

smartify

your data platform

for media companies

smart●ct●

# smartocto

Europe's first choice in  
data driven content intelligence



# data ownership & control

In the 21st century, media companies know that data is crucial if you want to move forward. Data ownership and control is central to the business model, the workflow and the connection to the audience. That is why big companies set up their own database and consider their Data Management Platform (DMP) a central asset. But media management are starting to realise that this still leaves a gap between collecting the data, and making it actually work.



# I need some **answers** now!

**Media companies demand answer to questions like:**

- How do you present the data in such a way that the newsroom is able to make the best decisions?
- Who will inform storytellers when something remarkable is going on?
- Who will show the most important patterns?

**And many, many more ...**

**But the real challenge for the newsroom is to get from data to action.**



## from data to action



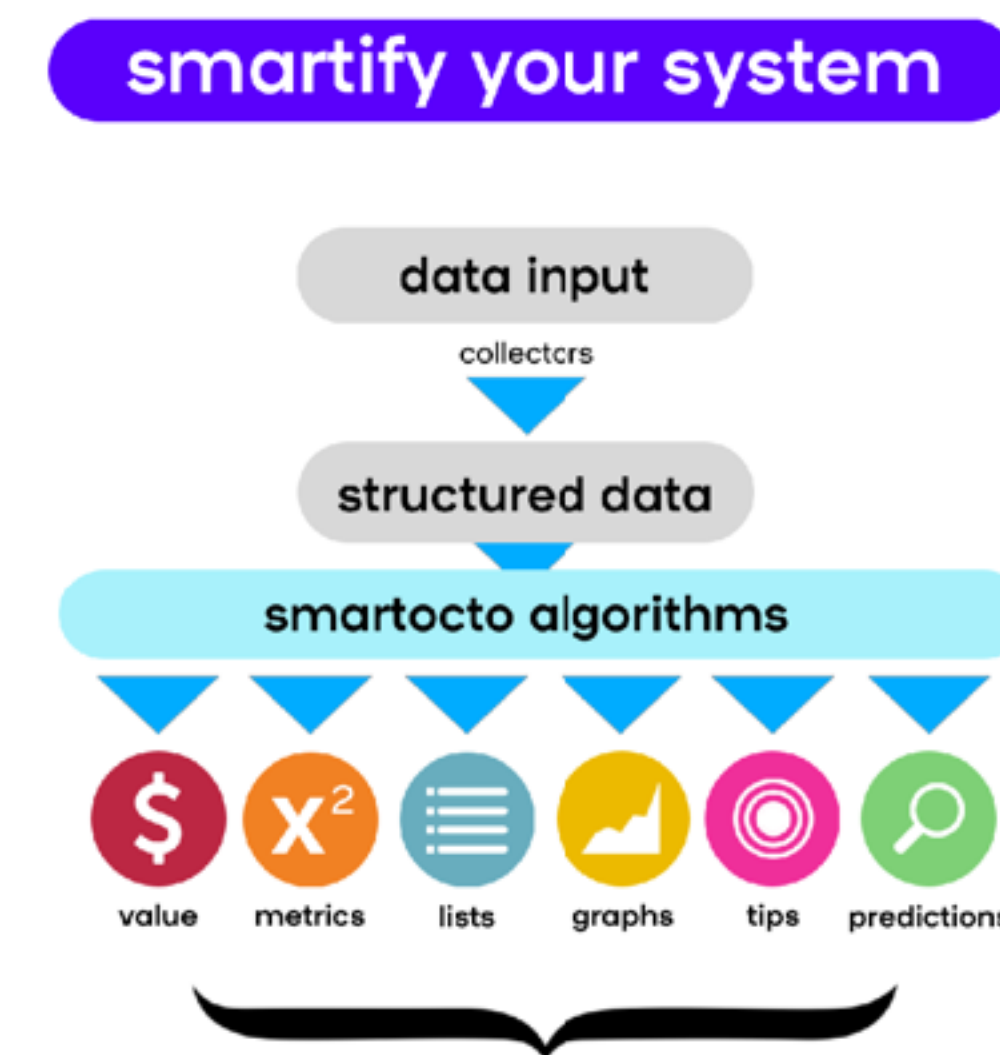
The next paradigm shift is from data to action. And this is where **smartocto's smartify** comes in. With unique and powerful algorithms, APIs and visualisations, smartocto will be the bridge between the data and the newsroom. This editorial navigation system consists of six different elements: **Collector, Notifications, Summary, Dashboards, API and Data Science.**

Let's have a quick look at each of them. Or just give us a call.



