

# MULTI-CHANNEL PUBLISHING SYSTEM

**Create, manage and provide amazing content.**

Publish for print and digital. Benefit from lean workflows and efficient collaboration. Integrate third-party systems and AI with smart automations. What's more, you are free to choose whether your K4 should run in the cloud or on-premise.

Drive your content supply chain.



# Drive your Content Supply Chain



**As a managing editor, director of corporate communications, or project manager at an agency or association, you need a professional solution for managing editorial workflows to deliver content to any channel. vjoon's K4 publishing system does just that perfectly and grows with your needs from XS to XXL. And whether cloud or on-premises, depending on your IT strategy and the available resources, you are free to decide at any time.**

Tame the increasing complexity in content management and experience how vjoon can help you stay in the driver's seat by following the path of content supply chain management. But what does that mean in real life, for your daily work, away from the glossy marketing presentations? Here are our answers on how to create, manage, and provide content for any channel and touchpoint with efficient content supply chain management.

## Create editorial content with ease

Whether your strategy is content-first, online-first or print-first, vjoon K4 supports you in creating stories that engage your audience. Published on the many digital platforms as well as in print. K4 ensures that the entire team collaborates efficiently and that all versions of content always find their way into the system – whether you are in the office, at home or on the road. All your team members, managers and, of course, freelancers will love K4 just for that.

- Boost editorial collaboration
- Create stories and layouts that inspire
- Review and approve content with ease
- Publish for print and digital
- Accessible anytime from anywhere

→ [Discover more details on page 3](#)

## Manage workflows efficiently

K4 is easy to manage and assists you in designing lean processes. Its workflow models offer maximum flexibility at all times and enable processes from simple to highly complex. With K4, you always keep track of the current production status, and can intervene at any time if necessary. You effortlessly manage all your publications, associated users, groups, access rights and, of course, licenses, servers and third-party systems.

- Streamline editorial workflows
- Overview status, tasks and deadlines
- Organize publications and users
- Control access rights and permissions
- Manage servers and connections

→ [Discover more details on page 4](#)

## Provide content to any channel

Spread your message across all channels and touchpoints. From publishing in various media and interim processing by third-party systems to pure XML export. Benefit from extensive integration options for a wide range of systems, including web CMS, AI services or systems for high-performance PDF output. Thanks to the deep integration with seven DAM, you can create a comprehensive digital archive and reuse your valuable content.

- Serve any channel
- Automate content distribution
- Transfer content for further processing
- Assign tasks to 3rd-party systems
- Build your own digital archive

→ [Discover more details on page 6](#)



# Product features to create



## Create layout-driven content

K4's **browser-based Article Editor** is ideal for **layout-driven content**. In addition to a precise zoomable layout preview, you can use predefined styles, define font formats, insert symbols, characters, white space, breaks, dashes, etc. are available to you. And, of course, you can share comments with your team directly.



## Create media-neutral content

With K4's **browser-based Content Editor** you can **start a story for any channel**. Let your thoughts run free, the text length doesn't matter, add as many images and videos as you like, design your text as you would with a Web CMS editor. And speaking of Web CMS – thanks to the optional **integration with WordPress**, you can not only display a preview using the desired responsive design, but also publish your article online automatically.



## Create with Adobe Creative Cloud, AI and Microsoft Excel

Professional print layouts are created with **Adobe InDesign**. Along with the capabilities of **generative AI**, there are no limits to your creativity. However, it is the integration with a publishing system such as K4 that turns it into an ideal tool for teams to **optimize costs** and time. Essentially, it is about separating layout and text. The browser-based editors in K4 provide content writers in particular with an excellent **alternative to InCopy**. And thanks to K4, you can of course also **embed Excel** tables into your layouts, let them flow with the text and update them automatically.



## Streamline collaboration

Organizations bring their teams together with K4 and have **secure access** anytime, anywhere. Enable writing, designing, photo editing, editorial review and manager's approval to **work simultaneously** and collaboratively. With **predefined workflows**, everyone in the team always knows exactly what they have to do and when. Benefit from a customizable query panel that shows you the **status of all projects** and indicates deadlines. Send and **receive messages** or emails and request content to be reviewed. Thanks to **versioning**, you can see who made changes to a document and when.



## Unlock DAM features

Repurpose content from your **digital archive in seven** and generate additional profit by reusing well-performing stories. If an asset managed in seven may no longer be used due to **image rights** or licenses, the users in vjoon K4 are also informed. Because seven assets used in layouts are simply referenced via **real URLs**, you never have to bother about mounting file or cloud servers again. And if you're working on a cloud-based or external network with low-bandwidth VPN, seven's "QuickLoad" feature is perfect to use **preview images with high quality but small file size**.

