The New Model Architecture

A modern platform for modern web publishing

Presentation

Presentation

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Search

Search

Content

Content

Data + Metadata
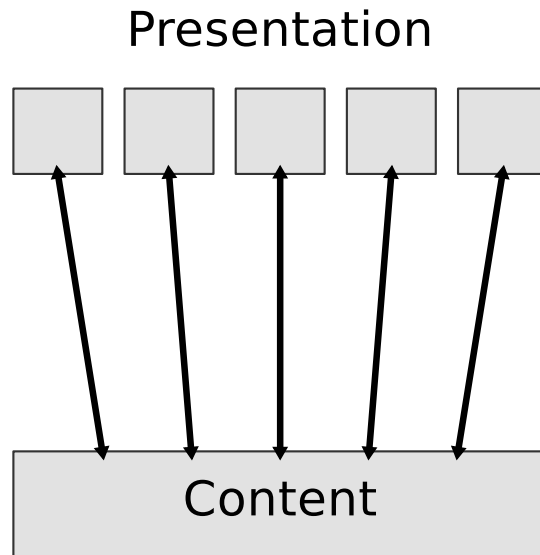
1 Seperation of Content from Presentation

Web, mobile, tablet, apps, consoles, TVs... Writing the same content several times for different channels is slow and inefficient.
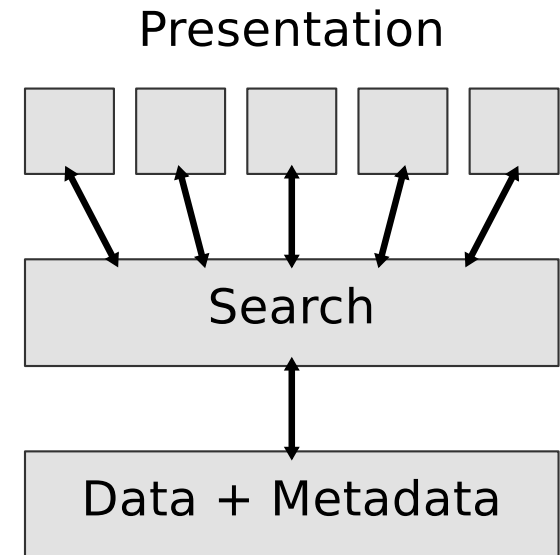
Content should be written once, stored centrally, and pushed out to each channel as needed.
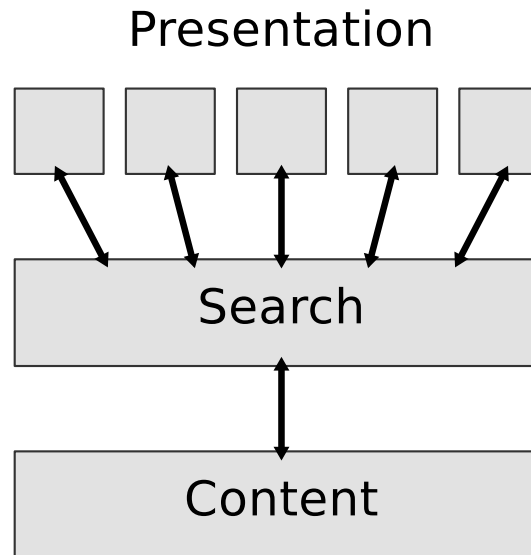
2 Search at the Heart of the System

Visitors expect relevent content assembled for them and tailored to their needs.

To efficiently assemble content from the central store, a powerful search engine must be at the heart of the system.

3 Content = Data + Metadata

People consume content, computers consume data.

For the search engine to find the content that visitors demand you need to store content as structured data with rich metadata.