# 1 smartocto Collector

Smartocto is unique in the sense that it can connect to internal DMPs or available tools, like asset management systems, or CMSs and extract the data. Wherever there is a void, smartocto is capable of completing the data collection on its own. This way, the media company ensures that there is only one truth communicated. This is especially important, because in practice multiple data tools produce different numbers, and the fact that these numbers never add up is very confusing to everyone. By **smartifying** your data, this won't happen anymore. Push your data to us (JSON, XML or other) and we'll organise it - and we'll organise it well.



smartocto products, cms systems, homegrown dashboards, third party platforms

fig. 1. impression of smartly your system

## 2 smartocto Notifications

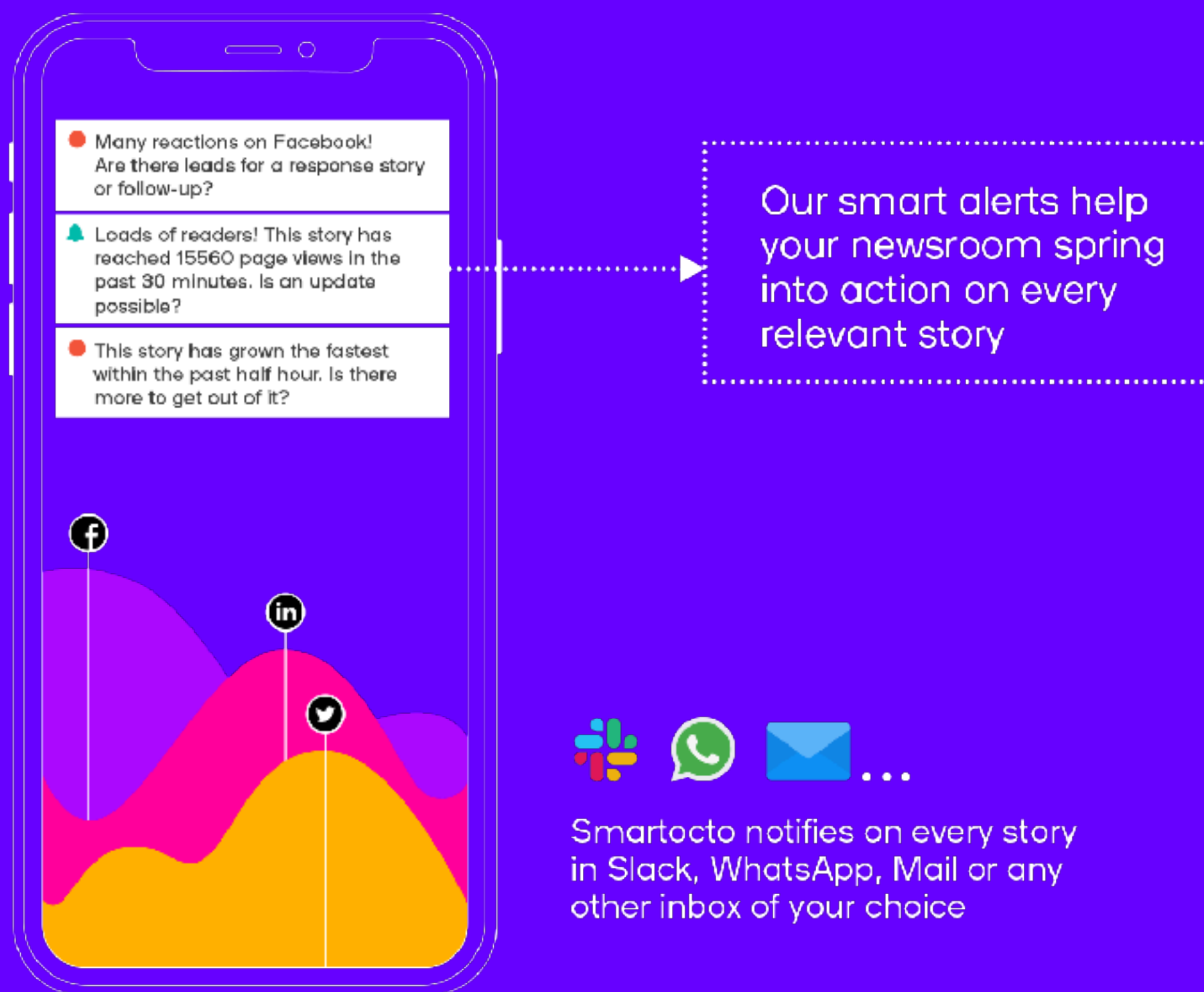


fig. 2. impression of smartocto Notifications on mobile

After smartocto unifies the data, the renowned smartocto algorithms will go to work. They are able to predict the impact, and calculate the best scenario for every story. Smartocto will alert you and give you concrete tips: how to deal with stories, auteurs and sections in real time. Working with 150 newsrooms, smartocto can focus the power of AI and data to work for you. It's like having a super smart extra colleague.



