

Caleb (00:00):

Okay, so just a full introduction again. So my name is Caleb Clauset. I have been with Typefi now for just shy of 20 years and my area sort of covers a lot, but it's mainly looking at overseeing all of our products and where we can enter into new markets and new opportunities, partnerships and that sort of thing. So I showed this slide back in June, which was just after I had gone to the orientation for my daughter who just started at university. And I was like, oh, I kind of like what they're talking about here. It fits a lot with the way that I think about what my approach at Typefi and thinking about partnerships with each of you and this idea of being proactive, accountable, respectful and transparent. And so this is just, I thought a nice little opener and I'm going to touch on all these different pieces as we go a little further into the presentations today.

(01:19):

But just to talk a little bit about where Typefi, where we see ourselves. So in this sort of flow diagram that I put together, there's this idea that you got content and it pulls into this edit cycle, and design, and you iterate and then you have this impact when you deliver that content out. And Typefi sort of traditionally has seated itself right smack in the middle around this design component. And what we are moving towards and moving into is broadening that scope, this idea of doing more. This has been sort of the tagline for Typefi since 2015, and I feel like it is short, it is sweet, and it really encapsulates the attitude of what we try to bring to you. That our tools, our talent, our team members, that this is what we help you to do more.

(02:33):

So how have we realised this sort of idea of do more over the last year and the next coming months? So first off, from a foundational perspective, we just recently pushed out a major update to the Typefi Server, which is sort of the central piece that all of the content flows through that. And there are two components to that really. And these are all sort of infrastructure sort of type changes. One was updating to Tomcat 10 and the other was updating to the latest long-term support version of Java. So Java 21. And the reason why we made these sort of changes now is, well first off, we want to make sure that we're providing regular updates that give you that stability and that reliability and security. And one of the challenges though with this particular update was that all of the workflow plugins that were written for Tomcat 9, those also had to be updated to Tomcat 10.

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So this is actually in the history of Typefi, this has been the largest simultaneous update that we have undertaken in the last 10 years. This was a really big deal for us and we're really happy to report that we have not seen any sort of panic or problems from customers. And I want to thank our QA team and our Dev team for doing such a good job and being able to deliver these updates in a way that didn't adversely impact any of you guys. So something that's coming very, very soon are Typefi Accounts. And so this is another sort of foundational type thing, but this is something that I think improves the quality of life in your access. The big thing here is that instead of having to log in, sign in all the time or have all these different passwords that Typefi now supports single sign-on or it will support single sign-on. This is powered through Auth0.

(05:06):

This is a security as a service. This also means that you have robust support for multifactor authentication. If you're using Google or Microsoft, you can also supplement it with whatever additional authentication you have through those services. So if you're using a security key with Google to authenticate you, then that same thing will allow you to authenticate into Typefi Server, to My Typefi and to the Typefi Support. So that's a big deal, especially around privacy and just the user experience. So that's going to be rolling out before the end of this year. And what does that mean? So all these different sign-ons that we have, the different looking dialogues, all that gets merged into one single nice, clean, easy to use sign-off. The other

thing related to this is it allows you within the apps to toggle between different apps. And so you can seamlessly move from Server to My Typefi if you need to file a ticket or check on something and so forth. So on that last note around My Typefi, I'm going to introduce a video that Guy recorded for us, talking about some of the upcoming changes that are planned for My Typefi.

Guy ([06:37](#)):

So what we're going to be doing later this year with the rollout of Auth0 is we're going to make My Typefi the place where your files will be distributed from. So as you can see here, I'm in my customer on My Typefi and if I go to the Files tab, you can see that I have an area where I can create a new folder or upload files or upload folders and obviously also download files if I want to. And this is going to be the place where that replaces the FTP for your file distribution. One thing that's not yet available in this early early demonstration build that I'm working with, but that will absolutely be available to you when we launch, is there's going to be another tab next to Files for Software where we're going to be making available to you software like Typefi Writer or Typefi Designer so that you can download it from here. And this will fully replace the FTP for those of you that were used to going there. So the Files area in My Typefi is going to allow you to upload any files related to support tickets that you might have or it will allow your solutions consultant to upload new scripts or new XSLTs and it will also be the place where we distribute software.

Caleb ([08:04](#)):

Alright. Okay, so continuing on from there, Lukas mentioned that one of the things we want to talk about is AssetFlow. AssetFlow is a new front end for Typefi that, if we think about Typefi Server, it manages your workflows, it manages your files, and you can keep track of your jobs that have run through that. And AssetFlow sits in front of that. This is a cloud native content management. One of the big things that we think about this is taking our Do More tag, I might say that AssetFlow is about do more together. That one of the big of focuses around this cloud native content management is, how do we engage and enable collaboration around the content in Typefi? And so we can have comment threads and all sorts of really interesting interactions and start to move into thinking about workflows, not just about composition, but also in how that file is moving through its life cycle.

