cobalt

NEXT-GENERATION CONTENT CREATION AND DELIVERY

Digital challenge – digital opportunity

For consumers of quality content today's media panorama offers an unprecedented number of ways to stay informed. For those who produce the content this is often a challenge.

Whether they are news organizations, financial institutions, or government agencies, the need to stay ahead of their customers' multiplying channels and devices can lead to unacceptable increases in the cost and complexity of their operations.

Cobalt addresses that challenge. It harnesses the latest digital technologies to create and publish content automatically and without manual repurposing to multiple digital destinations – anything from Web pages and mobile apps to platforms like Facebook and Apple News and social media channels.

By simplifying and accelerating these processes, *Cobalt* restores productivity and sustainability to the creation and distribution of digital content.

New architecture – new flexibility

Fundamental to *Cobalt*'s power and flexibility is its service-oriented architecture. Built of independent modules that communicate in a highly standard way, *Cobalt* can include third-party components (even open-source modules) and can be quickly and flexibly scaled up to meet changing needs and market opportunities. This modular approach is also particularly suited to Cloud deployment with all of its advantages of economy, stability and scalability.

It also allows **decoupling** – a clear separation between the editorial processes and the delivery modules which can easily be updated and refreshed to keep pace with changing technology and user habits.

The best of both worlds

By combining the flexibility of an open-source approach with the stability of a managed platform, *Cobalt* gives system developers the freedom to innovate and evolve within a robust and fully documented technological framework.

Designer freedom

Cobalt also frees up page designers to create engaging digital layouts using standard open-source tools like Bootstrap and FreeMarker. Responsive design, multi-device pages can be created and modified quickly and easily, without recoding or compilation.

Universal user interface

All *Cobalt* users, from authors to designers and developers, access the platform through *Swing*, a Web interface that works on PC or tablet from any location.

Swing is highly configurable to give each user the tools they need. Authors work in a full-screen editing space with media and resources just a click away. Coordinators use real-time planning and monitoring tools to manage the workflow of users and groups at any physical location.

Best-of-breed technologies

Cobalt has been built using the most powerful technologies available: persistence of data is assured by PostgreSQL and MongoDB, while search is powered by ElasticSearch.

mongoDB.   RESTful API

{json:api}   PostgreSQL

elastic   amazon webservices™
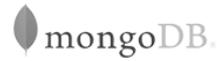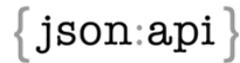
Integrating Cobalt

Cobalt can serve as the front end for any existing content management system. Interoperability is assured through a complete set of APIs based on REST standards. Content is handled in neutral JSON format, ready for deployment to any digital destination. Native apps for iOS and Android can access content directly from Cobalt.

FLEXIBLE INTEGRATION