# 3 smartocto Summary

To take the actionability even one step further, smartocto is developing Summary. This is an action centre where all the acquired intelligence will start to talk to everybody, in comprehensive sentences. It will give status updates and strategic tips and will give you perspective on the predicted impact of your actions. It will even learn from your feedback.

And of course we will send it to you in any desired platform or channel, like mail for example.

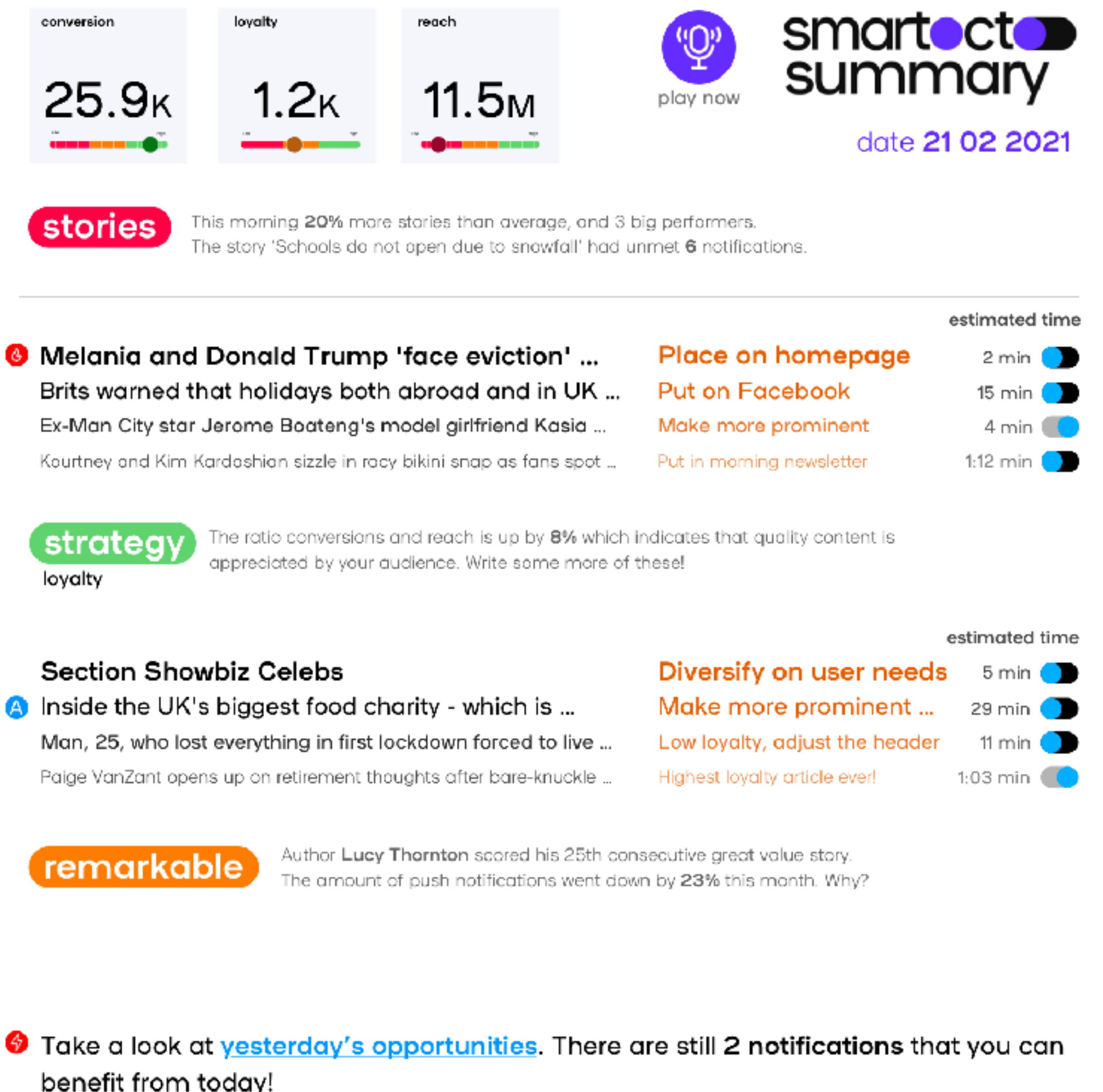


fig. 3. impression of smartocto Summary in mail