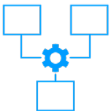


# Product features to manage



## Precise overview of production status

Use a **password-protected web interface** to view all layouts with their respective workflow **status in real time**. Color codes defined according to your needs immediately show you the production progress of each layout and article. Choose between **different views** and flip through the pages of your layouts. **Open layouts and articles** directly from the overview to complete related tasks, or to intervene when necessary. **Share ideas** and annotations with your team using sticky notes on the layout.



## Configure smart workflows

Effortlessly define **workflows and automations** for your **multi-channel** teams. With the intuitive user interface, you can set up and graphically visualize processes for print and digital media. You can set up workflows for **any type of content and output channel**, and **combine them into a set**. This gives you maximum freedom to configure additional workflow sets for testing or alternative scenarios alongside the active production set. And the best part is that you can choose which set is active at any time.

In K4, you can choose between **two workflow models**. With the classic status workflow, you can map simple linear processes, such as those familiar from Web CMS. With the task workflow, you can also set up parallel tasks, dependencies, rewinds, and emergency notifications. It is more suitable for complex processes and projects.



## Fast backup and restore

vjoon Storage Engine brings the “agile” to agile data management. It helps IT teams by **storing** layouts, videos, images, text and tables **in a highly efficient way**. All this happens in the background, at the push of a button or triggered by a scheduled automated routine, while users continue their work.

This way, the **entire publication can be restored very quickly** in the event of a crash. vjoon Storage Engine does the work in a fraction of the usual time. Fast recovery ultimately means **less downtime and lower costs**.

Companies that opt for vjoon K4 and vjoon Storage Engine are free to run their publishing workflows and maintain all data on their in-house IT infrastructure. They may also **use Amazon’s highly scalable, cloud-based object storage S3** for vjoon Storage Engine. Or they can port the whole package, vjoon K4 and vjoon Storage Engine, to the cloud. This **freedom of choice** puts media companies, agencies and marketers back in the driver’s seat when it comes to their IT strategies.



### Automated plug-in updates

Software updates are a challenge arising with **regionally and globally distributed teams**. Because of constantly exploited security vulnerabilities, corporate IT counters these risks primarily through **fast and targeted software updates**. For freelancers whose equipment is less frequently connected or seldom seen in person by corporate IT, it is generally a time-consuming and labor-intensive proposition keeping the installed software up-to-date. With K4 Updater and **automatic updates of the K4 plug-ins**, this problem has now been solved.

And if your team works for **different publications or brands**, a similar problem occurs. Large media houses often have **several K4 servers**, but this also applies to creative agencies working on their clients' systems. Imagine the systems have different versions, and the team works on project A in the morning, B in the afternoon, and C the next day. How can you ensure that your **creatives can connect to their projects correctly** at any time? And this is where the K4 Updater also enters the scene. It ensures that everyone in the team always has the appropriate versions of the K4 clients for InDesign and InCopy available for each customer. **Fully automated and in a matter of seconds**.



### Professional Identity & Access Management

Enterprises face the challenge of **providing access to technology and application resources** in the cloud, on-premise, and in hybrid environments for large numbers of users, including those working remotely, as well as partners and vendors from across the globe. In modern IT infrastructures, **information about users and authorizations** is often **managed centrally** via Identity & Access Management (IAM), such as Amazon Cognito, Okta, Microsoft Azure AD. Among others, IAM solutions can be used to streamline **single sign-on requirements (SSO)** in a K4 environment.

In addition, these services enable users' access to be changed at short notice when required, for example during on- and off-boarding, and security policies, such as multi-factor authentication, to be enforced. When it comes to **authentication methods**, you can use authentication apps, SMS, email authentication, or FIDO, for example. By integrating K4 with **OpenID Connect (OIDC)**, organizations can deploy their custom IAM solution and meet internal and external **compliance policies**.

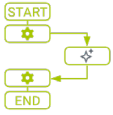


### Take advantage of Directory Services

vjoon K4 supports the **Lightweight Directory Access Protocol (LDAP)** for implementing access to information administered by Directory Services. This information is used for **managing user accounts** in vjoon K4, and can optionally be used for **user authentication**. You can manage settings centrally in your K4 Server Admin and assign them to the publications you want as a preset – or, you can configure the settings you want to use for each publication individually.



# Product features to provide



## Task AI powered solutions and third-party systems with content processing

One of the key advantages of K4 is the ability to automatically outsource tasks for interim processing. Such **smart workflows save a lot of time** by relieving teams of time-consuming manual routine tasks. K4 manages this efficiently with K4 External Task Dispatcher (XTD).

For example, texts can be easily translated outside of K4 using **AI powered solutions** such as DeepL. The translated text is automatically returned to K4, saved as a new version, and made available for further use.

