AMA DataSet Limited

CAMRA — CAMPAIGN FOR REAL ALE

The
Good Beer Guide

Iain Barker
Online System Developer
April 2021

Contents

CAMRA – *The Good Beer Guide*

Overview

Founded by four beer lovers in 1971, CAMRA is one of the most successful consumer organisations in Europe and today they represent more than 190,000 beer drinkers and pub goers across the UK. Their mission is to secure the long term future of real ale, real cider and real perry by increasing their quality, availability and popularity.

In 2008 CAMRA, commissioned AMA DataSet to create a new automated editorial process. This included import of existing guide data; production workflow; fully automated typesetting of the publication within minutes.

AMA have worked continually with CAMRA since this time adding extra features and enhancements, including ebook versions of the guide, APIs for import of data from external sources, map cartography system and entrant emailing.

Features

Promotion Site https://camra.org.uk/about/publications/the-good-beer-guide

Commissioned 2008 – Editorial and Typesetting of 2009 GBG
2009 – National branch online database system (2010 GBG)
2010 – Ebook version of GBG (2011 GBG–2019 GBG)
2014 – API added to (2015 GBG)
2020 – maps editorial system added (2021 GBG)

Sector   Publishing
Location   St Albans, Hertfordshire
Platform   AMA DataSet – Strata CMS

Editorial

- Editing and management of Pub data
- Editing and management of Brewery data
- Multiple-user, multiple-level concurrent access to data
- Typesetting of entries, region, country and full publication
- Image, filler and feature placement control
- Reporting and exporting features
- History of all pubs and breweries back to 2007
- Full audit and change logs
- Cross referencing and indexing of multiple datasets.

National database system

- Multiple-user collection of data from branches
- Full multi-level workflow control for multiple user levels
- Real-time typesetting and exports
- API – Data import directly from CAMRA WhatPub database
- API – Allows external call of real-time branch proofs
- API – Allows external call of real-time exports of system data

Ebook creation

- Bespoke conversion of full publication to ebook
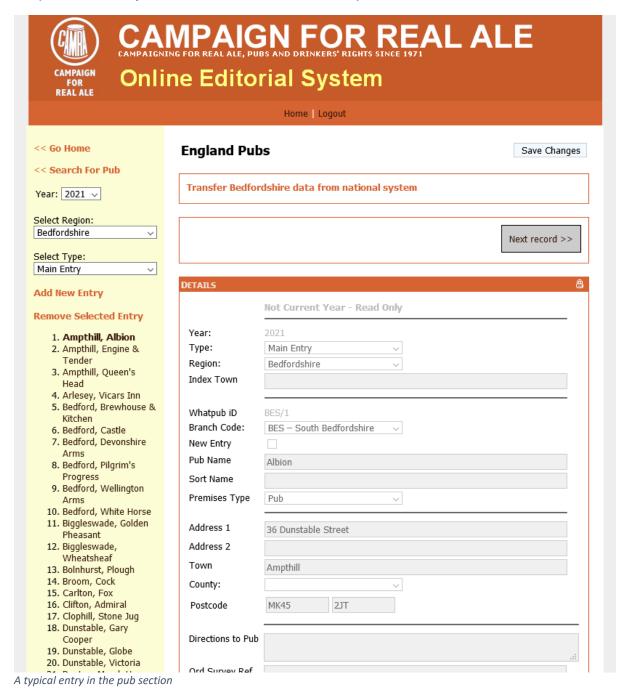- Multiple device formats
- File validation

Cartography

- Conversion of existing maps
- Map alterations
- Full editable icon and text overlays
- Export in web and press ready formats

