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# Eight Good Reasons for Integration into a Content Backbone

*COMYAN Whitepaper*

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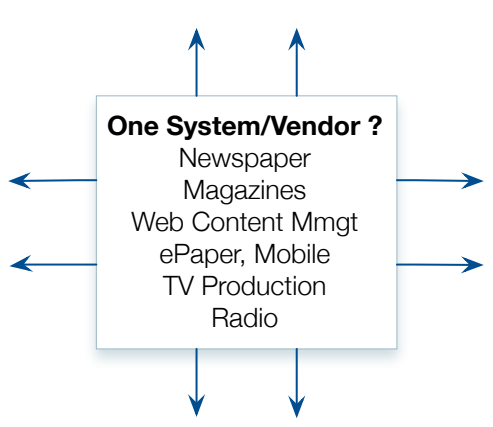
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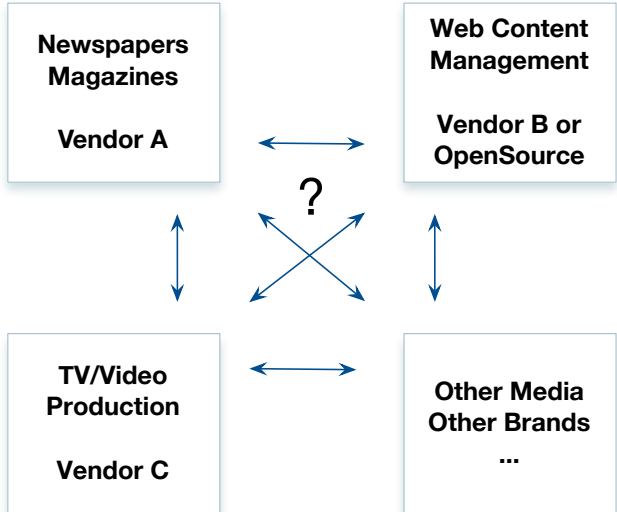
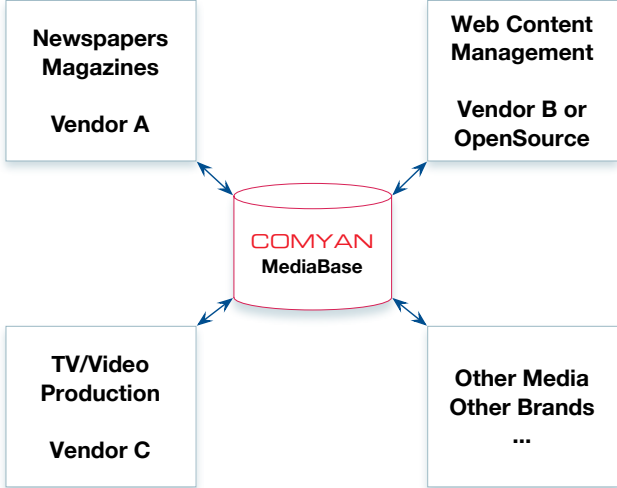
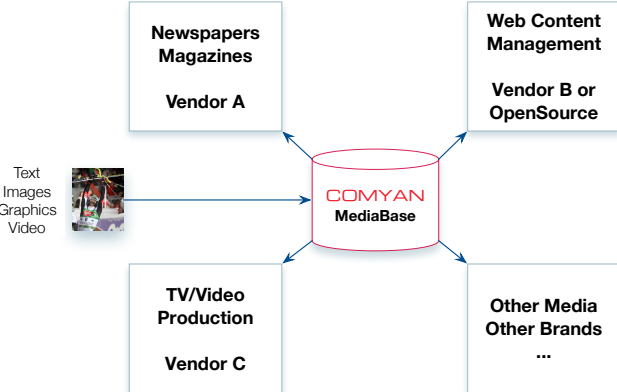
# Eight Good Reasons for Integration

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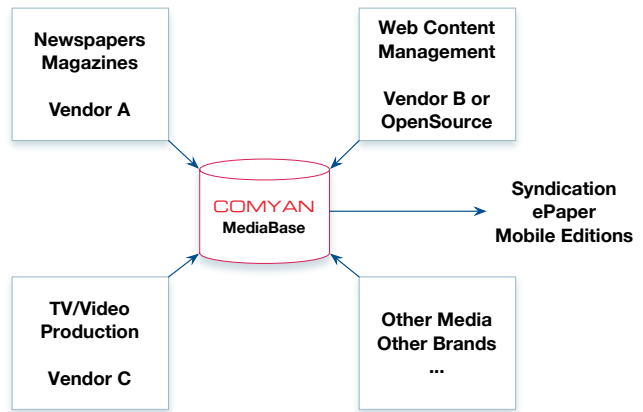
Many Publishers are currently looking at system architecture decisions which will have enormous impact in the next couple of years. With this Whitepaper we want to make a contribution to these system considerations, by contrasting the “all-in-one” approach (one system for everything) with the more pluralistic “best of breed” architecture. Furthermore, we present a possible solution for the requirements of integration that are the consequence of this.

In the following paragraphs, we present our thoughts in a step-by-step way.

