

Äripäev and Naviga Writer

Need

Äripäev is a leader in Estonian business media, with three newspapers, multiple books, manuals and newsletters, as well as online magazines. They needed a solution that would “respect the time of our journalists and editors.” In fact, they wanted editing and publishing to take no more than three minutes. They also needed a solution that worked in multiple languages and was technologically flexible.

“We had a full list of features prepared, but when we saw the Naviga Writer on a visit to our sister company, HD-Sydsvenskan, it was a 'wow moment.'”

- Dmitri Kovagin, Development Manager, Äripäev

Advantage

Over 90 percent of the Äripäev reporters and editors surveyed said Naviga Writer has saved them significant time. They also found the tools easier to use overall.



Solution

Naviga Writer is a content solution that focuses on creating content, adding metadata and incorporating enrichments like images. Designed with the reporter in mind, it's as easy to work as social media, enabling its users to focus on the content rather than the technology. The workflow is customizable and offers an open developer plugin network for additions and customization.

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our solutions help companies amplify their messages and generate profits. For more information, please write to info@navigaglobal.com or visit www.navigaglobal.com.