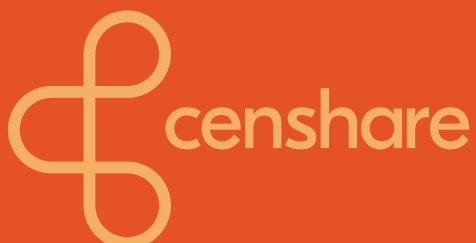


CMS

Content Management

Because a connected
world, needs
connected content

master your content





One source for every channel

From brief to design to production, censhare Content Management makes you a master of marketing content. Automated and simplified processes reduce the technical skills needed for website and channel production and maintenance.



Tailor content at speed

Content only needs to be created once and is 'media-neutral', allowing it to be adapted automatically for use anywhere — from online and print to point-of-sale and ATMs.

Content can be adapted to personas, local regulatory requirements, different languages and cultural variations. Personalization, proven to raise marketing performance, is easier and quicker.

A powerful API enables the system to exchange data with external applications, while allowing the creation of omnichannel applications and custom front-ends.

Content Data Quality feature checks the completeness of content to identify any gaps in the data so you can be sure that all data is available before using it.

At your command

Content Management

- Integrated content editor with output channel reviews 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

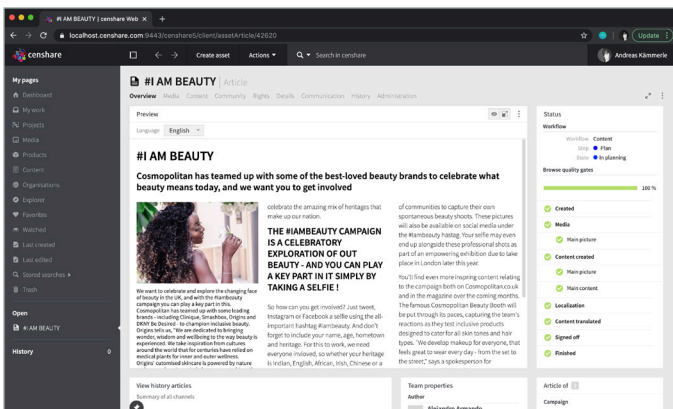
Neutral Content (XML)

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.

They wanted rapid content delivery without HTML pre-rendering with each page generated on the fly. They also wanted to publish news events 'as they happen' with more detailed personalization for visitors and no caching issues.

After switching to censhare, they 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 is the online version of their 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

This 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.

They wanted more efficient communications and to represent the company as a "genuine global brand on the web" by improving the quality and homogeneity of information. A further requirement was to optimize workload by automating internal communications and reducing training costs.

censhare Content Management was chosen to help improve the consistency of content assets and was used to relaunch 38 websites in 22 languages. The flexibility and scalability of censhare is also used to provide content for shops, extranets, web services and topics such as Industry 4.0. censhare is now the company's central content management platform.

Swiss Insurance Provider

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

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 enables 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 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.

About censhare

Our omnichannel content platform connects you to your audience on any channel, in any language, locally or globally. Clients like Allianz, Dyson, Hearst and hundreds more rely on censhare to deliver brand accurate, up-to-date-content and make the most of every opportunity to reach the right customer at the right time.

censhare. master your content.