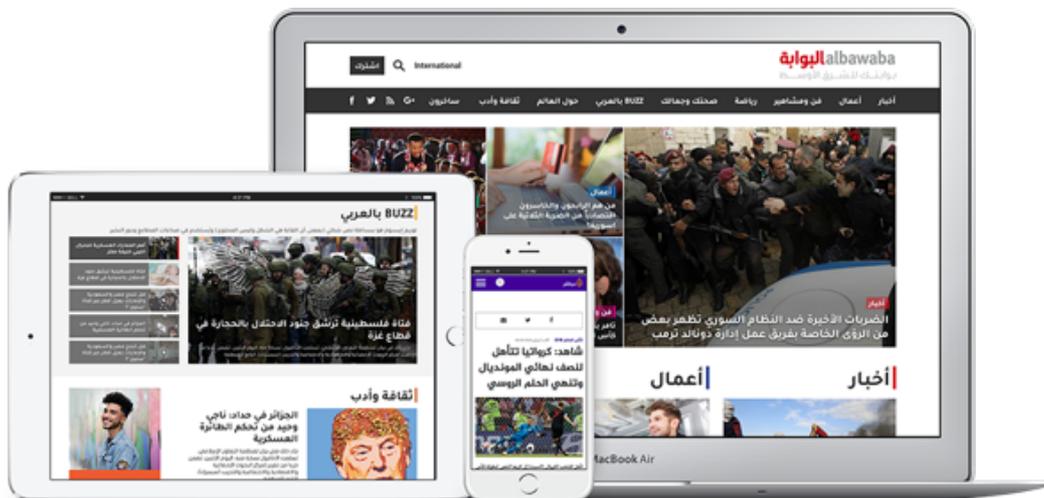




Uber Publisher

The Digital News Platform for The Age of The Customer



Uber Publisher is an enterprise, Arabic-language enhanced, digital news platform builder that combines powerful editorial features, mobile, SEO, social media integration, and beautiful customized designs. Uber Publisher is packed with adaptive functionalities and essential modules.

Uber Publisher offers limitless potential with native features and tools to cater for every media organization. Along with that, it's a platform that is highly customizable, to suit your own business needs offering the next disruptive technology, without disruption to your business.

Uber Publisher is trusted by top brands such as:



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The Benefits

Streamline Your Publishing Process

A powerful workflow and permission system that allows you to control what, who and how content is published in your site

A News Platform That Uses the Power of Social Engagement

Social media publishing is made with one click through. Create viral content and publish to your social media channels. Our solution is built with social in its core

Drive Revenue Through Ads-optimized Platform

Leverage a design that intelligently places ads in your site to drive better revenues, without cluttering your layout.

Grow Your Audience Organically with Full On-page SEO Standards

Attract your target audience through fully on-page SEO website. Our solutions provide you with live tips to enhance your content for best SEO standards



Focus on what you do best; creating content. Give your audiences what they want, when and where they want it.

Why Uber Publisher

- Deployed in as early as 4 weeks
- Enhanced backend for Arabic-language portals
- Powerful search system based on Solr
- API-based platform for cross-platform publishing and integration with other systems such as Chatbots
- Media library with friendly media integrations for Videos, Tweets, and Stories
- Mobile friendly platform tailored for revenue maximization
- Powered and funded by Vardot, and supported by a healthy community of thousands of developers and companies worldwide

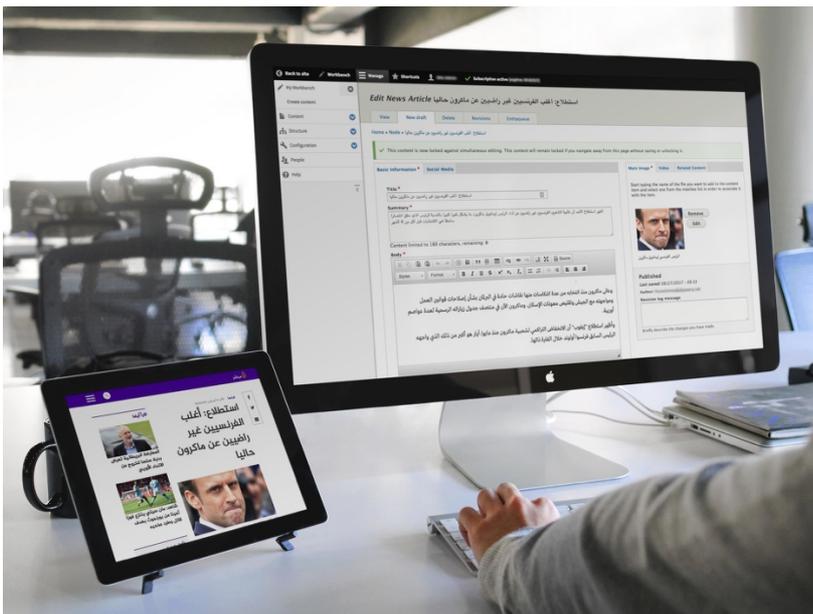
A News Content Management System (CMS) built for content authors and editors with complete Editorial Life-cycle including processes of Content **Capturing, Organizing, Distributing, Engaging** and **Reviewing**.



