censhare

# Content Management

Make your content do more, with less effort

freedom
to create

## One Source of Content, For Many Channels

censhare Content Management manages content at all stages of a marketing task, from brief to design to production. Unlike conventional labor-intensive systems, the solution automates and eases the production and maintenance of simple or complex websites and other channels, without the need for high technical skills.

Efficiency and best use of resources is achieved by the 'Content First' approach of censhare, which ensures that content is created once and once only, avoiding wasteful repetition of design effort. Content is 'media-neutral', allowing it to be adapted automatically for use anywhere – from online and print to point-of-sale and ATMs.

## Tailor Content, Quickly and Easily

Whatever your asset or information – from text or image to video or advanced file formats – you can cost-effectively create content in almost limitless ways, including local variants of that content. For example, writers can produce an article or text and use it to write headlines at different lengths to match exact requirements for different channels. The content is ready for immediate use in each channel, avoiding the need for writers to familiarize themselves with the content more than once.

Content can also be tailored to personas, local regulatory need, in different languages and to cultural expectations.

Flexibility is ensured through a powerful API that enables the system to exchange data with external applications, while also allowing the creation of omnichannel applications and custom front-ends. Meanwhile, applying automation to content management speeds up the task of personalizing content, which is proven to raise marketing performance.

And for full peace of mind, the Content Data Quality feature checks the completeness of content to easily identify gaps in the data, so you can be sure that all data is available prior to using it.

**Product Overview:** Content Management

## Features and Functions

### Content Management

- Integrated content editor with output channel previews and word/character counter
- Multilingual standard document structure based on XML
- Variants for output channels with specific characteristics
- Workflows, notifications and automatic processes
- Process control from brief to design to production across the complete content lifecycle
- Transform and export content to web, mobile, POS and print
- Flexible functions for content export to any other channel

### Neutral Content (XML)

Content is saved in media neutral, semantically labeled XML, enabling programmatic processing for different channels

### Content Data Quality

Checks the quality of content data for identification of potential improvements

- Uses individual approval processes for checking data
- Configurable completeness check
- Integrated workflows
- Versioning of all content

# Use Cases in Action

## Austrian Publisher

A leading Austrian publishing group wanted to streamline the content production for its multiple online and offline channels.

The publisher wanted rapid content delivery that would work without HTML pre-rendering. Each page should be generated on the fly. This would enable both the publishing of news events 'as they happen', with users unaffected by caching issues, and a more detailed personalization for visitors.

To solve its challenges, the publisher switched to censhare and quickly became one of Austria's fastest growing online media publishers, establishing a new record in terms of visits and unique clients served. A main driver behind this development has been the online version of the news magazine, which is entirely produced with censhare and its SEO functions, which have helped the publication achieve top rankings with search engines.

## Industrial Instrumentation Supplier

A global supplier of industrial process instrumentation and automation solutions works with sales and service companies in 47 countries, operates in 18 locations in 12 countries and maintains representative offices in many other countries.

The company wanted greater efficiency in its global communications and to portray the company as a "genuine global brand on the web" by improving the quality and homogeneity of information. It also aimed to optimize workload by automating internal communications, while reducing training costs.

censhare Content Management was chosen to help improve the consistency of content assets and was initially was used to relaunch 38 websites in 22 languages. The company also identified strategic approaches where the flexibility and scalability of censhare can be deployed. These include shops, extranets, web services and topics such as Industry 4.0. It now regards censhare as its central content management platform for all its marketing contents.

## Swiss Insurance Provider

A leading Swiss private insurance company supplies its services using a decentralized structure, around 80 general agencies throughout the country to ensure customer proximity and local expertise.

Although some management solutions were being used, these did not meet the company's requirements. Production of printed documents and communications material was disorganized, with inadequate cooperation between authors and editors.

The switch to censhare enabled the agencies to create their own advertisements, brochures and advertising material with just a few clicks in an entirely web based solution. Agencies simply log on, select the template and enter their own information. They then export it from censhare as a print ready PDF and save the file where needed.

censhare brings the transparency and the structured processes required, as well as the speed and efficiency of operations.

*These organizations have used the censhare platform to achieve significant business benefits.*
*The organizations are anonymized for confidentiality but are real life enterprises.*

## **about** censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Allianz, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

Contact us at **www.censhare.com**