([09:26](#)):

So this is going to be rolling out towards the end of this year and into early next year. First for early adopter Cloud Enterprise accounts, and then we're going to roll it out to all of our Cloud Teams users. And then lastly, if you're using any of the APIs to integrate with Typefi Server, you'll be at the tail end in that rollout. And so I want to introduce Toni. Toni has been with Typefi now for about two years, actually no, just over two years. And she has been working feverishly on all the documentation around AssetFlow and I wanted to give her a chance to show off what she's done with that. And so I'm going to hand the mic over to Toni.

Toni ([10:23](#)):

Hi everyone, give me a moment. I'll share my screen. I'm going to take you through AssetFlow, give you a preview of this first version. Lemme see. There we go. Okay, everybody see my screen? Should be AssetFlow in view. Okay, can you hear me okay?

Audience ([10:54](#)):

Yep. Yeah.

Toni ([10:55](#)):

Alright, great. Okay, so as Caleb was mentioning, we are moving forward with collaboration in mind. I'm going to show you a few features of AssetFlow that just really I think set this product apart. We've got desktop quality file browsing, a really powerful search with filters, the advanced file management system and the collaboration aspect. And of course you can publish right from this one place at the front end of Server so you don't have to navigate back and forth. Everything is in one place. So first I'm going to take you through some of the, I guess easy to use or things that maybe you're used to working with, desktop file browsing features, and show you how that works here in AssetFlow. So things like click menus, you simply right click. If you select a document, then your right click menu will have all of the actions available for you and your shortcuts on your keyboard will also work.

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So if you want to copy and paste, the command or control C, those shortcuts work. So if we want to take a few files here and drag, well let's do that first. You can copy and paste using control C or command C, and then your progress bar at the bottom will show what it's doing and give you an undo option. So you can use that button there as well. So lots of options in how to work with your files. Drag and drop, I love to drag and drop. It's just easy. So if you want to move files around without going into this menu, there's a menu here that you can open and it'll help you navigate or create a new folder if you'd like. But if you would rather quickly drag and drop, you can use the breadcrumbs, you can just drop it and drop it into the file.

(12:58):

You can even drag it and drop into a pinned folder and it will take those files and move them for you, and undo if you decide that wasn't the right idea. So, easy to use. And let's see, another thing, let's talk about the search. So this search bar at the top, every view that you have. Right now, we're in the file store view that you have an assigned to me, trash, published by me. Every view has its search bar and you can search within that particular view. So this would be representing all of the files in your organisation in this view. So when you search, say you want to search, you can chain these filters together. So you can search by kind, status, who it's assigned to. If it's a small or a large file, you can designate how big of a file you want to search, search by a date range if you'd like.

(13:54):

So for this one, you can even simply just type in your file name. But for this one, let's see, I'm going to search by kind. I'm going to use that filter. I'm going to look for a DOCX and I'm going to look for a file. So we've got 18 here, let's narrow it down to assigned to Ms. Paige Turner. And there we show two results. And that's what I'm wanting. So I'm going to click on that file here in the results and it's going to take me directly to that file so you don't have as many clicks and you can find things quickly. Another way, especially for me, I know as a technical writer, I'm working with the content quite often and for a lot of time I'm working with one product and I want to quickly access that. And pinning folders is a really great way to do that.

(14:50):

So I'm going to show you what I would do. So instead of clicking through all of the folders, every time I log in, I'm going to simply take this one and drag it. Lemme see, I'm going to drag and drop it over here under pinned on the left side. And that way when I'm signing in, it will show me this, right? But on the left I can click here and then I can reach my files that I'm going to work on quickly. So that's a really cool feature. It's essentially a link. So it's not going to, it won't do anything to your files if you delete the link. So it's just for your convenience here. So we're going to look at this demo document and see how we can collaborate with our teams. Within this view, you're selecting the file. With the file selected, you can preview here and you can open the collaboration panel.

(15:52):

And this arrow is a collapsible panel here. So you're clicking this arrow on the right side, opens all of the files details so you can see all of the versions. There's four versions and it highlights which one's the current version. You can always roll back to a previous version. And then the activity panel shows every detail you can think of for what activity has been happening with your team. So it shows the first version was uploaded yesterday at 2:28, and then the status was changed to In Review and assigned to Paige. Then there was a comment from, let's see who's this comment from, from the editor. And there's a new version that's been uploaded with another comment from a change. So everything going on with this document is in this space and you can communicate with your team here. Now let's be clicking on either preview or clicking on a version here with this simple eye, will allow you to view the document that you've selected so we can preview this document.

