HUP

Complete solution
PS.Content and HUP Portal

**Your future-proof, browser-based CMS and editorial system.
So you can publish easily across multiple channels.**

Future solutions with the extra in ideas

What our customers say

„One big difference is less time spent.“

Kai Gohlke, Editor in Chief
Oberpfalz Medien

Cross-channel publication

PS.Content offers numerous rejection modules that transform the channel-neutral captured content into channel-specific forms without further user intervention and make it available to the reader. This ranges from the compilation of text components to the to the channel-specific selection, cropping, and preparation of assets, table contents, and links.

In combination with the HUP print editorial system, even the print layout is almost completely automated. Depending on the amount of text and article attributes, the software automatically selects a suitable print layout and generates the article. Using drag & drop, the finished print content is turned into a complete and also visually appealing print product in no time at all.
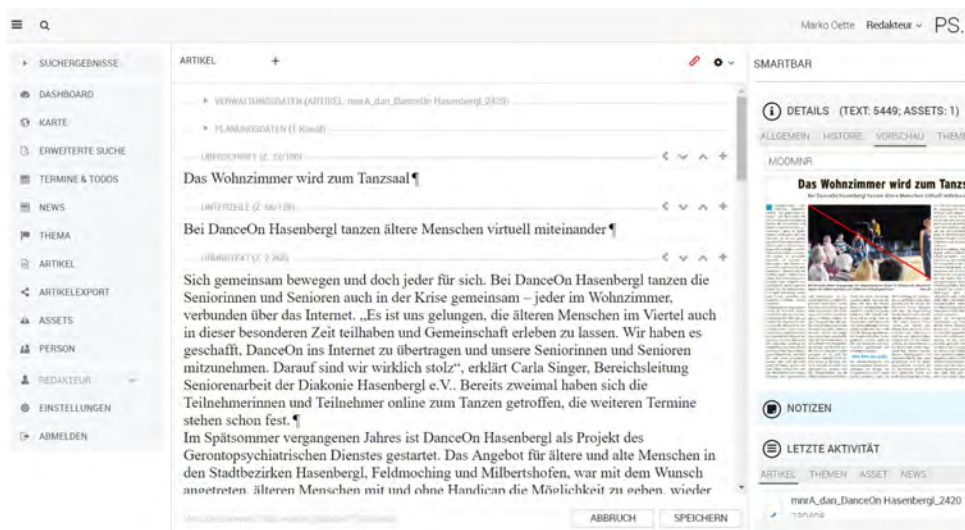
In Detail:
Preview for all channels

The editor is live during the creation of the individual channels.

He can call up a WYSIWYG preview of all channels in real time while they are still being created.

This also includes image editing and, of course, text adaptation with the definition of headlines, teaser texts and captions in a single step for playout in all channels in which the article is to appear.

# Publish to relevant channels as easily & quickly as never before

As a media company, you are successful if you can deliver news and background reports to your readers around the clock and in a short time on all relevant channels.

The content must be optimally implemented in a media-specific way so that it is accepted. With PS.Content, HUP has developed a multi-channel CMS at the highest level.

In addition to the usual functions of an easy-to-use, responsive article editor, it also integrates asset, topic and editorial management as well as DSGVO-compliant personal and contact management.

The CMS package is rounded off by an event database and modules for linking to numerous print and online systems such as Wordpress, Drupal, InDesign or HUP Print Editorial.
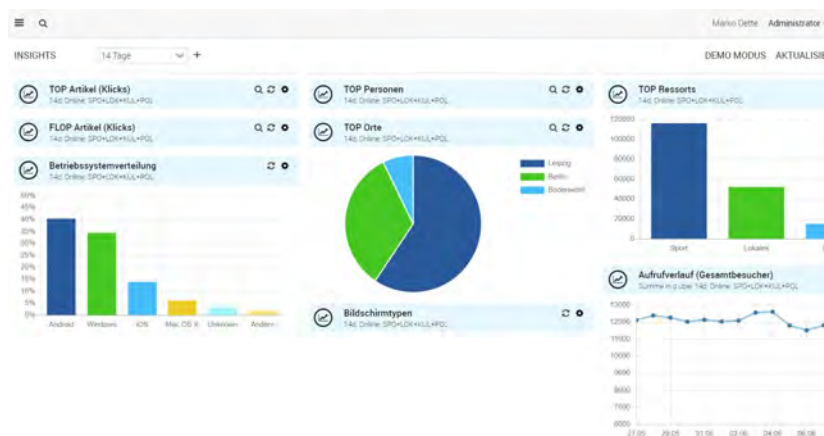
In detail: The dashboard as a cockpit

The PS.Content Dashboard is the central hub of our content management system PS.Content.
Here, the editor starts the day, sees all news of his colleagues, the agencies, new photographs, as well as the relevance evaluations for the articles online.

He has an overview of all appointments and deadlines and - depending on his role - also those of the other editors, and can thus intervene and take corrective action if necessary.

In short: It is his central cockpit.

This is how your editorial team benefits on a day-to-day basis

All necessary tasks are handled quickly and efficiently in a central module. Editors, journalists, freelancers and reader reporters can work independently of location and device.

From editorial and topic planning, asset upload and management, contact management in the integrated editorial CRM to event registration and linking with editorial content.
The automated system in the background takes care of everything that an editor should not do due to other core tasks and lack of time.

PS.Content at a glance:

- Easy to use, easy to learn. We rely on **intuitive** software and self-explanatory processes.