The same applies to images. Transfer them effortlessly to **automatic image editing** tools such as Pixometry (formerly Elpical Claro). After forwarding and editing, the image automatically returns to the K4 workflow as a new version. These are just two examples of how vjoon K4 automatically provides content for processing by specialized solutions. Everything is **fully automated**, with **versioning** and within the actual workflow in K4.



## Create with K4. Publish with WordPress.

Publish your brilliant content with WordPress **at the push of a button** or via **automated workflow tasks**. Images, videos or social media posts included in the story are also transmitted and appear in the text at the same position as seen in K4's Content Editor. Depending on the configuration, a content story can be reserved exclusively for K4 for editing, using WordPress as a **headless CMS**.

While creating the content story, a preview rendered by WordPress allows K4 users to verify how the story will look like in WordPress. K4 Integration with WordPress is offered via a serviceable WordPress plug-in, allowing vjoon to maintain and **update the plug-in independently of K4**.

This smart integration of K4 with WordPress, which is suitable for everyday use, also serves as a blueprint for **any other Web CMS integration**. Implemented with one of the world's most popular Web CMS, this demonstrates the enormous potential of K4 for creating, managing and providing online content.



### Import and export content

K4 enables you to import from and export content to third-party systems. **Automated and embedded within the workflow** or at the touch of a button – depending on your preferences and without using the API. Content is imported via one or more monitored hot folders, while export is done as XML, for example via email or FTP.

Import articles, layouts, images, Microsoft Excel files, and any other content via hot folders. Create dedicated hot folders as needed to obtain content from **various external systems**, such as **Web CMS**, or **ad management**. As part of online-first strategies, importing content from the Web CMS complements your content strategy and offers huge potential for secondary use in print.

Is your strategy content-first or print-first? And do you want to publish the content created by your team in K4 online at any time? K4 supports you with maximum efficiency for this as well. Easily export your great stories in **media-independent XML format** and repurpose them **for websites or social media**.



### Archive and repurpose published content

Why keeping your published publications with all their issues and associated images in the production system, eating up space? Or why simply store them as a random collection of files? Why not **building a digital archive with links between all assets** and the opportunity to **repurpose and even monetize this content again?**

**seven will manage this for you.** Automatically and silently in the background. You don't even have to do anything. Thanks to the deep integration with K4, the archiving process can be easily configured as an **automated task** at the end of every production cycle. The entire issue with all associated content is imported into seven, including all layouts, all assets, and with all relations to each other, keeping everything in a **structured and searchable** context. And even better, **all relations are clickable**, and you can quickly access the corresponding assets, variants or collections you need.

What's more, you can **repurpose stories** that have already been archived. Simply download and edit it to meet your needs. All these capabilities make the digital archive in seven so valuable for your business.

# Integrate with others














For ongoing success, it is most important to implement a highly connectable publishing platform, which incorporates the idea of a modern content supply chain. By creating lean processes you'll ensure that everything runs in sync.

This reduces the likelihood of errors and gives you more time to focus on content and company growth. From comprehensive core functionality, to pre-built add-on components, to integration via API, our extensible platform combines proven technology and creativity, streamlining workflows and enabling seamless content creation, management and delivery.

State-of-the-art concepts and technologies, as well as extensive experience gained from customer projects and our partner network, are incorporated into the further development of the platform. Maintained integrations with solutions from established vendors and proofs of concept for the integration of innovative tools complement comprehensive standard functionality, thereby expanding the range of possibilities for making your content supply chain more efficient.

Thanks to an extensively documented API, you can also enhance the functionality to go beyond the standard and meet individual requirements.

 <p><b>Open ID Connect</b> Authentication, SSO, IAM</p>	 <p><b>Directory Services</b> User account management</p>	 <p><b>vjoon seven</b> Digital Asset Management</p>
 <p><b>K4 XTD</b> External Task Dispatcher</p>	 <p><b>K4 XML Exporter</b> Automated content export</p>	 <p><b>K4 Drop Folders</b> Automated content import</p>
 <p><b>WordPress</b> Web CMS</p>	 <p><b>Drupal</b> Web CMS</p>	 <p><b>Plone</b> Web CMS</p>
 <p><b>dataplan</b> Journal Designer Editorial planning</p>	 <p><b>TIMONE System</b> Editorial planning</p>	 <p><b>EasyCatalog</b> Catalog production</p>

