

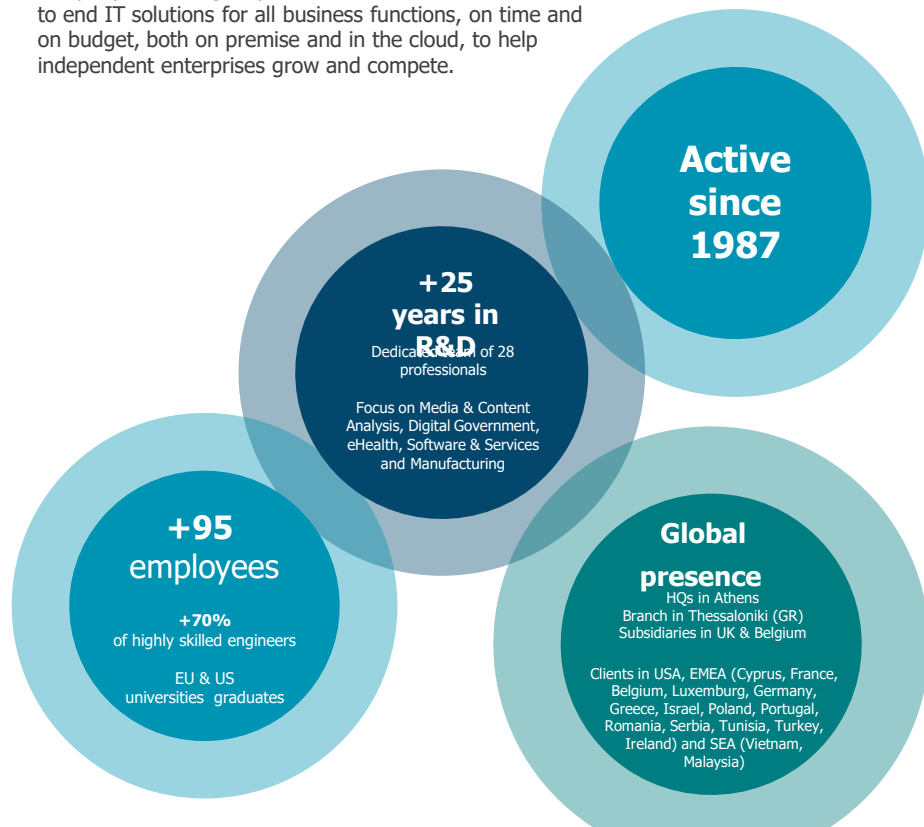


EDITORIAL & CONTENT MANAGENT

Redefine your  
daily operations

# CORPORATE OVERVIEW

Athens Technology Center (ATC) is a Greek SME company that designs, provides and enables novel, end to end IT solutions for all business functions, on time and on budget, both on premise and in the cloud, to help independent enterprises grow and compete.



