

# DAM

## Digital Asset Management

Get full control of  
your digital content

master your content



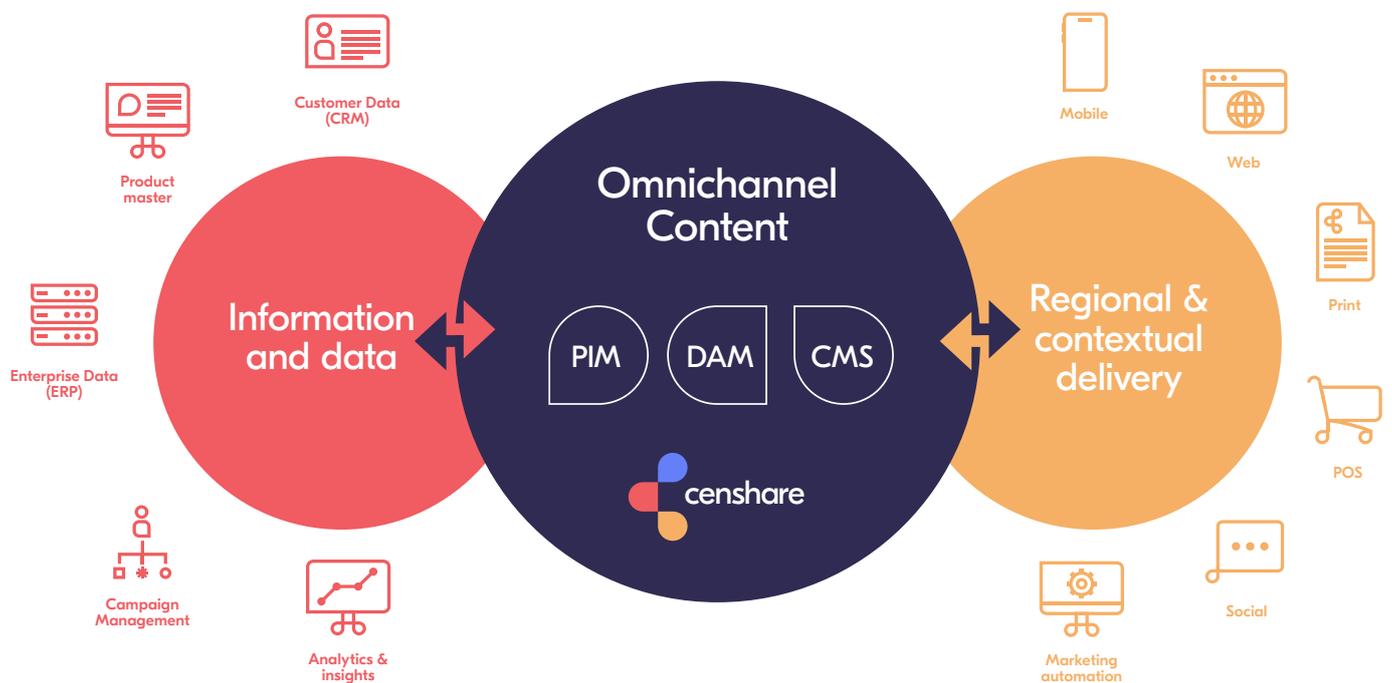


## Centralize your digital assets into a single source of truth

Get ready for streamlined, highly efficient all-digital workflows for your entire content production, from planning and creation to transformation and use. Make it easy to connect your content with your audience on any channel, in any language, locally or globally.

With the censhare platform, all content is interlinked, bringing every image, video, document and file under complete control. Everyone you allow is connected to the same platform enabling a highly collaborative and totally transparent production process.

The platform evolves and scales as your needs change and grow. You can choose to host the platform in our datacenter, with censhare, or in the cloud. Furthermore, we offer flexible licensing options and technical support packages to match your needs.





## Content management made easy

Content is today's currency. The channel explosion has seen organizations using an array of print, web, mobile, social media, digital Point of Sale (POS) signage and digital outdoor advertising. So when you know what exists, where it is and how and when to use it, you've got a huge competitive advantage.

The flexibility of digital content gives you the power to personalize your marketing like never before and react faster to new market opportunities.

That's exactly what censhare's omnichannel content platform offers.



## Accessible. Usable. Powerful.

Product information, service descriptions, photos, price lists, user guides, infographics, logos, articles and more. All can be used quickly and efficiently. Reach customers with the right content on their preferred channel at the right time.

All the traditionally time-consuming tasks are automated so manual errors are avoided and resources are used far more efficiently. Costs are reduced and quality is improved.

Collaboration tools let colleagues work together on any digital asset or object, create notes, create and assign tasks and streamline the whole process.

No more duplication of effort and expense. No more time wasted searching for mislaid assets. No more nagging doubts about version control, usage rights or data accuracy.