<p><b>Thesis:</b> The tasks of newspaper editing, production, online production, TV/Video production,... each are so complex and demanding that it will not be possible within realistic timeframe to really do <b>everything</b> (well) with a single system.</p> <p>Note: If there would be one system today that can do all this, in a perfect way, then the problem would be already solved. But we think that, first of all, the systems are not really able to do this, and second, it would not even be desirable.</p> <p>And, even if this would be possible within a single brand, the problem would come up again when a new brand is acquired and needs to be integrated into the publishing enterprise (at the latest).</p>	 <p><b>One System/Vendor ?</b>      Newspaper      Magazines      Web Content Mmgt      ePaper, Mobile      TV Production      Radio</p>
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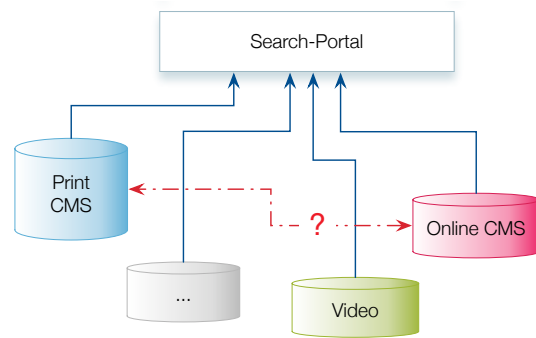
<p>The consequence is, that also within foreseeable future there will be several systems (at least more than one!), and these systems need to communicate with each other.</p> <p>This is the situation that IT-experts are always afraid of.</p>	
<p>A common database in the middle solves this problem and has a lot of other advantages: It is a central point of sharing and storage for all content common to everybody.</p> <p>In contrast to this, many different individual interfaces would be a lot more complex and difficult to maintain.</p>	
<p>Digital assets which are delivered from the outside (images, graphics, text, video,...) are immediately available to all connected systems.</p>	

On the other hand, all content is archived centrally and can be delivered to syndication partners from there, or published as digital editions - independent of the brand and independent of the vendor of the production system.

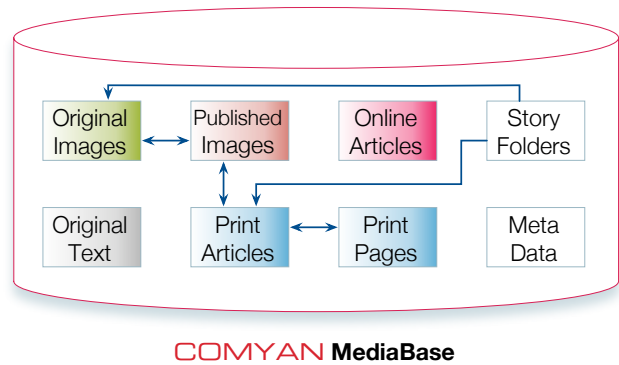


Also compared to a “search portal” the common database has a lot of advantages, most of all the capability to make **stable** connections between objects.

“Federated Search” can still be added to the system if needed for external sources.

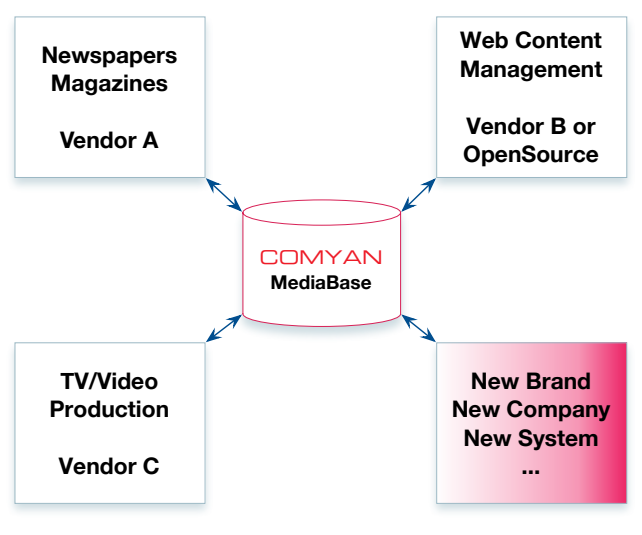


Search-Portal vs. Comyan Media Base



New brands, which are incorporated into the publishing enterprise, can be immediately integrated into this architecture, without the requirement that “everybody is using the same system” immediately.

Last but not least the architecture is greatly reducing the dependency on single vendors.



## Conclusion:

1. The “Content Backbone” architecture combines the advantages of a common database with the advantages of the best and most capable systems for each purpose (newspaper production, web content management, video production,...)
2. It greatly reduces the cost for development and maintenance of interfaces.
3. It enables *all* connected systems and staff to immediately access all content delivered from the outside (images, graphics, text, videos,...) (without duplication in several systems).
4. It enables the very easy exchange of content between the systems (sharing).
5. It enables the common archiving in a unified format within a single database.
6. It enables to deliver/syndicate all content (independent of the production system) in a common format to the outside world.
7. It enables stable connections between objects (no “dead links”) and the common administration of meta-data, keywords, and rights management.
8. It enables to integrate brands into the enterprise and makes the enterprise more independent of single system vendors.