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# smartocto Dashboards

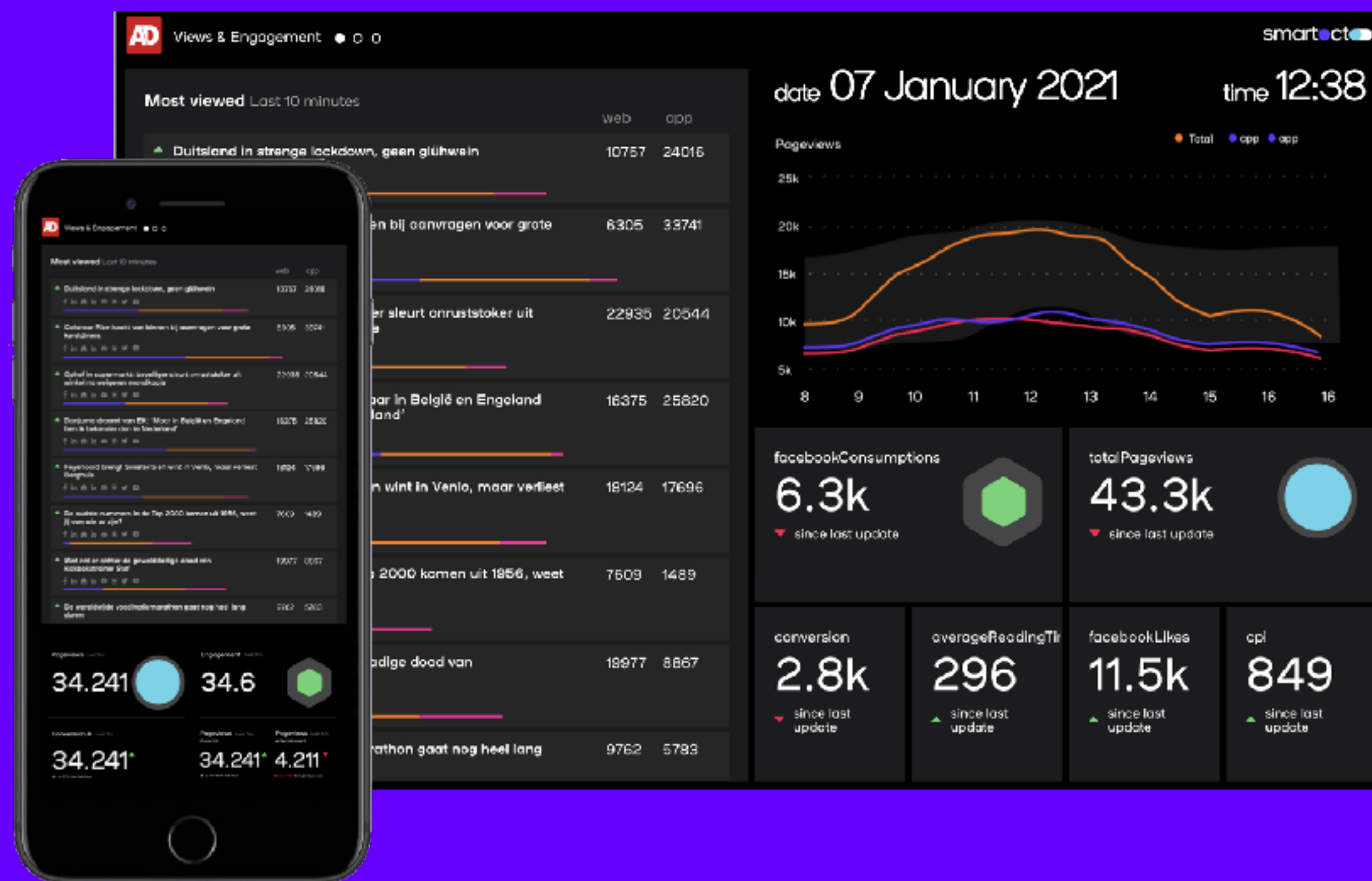


fig. 4. impression of smartocto Waves: the flexible dashboard builder

Visualisations are always important to substantiate advice, to show what is the case. Smartocto's smartify can power your home grown dashboard system, but also supplement these on the fly. With smartocto Waves, endless variations of dashboards can immediately be built to service departments, management or specific tasks in the newsroom. These dashboards can be integrated in your internal editorial systems.



