



Efficiently Manage Websites of Any Size

Create simple and complex websites, microsites and communities and manage their content.

Maintaining a web presence requires a rapid, efficient solution to build and update information. The Web Content Management Module for censhare has the flexibility to manage sites of any size.

Success Story

Manufacturer's Global Web Presence Made Easy

With the launch of its major website project, a large supplier of instrumentation and automation to the process industry aimed to bring greater efficiency and effectiveness to its global communications. It particularly wanted to improve the quality and consistency of its online information.

The company used censhare to relaunch 38 websites in 22 languages. As well as the creation and structuring of assets, the company found that the system's wide range of options for classifying information provided the high performance it needs.

The same information is presented automatically in various contexts to website visitors, so an item of content is used in many places on the website. This also makes content updates much easier.

Online Is Today's Marketing Frontline, With No Room for Error

With so much of a company's marketing effort and presence represented by websites and other online channels, it is vital to use this resource well and update content rapidly and accurately. Responding to customer demands requires an efficient web content management system that eliminates the wasteful repetition of work tasks.

Content that's Ready for Any Online Use

The Web Content Management Module can be used to build and edit simple and complex microsites, single sites and multiple sites and author and manage all their content, including responsive sites for mobile use. As the module uses the central censhare content repository, it can automatically transform digital assets for publishing on one or more websites.

The 'Content First' approach of censhare ensures content is created for any online use without wasteful repetition of design effort. Similarly, writers can produce an article or text and use it to write, for example, headlines of different lengths for immediate use on a variety of websites.

Through the intuitive editor, content is created in XML without users needing to worry about the underlying complexity. Marketing teams can manage the creation, production and maintenance of websites and other online channels more efficiently without the need for high technical skills.

This module enables you to:

- Automatically transform digital assets for publishing on a website
- Author and manage simple and complex websites, microsites and communities
- Manage multiple websites with integrated online content management system
- Use preconfigured content and information structures as well as a standard set of functions and HTML templates

Features and functions

Microsite

Create websites to support specific marketing campaigns and programs

- Simple site administration
- Many standard widgets
- HTML, CSS, JavaScript support
- Flexible, adjustable and expandable
- Support for user generated content (UGC)
- Multiple locales/languages supported

Single Site

Create corporate websites, news and media portals

- Simplified data model and templating
- Configurable and extensible
- Library of responsive HTML templates
- Configurable page layouts and widgets
- Registration, login/permission system
- Integrated search
- Preview and download media assets
- Multiple locales/languages supported

Multisite

Create several websites related to one brand

- Ensures the quality, consistency and efficient maintenance of the content and overall appearance of the site
- Allows the operation of up to 10 websites, including the operation of 2 delivery instances behind a load balancer (recommended)

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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