- **Channel-independent editor** and asset management system: You create the content - exactly once in one place. PS.Content takes care of the extraction and preparation for you.

- #Insights: Insights into **user behavior** and the effectiveness of published content **in real time** in a simple, intuitive and understandable dashboard.

- Integrated **topic, task and staff planning**. Whether photos for an article or articles for a topic. All management is done in PS.Content. Outlook/ICAL connection included.

- Image clipping? Automatically and in the right place! In PS.Content, relevant **image areas and image borders** are defined. In this way, different image sections can be created responsively in a targeted and device-optimized manner. On-the-fly and people always keep their heads!

- **Event database and portal**, online playout platform and much more. A whole range of additional modules allows to turn PS.Content into a complete online portal with community function, event data calendar and reader reporter access.

- Directly **integrated** in PS.Content is a **fee management** system that, in addition to the classic print line fee, can also provide future-oriented, channel-neutral fees.
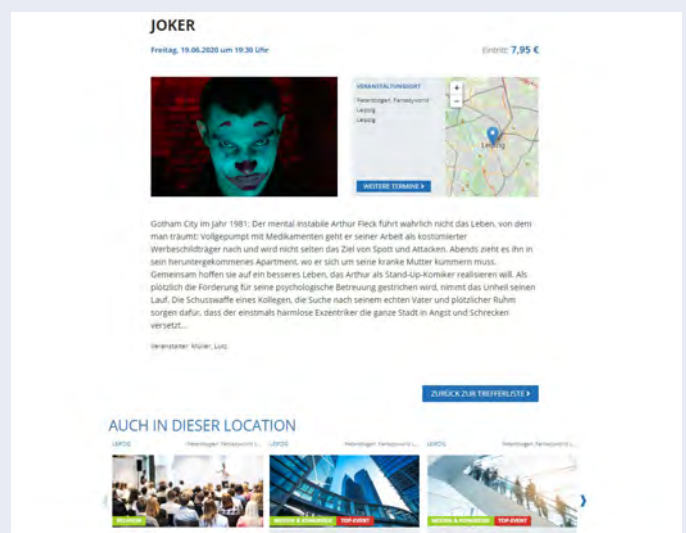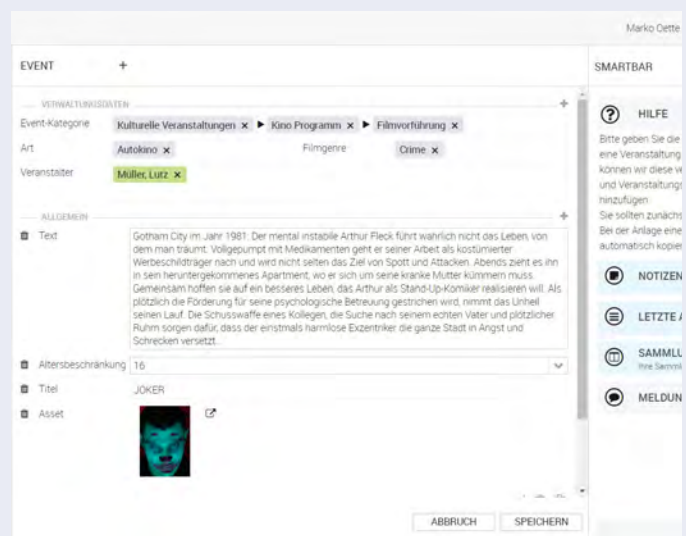
Three questions for:
Marko Oette, COO Content at HUP

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For me, designing software on the drawing board and carrying out projects according to the waterfall model no longer belongs in the software development and project landscape of the 21st century. Requirements sometimes change faster than we can implement them - and my team is really anything but slow! This costs us and our customers money, time and sometimes even our good reputation.

We will no longer include anything in our software that we do not know in advance can be used and monetized on the market in the time and at the development costs at which we can implement it. And who better to judge this than a panel of experts consisting of many different editorial and publishing staff?
In the PS.Content customer scrumble, many different minds from completely different industries and worlds meet, from the publisher to the CvD to the editor and volunteer. The result, which is still to be programmed, is usually amazingly simple and efficient.

There are already extensions to PS.Content such as #Event or #Royalties. What is behind them and how can users benefit?
Not every media house needs all the functions of PS.Content. You know how it is: the bigger and more complex a software becomes, the more difficult it is to learn how to use and maintain it. In addition, this modularization also allows for much more efficient pricing models. For example, if I don't need an event database, I don't pay for it.

What are your goals with the CMS PS.Content?
I want to offer a CMS that makes the user's work easier and combines all necessary tools in one interface. I don't want to offer a maximum of functionality, which nobody needs and masters in the end, but I want to deliver sophisticated and intelligent solutions for everyday problems.
PS.Content is particularly good when its users enjoy their work and can develop creatively. Boring and time-consuming tasks can be taken over by the computer.
Until the „all-around carefree package" is ready, there are still a few source code lines to write and also a few customer scrumbles to hold and I'm looking forward to it.

Marko Oette

More HUP advantages
Did you know that HUP offers high quality solutions and services for many different requirements?

Payroll outsourcing
For outsourcing your payroll - temporary or permanent - there is our comet payroll office. Due to our decades of experience in programming our payroll software comet PA, the know-how of the HUP comet team is a great asset to any company. Outsourcing your payroll quickly pays off for you through lower costs for software licenses, maintenance, employee training, and much more.
(Unfortunately only available for Germany)

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