



FINANCIAL PUBLISHING WITH MÉTHODE

MULTI-DESTINATION DELIVERY
Automated edition generation



MULTI-DESTINATION DELIVERY

Challenge and opportunity

In recent years there has been a multiplication of the forms in which consumers of investment research expect to receive the content that interests them.

In addition to the traditional PDF format, financial reporting is delivered in the form of website articles, email alerts, formats readable on tablet and mobile devices and through financial aggregators. It may also be syndicated to other distributors.

Tailoring content for this variety of readers using standard applications is a costly, time-consuming process.

Méthode addresses this challenge by eliminating the work of adapting reports for different channels and devices. As well as significantly reducing time-to-market, the channel-neutral approach makes it easy to add new formats and products to the portfolio.

Investments research firms can offer more, through a wider range of channels, while maintaining the existing resource base.

Multi-format - no repurposing

In Méthode all reports begin life pre-formatted for each of the channels configured to deliver them. At any time the author can preview the report in any of the configured channel versions – PDF, web page, tablet app or mailshot.

When a document is published to a particular channel, the text and graphic elements for that channel are automatically selected and formatted - no manual processes are involved.

The speed and flexibility of this process comes from the use of the channel-neutral format XML to manage all content, together with advanced digital technologies to tailor content to the requirements of each output channel.

As well as eliminating the manual processes involved in repurposing, the 'single-copy' principle also ensures complete synchronization between channels. Corrections and updates need to be entered only once and will automatically appear in every channel version.

Tailored variations

Where it is necessary to send different versions of a report to different groups of recipients, it is no longer necessary to create multiple editions of the same document.

Users simply tag the elements of the report to be included or excluded for each audience. At the moment of publication the different versions are assembled and delivered automatically. The report remains a single object for editing or archiving.

Generating edition variants in this way means that there is no longer any need to align versions or synchronize editing – all edits are automatically carried through to the editions using that content. Versioning and synchronization errors are virtually eliminated.

Adding new channels and products

Because Méthode develops content in a channel-neutral format, adding a new channel or product to the research portfolio is relatively straightforward.

Once the new format has been created, it can be fed with existing content to generate new products with minimal impact on the existing workflow.

Looking beyond conventional text and graphical reporting, Méthode's web technologies also permit the inclusion of interactive charts and models. By allowing customers to actively explore data sets, these can add extra value to the research provided.

Automatic syndication

Méthode can distribute different versions of a report to various syndication services simultaneously. Once configured, the syndication server selects and formats the elements for each syndication destination entirely automatically, without manual intervention.

ONE REPORT - MULTIPLE EDITIONS

