

“

The successful implementation of the Iris system for text and multimedia journalists is undoubtedly due to the depth of the relationship established between the Capgemini and AFP teams.”

Philippe Sensi
Deputy Director of IT Systems
Agence France-Presse



Agence France Presse (AFP) Transforms Global Editorial System

Capgemini delivers the first stage of a project to overhaul AFP's global editorial system: a true transformation program

The Situation

Leading global news agency Agence France Presse (AFP) had an editorial management system that consisted of content silos, built up over time as it expanded its editorial services to include text, photos, graphics, video and multimedia. The agency wanted to deliver a new system for all its journalists that would:

- Provide a homogeneous multimedia and multilingual system that no longer separates access from content according to media type but instead:
 - aligns each work tool to corresponding data type
 - standardizes the metadata of documents, regardless of the format
 - facilitates the access and sharing of content between different editorial departments and creates a holistic view of the agency's services
 - provides a system that is easy to use; available 24/7; highly scalable and easy to upgrade
- Better manage the different steps of producing content, while creating an intuitive interface to make it easier for journalists to collaborate
- Centralize data and thereby reduce operational and maintenance costs.

The Background

Rising demand for multimedia content and the advent of mobility are among the factors that make efficient and flexible data management systems increasingly crucial for a global news agency. Success depends on being able to rapidly create and deliver multi format content to a wide and growing range of devices and customers. In this context, AFP, which has a global network for collating and disseminating news among multiple sources and customers, wanted to deploy a new system for producing and managing multimedia content.

The Solution

In order to meet AFP's requirements, Capgemini designed and implemented a centralized architecture that provides a single view of all its sites and incorporated all the elements of the company's editorial system.

The resulting architecture provided an intuitive, function-rich system for:

- Acquisition and collection
- Production and publishing
- Enriching and validating media
- Broadcasting and distribution
- Managing and benchmarking data and events
- Archiving and research.

Capgemini transformed the editorial system by leveraging:

- Its end-to-end expertise and sector knowledge; from project management and needs analysis to installation and support, by way of development and testing
- Its collaborative rapid design and visualization (RDV) methodology, which provides IHM simulations
- High performance workflow and associated interfaces
- A tailored solution that is open, flexible, highly available and scalable
- Integration with an open source solution (CMS/ECM based in Nuxeo)
- Close collaboration with the client and its teams
- Extensive knowledge of agile projects based on the scrum methodology

The Result

The overhaul of an entire editorial production system is a first for Capgemini. In addition it was a complex project, since AFP has over 100 offices worldwide and a global client base. The first part of the new system to provide text and multimedia 24/7 has been successfully deployed across all of AFP's offices and now handles more than 50,000 documents a day. Capgemini was able to differentiate through its expertise, its understanding of the customer's needs and its ability to deliver on time.

For more information on this project, please contact:

success.story@capgemini.com

About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at
www.capgemini.com

Capgemini France
Telecom Media & Entertainment

Approved by

Sylvie Vormus, **Christine Domange,**
Communication Account Manager,
& Brand Director, AFP Capgemini

Philippe Sensi, **Mathieu Alouis,**
Deputy CTO, Project Director,
AFP Capgemini

In collaboration with



About AFP

Agence France-Presse (AFP) is a French news agency, the oldest and one of the largest in the world. AFP is headquartered in Paris, with regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C., and bureaus in 150 countries. It transmits news in French, English, Arabic, Spanish, German, and Portuguese.

More information is available at:
www.afp.com