

# Media & Publishing

Orchestrating Results in Real Time



“As models for licensing and distributing content evolve, media companies must cultivate and acquire new capabilities, update or dump old systems and partnerships, and adapt to new business models and consumer expectations.”

GARTNER

Media is as real time as it gets. Publishers that can't stay on top of breaking news and emerging opportunities simply won't succeed. Single channels and singular distribution models are no longer viable as the expectations of your audience have shifted dramatically. They now expect to access your media in multiple formats, on any device, anywhere, and any time. To keep up, media and publishing companies must transform themselves to deliver on connected experiences across multiple channels.

Connecting your audience with the information they want, when and where they want it is crucial for media and publishing companies. Jitterbit offers unified digital connectivity platform that ties together employees, partners, and audiences to help you thrive in this transformational media landscape.

With Jitterbit, editorial and business operations can run in harmony, and never have to stop the presses.

## BENEFITS FOR MEDIA

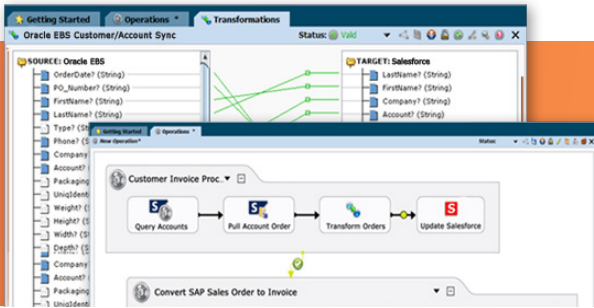
- Align editorial and business operations
- Integrate with cloud apps and asset management platforms
- Respond rapidly to new trends, tips and opportunities
- Easily track how brands and stories are performing in real-time
- Rapidly connect advertising platforms with your channels
- Consolidate operational data for real-time analytics
- Connect subscriber engagement platforms with the back office

## KEY BENEFITS OF JITTERBIT APPLICATION ORCHESTRATION ACROSS INDUSTRIES

- ✓ Gain real-time visibility into all aspects of the business
- ✓ Save time and empower employees to focus on their core jobs
- ✓ Ensure that data is accurate and synchronized everywhere
- ✓ Automate processes and create alerts for failures
- ✓ Enable real-time customer self-service
- ✓ Customize sales and marketing offers for customers
- ✓ Realize return on investment quickly, with low total cost of ownership

## TRY JITTERBIT TODAY!

Get started with the  
free 30-day trial at  
[www.jitterbit.com/try](http://www.jitterbit.com/try)



# One Platform Limitless Opportunities

The Jitterbit API Integration Platform enables companies to integrate thousands of applications and data sources as well as create and publish APIs from existing systems.

By using an intuitive platform that combines integration and APIs into one solution, enterprises can:



## DESIGN INTEGRATIONS

- Connect any data, app, or device
- Intelligently map data fields
- Build powerful workflows
- Infuse any application with artificial intelligence
- Automate business processes to streamline operations



## DEPLOY ANYWHERE

- Create and publish APIs internally or externally
- Run cloud, on-premise, or hybrid
- Create secure local connections with lightweight agents
- Scale elastically to meet needs in real time
- Count on high availability with smart agent groups



## MANAGE FROM ANY DEVICE

- Manage from the Harmony Cloud
- Provide secure access with user-based permissions
- Get real-time alerts and a complete audit trail
- Optimize intelligently across unlimited environments
- Manage your APIs and view enhanced analytics

## CONNECT TO 1,000+ ENDPOINTS

### TRANSPORT PROTOCOLS

- HTTP/S
- Web Services (SOAP, REST)
- ODBC
- JDBC
- FTP
- File Shares
- LDAP
- SMTP/POP3

### DATA FORMATS

- XML – (WSDL, XSD)
- All EDI (EDIFACT, HL7, etc)
- Flat Text Structures
- Hierarchical Text Structures

### PLATFORMS

Cloud, Windows, Mac, Linux

### ENTERPRISE APPLICATIONS

Salesforce, SAP, PeopleSoft, Oracle, JD Edwards, NetSuite, WorkDay, RightNow!, Oracle On-Demand, Marketo, and more...

### DATABASES

Oracle, SQL Server, DB2, MySQL, Sybase, Teradata, and more...

### EXISTING SOA PLATFORMS

webMethods, Tibco, IBM WebSphere, BEA WebLogic, and more...

### OTHER APPLICATIONS

QAD, Infor, Vertical Response, Interwoven, AMS Advantage, Microsoft Sharepoint, and more...

### FILES

Web Services, XML, Flat and Hierarchic Structures, Legacy, Active Directory, LDAP, and more...