## Features and Functions

### Upload, Edit and Download

Easily upload any content as a digital asset by drag and drop, via automated processes or via interfaces (APIs):

- Supports all file formats, including video and 3D
- Bulk upload and export via drag and drop
- Automated import and export
- Transfer of metadata (XMP, EXIF, IPTC)
- Multi level duplicate checks

### Manage, Organize and Archive

Functions for managing, organizing and archiving digital assets and associated metadata:

- Flexible tagging and definition of features
- Automated versioning
- Integrated image editor
- Interactive previews for all relevant 3D file formats
- Image and video version generation
- Rule based archiving and dearchiving
- Management of different language, regional and content versions

### DAM Starter Kit (optional)

- Simplified user interface designed to cover a basic DAM use case for casual users or users who are not experienced in working with censhare
- Can be extended with additional asset types, relations, functions, and user roles
- Workflows and user interface based on experience from DAM projects with leading global brands
- Simplifies creating an asset taxonomy with categories and keywords
- Can help deliver a DAM project faster
- Does not affect system performance

### CI HUB Connector for censhare (optional)

Enables seamless use of digital assets with applications of the Adobe® Creative Cloud® and Microsoft® Office®



## Features and Functions

The censhare platform delivers all the capabilities needed to run a digital business including our powerful Digital Asset Management (DAM). You can also add Product Information Management (PIM) and/or Content Management (CMS) to build the system that matches your requirements.

Functionality modules can further extend the wide range of use cases from standard ones like brand management to complex ones like print production management, retail publication management and translation management.

The modularity of the platform enables you to grow your censhare solution at a speed to suit your business.



## Digital Asset Management — all your digital content in one place

Centrally manage every type of digital content. Simplicity, efficiency and automation enables teams to work together without being distracted by complex processes.

DAM allows your users to create and import assets and asset variants, store them centrally, edit and update them, flexibly add reference information and insert unlimited links to any other asset. Your entire organization can then search for the assets they need according to almost any criteria, such as metadata, information on target audiences, sources, usage rights, or other information.

A single record for each asset is created which can reference any related information. All changes are tracked in the system and can be easily reverted to a previous version.

## Platform Features

**With censhare, you can rely on the latest generation of our inhouse developed in-memory graph database**

- Semantic database structure for class leading performance with low infrastructure requirements
- Fast search engine for all content and associated metadata, including flexible filter functions
- Performance, stability and low resource use with a modular structure for easy scaling
- Front end technology supports modern web browsers
- Rule based archiving and dearchiving
- APIs enable transfer and consolidation of data from most data sources and systems for use with censhare
- Content focused collaboration across the organization
- User, role and permission management
- Flexible expansion of integrated capabilities like product information management, content management, marketing project management, translation management, and more
- Easy addition of new users and workflows



# Content masters in action

## European Airline

This organization needed to solve four major challenges: managing multilingual content for global use; achieving consistency across all media; reducing costs; and controlling the use of digital assets.

The airline asked its agency and censhare to develop and implement a centralized solution across all its channels. It wanted a sophisticated, intuitive, and fast search function that could significantly reduce the time spent finding appropriate digital assets.

The airline first implemented censhare's media portal as a platform for images, videos and campaigns, but soon realized it needed to go beyond its original Digital Asset Management plans. It decided to work with censhare to address additional requirements, such as marketing briefing functions, templates and job and asset management capabilities.

Following implementation, collaboration between their teams vastly improved through the distribution and exchange of information. The airline now plans to go even further by deploying a translation memory, integrating more systems, and using the marketing and budget planning capabilities of censhare's platform.

## US Retailer

This major US retailer with more than 1,100 department stores in 49 states employs more than 140,000 people and sells everything from shoes to shower curtains. Today, more than 56% of American households shop there, bringing in more than \$19 billion in revenue a year.

The company wanted to make its marketing more efficient, to help staff achieve more and provide customers with more personalized, relevant communications. The goal was to move to a central solution that solidified, standardized and streamlined workflows for hundreds of employees.

The company's Senior Program Manager stated: "Teams used to find it hard to know where a project was at any given moment—and they would be working on 10 or 12 projects in any week. Introducing censhare and our new business processes gave us a project structure that is automatically generated and managed. It was that simple."

Benefits have included production time reduced by 50% and, as a side effect, an annual saving of \$275,000 by efficiently reusing assets.

## International Clothing Retailer

This leading retailer needed to replace its outdated Digital Asset Management (DAM) system as part of an ambitious digital transformation strategy. The company identified five possible DAM suppliers to fit its needs. After demonstrations and a proof-of-concept stage, they selected censhare as the outright sole DAM provider.

The final decision was based on a combination of: cost, user experience, system integration testing, technical fit and references.

In addition to delivering a single source of truth for existing assets, censhare also offers the best capabilities for managing printed page production — vital as the company runs more than 300 catalog projects a year distributed across the US, Europe and Japan, involving 20,000 unique printed pages.

"Not only does censhare provide sophisticated functions to handle print publication, it also has the potential to support our future growth needs," explained the their Senior Director, Creative Operations.

Implementation saw 25TB of data transferred to the censhare platform, giving 700 users global access to over 2 million versions of digital assets.

# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's 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.

Contact us at [www.censhare.com](http://www.censhare.com)

**censhare. master your content.**

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