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**Business Domain**

High Tech and Software Platforms

**Project Type**

Cloud-based software platform for digital and print newspaper content management

# Development and Support of The Cloud-Based Multi-functional Platform for Editorial Management

## Client

Desk-Net was founded in 2011 by Matthias Kretschmer. He saw how companies of all sizes were struggling to find a tool that could adapt to the publishing process's ever-growing complexity.

Since launching Desk-Net, its development has been focused on the needs of more complex content teams, including fast-paced newsrooms and large-scale editorial departments.

## Project

Project "Desk-Net" is aimed at helping publishing houses to plan the work of their editorial departments: arranging appointments, managing stories, and coordinating staff. Desk-Net is evolving into a workflow management tool to coordinate workflows across multiple systems, such as headless CMS or Digital Asset Management tools.

## Objective

Developing a browser-based secure web application that would allow users to plan their everyday work. Continuous system enhancement. Production server support and maintenance.

## Team Reinforcement

The Client needed a custom software development provider with expertise in the relevant field to help them implement their idea. They turned to Intetics to assemble an Offshore Dedicated Team® (ODT) at one of their Offshore Development Centers.

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# Challenge

The Client is a diverse team of 35+ members based in Hamburg (Germany). The content planning tool with an editorial calendar created by Desk-Net is used by 200+ brands worldwide.

The Client's goal was to build a Software-as-a-Service solution, but they had only domain expertise. The Client required a trusted and competent partner to help them to create their complex software.

The Client is not a technical organization; they don't have internal engineering resources, so they trusted Intetics in this domain. Later, the Client created a strong managerial team while engineering remained on the Intetics site.

## Quick Facts

- 10 years of continuous cooperation
- All the project functionality was developed by the ODT
- Worldwide known powerful content planning tool with an editorial calendar

### Technologies

Java Enterprise Edition / GWT / Spring / Hibernate / Xdoclet / XSLT / Oracle XE / My SQL / Tomcat 5 / Amazon EC2 / Amazon S3 / CruiseControl / Ant / Checkstyle / Cobertura / AWS / Angular / JavaScript / WordPress / PHP

# Solution

### ★ 01

There are about 340 such newspaper titles in Germany, though the number of publishing houses owning these titles is somewhat lower because publishers sometimes own several titles.

### ★ 02

The Desk-Net solution makes managing appointments of reporters, photographers, etc., efficient.

### ★ 03

The whole range of publishing processes was automated with the new software solution, including major processes such as:

- Appointment Planning
- Staff Coordination
- Storyboard Management

### ★ 04

Main functionality includes:

- Import from external or internal appointment databases
- Easy-to-use and fast entry of appointments
- Express + detailed entry
- Enter appointments once into Desk-Net – no double work
- Assignment to appointments
- Special templates; etc.

### ★ 05

Other Desk-Net features for story management involve:

- Personal story repository
- Idea-list
- Story search
- Series planning

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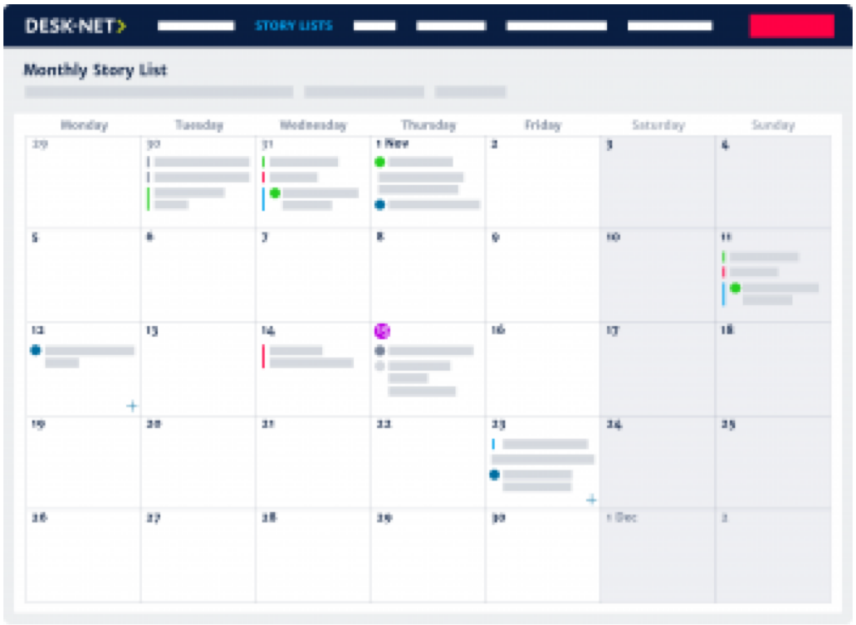


# Client Reference

*Intetics provided a long-term team that is similar to having your own team – without the hassle of having to manage it.*

**CEO and Founder**

## Benefits and Results

- After the release, the system reached 200+ clients with 20K+ monthly active users.
- The initial launch of the solution gave the Client the opportunity to start a SaaS business and manage it successfully.
- Thanks to the proprietary software, the Client grew quickly and created a strong foundation in Germany, then Western Europe, then worldwide.
- In the beginning, the software focused on the news industry. Over time, it was expanded to accommodate communications teams and large organizations to meet their publishing demands.

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**Techstack:**

J Java Enterprise Edition, GWT, Spring, Hibernate, Xdoclet, XSLT, Oracle XE, My SQL, Tomcat 5, Amazon EC2, Amazon S3, CruiseControl, Ant, Checkstyle, Cobertura, AWS, Angular, JavaScript, WordPress, PHP

**Team: 21**

Project Manager, System Analyst, Team Leads, Java Developers, JavaScript Developers, Designers