

## Case Study

### Porta 22 at Barcelona Activa



## The Customer: Barcelona Activa



Barcelona Activa, the Local Development Agency of the Barcelona City Council, has promoted business development in the Spanish city since the late 1980s, with countless training schemes and business initiatives for start-up companies in its urban area.

At Barcelona Activa, users can get acquainted with career opportunities associated with new information and communication technologies, as well as receive training in a wide variety of subjects and sectors.

## The Project: Porta 22

Barcelona Activa has launched one of the most ambitious projects in Europe to promote new professional profiles and innovative working and production cultures.

Porta 22 (portal 22), a new career opportunities center recently inaugurated, offers 2,000 square meters of information, tools, networking opportunities and training relating to new business activities such as personal services, company services, culture, leisure and entertainment, IT, aeronautics and space, life sciences, environment, security, etc.

More than 500 career descriptions, over 1,000 profiles on training options and employers and 200 multimedia tools will be available in a cutting-edge center

with 50 high-speed multimedia terminals loaded with tools, games, videos and interactive applications - all to promote career advancement for Barcelona residents.



## The Solution: XML-based Audiovisual Content Management with ViA2 Platform

In words of Barcelona Activa IT Director Marc Puente, the main challenge in the case of Porta 22 was "how to deal with the vast amount of information that is received, transformed, and communicated to citizens". This included the effective organization and management of an expanding multimedia content archive, which to begin with comprised over 130 audiovisuals and a wealth of videos of experts, witnesses and real cases.

From the beginning, it was clear to the organization that content management technology and its structured and organized approach was the obvious solution. There were, however, some requirements on behalf of Barcelona Activa. Among the most important were flexibility, adaptability and ease of use for non-technical staff. The solution also had to facilitate the reuse of content in a simple way, and had to comprise advanced technology for the integration

and publication of heterogeneous content, including its emission through the center's powerful intranet, extranet and Internet platform and any new channels that might appear in future.

After carefully looking at all the options, Barcelona Activa chose for Porta 22 the XML-based content management solution proposed by Software AG. Running over Tamino XML Server, it simplified integration with existing systems, delivered easy publishing of content to the websites, increased productivity, and reduced overall costs.

Tamino XML Server, at the core of Porta 22, stores all content for publication in native XML format, ensuring a high degree of flexibility for data processing. The system architecture also includes Tridion DialogServer as the content management tool and ViA2 Platform of Visual Century to acquire, manage and distribute video.

ViA2 Platform digitizes and processes audiovisual material, automatically extracting meta data from it using advanced computer vision technology. Captured items, which may also be manually annotated, are searchable and easily located through a user-friendly, Web-based interface. ViA2 Platform offers many other features, including the generation of video clips and the customization of all information entered into the system.

The resulting system, in place today at Porta 22, enables the processing of all types of digital content, such as Word forms and documents, e-mails, video and audio fragments, images and even multimedia presentations with video clips. It also allows non-technical Barcelona Activa staff to upload and publish all contents on the Internet, intranet and extranet from a single central application, maximizing the ease of use of the solution.

### Benefits for Barcelona Activa

- Simple and effective management of all types of content.
- Improvement of workflow and team collaboration.
- Fast and immediate publication of contents on Web pages and other channels.
- Productivity increase and reduction of global costs.
- Future-proof investment based on XML.

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