Entrant emailing

- Personalised update invitation emails sent to contacts
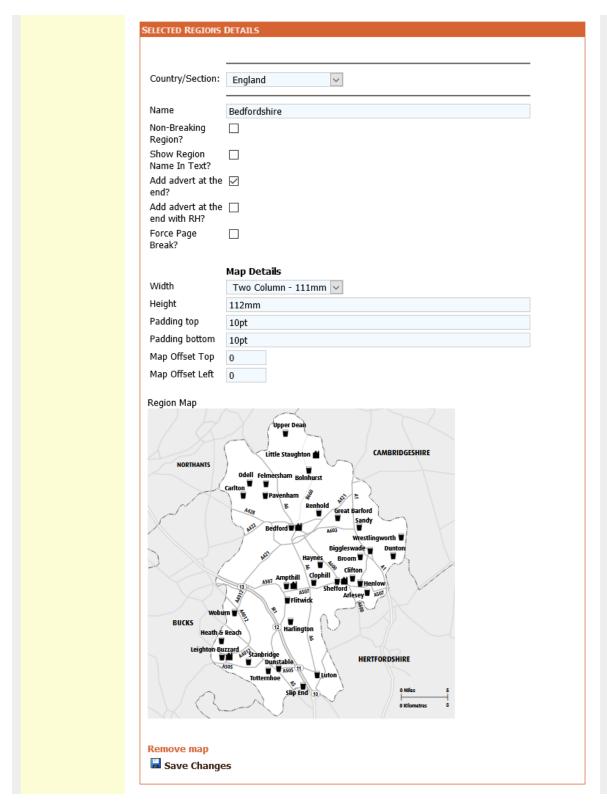- Attachments such as pdf samples and update forms

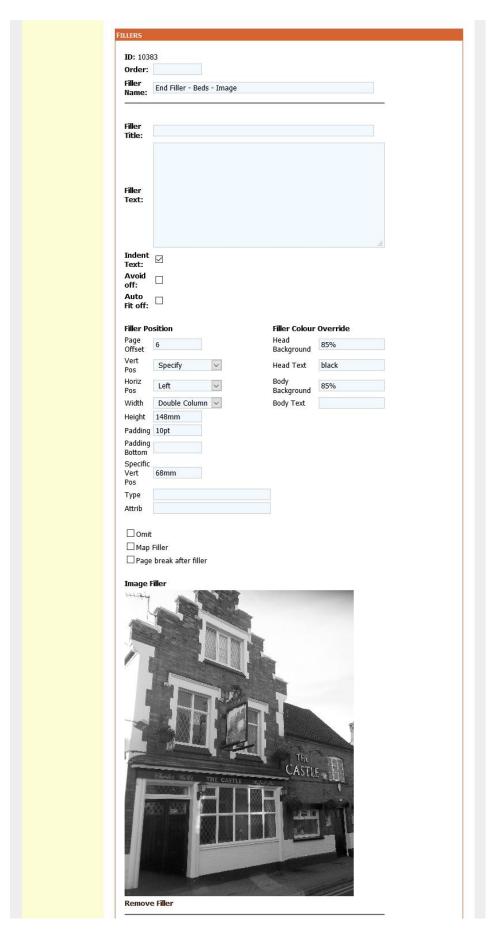*Sample screen shots from The Good Beer Guide Editorial system*

A typical entry in the pub section

BREWERY DETAILS

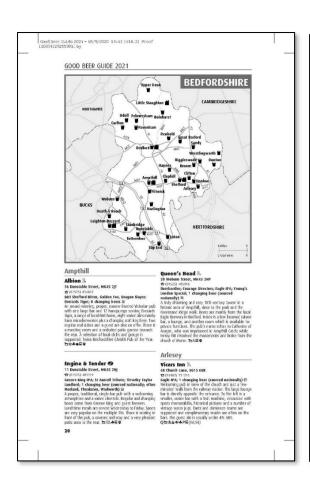| Field	Value
Year:	2022
Region:	Bedfordshire
Original Region:	Bedfordshire
Brewery Reference:	☐
Source	Local
Brewery ID:	755
BIS brewing status:	SUSPPROD
New Entry:	☐
SIBA:	☐
Header Name:	
Original Header Name:	
GBG Name:	B&T
Original GBG Name:	B&T
Brewery Name:	B&T Brewery Ltd
Original Brewery Name:	B&T Brewery Ltd
Organisation:	EAB
Original Organisation:	
Sort Name:	
Original Sort Name:	
Address 1:	The Brewery,
Original Address 1:	The Brewery
Address 2:	
Original Address 2:	
Town:	Shefford
Original Town:	Shefford
County:	
Original County:	Bedfordshire
Postcode:	SG17 5DZ
Original	SG17 5DZ