## 5 smartocto API

At smartocto we understand the importance of having a workflow that is really simple; we were all media people once. You want insights in your CMS, in your communication platform or dashboard. You want to cut down on the number of screens that the newsroom has to use.

That is why we built a really powerful API. You can request graphs, numbers, alerts and even notifications and place them wherever you want. Want to make your editorial system really clever? Power it with tips and visualisations. The newsroom will be the better for it. That's a promise!

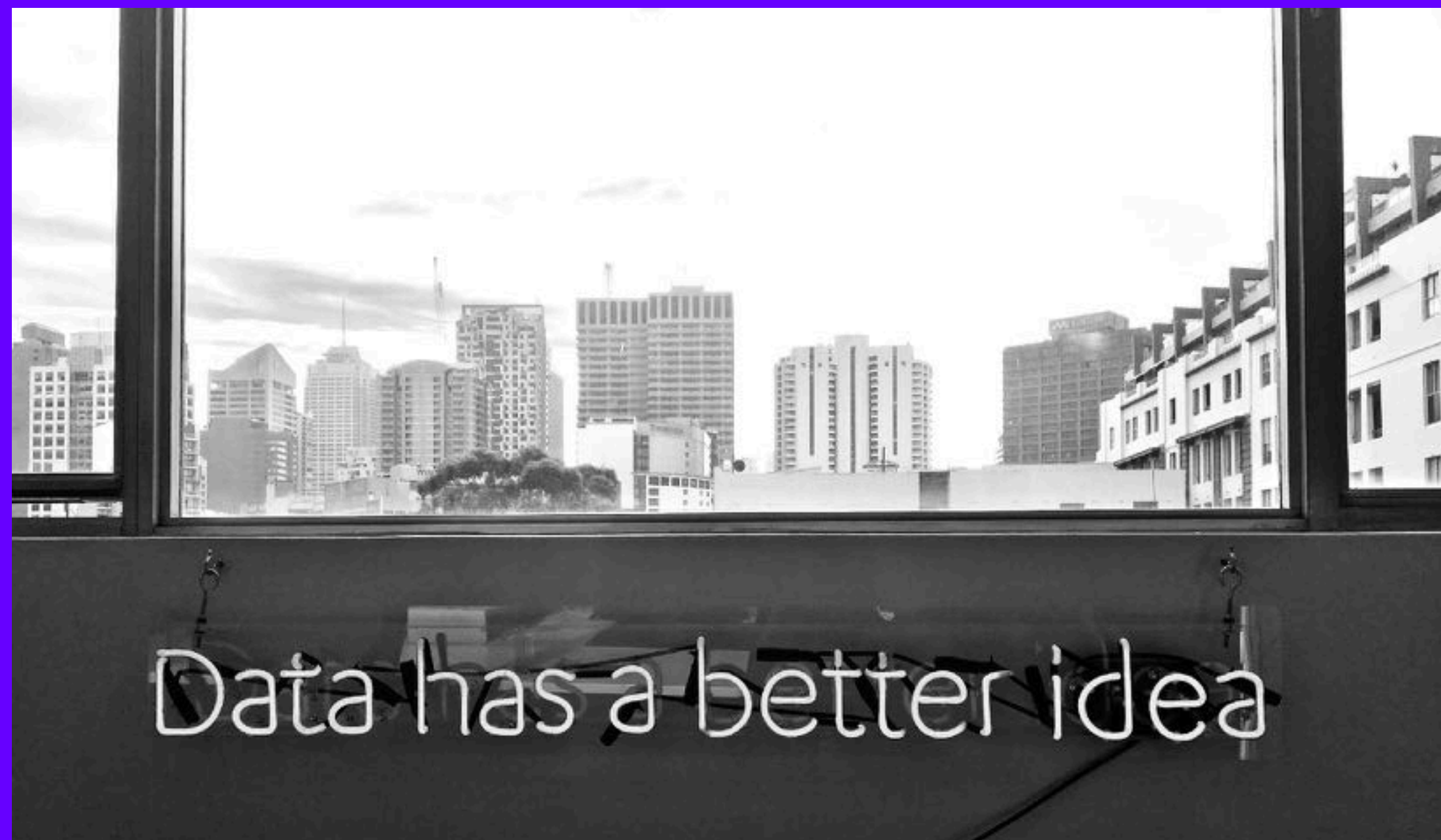






smartocto

## Data Science



Still left with some data problems that are hard to crack? Have some great ideas about notifications that will make your newsroom more effective? Our data science and content strategy department will gladly be of assistance, from offering free advice and e-learning, to doing complex and rewarding projects.

