

## Media Release

### WoodWing introduces cloud-based publishing process analytics at the Xperience 2014

At its [Xperience](#) conference taking place in Lisbon on June 17-18, WoodWing Software introduced a new product called Enterprise Analytics, with all-new analytics features for its [multi-channel publishing](#) system Enterprise. At any time, the cloud-based Enterprise Analytics provides authorized users up-to-date information about the progress of their production processes, enabling them to take timely action whenever needed. Using the Enterprise Analytics Application, multiple visual reports can be accessed about stories and related objects, including articles, layouts, images, audio and video. The real-time reports will also be accessible on the go via tablet devices such as the iPad.

**Zaandam, The Netherlands / Lisbon, Portugal (June 17, 2014)** – The first version of Enterprise Analytics, an add-on to WoodWing's publishing system Enterprise, includes two different reports. The Progress Report shows which stories are already finished and which stories editors and designers are still working on. The Object Status Report gives an overview of the status of all objects related to a story. This enables the team to see if some files are delayed – for example, if an article is stuck in review or a video is kept in post-production. The different states are displayed via customizable color codes.

"Analytics and key insights are high on the agenda of senior management-level professionals," said Roel-Jan Mouw, CEO WoodWing Software. "At the same time, modern multi-channel publishing processes can be quite complex and involve so many different types of media, that it becomes difficult to see the full picture of the status of production at any moment. With our new analytics features for Enterprise, we address that challenge, and enable publishers to increase the efficiency and reliability of their production processes."

#### Cloud-based solution

Enterprise Analytics is a cloud-based solution. Once a file is created, modified, the properties are updated or the content is published, respective data is sent to the Enterprise Analytics cloud. For privacy reasons, users can configure the Enterprise Analytics plug-in for [Enterprise Server](#) to send anonymous data instead of detailed user information.

Authorized users can easily access the analytics at any time, from any location. The cloud-based approach also enables WoodWing to add new reports on the fly without the need for customers to upgrade software components. Future updates to Enterprise Analytics will provide customers with reports to measure workflow efficiency, to capture the features of digital magazines, and more.

#### WoodWing Xperience delivers latest news in publishing and digital asset management

At the WoodWing Xperience taking place in Lisbon on June 17-18, publishers and marketers interested in multi-channel publishing, content marketing, and digital asset management will gather from all over the world to get up to speed with industry trends as well as the latest in technology.

All information about the WoodWing Xperience 2014 is available at [xperience.woodwing.com](http://xperience.woodwing.com). On Twitter, the Xperience can be followed via the hashtag #WWXP14. The Xperience photo portal at [xperience2014.elvisdam.com](http://xperience2014.elvisdam.com) is based on WoodWing's digital asset management solution Elvis DAM and delivers the feeling of the event. Visitors can easily browse for images and download or share them via social media.

#### About WoodWing Software

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next-generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine and newspaper publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise – including the editorial management application Content Station – coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels – print, Web, social, smartphones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 80 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software.



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**Smart  
Publishing**

WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing's products and services can be found at [www.woodwing.com](http://www.woodwing.com).

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