Features Highlights

Uber Publisher comes with more than 100 handpicked publisher-centric modules and features to allow you to leverage an enterprise-class platform that gives them the ability to engage their audience, exceed their expectations, and stay ahead of the competition.

Curate Your Content, Create Rich Media Articles, Post and Schedule Articles Posting



Creating articles and uploading them to your platform is easy. You can add text with a WYSIWYG-editor, pictures, videos, Instagram or Twitter cards to your article – and change the order by dragging and dropping the content wherever you like it. Thanks to a preview mode, you get a good idea of how your article will ultimately look.

Articles can be published automatically or scheduled for a later time in order to keep your article fresh and readily updated.

Related Products

- Varbase: Enterprise Digital Experience Platform and CMS
- Varbase Newsroom: Corporate Newsroom System
- Vardoc: Knowledge Base System
- Vardot E-commerce
- Vardot Booking and Rental
- Open Social™: Social Business Software

Related Services

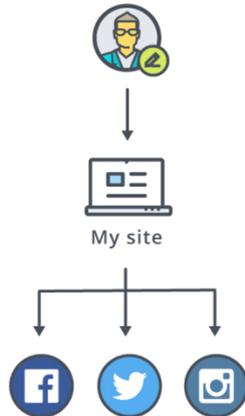
Enablement Services

- Drupal Training
- Discovery Workshops
- Site Audit

Implementation Services

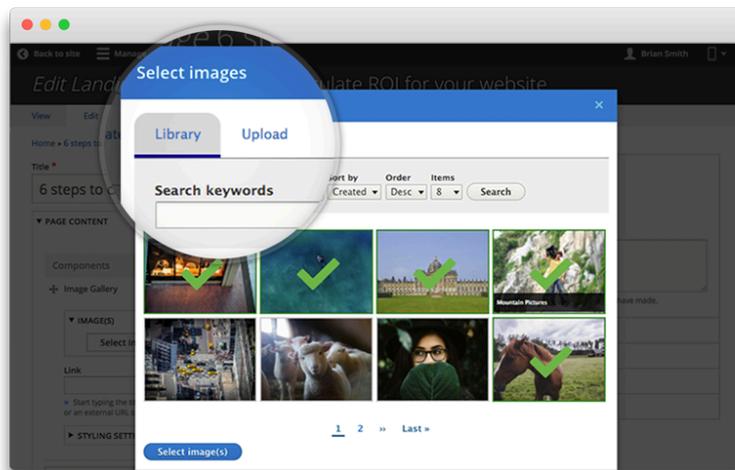
- Wireframing and Prototyping
- Visual and User Experience Design
- Customization and Tailored Implementation
- Third-party Integrations
- Migrations
- Enterprise Hosting
- Support, Maintenance, and Growth
- Performance Tuning
- Continuous Digital Delivery
- Ongoing Content Management

Post to Social Media



Uber Publisher gets Social Media. It allows your editors to seamlessly publish your content to Social Media channels and services through a dynamic service layer or API with pre-built connectors for Facebook, LinkedIn, Twitter, and Google+ that allows you to build connections between your website and other social channels.

Best-in-Class Media Handling



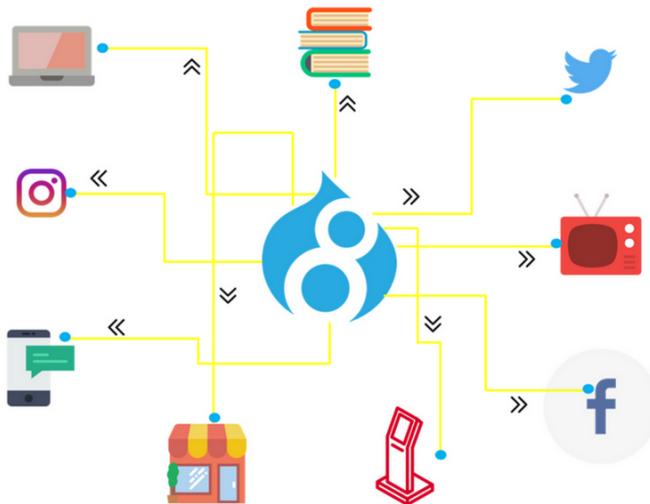
Rich media content is now crucial for engaging visitors on public-facing online experiences. Uber Publisher empowers business users to store and access thousands of digital assets including images, graphics, PDFs, text files, video and audio. Uber Publisher digital asset management tools support drag and drop of entire folders directly into media libraries. Meta-tagging enables quick access by users. Rich editing tools enable basic manipulation to reuse digital assets and reduce re-creation costs.

