

Publishing Platform (CMS)

A cloud-native, headless, and modular content management system developed for high-traffic media operations; it offers a seamless, fast, and secure publishing experience in multiple languages through advanced HAS integration.

Challenges of the Digital Publishing Industry

In today's digital publishing world, media organizations continuously struggle with operational and technological challenges such as managing instant high traffic spikes, delivering content to different digital channels rapidly, and appealing to multilingual global audiences. Traditional content management systems lose their flexibility by falling behind modern mobile and web architectures, creating serious performance losses during integration processes with agency infrastructures and news feed systems. Furthermore, cybersecurity risks and a lack of data isolation pave the way for corporate security vulnerabilities within multi-user role management.

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What Are the Benefits?

· Seamlessly manages instant high traffic spikes for digital publishers.

· Offers an integrated and rapid workflow for editors and content creators.

· Provides a cloud-native, headless architecture for software and IT teams.

· Delivers multi-language support and full cybersecurity for media executives.

Core Principles

Visibility

Centralized monitoring of all infrastructure components

Speed

Early detection of issues using real-time metrics

Reliability

Tracking outages and anomalies via continuous monitoring

Flexibility

Support for agent-based, agentless, and distributed architecture

How Does Publishing Platform Work?

Publishing Platform centrally processes raw content from integrated infrastructures via its headless architecture, routes it through corporate approval mechanisms, and distributes it instantly and scalably to all digital channels.

Workflow

1. Content Collection and Ingestion

· Pulls raw data from the integrated HAS infrastructure.

· Provides a rich text interface tailored for editors.

· Uploads videos, photos, and PDF documents into the system.

· Initiates content ingestion with multi-language options.

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2. Processing and Approval Management

· Performs advanced authorization with corporate roles.

· Tags content using an advanced taxonomy structure.

· Triggers the approval and publishing workflow mechanism.

· Automatically checks SEO and AMP compatibility.

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3. Omnichannel Distribution

· Keeps data ready with a headless API architecture.

· Pushes instant content to web and mobile applications.

· Distributes traffic smoothly via CDN integration.

· Provides rapid sharing across social media channels.

Continuity

Our fully cloud-native and microservice-based infrastructure keeps your system up at all times by handling sudden visitor traffic spikes through CDNs and load balancers.

Technical Specifications

Architecture and Infrastructure

✓

Flexible structure based on modular microservices

✓

Dynamic content delivery with Headless CMS

✓

AWS and Azure-compatible hybrid cloud support

✓

Advanced CDN and load balancing management

Content and Distribution

✓

Seamless publishing support in multiple languages

✓

Live stream, video, and rich media management

✓

Built-in SEO, AMP, and social media modules

✓

Advanced tagging and taxonomy system

Integration Capability

✓

Full compatibility with corporate HAS infrastructure

✓

Powerful API layer built for external systems

✓

Advanced RESTful and GraphQL API support

✓

Flexible media and document integration

Security and Control

✓

Enterprise-grade cybersecurity framework

✓

Advanced user and role management

✓

Comprehensive approval and publishing workflow control

✓

Detailed data isolation and transaction logs

Advantages

Headless CMS Architecture

Provides seamless content delivery to all web, mobile, or wearable devices from a single center with RESTful and GraphQL API support.

Scalable Cloud Structure

Allows flexible growth without any freezing or lag even during peak traffic moments, thanks to its AWS and Azure-compatible microservice architecture.

Built-in HAS Integration

Works in full compatibility with the Haber Akış Sistemi (HAS), offering the convenience of automatically processing agency data, raw text, and media.

Multi-Language and Role Management

Offers advanced language support for global audiences while ensuring full data security with a corporate approval and publishing workflow mechanism.

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AA Teknoloji is an AI-powered media technologies platform developed for modern newsrooms. Our integrated solutions, ranging from news workflow systems to digital archive solutions, real-time broadcasting infrastructure to multi-channel content management, accelerate the digital transformation processes of media organizations and offer scalable broadcasting operations.

For more information, visit [aateknoloji.tr](#) or follow the [@aateknoloji](#) LinkedIn account.