

Press Release

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The Colombian group Galvis Ramírez chooses MILENIUM to renew its publications' editorial system

- *All group's publications' processes will be integrated into a single workflow*

About Protecmedia, S.A.
Protec is an international software engineering and services company providing innovative solutions for media businesses. The current range of products includes cross-media advertising management, planning of editorial work, content management, multichannel editing and production, management and sale of editorial assets and monitoring of circulation and subscriptions. At present, MILENIUM Cross Media software is used in more than 400 publications in 21 countries.

For more information:

www.protecmedia.com

The Colombian group **Galvis Ramírez** has decided to renew and modernise its editorial structures. To this end, it chose **MILENIUM**, **Protecmedia's** editorial system. As a result, the group is now able to tackle the requirements currently faced in the sector, having implemented an editorial system based on the idea of convergence that will allow it to improve all processes. The net result will be time saved and greater efficiency, without having to increase structures.

Through **MILENIUM**, all of the processes in producing the publications of the **Galvis Ramírez** group will be integrated into a single workflow, allowing the management and preparation of both editorial and advertising content for any medium. In addition, all of these tasks will be carried out through a single work interface for all professionals, thus simplifying and making it easier to carry them out.

MILENIUM was installed in the offices of its two most important titles, the **Vanguardia Liberal** and **El Universal** newspapers, to which the rest of the publications in the group will be connected on a remote basis. In addition to these two newspapers, the group publishes others such as the popular **Q'Hubo**, **La Tarde** or **El Nuevo Día**.