed user to view all pages from the project view.
- **Article placing:** Select a page or an article, and the page document(s) open in Adobe InDesign. Related texts and images were presented in a palette, ready for placing. If the layout is set, one can have the document open in Adobe InCopy, for review and editing by a sub-editor.
- **Page monitoring:** Newsroom could see how the magazine grew, and could view the status for each article or page.
- **History:** Displayed the information pertaining the article as to who made, what and when.
- **Version handling:** Each time a document is saved and closed; magazine handles this as a version. From the main page user can view all versions of any documents, and revert to previous versions if needed.



- **Rollout:** Client could keep track of the document name standard, simplifying product rollout.

Our client was too much satisfied with our approach towards the work and appreciated the end product and the developer’s efficiency in developing it within a certain timeframe.

Achievements

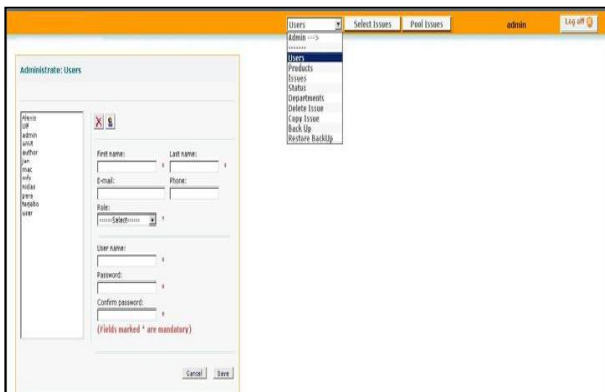
The biggest challenge in creating this web application was to create an application basing upon one web based shell hosts that would accommodate features like planning, organizing, and monitoring a magazine within a short time period. As the application needs to handle enormous volume of data, and also maintain the sanctity of back end calculations, the job was a bit tougher than we expected to be. The application also demanded a lot of web interface. In addition, it maintained highest level of data confidentiality and data security. Mindfire not only achieved all of this but created an application which was scalable and could help create features for handling product portfolio changes of the customer.

Technologies

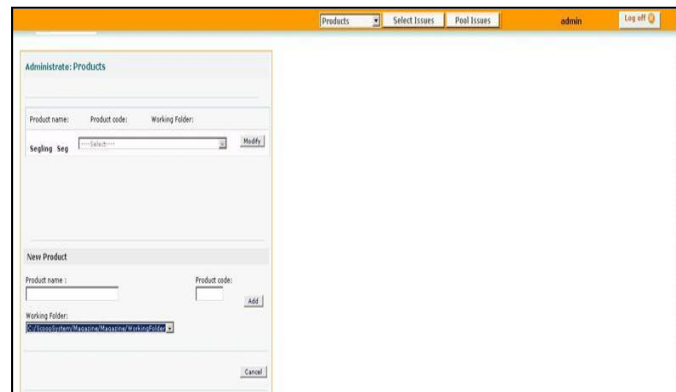
ASP.Net 3.5, C#, Postgres, JavaScript, In-Design Plug-in, .Net Web Services.

Final Results

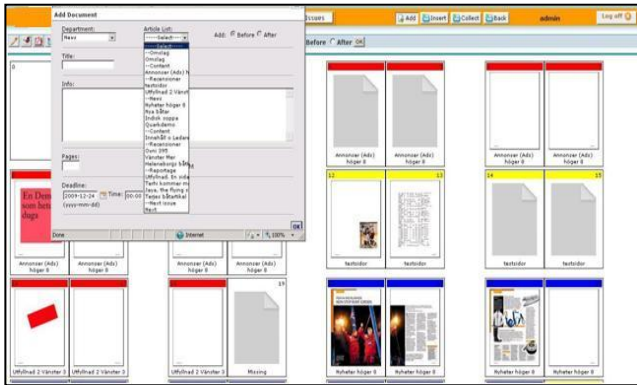
Software application



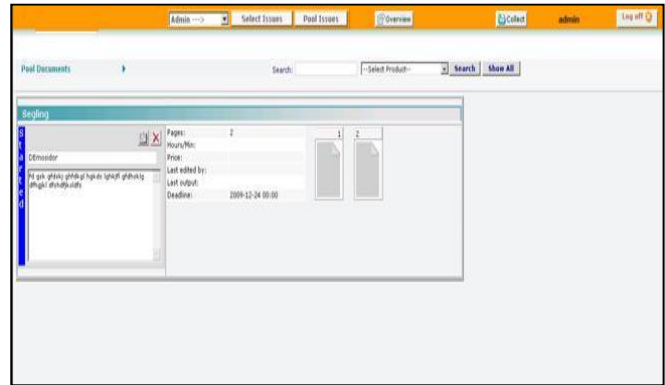
User Screen



Product Screen



Document Addition



Document Pooling

Customer Benefits

With the help of the application developed by Mindfire, the client gained popularity. They could easily manage their system and could effectively collect user specific data from different location across the globe. More over it also helped the users in receiving automated notification about different activities which needed their attentions. The administrative users were able to easily create users like editor/author, create new product and on set deadlines for the article. The client with a lot of ease got helped in monitoring a magazine.

Future relationship

Mindfire with its dedicated effort and immense potential eventually succeeded in grabbing another major project from the same client. Also, the client firm requested Mindfire to take charge of the maintenance of the entire application.

