

Attn: Publishers and Staff

# AWSOM. Simpler interface coming April 2011



When AWSOM changes over to its new servers in April 2011 you'll see our brand new interface.

## No changes required

As a newspaper uploading to AWSOM, you will not need to make any changes to your workflow. The naming structure stays the same. The uploading process stays the same.

If, however, you wish to take advantage of some of the new uploading features you are welcome to check out:

1. **Web based uploading available** Not a fan of FTP? Try uploading from the web interface - single pages or batch. View the progress on screen.
2. **Immediate feedback in the Reports section.** The Upload Workflow report shows your uploading history and tracks as files are archived and become searchable.

## Searching Simplified

Built to modern search engine standards, the new, simpler search page focusses on keyword search and date range limits.

New features include:

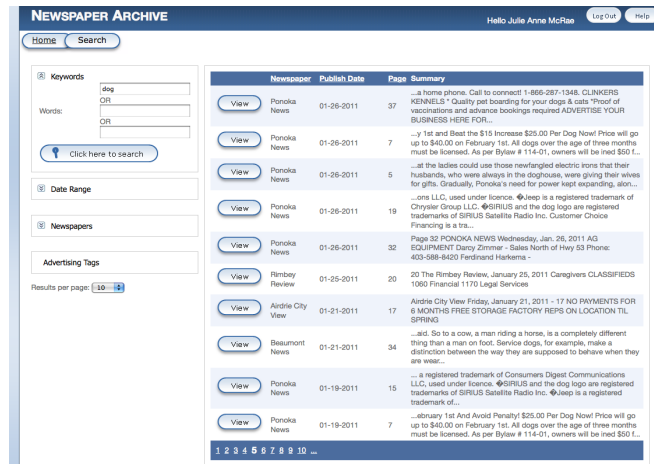
1. **Newspaper filtering.** For users with access to more than one title, you can pick and choose which papers to include in your search
2. **Sortable columns.** Search results can be re-sorted by column heads to
3. **Meta-data results.** For users who embed extra information (meta-data) into your PDF files, this data is now included in the search process.

## Controlling Access

As a AWSOM member newspaper you control who has access to your pages. You create your in-office archive users. You set their passwords. You create and delete subscribers on your own schedule.

Subscriber features include:

1. **In-house control.** Contact AWSOM Admin team to set up a user for your paper with "Manage Subscriber" privileges. From that point on you manage the user names and passwords.



2. **Immediate reports.** When a user is created, changed, deleted, you are instantly notified by email.
3. **Super-users.** You can authorize the AWSOM Admin team to create users with multiple paper access for group publishers, for example or give uploading access to production hubs.

## Online Help

Simpler navigation and simpler windows make the new AWSOM interface easier to use.

Navigation features include:

1. **Breadcrumbs.** At the top left of every window appears a useful path - where you are now, and quick links to get back.
2. **Help menu.** At the top right of every window a link will bring you to an online help system. Indexed, searchable and contextual it offers assistance based on what page you are browsing at the time.
3. **Reports. Reports. Reports.** Accessible from the Home Page are activity logs, uploading logs, notification logs - information at your fingertips and exportable too.

If you would like to demo the archive changes now, please contact: **Maurizia Hinse** (maurizia@awna.com) or **Allana Bridgewater** (allana@awna.com) at the AWNA office.

## Why is AWSOM changing?

AWSOM is changing because we are moving away from out-sourcing this service – currently Colormax, a U.S. firm provides the backbone of the digital archive service, i.e., the indexing of your PDF's, the search engine, delivery of e-subscriptions and web interface.

We're moving the AWSOM service in-house for a number of reasons:

1. Maintain better control over the cost of this vital association service, saving money in the long-term;
2. Tailor this service to fit the needs of our most important client – again you, the AWNA member;
3. Make the service easier to use, more functional and extend more control to newspapers in terms of who has access to your pages.

The goals and objectives of the AWSOM digital archive service remain the same, to:

- Provide member newspapers with a digital archive, both as a historical archive and as a daily tool;
- Allow the AWNA to deliver electronic tear sheets to its clients, as well as give members the ability locally;
- Provide members with digital access to their newspapers, a service that can become revenue in the form of 'e-subscriptions';
- Provide access to researchers who are willing to pay newspapers for access to their digital copies on a time-limited basis.