

## Capabilities - e-Publishing

***Publishing and marketing staff will find Access e-Publishing flexible, easy to use and effective for writing, publishing and archiving content.***

### **Users**

There are 3 basic levels of access: Authors, Editors and Publishers. Depending on how you use the system, you will be able to perform different tasks.

### **Authors**

- Manage, create, edit, revise or submit content – articles, stories, reviews, advertising copy, product brochures and more.
- Sort, index, edit, revise or start a new article.
- Review current activity onscreen.
- Index articles
- Maintain article revision histories
- Submit their articles to publishers through the system.
- Ability to add or delete new sources to make up a bibliography.
- Maintain publishing history

### **Editors**

- Have access to an interface that determines if, when and how each document will be published.
- Have access to publishing history – the system records the date, time and usage information linked to the document.
- Select content for each project.
- Can easily set up a unique system of selectors that filter through the pool of content to produce a thoroughly personalized communication.
- Establish the look and feel of each communication using the selected templates.

### **Publishers**

- Can send content to a publishing database that is identified as usable to multiple publishing templates.
- Can publish highly personalized messages using advanced segmentation
- Update and maintain e-publishing sites instantly when the publish button is hit.
- Content Personalization
- Cross-referencing content and reader preferences by index and sub-index
- Match article content to an appropriate marketing or advertising content.
- Reporting and Tracking
- Real-time reporting
- Measure and report results on an individual and aggregate level
- Action reporting – opens, click through, reply, forward – to track recipient activity