

# Free Up Your Content for Easier Interactions

Opening up access to your content offers new opportunities for your business and a better experience for customers.

Today's web users are not passive viewers of information on screen. Often they will need to download information such as documents, product information and manuals. They will interact with websites and upload their own content.

## Generating Greater Value and More Business from Content

Providing personalized, content driven experiences for customers on their preferred channels and devices builds closer, higher value relationships. This demands more efficient and broader use of content.

Organizations therefore need a solution that allows this, offering easy exchange of information and providing access to their own databases and content to third party apps and ecommerce sites.

## Open up Your Content to New Possibilities

The Headless Content Management Module for censhare brings extreme flexibility to the way websites, devices, mobile apps and other online services can exchange information and content with

censhare. Content such as product information, images, documents and artwork, as well as user data and preferences, can be pushed to or pulled from applications and channels.

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 a wide range of possible uses, including third party ecommerce sites, mobile apps, Internet of Things (IoT) devices and applications and Web Content Management Systems for public or private websites.

These capabilities allow you to go beyond conventional websites and direct customer communication, increasing the usefulness and value of your content. You can also create your own user interface for censhare, achieving more individualized content production processes, such as approvals, workflows, translation management, or product information management for marketing.

Headless CMS employs JavaScript Object Notation (JSON), a well known open and text based data exchange format, that allows developers to use their preferred tools to access data stored in censhare.

## This module enables you to:

- Build Microsites, Singlesite and Multisites
- Use censhare with a customized client
- Easily deploy server to server communication:
  - Just data import from other systems
  - Just data export to other systems
  - Bidirectional communication between censhare and other systems

## Features and functions

### Flexible Interface

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

### Defining entities

- Entities and their properties are defined via JSON schemas
- Schemas can be created, read, listed, updated and deleted via the API

### Entities

- Entities can be created, listed, read, updated and deleted
- Entities are returned as JSON

### Queries

- Queries are sent via HTTP GET or POST
- Queries are based on the schema data model
- Queries can include operators ('&', '|' and '!')
- Relational queries are possible, e.g. articles of a specific author
- Query results can include mixed entity types

### Permission management

- Role based
  - CRUD permissions on entity type level
  - Primarily intended for administration and machine to machine
  - Authentication via HTTP basic authentication
- User based
  - Entity level permissions
  - Access only if user and entity share same permission group
  - Authorization via JSON Web Token

## Success Story

### Market Researcher Takes Advantage of Personalized Content

A leading European IT market research company uses censhare Headless CMS to pass content to its Web Content Management System. Each user now gets personalized, multilingual content when they log on to the website.

The front end follows a one page concept based on ReactJS, while the backend provides several JSON schemas for the different entities such as contacts, companies, files and events, as well as UGC endpoints for functionality like registration, file upload and creating events.

The portal delivers the company's own content, while also accepting user generated content, including the uploading of documents, the creation of events, and personal messages.

### 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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