



## GNPortal

### Product Sheet

GNPortal is a breakthrough in web-based Content Acquisition (Content Ingestion). Before GNPortal there was no way to easily define, accept, transform, process and manage web-acquired content without custom-written code.

GNPortal changes the rules. In today's landscape, new content formats will be defined frequently and modified often. The amount of content that comes via the web is increasing in volume and variety. Targeted websites are quickly developed and discarded to match the changing needs of the readership and the newspaper's marketing strategies. With this changing landscape comes the need to acquire structured content that is reliable, validated and standardized.

Newspapers also want to accept user-generated content (UGC), content from staff, stringers and other contributors via the web without relying on VPNs, Citrix or other complex, difficult or expensive technologies. The goal of newspapers is to ingest any type of content, using a uniform method that is powerful, secure, and low-cost but does not require customization or large amounts of implementation effort. GNPortal meets all these requirements.

GNPortal reads an XML schema to understand what the content looks like, to define the web form to acquire that content and to perform validations and transformations. GNPortal can also be configured to accept content from customer-defined pages that will better match the look-and-feel of an existing web site, or via electronic means such as RSS feeds, e-mail, hot folders and FTP.

Tera's article-based content storage organization makes the management and support of new content a matter of configuration not customization. GNPortal uses article-based content storage to define the web form (if necessary) and validate content at the web-page level or through a workflow.

Tera's CMSA architecture makes GNPortal unmatched in its ability to transform and transfer content to Tera's GN3 content management system or third-party CMS. This means that content, such as pictures, text and video can be automatically processed and converted to right format. (See Tera's CMSA Fact Sheet or White paper for more information).

Like GN3 and all Tera CMSA products, GNPortal is 100% XML-based.

Tera's forward thinking, industry-leading technology not only permits ground-breaking products like GNPortal to be developed, but helps explain why more than 99% of Tera customers are still Tera customers.

### At a glance

- Uses Tera's Article-Based Storage to provide configurable content definition
- Uses Tera's CMSA Architecture to provide support for current future content formats and presentation technologies
- XML-based
- Ingests content via
  - GNPortal's automatically-defined web forms
  - Website's customer-defined pages
  - SOA-communication methods (SOAP, REST, RSS Feeds, Hot Folders, etc.)
- Converts text formats
- Converts picture formats
- Converts video formats
- Can be used with any CMS (web or other)
- Workflow - GNPortal's powerful workflow supports sophisticated processing
- Integral CMS - when used as a standalone product
- XML schema is used to automatically define:
  - Web pages
  - Data validation
  - Pull down menus
- Mashups are supported via Tera's CMSA Service Oriented architecture and powerful workflow
- Built-in Login-based security
- Uses include:
  - Sports Scores
  - Obits
  - Public Notices
  - Letters to the editor
  - Cultural event listings
  - Restaurant, Movie and other reviews
  - Any structured (fielded) content
- Secure Socket Layer (SSL/https) support



Content that comes via the web is increasing in volume and variety.

This changing landscape requires structured content that is reliable, validated and standardized.

### An Example

A letter to the editor is common newspaper requirement that easily demonstrates the strengths of GNPortal. The parts of a letter to the editor are: The name and contact information of the sender, the body of the letter, and generally a subject. The subject might be a limited number of subjects such as national, international, the economy, etc. Or the subject might be free form, or perhaps both. The writer might be invited to reference a previously published article.

A newspaper may want to accept a letter to the editor through a website and validate that the person sending the letter has given real information about himself or herself. If the information checks out, then route the letter to correct editor for review, editing and publication.

To implement the web-based letter-to-the-editor, system management personnel describe the information that comprises the letter (subject, name, contact info, reference) in an XML Schema. GNPortal can automatically construct a web page or form from that description that validates the letter's subject information.

As part of a mashup, the writer's name and address could be validated against one of the many public databases and indicate, when the letter is reviewed for editing, that the name and address pass auto-validation.

The letter can then be edited as part of the normal production cycle and published. Further automated processing can format the letter into multiple formats for different pubs, the web, and other presentation formats.

Tera's CMSA allows all of the content that will be published to reside in the same place. So, the letter to the editor, even though it came via web, can be stored along with keyboard-generated content produced by reporters, content that is generated by data collection programs, wire stories, graphics, video, and other.

In this example, GNPortal, which was written using Tera's CMSA, allows newspaper support people to describe the Letter-to-the-Editor via an XML schema. Using that description, GNPortal created a form for web users to enter the letter. A mash-up with a public database confirms the authenticity of the name and address. The editorial page editor then knew the writer was authentic and concentrated on the worthiness of the content.

PSGNP-1008-E

