

alfa Agenda

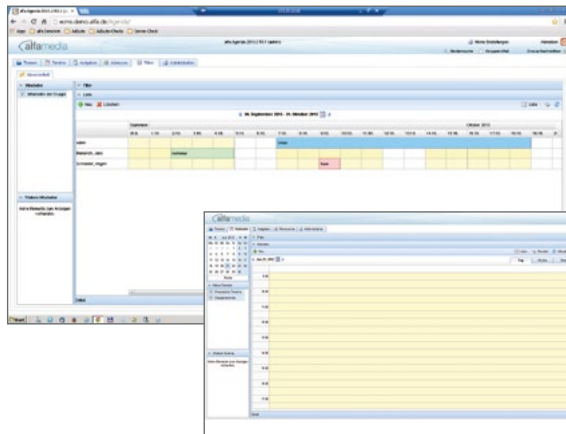
MediaSuite

THE ORGANIZATIONAL TALENT IN THE EDITORIAL DEPARTMENT. Today's editorial departments are increasingly responsible for multiple output platforms (multi-channel). Each medium has got its own characteristics. The effective planning of resources is an absolute must! alfa Agenda supports the editorial department with an efficient organization in order to reach all journalistic and commercial targets.

The organization of all editorial content can be planned completely and in full detail with alfa Agenda. As a result, editors, reporters, freelancers and citizen reporters are all connected via one central tool. alfa Agenda, a modern browser-based application can be used just about anywhere.

TOPICS, TASKS AND DEADLINES AT A GLANCE With, for instance, the resource plan, alfa Media's solution gives a prompt overview of the entire personnel situation. If a resource is not available, it can be taken into account while planning topics, deadlines and tasks.

- Clearly arranged windows allow a quick overview of what is currently happening.
- A clever quick-filter allows the displaying or hiding of entries in the result list and in the calendar.
- Easy entries and easy administration of topics and tasks simplify the organisation, especially during editorial meetings.
- Topics can be scheduled for future events.
- Deadlines can be assigned to individual editorial staff, as well as entire user groups.
- Privacy settings can protect critical investigative research.
- Tasks for the creation of articles, interviews, videos and other media events can include work instructions and scope descriptions.



alfa Agenda allows detailed resource planning in combination with the absentee list.

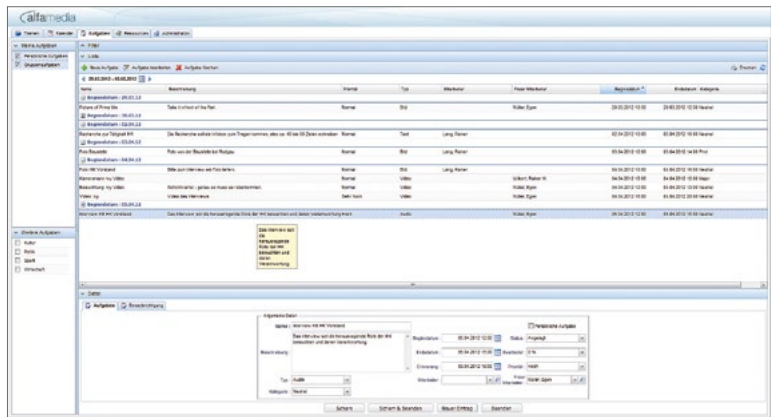
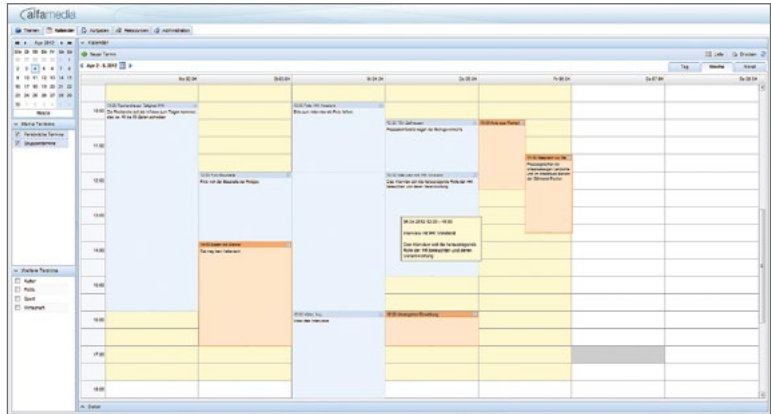
alfa Agenda offers far more than pure calendar functions and may also be seamlessly integrated into any editorial environment.



- Addresses of people, institutions and their contacts can be individually updated and administered.
- User coordination allows for tasking of the necessary staff and their grouping into freelance and payroll employees.
- Individual task lists of single employees are made automatically available by corresponding filters.

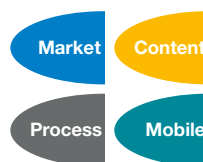
LINKED COMBINATION alfa Agenda shows its full glory in combination with the integration of the editorial tool, alfa MediaSuite Touch. Issued tasks can be opened anywhere in a browser and edited, where even pictures can be uploaded. All tasks are followed by alfa Agenda and edited content is automatically linked to the task.

EDITORIAL ENVIRONMENT ENHANCEMENT alfa Agenda can, of course, be operated as a component of alfa OpenMedia. It also represents a logical enhancement tool for any other editorial environment and can be seamlessly integrated into non-alfa environments.



Overview of the calendar with entries. Left, an extract from the topic list.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications, irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



For more information on these solutions, visit www.alfamedia.com

alfa Media Partner GmbH
 Carl-Zeiss-Straße 27 • DE-63322 Rödermark
 Phone: +49 (0) 60 74 - 31 04-0 • E-Mail: info@alfamedia.com
www.alfamedia.com