A typical entry in the brewery section
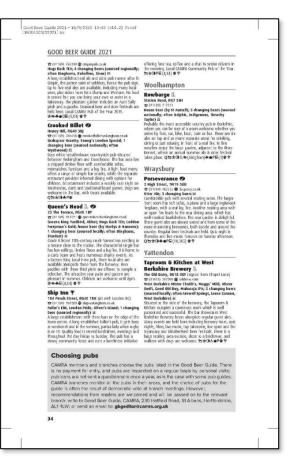
Proofing control for a region and its map

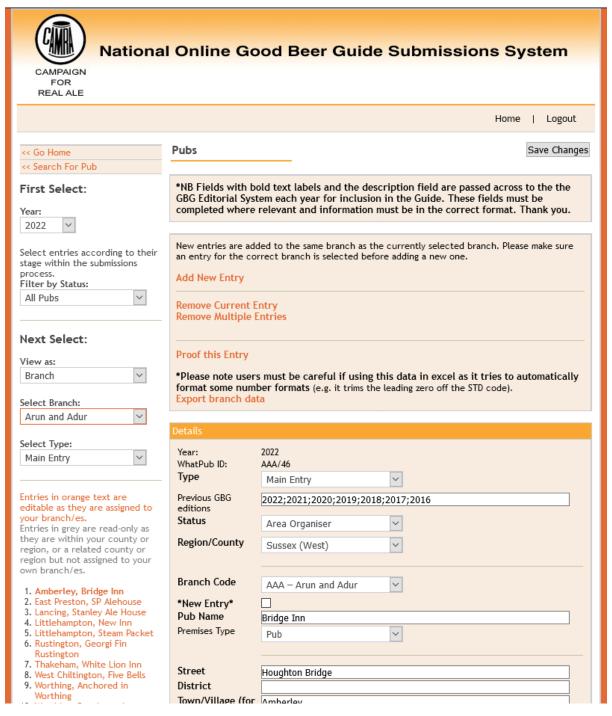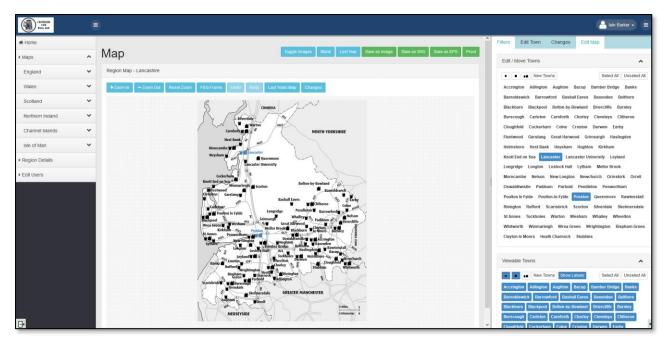*Panel for adding and controlling inline fillers*

Sample proof pages from The Good Beer Guide Editorial system
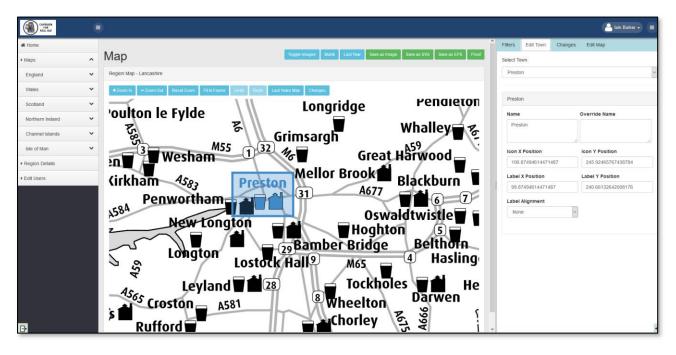
Sample screen shots of national database

The national database closely resembles the editorial site but has been tailored to the needs of branches for submitting the pub data

Sample screen shots from the map cartography system

The map editing screen with towns highlighted for easy location

The map editing screen with map zoomed and town selected ready for editing

Summary

Software as a Service (SaaS)	From back-ups to user access, we fully support the solutions for online servers and FileMaker Pro.
Hosting and Support	Our dedicated servers provide high availability access to the solution.
Bespoke Enhancements	As the software manufacturer we are able to make quick and efficient enhancements to the solution.
Implementation and Configuration	We fully support the software project from setup through to training and launch.
FileMaker Pro	Used as a hybrid between online server and FileMaker server for rapid development
Consultancy Services	We use our experience gained from hundreds of projects to ensure the right solution for your business.