Facebook Instant Articles and Google AMP



With Uber Publisher, editors may publish their content easily as instant articles on Facebook. This reduces loading times on the mobile web. Also, the integration to Google AMP, you can deliver not only text, but also images, galleries, videos, as well as Instagram and Twitter cards.

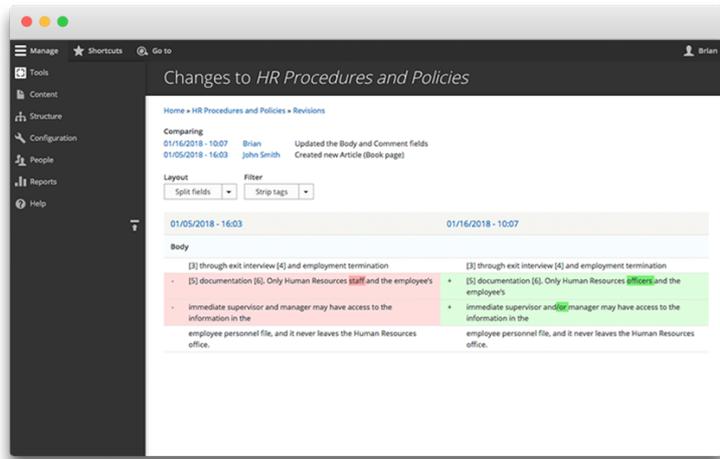
Omni-channel Platform to Syndicate and Integrate Your Content Across All Digital Platforms



Uber Publisher is implemented using Drupal 8, an API-first platform that prioritizes content creation, sharing and distribution and utilizes a flexible content architecture, open APIs and other integration capabilities to enable builders to expose content and applications to wider audiences, across channels, devices and other applications.

With Uber Publisher you can expose your content to Chatbots such as Alexa, Google Home, Slack, Facebook Messenger, and many more.

Moderate, Review, Approve, and Publish Content in Your Own Workflow



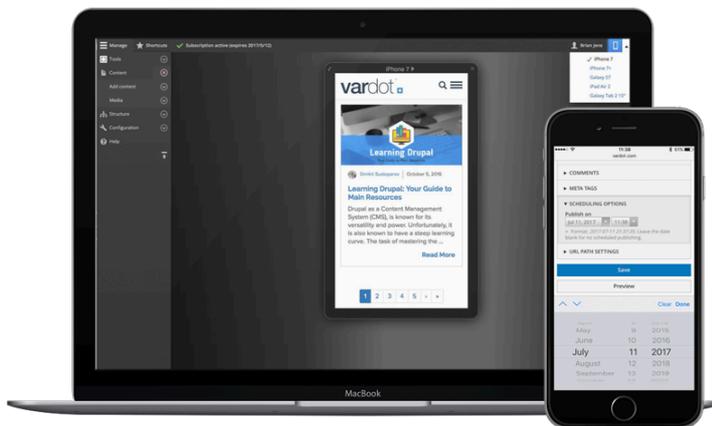
Setup approval cycles and moderation control for publishing on specific user roles. Or have all users automatically publish and share. You determine your roles and permissions.

Uber Publisher plays a central role as your main tool for content production while establishing a central code base for innovation and standardizing editorial workflow processes across your team.

With content and metadata versioning, your editors or admins can access a complete Revision History for all edits performed on webpage. Edits are never done without keeping track of who made it, what changed, and when it was changed.

