

How TechStage improved the editorial efficiency with Ring Publishing

The leading media house, Heise Medien selected Ring Publishing, as the SaaS platform for the TechStage brand.

As part of its data-first strategy, Heise Medien partnered with Ring Publishing to optimize TechStage's editorial process as well as, to benefit from an improved workflow through a scalable and modern SaaS service.



○ Why & What

Heise Medien brand TechStage partnered with Ring Publishing to optimize the editorial process, simplify the editorial workflow, and gain greater flexibility in managing the product. The management of TechStage sought a platform that would support its long-term strategy and would enable it to innovate and adapt quickly, without compromising on quality or functionality.

The solution needed to be modern, reliable, and scalable. In addition to being easy to configure, the system had to meet the needs of both the tech-savvy editorial office and the data-savvy organization as well. In order to meet the needs for flexibility, innovation and scalability of the dynamic TechStage brand, Heise Medien looked for an all-in-one SaaS publishing solution with a fast implementation time.

The goal was to complete the implementation of the CMS system, content migration, and the development of a new website and the integrations within three months. Ring Publishing was the obvious choice.

The new TechStage website was launched in February 2021 following a fully remote implementation.

○ How (Solution)

Through the implementation of the Ring Publishing solution and the collaborative effort of both teams, TechStage was able to significantly increase the flexibility of product management and the productivity of the editorial workflows. Additionally, the change accelerated product delivery.





○ The results

- increased productivity with a scalable and affordable SaaS
- flexible product management
- multi-platform & multi-channel



The system was implemented entirely online. The agile set up enabled seamless communication through sprints and collaborative tools. Besides achieving its objectives, the project enabled teams on both sides to feel energised and eager to learn from each other and provide a fast, reliable, user-focused product.



Daniel Schraeder

Content Development Manager ○ Heise Medien

High-quality and Independent Journalism



The Heise Medien group publishes the most influential German computer magazines, runs the leading medium for German IT news, and organises events to connect the relevant ICT scene.



The Ring Publishing all-in-one digital publishing solution helps media brands succeed in the digital age. In addition to providing tools to monetize media products, the platform supports content creation, management, and distribution.



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