

WoodWing introduces Content Cloud – a centralized content hub for publishers

Zaandam, The Netherlands, Sept. 14, 2015 – WoodWing Software today announced Content Cloud, an innovative one-stop solution for cloud-based managed content, uniquely offering unlimited storage as part of its services. The highly scalable solution hosts a wide range of applications for producing and managing [digital and print content](#) as well as for [digital asset management](#) and analytics. With this new offering, WoodWing addresses such essential requirements of magazine and newspaper publishers as the support of the latest channels, efficient distributed collaboration; easier distribution and sharing of content; and improving the return on investment in content.

It is the dilemma of the publishing industry – publishers worldwide need to cope with high economic pressure while addressing the need to offer their media brands in print, Web, on tablets and smartphones, as well as in social media. To ensure efficiency across channels, many of them are looking to technology, and some publishers are very successful in this endeavor.

With the WoodWing Content Cloud, magazine and newspaper publishers now can utilize a cloud-based solution for content creation, production, archiving, sharing and analytics. As a single source of managed content and digital assets, the solution can scale to meet the growing needs of any kind or size of business. Content Cloud enables easy collaboration with external contributors worldwide, supporting global publishers and content producers to share their content with confidence and ease.

Wide range of hosted applications, with Elvis DAM as backbone

The Content Cloud hosts a wide range of applications. The new Elvis DAM multitenant digital asset management server instance forms the backbone of the platform, enabling users to easily upload, manage and share their digital assets as well as to reuse them across applications inside and outside the Content Cloud.

WoodWing Elvis DAM provides efficient management of unlimited file stocks. It allows digital assets to be integrated with the Adobe Creative Cloud applications as well as with workflow publishing solutions such as WoodWing Enterprise. Users can also bring their digital assets to business applications for CRM, PIM, WCM, and more, significantly increasing the ROI of their content. Elvis DAM will continue to be available also for on-premise installation.

With WoodWing [Inception](#), publishers can create structured, media-neutral HTML5 content for immersive story telling leveraging an article-based approach. The content can be easily published via channels like the new Adobe Digital Publishing Solution (DPS), and later Apple News, Facebook Instant Articles and more.

In addition, Inception will fully interact with WoodWing's multichannel publishing system [Enterprise](#) – the on-premise application, used by many leading publishers worldwide, integrates the creation and production of content for print, Web, tablet, mobile and social media within one efficient workflow.

Publishers running WoodWing Enterprise as a private cloud on Amazon Web Services (AWS) can connect their Enterprise instance with the Content Cloud, enabling them to exploit the high potential of the integrated environment in terms of creativity and efficiency, and to include WoodWing Inception into their workflows.

WoodWing's Content Cloud also comprises Enterprise Analytics, enabling publishers to have an unparalleled view into the effectiveness of their processes in Enterprise, so that they can immediately observe the progress of their content creation at any time and from any location.

More applications will follow soon

More applications including a brand portal and an authoring tool will follow soon. "Since the founding of WoodWing, we have always strived to realize the full potential of content for any kind of business through state-of-the art solutions and streamlined content creation, management, delivery, consumption and monetization," says Roel-Jan Mouw, CEO of WoodWing Software. "With the wide array of applications in the Content Cloud, we again help magazine and newspaper publishers to re-imagine their content processes and to meet current and future creativity and efficiency requirements."

Regional Cloud instances ensure compliance and privacy

The WoodWing Content Cloud is hosted on Amazon Web Services (AWS), ensuring high availability and optimum performance. To serve its global customers, WoodWing operates Cloud instances in Europe, North America, Australia and Singapore, with more to follow. "This allows our customers to store their content in accordance with the regional data protection and privacy regulations," explains Dennis van Nooij, Senior Vice President Product Development at WoodWing.

Media Release

Minimal IT support and maintenance

With WoodWing Content Cloud, users can take advantage of the benefits of a cloud-based solution. The applications are easy to install, with no additional hardware required, resulting in significant savings and minimal IT support and maintenance. Ongoing updates and new releases ensure that the state-of-the-art environment meets industry requirements at all times.

CAPEX vs. OPEX

“Choosing between an on-premise installation and a cloud-based solution also has important economic aspects,” Mouw explains. “A large on-premise installation is a major investment that is depreciated over the life of the solution and appears in the balance (CAPEX). By contrast, a subscription to a cloud-based solution is an operating expense (OPEX) that shows up on the profit-and-loss account as ongoing expenses.”

Experienced Solution Partners available for support in deployment and integration

WoodWing maintains a worldwide network of experienced Solutions Partners. They are available to help customers in the deployment of the cloud-based solutions and their integration with other business applications. If necessary they also leverage their experience from thousands of projects to assist the coordination between editorial, design and IT departments. “The mere technical implementation of cloud-based solutions is of course simple and quickly done. But thanks to our partner network, we can provide our customers the help they may request to immediately exploit the full potential of their new environment,” van Nooij adds.

About WoodWing

WoodWing Software was founded in 2000 to support companies realize the full potential of their content. Today brands, marketers, creative and production agencies, and publishers use WoodWing’s solutions to create, manage, share, distribute and monetize their content in print, web and social media as well as on tablets and smartphones – to stay competitive, to leverage new opportunities and to grow their business.

Be it on-premise or in the Cloud, WoodWing is a global leader in the field of multichannel publishing and digital asset management software. With its Content Cloud, WoodWing provides a single-source solution for fast, flexible and cost-effective content creation, production, management, distribution and analytics.

WoodWing has offices in Europe, the Americas and Asia Pacific, and works closely with over 80 experienced partners in more than 100 countries. The company is a long-standing Adobe Technology Partner and collaborates with a large number of other technology vendors worldwide.

More information is available at www.woodwing.com.

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