Try us! We love challenges.  
We have them for breakfast.

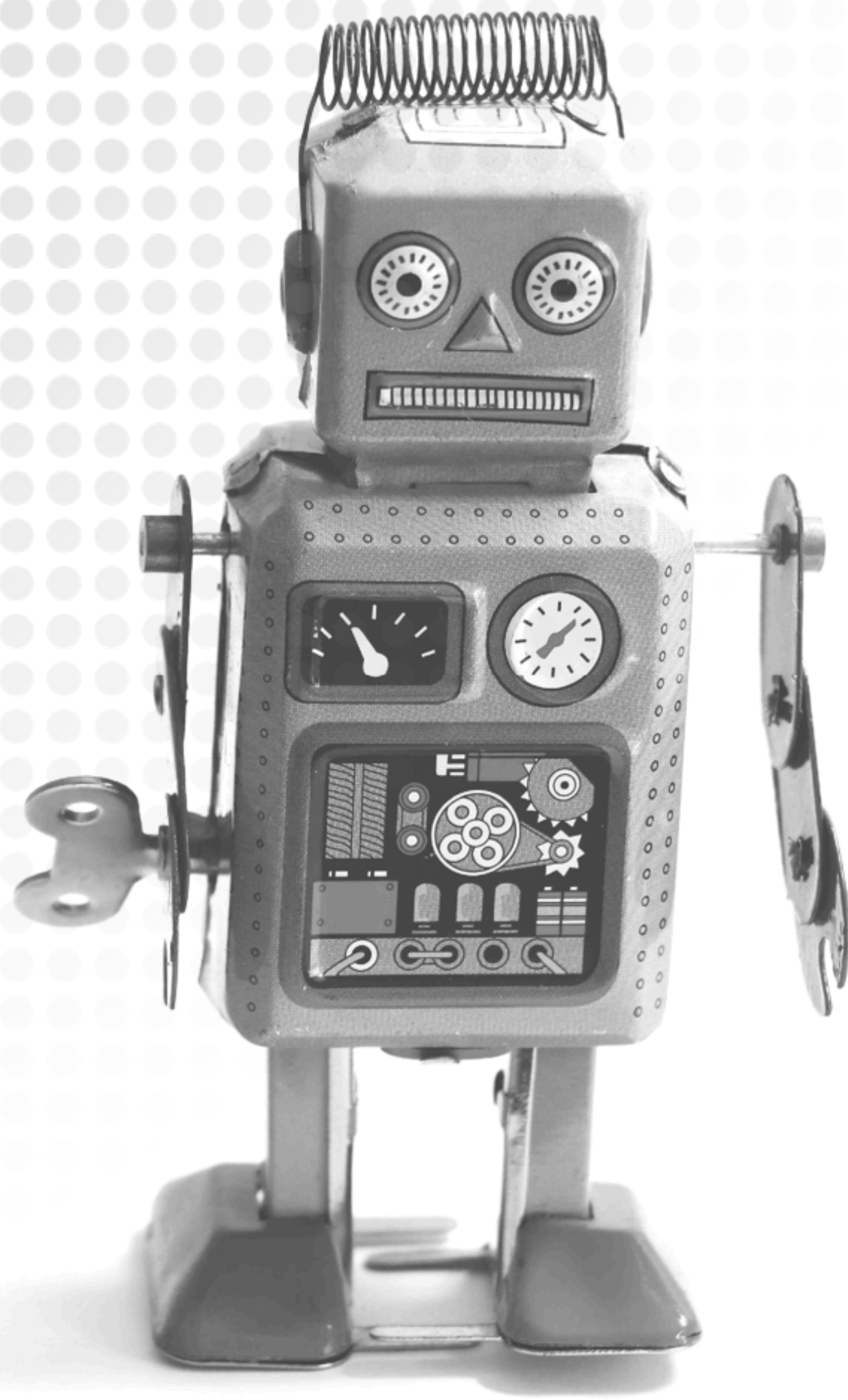




let's get in touch!

Of course every situation is a little bit different. But don't worry, the team at smartocto has a lot of experience making data work for editors. Thinking about smartifying? Feel free to reach out to us and schedule a talk without any obligations. At smartocto we are very sure that we can make a difference to your data strategy.





**smartocto**

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