

der Freitag

Flexible integration of print and online channels, together with a vjoon Storage Engine backup strategy, allow agile management and high security of data during production of the weekly newspaper.

Customer

The German newspaper "der Freitag" was founded in 1990. The newspaper described itself as "the East West Weekly" at that time. Jakob Augstein acquired the paper in 2008 and carried out an essential rebranding regarding content, layout and also staff-wise. The subtitle was changed to "Das Meinungsmedium" (engl. the opinion medium). Currently, der Freitag is known for independent journalism and reports on topics such as politics, economy, culture and daily life.

www.freitag.de

Industry/Segment

Publishing

Products used

vjoon K4, vjoon Storage Engine

vjoon Integration Partner

mainblau GmbH
www.mainblau.de

Challenges

- 2008: Transform manual workflows into an automated process using vjoon K4 version 5.9
- 2017: System changeover from vjoon K4 version 5.9 to version 7 during only one weekend

Benefits

- Higher performance
- Automated production
- Transparency in task assignment and editing
- Agile data management
- Faster data recovery in failure scenarios using vjoon Storage Engine

Quick System Changeover

1 Weekend

from version 5.9 to version 7

10 Years

successful production with vjoon K4



vjoon Storage Engine
Agile Backup Strategy

ON-PREMISES HYBRID CLOUD

25

Print and Online Editors



When asked what prompted him to relaunch the weekly paper "der Freitag", publisher Jakob Augstein said he sought to communicate with the reader on equal terms and transcend the limits of a traditional newspaper.

In May 2008, he bought the financially ailing East-West newspaper originally created in a 1990 merger of two periodicals. After Augstein's acquisition, a modern, forward-looking concept transformed the paper into a full-fledged media brand that literally made headlines.

In the course of the newspaper's relaunch, Jakob Augstein chose version 5.9 of the multi-channel-publishing platform vjoon K4. This decision payed off in the long-run: meanwhile the newspaper is produced successfully with vjoon K4 for almost ten years. Currently, the editorial staff works with version 7 as well as vjoon Storage Engine.

At system launch in 2008, interchange between printed and Web content had already been an important fact while finding an adequate publishing platform. Der Freitag was looking for a solution that makes this interchange flexible. The former editorial concept was based on user-generated content. The online community which comprises of commentators, bloggers and so-called publicists, directly

influenced the contents of the printed edition. The editorial staff had been in a permanent exchange with the online community and decided which online articles were bought for the weekly print edition. Before the relaunch, the production method of the print edition was not in line with the characterized editorial concept. It was antiquated by the former standards. The editors had written in Word on old PCs and then imported page proofs as templates into the layout in QuarkXPress 3.

2008: introducing vjoon K4 among moving boxes and amid a relaunch

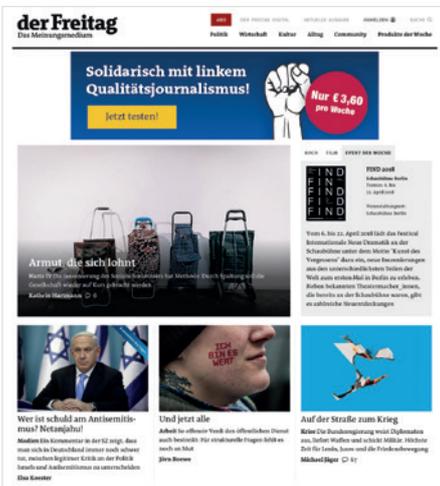
The appearance of the layout plays an important role. Therefore, a decision in favor of Adobe InDesign for the layout design was soon reached. In 2008, general manager of der Freitag, Jakob Augstein and (former) Detlev Hustedt, turned to CODE COUTURE, a Berlin-based company specializing in publishing IT, seeking assistance in selecting further hardware and software. CODE COUTURE scrutinized the publishing processes to pinpoint the editorial department's needs and selected a suitable system. The company then teamed up with Freshmilk GmbH and vjoon integration partner mainblau to manage the vjoon K4 implementation and jointly select, modify, and integrate the Web content management system.

"The editors appreciate that the editorial system vjoon K4 runs on a stable basis and integrates the different channels in an ideal way."

MARCO RÜSCHER, MANAGING EDITOR



JAKOB AUGSTEIN, PUBLISHER



WEBSITE, WWW.FREITAG.DE

The transition to vjooon K4 coincided with the editorial department's pending move to new offices. CODE COUTURE installed new technology such as the macOS operating system, Adobe Creative Suite 4, and so forth at the publisher's old and new locations in 2008. vjooon K4, however, was only installed at the new facility, and the editorial staff accessed the new system remotely from their old offices. This way the team managed to produce the newspaper amid moving boxes at the old offices while taking advantage of the new software and workstations. The transition from the old production workflow with Word and QuarkXPress to Adobe Creative Suite and vjooon K4 happened within just a week and on the fly while producing the paper.

The greatest benefit that vjooon K4 brought to the editorial department was transparency in task assignments and job handling. Brief messages that came with the feature version notes made the editors particularly happy. This feature spared them a lot of email traffic and instant messaging.

