

## Connect Your Platform to the Outside World

The censhare Connectivity Module helps you connect a wide range of data with external systems.

An organization's content management does not happen in isolation. There is a frequent need to connect with data from external systems, allowing its import and export, as well as further processing by specialist systems, for example to analyze specific data or create special reports. The Connectivity Module for censhare provides all the functions required.

### Content Management Needs to Link Seamlessly with External Data

Many organizations using censhare need to connect to external systems or applications to import and export data, to generate reports or produce information required to support their business. They need capable, sophisticated yet easy to use connectivity that ensures they can readily connect their censhare platform to the outside world.

### Interlinking Internal and External Information to Offer New Capabilities

censhare offers a powerful API to transfer data from most systems. However, many organizations want something more than the standard connectivity capabilities, for example, the ability to export data to external systems via XML or JSON.

Furthermore, there is a need to exchange data with specific internal and external systems, for example MDM, ERP, CRM and Marketing Automation systems.

To meet these needs, censhare offers the Connectivity Module. Depending on the required level of connectivity, the module enables connections to other systems, including sophisticated means to import and export data to and from them. Developers can use a Development API to support specific use cases, such as connecting to create customized reports and analyses that require interaction with Business Intelligence systems.

The module can accept and process any kind of information, including products, prices, markets, target groups, events, budgets and results from external processing. It also accepts any kind of document, from images, texts, audio and video files to spreadsheets, specific XML formats and 3D models.

The Connectivity Module ensures that data maintains its original metadata after the transfer, based on definable rules, and monitors content quality, for example through Acrolinx.

The module can also make use of Machine Learning and Artificial Intelligence to automatically recognize categories, entities, sentiments of texts, colors, locations, texts of images, and the locations and texts of audios and videos.

## This module enables you to:

- Easily export and import data to and from external systems
- Transfer any information type and document format
- Keep content metadata and monitor content quality
- Work efficiently with bulk transfer processes and AI to categorize content

## Features and functions

### Level 1: Content Data Import and Export Interfaces via XML

Import and export any file type as a digital asset by drag and drop, via automated processes or interfaces

- Client based and server based file imports and exports
- For imports: asset creation from dataset files and job tickets by generic asset interface server module
- For exports: complex export settings can be preset as 'output channels', including transformation operations and file generation
- XML and JSON imports and exports with data mapping and data transformation
- Automatic transformations into any XML format
- XML and HTML export
- XML feeds
- Import/export large media files or folders quickly and efficiently
- Supports all file formats, including video
- Bulk import and export via drag and drop
- Automated import and export
- Transfer of metadata (XMP, EXIF, IPTC)
- Multi level duplicate checks

### Level 2: censhare Development API

Developer API license for developing specific functionalities

- Enhance existing systems and processes by developing omnichannel applications, for example, to create customized reports and analyses
- JavaScript API
- Java API

### Level 3: Pentaho Data Integration (PDI)

Connect censhare to Pentaho, a business intelligence software providing data integration, OLAP services, reporting, information dashboards, data mining and extract, transform, load (ETL) capabilities

- Interface to Pentaho Data Integration (PDI)
- PDI consists of a core data integration engine, and GUI applications that allow the user to define data integration jobs and transformations
- PDI supports deployment on single node computers as well as on a cloud or cluster
- Requires a separate contract with Pentaho and may cause additional charges depending on the selected service levels

## Universal Content Management for Joined Up Marketing

censhare Universal Content Management is a single platform that simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle 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: Digital Asset Management (DAM), Product Information Management (PIM) 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.

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