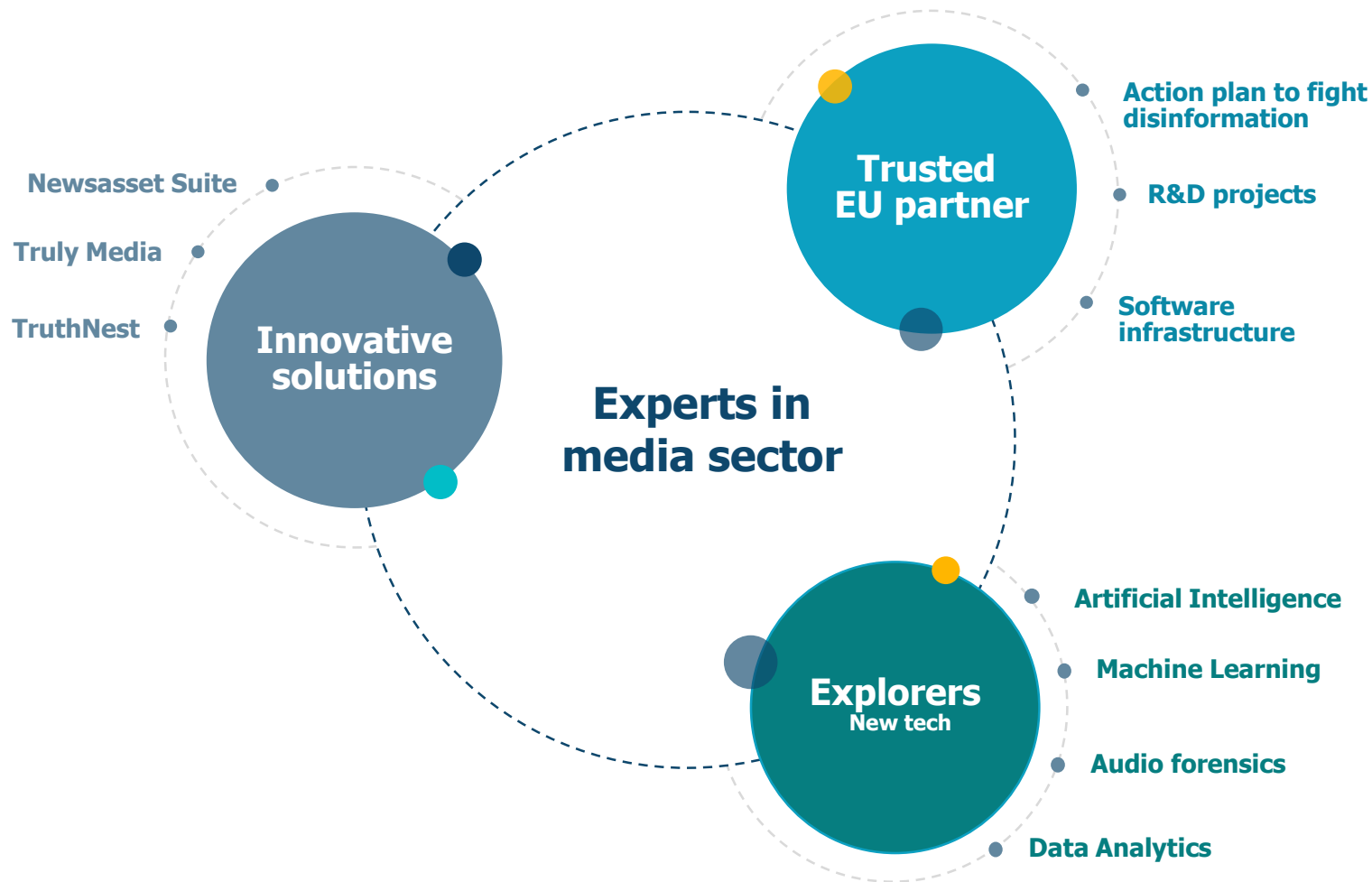
## Milestones

- 1987 – 1999 ● Foundation • Innovation Lab
- 2000 ● Part of Fourlis Group of Companies • Launch of the Asset line of content management solutions
- 2003 ● InTarget SA buyout • Formation of ATC Banking Division, with specialized back office solutions (iFlexCube, InBroker etc)
- 2007 – 2008 ● Oracle acquires ATC's Banking Division • Athens Stock Exchange (ASE) buys out ATC's inBroker, a real time monitoring tool for stock exchange
- 2012 ● Foundation of Newsasset LTD (UK subsidiary) • Contract award from Openbet UK for outsourcing s/w development and professional services. Launch of a Betting Outsourcing Unit
- 2014 ● OpenBet UK acquires the ATC Betting Outsourcing Unit to establish Openbet Hellas
- 2015 ● Founding member of Big Data Value Association (BDVA) • Foundation of Egnite S.A. ,an outsourcing company dedicated to mobile gaming application development
- 2016 ● Foundation of ATC International (Belgium subsidiary)
- 2017 ● Foundation of Blockchain, a joint venture with Vidavo SA
- 2019 ● Camelot UK buys out ATC's Egnite shares (spin off)
- 2020 ● New corporate branch in Thessaloniki, GR.
- 2021 ● Corporate rebranding

