

OPAS-G Overview

The Open Content and Media Logistics System

OPAS-G - The Open Content and Media Logistics System

Whether as text, image, audio or video - information in the media age is made, managed and moved in a wide variety of formats. Managing your content and media efficiently is essential if you want to gain a commercial advantage or competitive edge from this plethora of information and market requirements.

OPAS-G, the open content and media logistics system, offers the ideal platform to:

- Optimize information availability, tracking and access.
- Minimize the production and transaction expenses of media production and delivery.
- Realize cost savings through multiple utilization of content and media for electronic output channels and print.

OPAS-G has focused on the entire content and media workflow from the outset. The **OPAS-G** content and media logistics system, based on an Oracle database, consists of numerous standardized modules for the structured, media-neutral

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|---------------|---------------|
| • Production | • Automation |
| • Procurement | • Publication |
| • Management | • Delivery |
| • Archiving | • Integration |

of digital data such as documents, images, audio files and videos. This holistic view of the content and media workflow is what separates **OPAS-G** from conventional content management and media asset management systems.

OPAS-G looks not only at the content and media workflow, however, but at the surrounding IT environment as well. The open, modular, database- and Internet-supported **OPAS-G** system integrates various third-party systems into existing workflow processes (e.g. ERP, Web content management, e-commerce and editorial systems) via an open XML interface.

OPAS-G is sophisticated and established standard

software, in use both in the media sector - in pre-press businesses, printers, ad agencies, media service providers and publishing houses - and in industry and public administration.

OPAS-G is one of the systems leading the market in workflow-oriented content and media logistics systems. See for yourself: a list of our references can be found at <http://www.OPAS-G.com>.

OPAS-G is a product of OKS Software AG. The Stuttgart software house has been developing database-supported and Internet-based workflow and information systems since 1994.

Commercial Advantage

- You wish to archive your data in a way that allows you to retrieve and re-archive it quickly?
- You are a media producer and want efficient planning and control of the production process?
- You always work with a wide array of information and media objects and wish to maximize their use for various purposes?
- You are a media service provider and wish to manage content for various clients?
- You compile catalogs or publish books?
- You provide customers and staff with product information?
- You wish to set up an enterprise content management system, integrating different applications into a complete system using one platform?

Then what you need is an intelligent, sophisticated solution that covers the entire logistical process of content and media management.

OPAS-G offers this solution. The **OPAS-G** system's XML-based open concept enables seamless integration into your IT strategy. Whether you procure, produce, publish, deliver, archive or manage content and media: with the **OPAS-G** content and media logistics system, you will optimize your workflows, reduce your costs and increase customer satisfaction.

OPAS-G covers all the fundamental aspects of content and media work. And the modular struc-

ture ensures that you will always have just the right tool for every job. The system's scalability and platform-independence allow it to grow with your business and still be used even when the conditions have changed. Your investment is protected as well, for **OPAS-G** is standards-based and uses Oracle as a database.

The commercial advantage of **OPAS-G** is described in a separate business white paper. An Excel tool has been developed for use with this document to facilitate estimation of the return on investment based upon quantifiable cost-saving factors. These calculations assume workflow processes that are typical for businesses prior to the deployment of **OPAS-G**.

Do you wish to quantify your commercial advantage and calculate your return on investment? Then request the white paper on the **OPAS-G** commercial advantage and the corresponding Excel tool for profitability analysis.

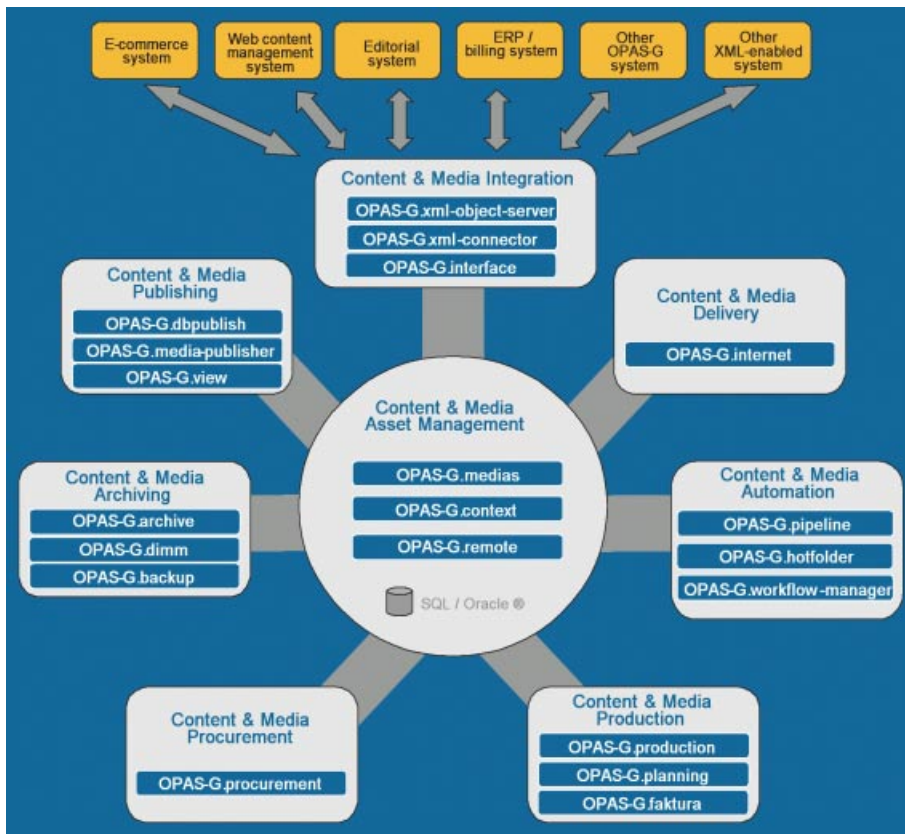
The Modular Product Program

OPAS-G: Content & Media Asset Management

Extensive content and media stocks are managed with the integrated media-neutral database for easy location and quick access. Complex search algorithms such as full-text search and phonetic search help you to quickly find the data you're looking for. The media objects' property fields can be managed multilingually, as can the various categories, hierarchical groups and analogous shop products.

