

# Headless CMS Module

## Grow your business with easier connections

**Exchange content more easily, build new relationships and improve efficiency.**

Today's web users look for information such as documents, product information and manuals. They interact with websites and upload their own content. By using the Headless Content Management module you can open up access to your content, create new opportunities for your business and better experiences for your customers.

### Generate greater value all round

Provide personalized, content driven experiences for customers on their preferred channels and devices and build closer, higher value relationships.

This requires a solution that allows a more efficient and broader use of content. Offering easy exchange of information and providing access to their own databases and content to third party apps and ecommerce sites.

The module brings extreme flexibility to the way websites, devices, mobile apps and other online services can use and exchange information and content that's stored with censhare.

### Full flexibility

The module acts as a bridge between the censhare platform and developers – content is held and managed in the platform as normal but can also be accessed by external applications through the Application Programming Interface (API).

This opens up many uses, including third party ecommerce sites, mobile apps, Internet of Things (IoT) devices and applications as well as web content management systems for public or private websites. These capabilities allow you to increase the usefulness of your content.

You can also create your own user interface to achieve more individualized content production processes, such as provisioning of simplified user interfaces for specific tasks.

Reduce costs by avoiding the complexity of separate systems and interfaces. JavaScript Object Notation (JSON) allows developers to use their preferred tools to access data stored in censhare.

## Joined up marketing

The censhare Omnichannel Content Platform simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels.

Semantic database technology handles a vast volume and diversity of content. It responds instantly, and search results can be filtered intuitively to quickly find the desired asset or information.

All content is managed and processed by the platform's core products: Product Information Management (PIM), Digital Asset Management (DAM) and Content Management. Optional modules, such as Marketing Project Planning, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

## Unlock all your content for all uses

This module enables you to:

- Build Microsites, Singlesites and Multisites
- Use censhare with a customized client
- Easily deploy server to server communication
- Speed up development of your own, significantly simplified user interfaces with the optional Headless CMS Client Starter Kit
- Provide your customers and partners an intuitive Media Room for uploading, downloading and working with content (comes with the HCMS Client Starter Kit)
- Provide your teams a convenient way to use content stored in censhare with an external service or application (with HCMS Content Picker)

## Features and functions

### Headless CMS

Reuse and publish content to or pull content from any device or channel.

- Let frontend developers use their favorite frameworks and tools to use censhare
- No knowledge of censhare's internal data structures required
- Delivery infrastructure scales easily and flexibly
- Establish a system to system connection with the content management and production system server without additional satellite infrastructure

### Headless CMS Client Starter Kit

Standardized building blocks to create customized extensions for censhare.

- React framework that uses the APIs of the Headless CMS Module to connect to censhare
- Media Room — a lightweight web application enabling external users to find and work with assets stored in censhare without requiring direct access to the core censhare system

### Success Story

## Putting the flavor into food retailer's marketing

A leading Dutch retail chain needed a highly flexible, future proof solution to meet its complex and growing marketing needs..

They selected censhare Headless CMS to enable 250+ store owners tailoring offers for their local customers. This has unlocked significant efficiency improvements as stores can now design and print all shelf communication in-store, eliminating the delays and cost caused by shipping material from the headquarter to the stores.

### Headless CMS Content Picker

Enables use of media assets like images and videos in third-party web applications

- User interface based on HCMS that can be embedded as a plug-in or extension into the frontend of a third-party web application
- Search, explore and use assets stored in censhare without requiring direct access to the censhare system
- Supports full-text search with previews, intuitive sorting and filtering, and displays further information, e.g. metadata
- Visibility of content is restricted to assets that have been made available to the respective plug-in
- User can select one or multiple files for import into the third-party application
- Third-party application can download the content from censhare or use a URL that references the asset in censhare

### censhare GmbH

Paul-Gerhardt-Allee 50, 81245 München, Germany

Tel.: +49 89 56826-0 Email: [info@censhare.com](mailto:info@censhare.com)

[www.censhare.com](http://www.censhare.com)

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