

CREATE, SHARE AND TRACK CONTENT WITH VORAKA



Using ASP.NET MVC to create a hassle-free platform for content creation and sharing.



► THE TASK

To create a platform that can handle all the content creation and sharing activities of an organization. It should allow writers, both freelance and in-house, to submit their content to the platform, where editors can review before sending it out to the clients - who can review it too. Clients should also be able to share the approved content directly to various CMS and social media platforms.

► THE CHALLENGE

• **Configuring the Workflow**

The workflow can be different for different clients or projects. Similarly, the extent of content approvals or reviews before it is published will also vary. Configuring and implementing such different workflows according to each tenant's unique needs was a challenge.

• **Integrating with Multiple Platforms**

Once the client approves a piece of content, a single click should see it being posted to a website, blog post, or any other social media channel.

► THE SOLUTION IN A LINE

Create a comprehensive content creation and sharing platform using ASP.NET that stores client/writer details & the content created, offers a text editor & plagiarism checker, and allows one click publishing/ social sharing to any social media channel or CMS.

► THE FEATURES

Writer Management

- Writer recruitment and evaluation
- Easily manage in-house and freelance writers
- Submit different types of content - video, text, etc.
- Assign reviewer status to top writers
- Handle freelancer payments according to the project/ content requirements
- Option to obtain writer bill reports
- Make edits to the content submitted within the platform
- Plagiarism check using Copyscape

Client Management

- Create client accounts to handle different clients
- Clients can publish content available on their dashboard to any platform
- Share content to social media platforms
- Clients can request for new content at any time
- Check the progress of the project

Editor Management

- In-built plagiarism checker
- Editors can leave comments and rate the content they are reviewing
- Create custom task pools
- Re-assign tasks to writers and keep track of their progress easily

Project Management

- Easy project management ensured with editorial calendar
- Multiple review cycles ensuring highest content quality
- End-to-end writer management
- Easily manage multiple clients with the help of a user-friendly interface

TECHNICAL FEATURES

• Multi-tenant Architecture

Voraka runs on a multi-tenant architecture, capable of serving multiple clients running on a single server.

• Multi-language Support

Voraka is designed as a multi-lingual tool, and can handle a number of European languages including Spanish and German.

• White Labeled Platform

Voraka allows full rebranding, allowing clients to handle a fully supported content management platform that they can identify as their own.

• Responsive Design

With Voraka sporting a responsive design, users can easily access the platform from multiple devices.

• Integration with Multiple Platforms

Voraka can be integrated with social media platforms such as Twitter, LinkedIn and Facebook. It is also compatible with Wordpress and other CMS platforms.

► RESULTS

- **Ease of Use**

No more wearisome writer recruitment processes and billings - with Voraka at the helm, clients can accept or reject writers according to their sample content and pay them accordingly. For writers, they can accept the work they are assigned, and carry them out comfortably.

- **Efficient**

With Voraka, writers and clients can easily go about their business without the hassles of countless emails and 'to & fro' communication, safe in the knowledge that Voraka will handle the payments and publishing of the content.

- **Secure**

With writer payments being set on Voraka, the platform is extremely safe and secure. Writers can generate bills for the content they have created and the clients can generate bill reports to see whether the payments have been carried out.

- **Scalable**

Voraka is future-proof. Clients can increase their content capacity, safe in the knowledge that Voraka can handle the increased load with impeccable ease.

- **Reliable**

Voraka has a perfect workflow that is suitable for content creation, sharing and tracking.

- **Flexible**

Voraka juggles the roles of writer management, reviewer management, project management and client management platform with ease. The technology that drives Voraka has ensured that it remains as a simple platform for its users, while handling all the complex tasks under its hood.

Suyati Technologies

Suyati focuses on delivering niche IT solutions and services, including CMS, CRM and eCommerce. It is an Ektron Featured Implementation Partner, Microsoft Gold Partner, and Salesforce Appexchange Partner, with extensive experience in .NET, FOSS and Mobile App technologies.

*Suyati offers top notch product development services, developing smart, secure and robust products on the .NET platform. Based on ASP.NET MVC, our products are built to be flexible, innovative, scalable and responsive. We ensure that our code quality and architecture matches the big ideas products have evolved from. Our product development teams usually follow the Scrum techniques of project management. Our product roster includes 3 of our own - **Voraka**, **SoCXO** & **Line Control** - as well as supporting XAIT, a fast growing document collaboration product. We've also developed Quack App, a social network for Australian students, developed with open source technologies.*