Agile concepts need flexible editorial systems

Production methods for publishers are constantly improving. Over time new publishing possibilities arise and editorial concepts as well as strategies change. This requires flexibility. It is not just editors that need to adapt content-wise but also software needs to be extendable. Since vjooon K4 has been implemented, online channels gained in importance. Der Freitag focused at an early stage on the linkage of print and online. vjooon K4 offers the required flexibility and enables the exchange between these two channels. The 25-member editorial department uses vjooon K4 on a daily basis. The task-based workflow lets editors add or expand publishing channels at any time.

2017: new Website with responsive design

Der Freitag launched a new online presence with responsive design in summer 2017. The new website is optimized for all kind of devices and offers a clearly improved usability – new colour codings and a clear structure guide the user through the individual departments Politics, Economy, Culture, Daily Life and Community. The Community department shows blog posts and comments of registered users. It is integrated as a separate visual cluster with article recommendations and a chronicle on the home page. In addition to this, a revised editor facilitates user's simple and intuitive interaction with contents on freitag.de. It is still possible that editorial contributions of the Community are featured in the printed version; frequency varies. Every week, the cover implies a prominently positioned Community quotation linking to a current Community discussion.

Cooperation between der Freitag and The Guardian

The cooperation with the British daily newspaper The Guardian is and will remain an important part of der Freitag. **The Guardian and der Freitag have been working in close cooperation since the relaunch of der Freitag in 2009: der Freitag publishes articles from all Guardian departments exclusively for the German-speaking countries, thus supplementing its own offering.** The Guardian provides two to three articles per print issue. Additionally, 50 articles are published annually at freitag.de. After delivery, all articles are translated by the editorial department of der Freitag. The cooperation leads to more international topics in the weekly paper. The Guardian is focusing on this type of cooperation and can reach more readers in German-speaking countries with der Freitag.

2017: der Freitag upgrades on vjoon K4 version 7 and a state-of-the-art backup strategy

Also in summer 2017, system changeover from vjoon K4 version 5.9 to version 7 took place. The challenge was to maintain day-to-day business. Therefore, the time frame for replacing all editorial workstations with current hardware, updating all vjoon K4 clients from Adobe CS3 to CC 2015 and updating the vjoon K4 system was limited to one weekend. This meant that every step had to be carefully planned and checked in advance. This was done by HELDISCH network, who took over the IT support for Friday since 2009, and vjoon's integration partner mainblau. In preparation, the publication structure was transferred to the new K4 Server and the workflows were adapted with the new possibilities offered by version 7.

New possibilities are task-based workflows with parallel tasks, automated rewinds and the opportunity to define dependencies between articles and images. mainblau also tested system processes with real data. Further the vjoon integration partner adapted and tested the XML-export for the Web content management system. Due to the exact preparation and the execution of extensive tests in advance, HELDISCH network was able to update the IT system landscape and mainblau completed the K4 migration in one weekend. Monday morning employees were trained and familiarized with the gained features offered by version 7. In the afternoon they already worked on the latest editorial publication with the new system. In total, everything went according to schedule. In case of need, changing back to the former version would have been possible to prevent that day-to-day business gets interrupted.

Agile data management with vjoon Storage Engine

Along with the system changeover, the backup strategy was updated as well. Der Freitag benefits from vjoon Storage Engine enabling agile data management and high data security. Backups of current publication data structures including metadata are continuously being processed. This allows to recover publications in the worst-case scenario and day-to-day business can be operated again within one hour. From a technical perspective, a lean SQL database saving publication data structure and metadata lies behind it. Digital assets such as text, image and video files are stored in the Storage Area. At the same time copies of these assets are saved in the Snapshot Area on a regular basis. For a snapshot a copy of the SQL database is created and saved together with references of assets.

In order to restore a publication, the lean SQL database including the publication data structure will be restored and all users are able to continue working immediately. The SQL database's small footprint facilitates fast backups and recoveries. der Freitag maintains all data on their in-house IT infrastructure. Alternatively, it is possible to use a cloud-based object storage or mixed solutions between on-premises and cloud.

Software as a basis for competitiveness

der Freitag successfully uses vjoon K4 for ten years now. On the whole, production processes were optimized and adapted to the current requirements within this time span. der Freitag proofs that software solutions need to be designed agile and flexible nowadays. Adapting to internal company factors and to market conditions is an absolute need to remain competitive in the long run – for the software vjoon K4 as well as for der Freitag. The editorial offer comprises of two parts: firstly, articles delivered by The Guardian and secondly, articles by the Freitag-Community. By linking all channels in a dynamic visual environment innovatively, the medium is a true role model for integration of Print and Web. "The editors appreciate that the editorial system K4 runs on a stable basis and integrates the different channels in an ideal way", states Marco Rüscher.

vjoon Integration Partner

The mainblau GmbH provides innovative services related to cross-media production. The service ranges from consulting through implementation and operation to support. The portfolio of software solutions covers all requirements of publishing, such as solutions for publishers, editors, editorial offices, agencies, photographers, designers, communications departments, corporate publishers, media service and catalog producers. Project recovery, up to 24/7 support hotline and production system hosting are just a few keywords from our broad service range. The intelligent linkage of market standards makes the future-oriented solutions both technically as well as financially manageable.

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