

OPAS-G Content & Media Integration

The Open Content and Media Logistics System

Forming the parts of a whole

Your business includes a variety of systems that must be integrated to a uniform whole for smooth processes and an efficient use of resources. Seamlessly integrate external systems with your **OPAS-G** system. An XML interface and an ASCII interface are available for data exchange, replication and alignment. The **OPAS-G.xml-object-server** content and media application 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.

OPAS-G.xml-connector:

Data exchange made easy by XML

OPAS-G.xml-connector was developed for the bidirectional exchange, alignment and replication of data between the **OPAS-G** content and media database and all XML-enabled systems. Use it to align data easily with external systems (e.g. ERP, Web content management, e-commerce or editorial systems) or other **OPAS-G** systems on the basis of XML-defined interface templates. Not only is the media objects' meta data exchanged, aligned and replicated; so are the media objects themselves, along with various master data.

OPAS-G.xml-connector can help you find elegant solutions to various problems. An image that you have newly added to the **OPAS-G** database, for example, can be forwarded automatically to an e-shop together with its meta data and product group allocation information. Depending on your settings, every modification of the image can re-trigger this operation. This ensures that your Web site will remain up-to-date.

A media service provider could analogously use **OPAS-G.xml-connector** to ensure that his own **OPAS-G** database and that of his customers are always identical - without the personnel associated with monitoring or the costs associated with a synchronization.

OPAS-G.interface: data exchange with ASCII

Importing master data from an ERP system to **OPAS-G** and, in return, exporting movement data such as accrued production times or cost information from **OPAS-G** - it is for this that **OPAS-G.interface** was developed. The data exchange for this runs via an ASCII interface.

Certain ERP and invoicing systems - e.g. WinKaar, Optimus and Pagina - allow exchange of the required data directly with the external system's database without the need for further adjustments.

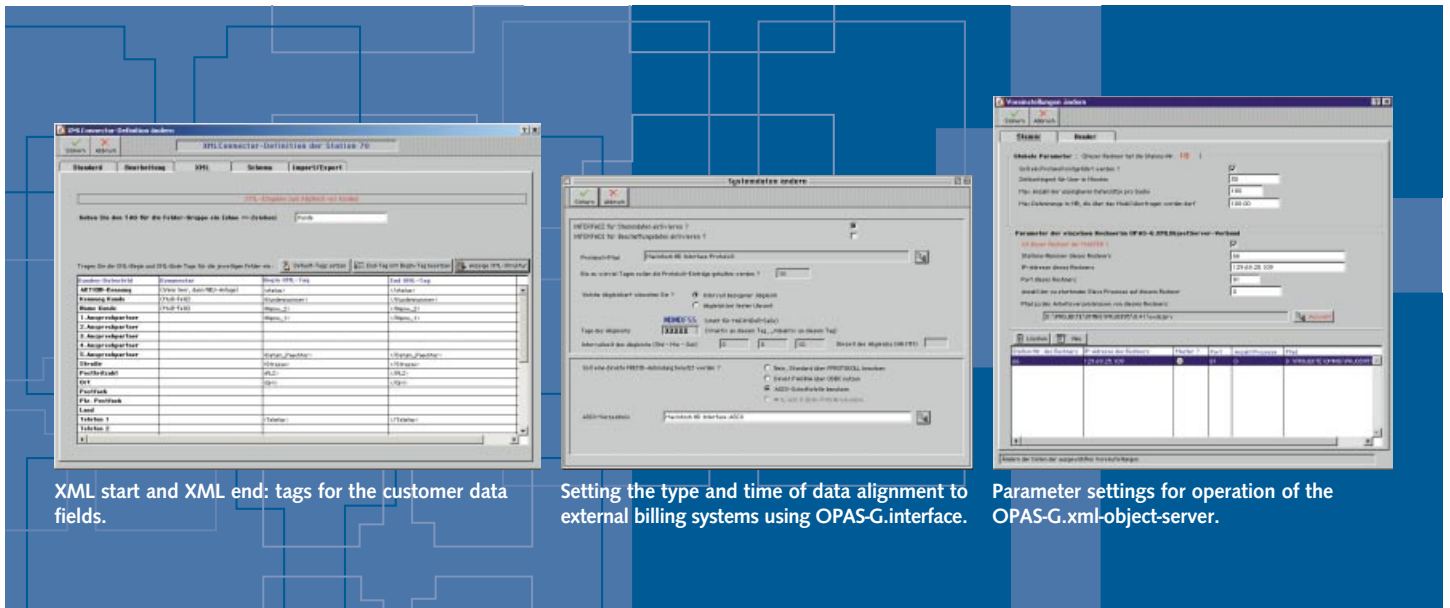
OPAS-G.xml-object-server: the content and media application server

You wish to adapt the **OPAS-G** systems user interface to your corporate identity or that of your customers? You wish to integrate functions of **OPAS-G** into your own application so as to be able to map your business processes exactly?

You need **OPAS-G** to set up a portal solution for a content and media marketplace?

You intend to implement an enterprise content management system in which different applications are integrated seamlessly into a total system?

You're thinking of the future and would like to offer Web services based on the **OPAS-G** system?



XML start and XML end: tags for the customer data fields.

Setting the type and time of data alignment to external billing systems using OPAS-G.interface.

Parameter settings for operation of the OPAS-G.xml-object-server.

All of that is possible with the **OPAS-G.xml-object-server** (media application server), for it can be used to address the functions of your **OPAS-G** system on the basis of a standardized XML interface via TCP/IP. That way, **OPAS-G** functions can be accessed from all programming languages and platforms.

That means that you can integrate the **OPAS-G** functions into your own application, for example, based on the **OPAS-G** content and media database. In so doing, you can modify the sequence of functions such that you can almost model your business processes any way you like. Or you can integrate the **OPAS-G** functions into external systems such as ERP, editorial, e-commerce and Web content management systems. This replaces isolated individual systems with an integrated team, streamlines your workflow, releases synergies and lowers your costs.

OPAS-G.xml-object-server opens up completely new perspectives, for it separates business logic from display logic. HTML and JSP are used for the design of the user interface. This enables access by Web browser, and

adjustments to the **OPAS-G** user interface are as simple as designing a Web site.

The XML functions of the application server can also be embedded into the SOAP concept. This lets you offer real Web services that secure a competitive edge for you. Or you can take a step toward distributed media production with Web-based integration of customers, staff and external service providers into the production process.

Since the **OPAS-G.xml-object-server** works on the master-slave principle, flexible load balancing permitting load distribution across multiple computer systems is also possible - ideal conditions for the optimum, cost-effective utilization of your systems.

Benefits of OPAS-G

Content & Media Integration:

- Optimization of data exchange, alignment and replication with third-party systems
- Minimization of system integration costs
- Customer retention and acquisition through the offer of networked services and value-added services

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Features

- Bidirectional data exchange, alignment and replication between OPAS-G and external systems based on XML and ASCII
- Data exchange possible at specified times
- Retrieval of functions from the OPAS-G system on the basis of a standardized XML interface via TCP/IP
- Calling of basic functions of the OPAS-G system with any programming language and from any platform; integration into third-party systems (e.g. ERP, editorial, e-commerce and Web content management systems as well as your own developments)
- Flexible load balancing through master-slave principle
- Platform for enterprise application integration (EAI)
- Setup of an enterprise content management system with OPAS-G.xml-object-server possible
- Deployment as a portal solution for content and media marketplaces with OPAS-G.xml-object-server possible
- Delivery of SOAP-based Web services with OPAS-G.xml-object-server possible
- Seamless integration into the complete OPAS-G system with all existing modules
- 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>