



Smart Connection™

The scaleable family of Adobe InDesign/InCopy solutions

At A Glance

Scaleable solution

WoodWing Software's Smart Connection family of products is a scalable solution aimed at publishing environments. From small to large workgroups, Smart Connection offers publishers the ability to set up workflows where editors and designers can work on a project simultaneously. The Smart Connection family offers an inexpensive but highly efficient workflow system.

Integrated production environment

By their design, the InDesign/InCopy combo offers an integrated production environment for very small workgroups of 2 to 5 users.

Most professional content creators, however, deal with larger workgroups. The Smart Connection family of products is aimed at workgroup publishing for these larger environments. They turn Adobe InDesign and InCopy into an integrated, flexible production system.

Family members

The Smart Connection family has three members: the Light, Pro and Enterprise version. Smart Connection is also integrated by several WoodWing partners with 3rd party advanced back-end systems, making a wide variety of systems available tailored to different vertical markets.



Smart Connection Light: the basics

Smart Connection Light is aimed at small workgroups of 2 to 7 people. It delivers flexible and intuitive file management. For example, Smart Connection Light allows you to create a file for each article, or a file for each spread, or just one file for each publication.

File-system based publishing

Smart Connection Light relies on the power of your computer's file system to manage publications and documents. It offers an inexpensive but efficient way for organizing content in small workgroup environments.

Remote editing

Editors can save time by writing their content on their laptop, while they're travelling or working from home. Most publishing systems require the editors to sit at their desk as the system needs the layout in order to determine when copyfit status has been reached.

WoodWing Software has developed a unique new technology which allows editors to write copy without the need for the InDesign file to be present on their system. This technology turns InCopy into a stand-alone unit that still allows to see when text has reached copyfit status, even showing the page layout if an editor wants it.

Error prevention

Although Smart Connection Light offers lightweight workflow features, it comes with full-blown error prevention out-of-the box. For example, it prevents double editing by locking text in InDesign when it is sent to InCopy.

Text that is sent from InCopy cannot be deleted in InDesign. Smart Connection Light also prevents misplacement of copy. When text is sent from InCopy, it can only be placed in the appropriate InDesign document.

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Smart Connection Pro: enabling an efficient workflow

Smart Connection Pro builds on Smart Connection Light's power by expanding the feature-set with those features that are needed to manage publications in medium to large workgroups with typically up to 30 users.

Flexible publishing structure

Smart Connection Pro has an easy to use interface. While still using a generic file-server, it organizes files with a more database-oriented approach. It uses concepts that you're familiar with like publication, issue, section, and basket.

You can set up a publication structure according to the guidelines and needs of your company or organization with even your own terminology.



Separating design from content

With its check-in, check-out features, Smart Connection effectively separates the work of the designer from that of the editor.

By doing so, Smart Connection Pro enables a simultaneous workflow. An InDesign user can't change the text of a document when an editor is working on it in InCopy. Text that is sent to InCopy can't be modified in InDesign for as long as it is checked out. In fact, as long as text is in use by an editor, the only thing an InDesign user can do, is change the design of the frames that will hold the locked text. An editor can't change design elements in InCopy because the designer is in charge of the InDesign document. Messing up publications has become virtually impossible.

File Previews

Smart Connection Pro's preview panel shows you a preview of your stories or images. This enables you to efficiently select the right files eliminating the need to roll back accidental placements, saving your valuable time.

Flexible and powerful workflow features

A basket-oriented approach allows editors and designers to identify steps in the workflow. For example, when copy is ready to be corrected, you can send your text to a basket you defined as "Revision round".

In fact, this is an automated communication paradigm. It is not Smart Connection Pro's only means for preventing errors during the production process.

For example, editors and designers can send each other short instant messages or add annotation notes to a text element.

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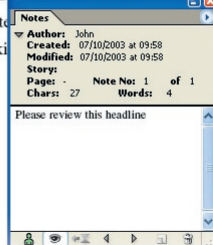
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The Smart Connection Pro "Ready" button available in InCopy allows editors to send text automatically to the next basket in the workflow you have set up.

Easy to use non-distracting interface

The Smart Connection Pro panel is dynamic in that it updates its status icons automatically as copy and design status of a document or an article changes.

The Smart Connection Pro panel can be configured to show you just the information you need to see at any moment. This prevents editors to be distracted from their work by interface elements that change as the day goes by.

Publication hierarchies

With its configuration tool, Smart Connection Pro allows you to tailor the levels of hierarchy to work intuitively with your workflow. Terms can be changed as needed as a project evolves.

Flexible file content

With Smart Connection Pro you're freed from the "one file per document" straightjacket. Instead, you can have as many or as few text elements per file as you want or need. Smart Connection Pro allows you to have one file per article, per spread, or per publication. For example, to accommodate for flexible changes to ads in your newspaper or statutes in a legislative publication, you might opt for a file per article approach.

On the other hand, if you're publishing a manual, one file per chapter might be the way to go. The possibilities are virtually endless.

Smart Connection Enterprise: serving complex environments

Complex production environments sometimes need more flexibility and power than a computer's file system can offer. When large workgroups are involved, a database-driven production system might be necessary. For workgroup environments where access and user rights management are needed or complex queries must be used, WoodWing has developed the Enterprise edition. While Smart Connection Enterprise is just as easy to use as its smaller-workgroup siblings Light and Pro, the Enterprise version is fully tailored to meet the requirements of large workgroups and complex workflows.