# ATC at a glance

Smart Business Enabler





# Trustworthy relations

Media Management & Fact checking | Global Footprint

## Government & NGOs



## Publishing Groups, News Agencies & fact checkers



REUTERS®



Network Computing Systems (NeCSys)



ΕΝ.Π.Ε.  
ΕΝΩΣΗ ΠΕΡΙΦΕΡΕΙΩΝ  
ΕΛΛΑΔΑΣ





Redefine your  
daily operations










End to end Content Hub to converge  
editorial production & distribution for  
Print, Digital, Radio, TV & News Agencies

... and a lot more!





1 Modular, configurable, easily personalized

2 Easily adapted to customers environment and philosophy

3 Powerful news content management tools, independent of distribution channels & hardware infrastructure

4 Journalistic approach to editorial system environment

5 Seamless integration with existing third party systems

6 Multilingual platform



# Editorial flexibility



# Editorial flexibility

## Content Planning

Plan, modify and share editorial calendar

Assign editorial tasks to internal or external contributors

Effective human & material resources management

## Infrastructure & UI

Available in SaaS

Modular

Collaborative environment

## Real time monitoring

Embedded editor with commenting & version control

Production monitoring

Editorial & Work plan monitoring

## Workflows

Role based

Enhanced automation capabilities

Full remote production processes

## Archive & Retrieve

Content aggregation from multiple sources

Automatically organize results into topics & themes

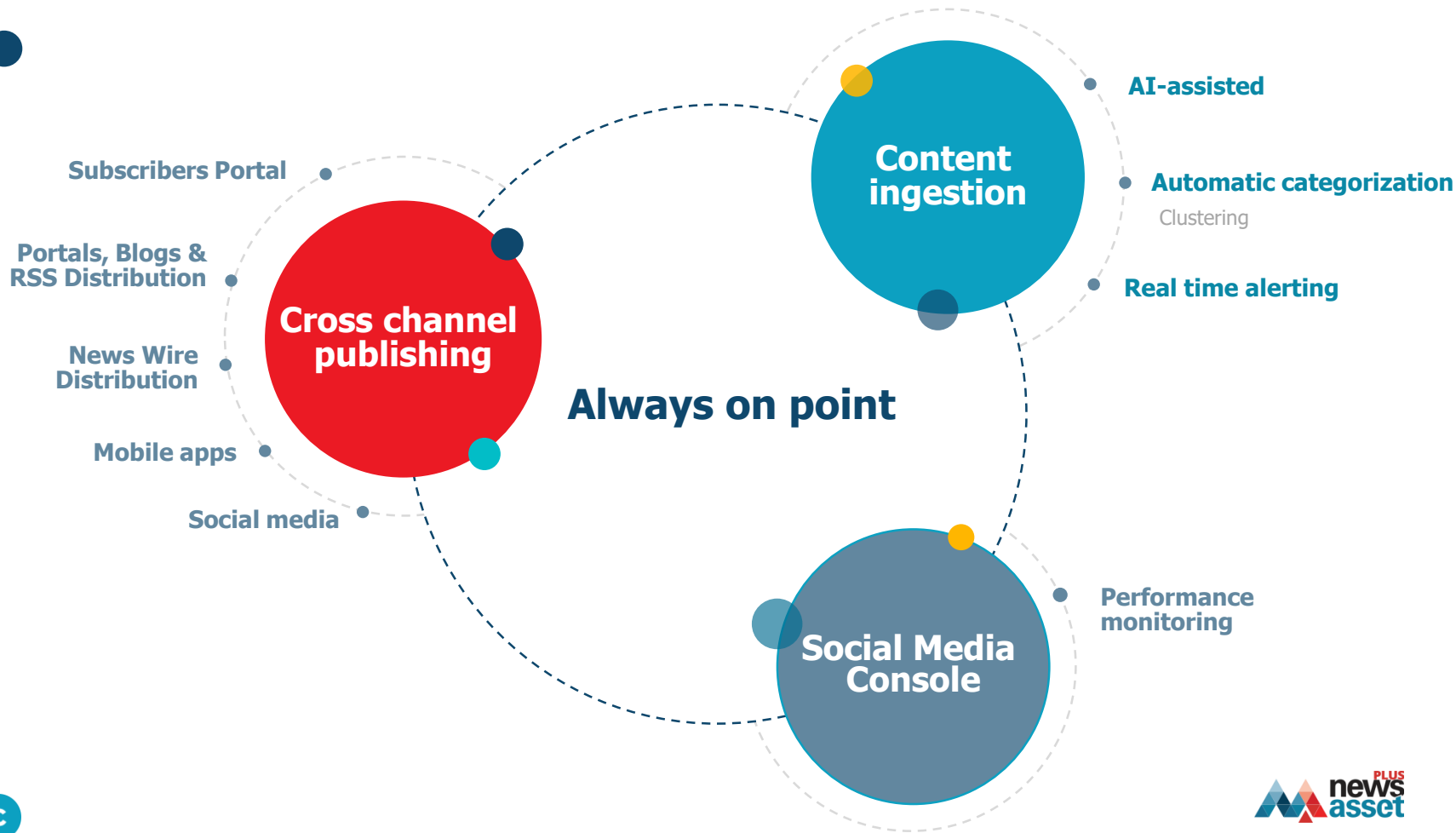
Centralized multimedia storage environment

