Woodwing Enterprise Aurora

Woodwing Enterprise Aurora delivers the future of content creation Why? The answer is as simple as it is far-reaching: Aurora breaks down the boundaries between print and digital. Content is created in line with the "content first" principle.

Enterprise Aurora employs a channel-neutral workflow approach. The objective: structured content. Content is collected in the content station and is automatically structured during creation. The structured content pieces are channel-neutral and therefore easily (re-)usable.

From creation through the publication overview to publication, all process participants work in one and the same environment. Aurora act as both, control centre and production repository, while also being a collection point for all contents.

The multi-channel publishing solution by WoodWing enables content providers to increase their efficiency without compromising quality.

Provider

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www.a-f.ch

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Reference customers

A selection:
Schaeffler Group
Saint-Paul Group
Somedia
Allianz
Suva
Axel Springer
Gruner + Jahr
Migros
Coop

Application

✓ Business-to-Business ✓ Business-to-Consumer ✕ Consumer-to-Consumer

Operator

✓ Media service providers ✓ Companies ✓ Publishers

Products

✓ Advertising material, office equipment
✕ Large formats
✓ Newspapers, magazines

✓ Books, teaching aids
✓ Catalogues, price lists
✕ Technical documentation

✕ Mercandises, promotional items
✕ Packaging

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Media channels (internal / external)

✓ ✓ Print	✓ ✓ Apps
✓ ✓ Website, webshop	✕ ✕ E-books
✕ ✕ Online, Mobile	✕ ✕ Video/Audio
✕ ✕ Out-of-Home	✕ ✕ E-mail
✕ ✕ E-paper	✓ ✕ Social media

✕ ✕ Messenger
✕ ✕ Office applications
✕ ✕ Search engines
✕ ✕ Online marketplaces

Features

✗ Closed shop	✗ Database publishing	✓ Editorial system
✗ Open shop	✗ Online data check	✓ Translation management
✗ E-shop in-house development	✓ Correction workflow	✗ Marketing management
✗ E-shop standard system	✗ Technical workflow	✗ Media planning, media booking
✗ Printed file upload	✗ Commercial workflow	✗ Customer relationship
✗ Print on demand	✓ Media asset management	management
✗ Individualisation	✗ Product information management	✓ Cross-media management
✗ Personalisation	✗ Web content management	✗ Content marketing management
✓ Creation of publications	✓ Text database	✗ Communication

Modules

WoodWing Inception

Standalone applicable

System basis

Frontend devices	Desktop-PC, Notebook, Tablet, Smartphone
Frontend operating systems	Windows, Mac OS X
Frontend web browsers	Aktuelle Versionen von Internet Explorer, Firefox, Safari, Chrome
Frontend technology	JavaScript, HTML5
Server operation systems	Linux, Windows, Mac OS X
Server technology	PHP, HTML, Apache Tomcat
Webserver	Apache Tomcat
PDF engine	Adobe InDesign Server
Database system	mySQL, MS SQL, Oracle
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	
Order systems	
Databases	
Other	Elvis DAM, Claro, JournalDesigner, Timone, Desk-net, DIG, MadeToPrint

Own services in the market overview

a&f systems - Systemintegration + IT-Services (a&f systems)

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a&f systems

Since its foundation over 30 years ago, A&F Computersysteme AG has been involved in the technical production of publications. The owner-operated system integrator, based in Lucerne, Switzerland, has established a leading position in the Swiss market and is also supporting clients in nine European countries. A&F offers solutions for multichannel publishing, workflow and brand management, as well as product information and digital asset management systems.

Provider information

Founding year	1984
Total number of employees	ca. 50
Number of employees in Germany, Austria and Switzerland	ca. CH 45, D 6
Locations	A&F Computersysteme AG
	Sandgruebestrasse 4
	6210 Sursee CH
	CORE-LAB
	Eleonorenstraße 20
	30449 Hannover DE
Industry specialisation	
Certificates	Diamond Partner
	WoodWing Enterprise Aurora
	Diamond Partner
	Elvis DAM

Systems and services

Elvis DAM
Woodwing Enterprise Aurora
a&f systems - Systemintegration + IT-Services

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