Three-tier architecture

Smart Connection Enterprise relies on a three-tier architecture to ensure scalability and flexibility. All business logic is centralized on the application server. The database ensures document security, rapid document search-and-retrieval and all the advantages related to database use. The client is a traditional InCopy/InDesign setup or a remote setup where a highly 'compressed' version of the InDesign document is embedded in the InCopy file the editor can work with while travelling or working from home.

Customization power

Because all business logic is centralized on the application server, Smart Connection Enterprise can be easily customized using the included PHP Software Development Kit. Scalability is guaranteed as the application server can run on the database server, on one separate server, or even on multiple servers if the environment is too large to handle from one server only.

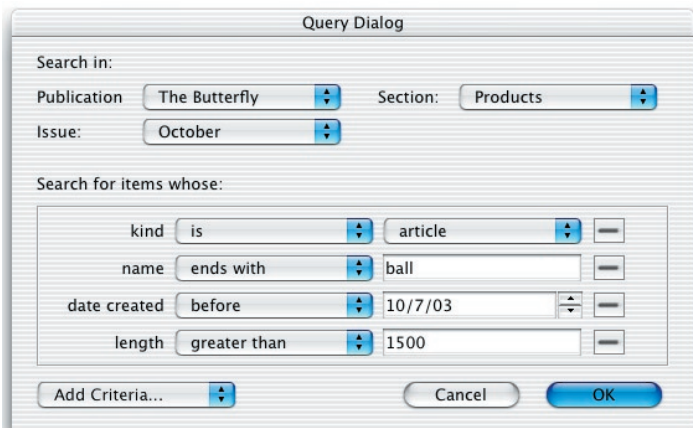
Protecting your investment

Smart Connection Enterprise offers a free choice of databases. You can opt for the high-performance open source MySQL database on Windows and Mac OS X. The Smart Connection Enterprise application server supports Apache on Windows or Mac OS X, and or Microsoft IIS on Windows.

Several VARs/SIs offer Smart Connection Enterprise with other databases such as Microsoft SQL Server, Oracle or an existing content management system, supporting Linux, Solaris and AIX platforms.

The power of databases

Except for scalability, Smart Connection Enterprise adds the power of database queries to Smart Connection Pro's production capabilities. Queries are easy to use, and offer many different search options. Finding just the right files is not only simple but also blazingly fast.



Document Information

While Smart Connection Pro supports basic meta data for each file, Smart Connection Enterprise offers complete information on your documents. Smart Connection Enterprise will store information on the author, creator, modifier, copyright, creation and modification date, comments, and much more.

Access rights management

With Smart Connection Enterprise, you can define users, groups and access rights. For each group, you can set detailed access rights for maximum security which can differ per publication, section and even object state.

Remotely managing your production system

Web-based tools enable users to get an overview of all files in the database, including their status and meta data. Smart Connection Enterprise also allows you to configure the system by using a web-browser from any location in the world.

Smart Connection OEM: powerful partner solutions

Smart Connection is also integrated by several third party partners, so that it is scalable to the largest organizations. Smart Connection creates a seamless bridge between Adobe InDesign, InCopy, and the advanced back-end system of these products. The third party solutions make available a wide variety of systems, all of which are tai-

lored to the different vertical markets in the publishing world. This gives publishers the opportunity to select the solutions with the special features, back-end system, or content management system that best fits their organizations as well as their workflow.

Smart Connection: flexibility and power at affordable prices

The entire Smart Connection family of products is aimed at integrating Adobe's editing software InCopy with Adobe InDesign, currently the most powerful layout application available on the market.

Smart Connection turns the InCopy/InDesign suite into an integrated production system that delivers more power and above all, more flexibility at an attractive price.

The benefits of Smart Connection are its combination of workflow flexibility with the ability to uphold rigid industrial-strength management, organization and document security standards.

Smart Connection also has the advantage of being an open system, meaning it can be expanded almost at will.

The OEM versions already installed prove that Smart Connection's concept is appreciated by even the most demanding of customers in the most broadly defined industries.

Smart Connection is used by newspapers, magazines, in-house production teams, and large multinational advertising agencies. It is used to publish manuals and books by some of the largest software developers and book publishers in the world.

Because of its wide usage across the world, Smart Connection offers a complete feature set at very affordable prices. The benefits of economies of scale for joining the most popular InDesign/InCopy solutions is yours!

Smart Connection Family Features Comparison Table			
Feature	Light	Pro	Enterprise
Designer and editor can work simultaneously on one page	yes	yes	yes
Panel for opening and placing files	no	yes	yes
Panel with work in progress	no	yes	yes
Fully support WYSIWYG editing with InDesign	yes	yes	yes
Protect against orphan stories	yes	yes	yes
Prevent double placements	yes	yes	yes
Versioning	no	yes	yes
Integrated instant messaging	no	yes	yes
Workflow Configuration Tool	no	yes	yes
User interface concept	file	publication	publication
Workflow support	no	yes	yes
Automatic workflow	no	yes	yes
Element labelling for InCopy element tagging	yes	yes	yes
Customized views	no	yes	yes
Document management based on file system	yes	yes	no
Remote editing with simplified layout in InCopy document	yes	yes	yes
Status information on work in progress	no	yes	yes
Database-driven	no	no	yes
Meta data	no	basic	extended
Access rights management	no	no	yes
Flexible queries	no	no	yes
Web-based management	no	no	yes
Web-based configuration	no	no	yes

System Requirements

Adobe InDesign CS
 Adobe InCopy CS
 Mac OS X or
 Windows 2000, XP

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