storing, searching & tagging of assets  
integrated & secure digital environment  
flexible and smart query builder

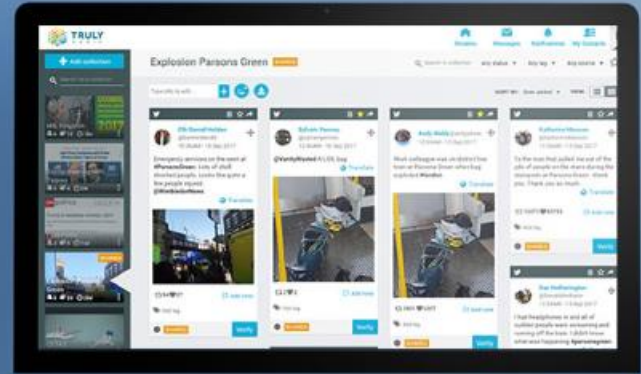
# Relevance







# Trustworthiness







# Support investigative journalism



# Sustainability





**Extensive configuration & personalization**

Services & Product

**Pricing structure development**

**Advanced Subscription management**

**Advertisement & notifications' management**

**Fees calculation & back office systems integration**

**Subscribers & Services**

**Generate new revenue streams**

**Value adding services**

**On demand fact checking**

**Media monitoring**

**Archive**

**Content repackaging**

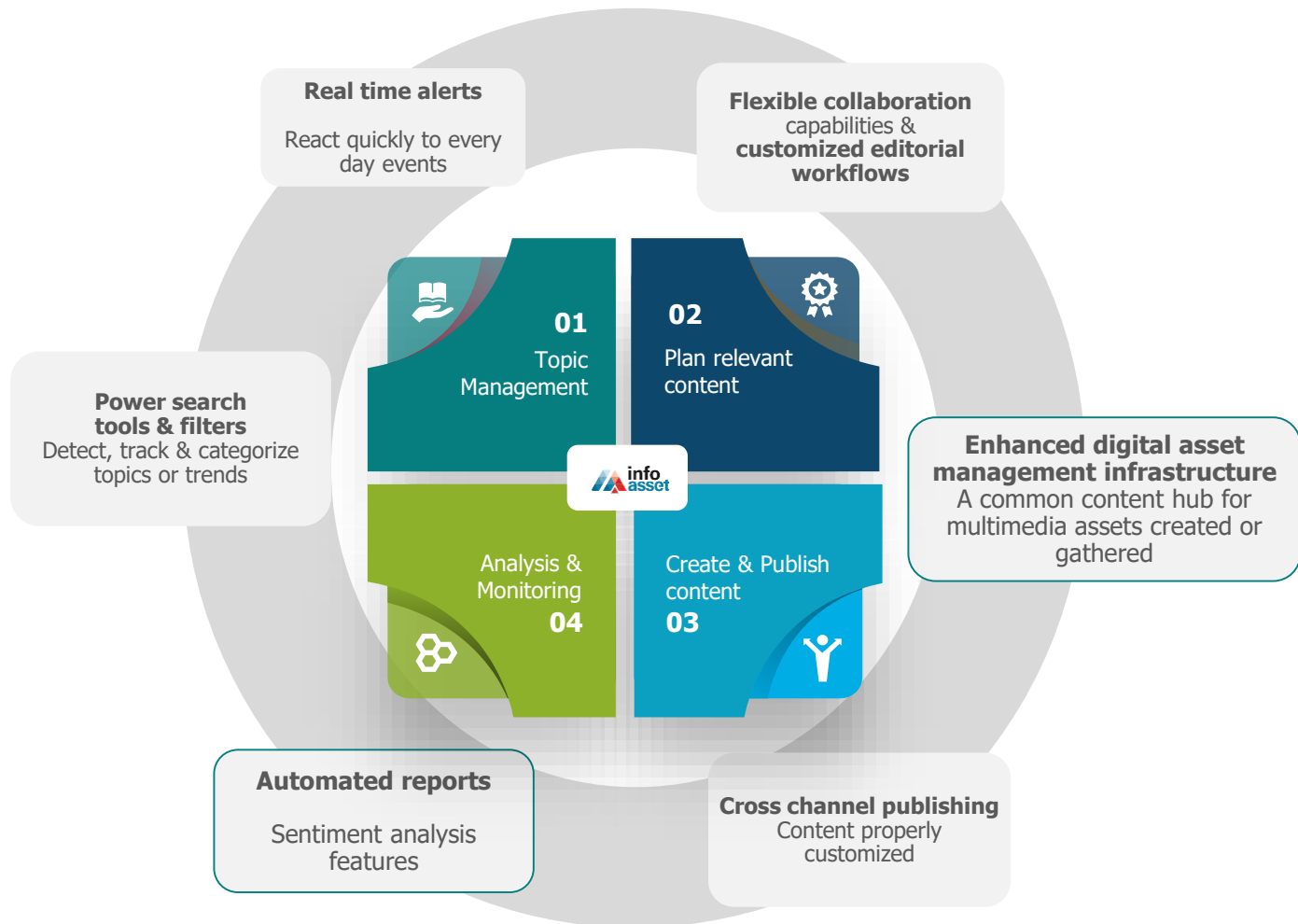
# Corporate newsroom





# The corporate newsroom model

Tackle with information overload & lead the communicative integration!



# Corporate newsroom

## Media Monitoring Intelligence & Reporting

- Powerful search tools & filters
- Timely identify, track & categorize topics
- Automated reports  
Sentiment Analysis
- Real time alerts
- Social intelligence
  - Contextual clusters
  - Gallery of popular UGC
  - Community mapping

## Central archive & media center

- Enhanced DAM infrastructure
- Long term, controlled & safe access
- Centralized storage  
Lifecycle management

## A brand always on

- Flexible collaboration & workflows
- Cross channel publishing & monitoring

# Contact us



## Online

[www.atc.gr](http://www.atc.gr)

[info@newsasset.com](mailto:info@newsasset.com)




## Telephone

+30 210 6874300



## Social Media

 @atc\_gr

 [company/athens-technology-center](https://www.linkedin.com/company/athens-technology-center)

 Athens Technology Center

 Athens Technology Center - software house

The background features three overlapping circles. The largest circle on the left is a medium teal color. Overlapping its right side is a dark blue circle. Overlapping the right side of the dark blue circle is a light blue circle. The text 'Thank you' is centered within the teal circle.

Thank you