OPAS-G: Content & Media Production

Simply use the digital order bags to gather together all the components of one order. The integrated planning tools optimize your workflow and help you to stay within scheduling and budget parameters. The statistical evaluation lets you see up front what's what, while operating data such as material consumption and processing times are collected on the fly.



OPAS-G: Content & Media Procurement

OPAS-G.procurement considerably simplifies the process of ordering missing content. Orders with media suppliers such as image or press agencies can be submitted and coordinated via the integrated ordering system. The corresponding content deliveries can be integrated into the content and media database according to their intended use.

OPAS-G: Content & Media Publishing

With **OPAS-G**, you can manage both distributed document production and Web-supported content & media utilization. Create templates, integrate content from the database, and distribute these lightning-quick documents to customers, partners and staff via the Web - with **OPAS-G**, it's possible.

OPAS-G: Content & Media Delivery

It's not enough that the information exists: it must also be found and delivered. **OPAS-G** Content & Media Delivery gives you everything you need for personalized media delivery with scaled access privileges. Connect staff, customers and partners via a standard browser to your high-performance database and provide the requested content in the desired format.

OPAS-G: Content & Media Archiving

Minimize search times, avoid task redundancies, lower your costs: **OPAS-G** lets you archive and restore data during production, completely automatically and triggered by the parameters of your choice. Storage is possible with common processes ranging from CD to DLT, DVD, AIT, LTO and MO drives.

OPAS-G: Content & Media Automation

The **OPAS-G** automation tools free you and your staff from dreary routine tasks. Files are processed automatically. Conversions, re-archiving and data delivery practically take care of themselves. Production

times are automatically posted to the customer. And as soon as the processing of the order is completed, the customer is automatically notified.

OPAS-G: Content & Media Integration

Seamlessly link external systems to your **OPAS-G** system. An XML interface and an ASCII interface are available for data exchange, replication and alignment. The content and media application server **OPAS-G.xml-object-server** also lets you call up **OPAS-G** functions from all programming languages and platforms on the basis of a standardized XML interface via TCP/IP - ideal conditions for enterprise application integration, SOAP-based Web services and Web-based portal solutions.

Benefits of OPAS-G

- Minimization of search times, redundancies, corruption and loss through efficient content & media management and archiving
- Optimization of the production process and cost controlling in media production through automatic collection and evaluation of operating data as well as automatic notification system
- Cost savings through the automation of work processes
- Minimization of production and transaction costs through the multiple utilization of media
- Optimization of knowledge management through increased information availability, tracking and access options
- Minimization of decision errors and decision-making expenses through the efficient delivery of available information
- Customer retention and acquisition through the offer of networked services and additional value-added services
- Competitive advantages through better cost structures due to the acceleration of work processes

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Features

- Flexible system architecture: Open, modular, scalable, adaptable, extensible, platform-independent and client-enabled
- Powerful content and media database for the management, keyword assignment, search and media-neutral delivery of media objects
- Convenient search options (hierarchical, phonetic and full-text search) regardless of state
- Automatic data delivery, archiving, migration and conversion
- Archiving possible on a variety of systems and in a variety of formats: CD, DLT, DVD, AIT, LTO, MO drives
- Intranet, Internet and ISDN connection of staff, customers and partners
- Efficient production control using an integrated workflow concept and digital order bags
- Automatic collection and evaluation of production and operating data
- Automatic notification when critical states are reached
- XML-based cross-media publishing
- Integrated media ordering system
- Automatic assigning of order paths and prevention of storage errors through operating system-supported data management (patented process of OKS Software AG)
- User-specific granting of access rights (customer, partner, staff, user) through integrated management of production master data and client master data
- XML- and ASCII-based bidirectional data exchange, alignment and replication
- Seamless integration of external systems via the XML interface
- Web-based user interface that can be individually customized (HTML/JSP-based)
- Protection of your investment thanks to the use of standards (SQL, XML, Java, HTML) and Oracle Database
- Calling up of **OPAS-G** system functions from any platform and programming language through a standardized XML interface via TCP/IP with **OPAS-G.xml-object-server**
- Optional use as a portal solution for content and media marketplaces
- Delivery of SOAP-based Web services with **OPAS-G.xml-object-server**
- Based on Oracle SQL Database
- Supported platforms:
 - Database servers: Sun Solaris, Windows NT, Windows 2000, Linux
 - File servers: Sun Solaris, Windows NT, Windows 2000, Linux
 - **OPAS-G.xml-object-server**: Windows NT, Windows 2000, Linux
 - Native clients: Windows 9x, Windows NT, Windows 2000, Mac OS
- Technical requirements: see <http://www.OPAS-G.com>