 <p><b>DeepL</b> AI powered translation</p>	 <p><b>Pixometry</b> Image enhancement</p>	 <p><b>SAP</b> Business Suite</p>
 <p><b>Microsoft Excel</b> Soreadsheet editor</p>	 <p><b>Enfocus Switch</b> Automated print export</p>	 <p><b>axaio MadeToPrint</b> Automated print export</p>
 <p><b>Adobe InDesign</b> Layout design</p>	 <p><b>Adobe InCopy</b> Text editor</p>	 <p><b>Adobe InDesign Server</b> Layout design (without UI)</p>
 <p><b>Amazon S3</b> Cloud storage</p>	 <p><b>Oracle</b> Database</p>	 <p><b>MySQL</b> Database</p>
 <p><b>Microsoft SQL</b> Database</p>		

# Who we are

Sophisticated software with high quality is our DNA. Since our founding in 1990, we have pursued the goal of providing our customers with solutions that noticeably improve their content management. We are privately owned and our hierarchies are flat. With our headquarters in Europe/Germany and our subsidiary in the USA, we are close to the pulse of our most important markets. All this enables us to be flexible, recognize market changes quickly, and act accordingly.

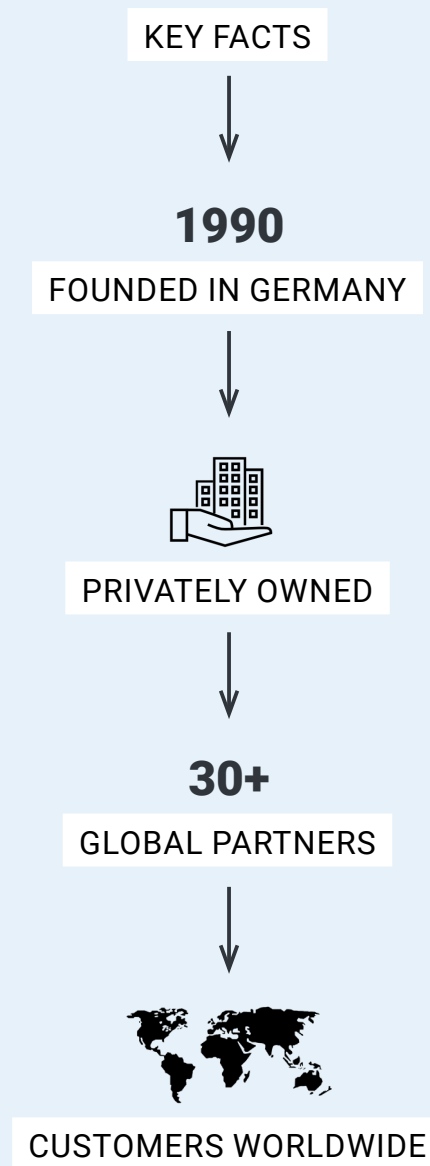
A steadily growing workforce of highly qualified employees develops our products K4 publishing system and seven DAM at our headquarters in the greater metropolitan region of Hamburg. This is the home base from which we also coordinate our global partner network. And together, we look back on 35 years of experience in content management solutions.

## **Strong history. Excellent references.**

Originally founded as a start-up for software localization, plug-in development and integration of publishing software, we were the first provider to develop a professional workflow solution based on Adobe InDesign in 1999. In 2010, we were (again) one of the first in the field of magazine apps, integrating K4 with Adobe DPS. And the pioneering concept of vjoon's Unified Publishing Process from 2012 formed the basis for today's Content Supply Chain Management.

vjoon has grown in recent years to become one of the largest providers of software solutions for smart content management. Customers of all sizes around the globe are already leveraging the power of vjoon solutions to drive their Content Supply Chain and achieving incredible results.

**Let's do the same.**



# Selected customers

**Allianz** 

**AVD**  
GOLDACH

**C3** CREATIVE  
CODE AND  
CONTENT

  
**CAIRO EDITORE**

CONDÉ NAST

**DB**

 | DOW JONES

 **fressnapf**

**Harvard  
Business  
Review**

**Hubert Burda Media**

 **infopro**digital

 **KLAMBT**

**Les Echos**  
PUBLISHING

**Le Point**

**Mc  
Graw  
Hill**

 **MONDADORI**

 NATIONAL  
GEOGRAPHIC

 **nea** NATIONAL  
EDUCATION  
ASSOCIATION  
Great Public Schools for Every Child

**NYC** Mayor's Office  
of Management  
and Budget

**PLAYBOY** 

**RCS**  
MEDIAGROUP

**Red Bull** MEDIA  
**HOUSE**

**SARTORIUS**

 **Texas Electric  
Cooperatives**  
A Touchstone Energy® Cooperative

**The New York Times**

**VMM**

 **WARNER BROS.  
DISCOVERY**

See more customers on [vjoon.com/customers](http://vjoon.com/customers)

# DRIVE YOUR CONTENT SUPPLY CHAIN

vjoon K4 product information.



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