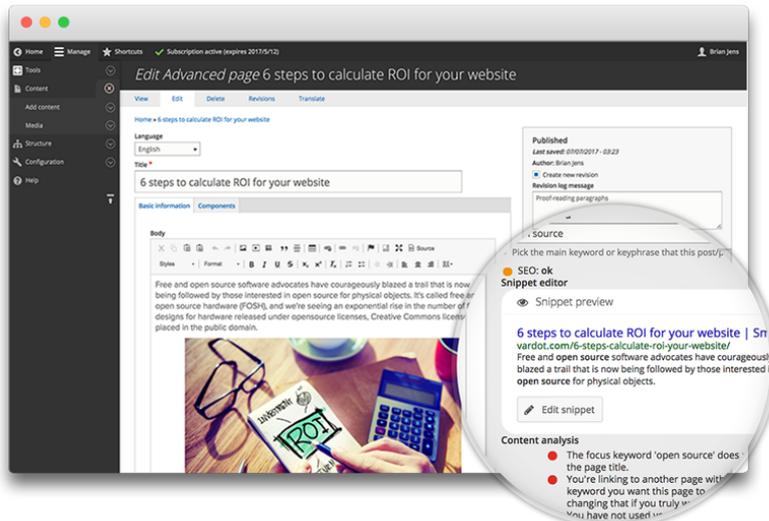
Uber Publisher also offers visual and side-by-side comparison of content edits to highlight changes in an easy and effective way.

Responsive Previews and Mobile Ready Platform



Digital natives seamlessly consume information across devices that include smartphones, tablets, computers, and devices we haven't even thought of yet. Therefore, mobile agility, responsiveness, and design is key. Uber Publisher supports responsive mobile design out of the box and provides all the necessary for your digital platform to travel well.

Naturally SEO Friendly



A full onsite search engine optimization checklist, are provided out of the box with Uber Publisher to ensure content is index-able and easily reachable by search engines. This ensures unmatched visibility of the site in search engines and search results, thus increasing the search ranking. This includes Rich Meta Tags, Schema.org Implementation, Real Time SEO Content Optimizer, Search Engine Friendly URLs, Rich Data Snippets and RDF, Accelerated Mobile Pages (AMP), XML Sitemaps, and many more.

More Built-in Features to Scale



Mobile Enhanced (Responsive)

Reach all audience members across all devices and mediums. Fully optimized for mobile.



Compatibility

Front-end design to work elegantly with all the latest versions of all commonly used web browsers.



Accessibility

Using the latest web standards to be accessible to all users, wherever possible. Follows the W3C Accessibility Guidelines.



Enterprise Security

Built using industry standard coding and compliance practices for web application and secured against risks.



Top Onsite SEO

Increasing search ranks by being index-able and easily reachable by search engines to improve the visibility of the site.



Multilingual

Multilingual options with localized and translated content, translated interface, date formats, country flags, modern fonts, and more.



Powerful Search

A powerful search allowing users to find content and engage better.



Social Media Ready

All popular social media sharing options implemented to the entire site.



Media Library

Feature-full libraries to provide an initiative and appealing way to display media galleries.



Focal-Point Cropping

Image cropping and settings within the CMS to allow for one image in many previews.



Rich Media Embedding

Supports a variety of hosted or embedded multimedia content, including video, audio or podcasts.



Forms Builder

Create online forms with customizable fields and email alerts for submitter and/or admins.



Flexible Content Structure

Flexible content architecture allows for custom pages, layouts, and integrations for your special use cases.



Tiered Roles and Permissions

Multi-level access and user roles with granular permissions.



Real-time Analytics

Measure and monitor the site activity in real time thru Google Analytics professional integration.



Content Categorization

Content organized through a predefined and scalable structure for better navigation.



Flexible Layouts

Multiple layout options to promote various content in the best way.



Intuitive Content Promotion

Promote featured content to the top of the list making it noticeable for users.



Slideshows

Showcase various achievements and/or highlights on the homepage and other landing pages.



Editorial Tools

The best rich-text editor plugin for easy content entry, editing and easy media handling.



Flexible Page Builder

Simple and easy way to create new pages and manage existing pages.



Ads Integration

Dynamic ad placement and management with integration with Google AdSense.



Scheduled Publishing

Plan when stories should be published or unpublished to maximize impact.



Editorial Workflow

Dynamic editorial workflow that allows customizable permissions beyond “published” and “unpublished”.



Polls

Engage visitors and capture votes on different topics in the form of multiple choice questions.



Feeds & Syndications

Syndicate your content to visitors or other platforms through RSS and other XML or JSON formats.



Comments

Native comments system or integration with Disqus comments to engage visitors in discussions.



Membership

Membership module to build your community with Single Sign-On integration with major social media networks.



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-  github.com/vardot

For more information about Uber Publisher, visit vardot.com or call the numbers below to speak to a representative at Vardot.

US and Canada: **(408) 329 9888**

Middle East or International: **+962 6 581 7612**

Or send an email to sales@vardot.com

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