(17:05):

Now, this is the, before you're publishing with the Typefi markup in a document in Microsoft Word with Typefi Writer. And you can preview it so you don't have to download anything to your personal device and re-upload it to view this document, which is really handy. And you can compare your versions by clicking on the different versions as well. So that was really, I'm excited for what this is going to do and help us to be able to communicate together and work on the documents in one place. So we've got the ability to assign a status and assign a user so you can choose what you want to assign it to. Let's see, we can do In Review and then it should update here in a bit. Then it will, this status will be In Review and we can assign it to a new user.

(18:14):

It may take a refresh. There we go. And it'll show up. So everything's documented here. Let's see. I'm going to show you how to publish. Okay, I'm going to go to my user to publish this document. It's the same document here. Okay. You can publish in this preview mode or you can publish right here from the file view, but you don't have to open it to publish it. So either way. And when you hit publish, it's going to ask you if you want to use the last used workflow or select a new workflow. It will remember the workflow that you've previously used, saves time, and you can just click next. Then you're going to select the action associated with that workflow and determine how many outputs you want to be stored in AssetFlow: all of them, or save only the last output of each type.

(19:20):

We'll select all for now. And this just gives you a breakdown of what you've configured. If you need to make changes, just go back. And to publish, simply click publish and you're running the workflow right now in Typefi Server. And this progress bar, you can cancel. If you would like to cancel, you just click the X, but it should show job completed in green in just a few seconds. There we go. And then you can automatically see that the output is here underneath the document that you just published. So we'll check that out and you can preview and begin collaborating and making changes if necessary with your team. And here it is, the job has completed and your document is ready well for your next stage of review. And yeah, there's AssetFlow. Okay.

Caleb (20:19):

All right, thank you Toni. Let's get back into the presentation. So once again, AssetFlow is rolling out end of this year, early next year, and we're very excited about what this will bring to bear. Alright, other things that are coming. Content velocity. This is a phrase that I shamelessly lifted from Adobe several years ago, but I really like the punchiness of it and thinking about what drives a lot of business is, well, how fast can you get your content into your audience's hands? That if you take a long time to prepare and to develop that content and get it out, you can miss the window. And one of the things that we've recognised is that many publishers have very cyclical needs. That they may have crunch times throughout the year but not constant through the year. And so the idea of being able to sort of rent a InDesign Server for changing demand is really appealing.

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And so this allows you, or these fractional Typefi engines will allow you to either make a reservation or set up rules based on, if you have a lot of jobs you've queued up in our cloud, that we will automatically sort of expand your list of or availability in your pool so that you can get those jobs published faster. And so that's going to be launching early 2025 and all that'll be managed and handled through My Typefi. Typefi RunScript. This is something that we haven't talked a lot about, but one of the interesting things about RunScript is that it is a InDesign Server as a service and it is a bare bones native InDesign Server. One of the unique things about this is that it is a pricing model that's based on compute. And so we take InDesign Server, we have a really nice wrapper around it.

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You connect your AWS S3 buckets to RunScript. You can build your own custom front end and then you only pay per second for Typefi RunScript. And that's something that's available. Now, this is sort of a side project that we launched a couple of years ago just to sort of have a playground to explore some ideas. And some of the technologies that we've developed as part of RunScript are actually going to be featuring into the fractional engines. And so there's a nice little tie in between those two pieces. Other things that recently coming or coming very soon, so Guy is especially proud of the remastering of the DOCX workflow. This has been completely rebuilt. It is faster, it is much more robust. It is better at handling oddball errors or things that were out of spec in the source content and getting you better error messages and results.

(24:04):

And so that's out now. AutoFit Server and AutoFit Professional, this is the same version of AutoFit that comes with Typefi Designer, but now it's available through retail. On that note around AutoFit. So next week, Monday is the first day of the Adobe MAX Creativity Conference. And this is when Adobe traditionally announces the latest and greatest newest versions of all of their Creative Cloud applications. And so AutoFit will be updated to version 8.18 on Monday. That'll add support for InDesign 2025. Also coming very soon is Content XML version 3.3. So this is also something I mentioned in the get to know you breakout session around accessibility. And so one of the things that CXML 3.3 adds is the accessible H1 through H6 tags within that source content. And that actually simplifies a lot of the transforms when you're going from Content XML into other things and you want to maintain a more semantic structure or accessible structure in your content.

(25:23):

Another feature that we're adding into CXML 3.3 is change tracking. And so this allows you to start thinking about, well, where have changes happened? And this is a very important feature that Guy's going to talk about when he talks about the Advanced Engine coming up later in this session today. And so just to sort of reiterate the big high level things that Typefi has been working on most recently, The foundational aspect of Typefi updating to Tomcat 10.1 and Java 21. Doing a lot of work behind the scenes to enable the seamless sign-on, launching very, very soon. Typefi AssetFlow, which will follow immediately after the single sign-on is released. And then content velocity to enable you guys to do more with less. That is sort of the end of my first session on the Typefi update. Thank you very much.