



**censhare**

Product Overview

# Product Information Management

Delivering accurate product data  
for any channel

*freedom  
to create*

## Ensure Accurate Product Information in Communications and Literature

Product data is not static. New products and product variants, updates and content types all mean constant updating. Complexity is further increased by the need for content in many languages, for multiple regions and local compliance.

The answer to this challenge is censhare Product Information Management (PIM), which combines all information, such as specifications, prices, customer service information, media or usage rights, into an easily managed master record. Automated updates mean the latest information is always available. It can also take data from an existing PIM or MDM system and make it intuitively accessible for the marketing organization to create sales and marketing material for all channels quickly, efficiently and with total accuracy and consistency.

## Save Time, Costs and Resources

PIM can be used to automatically aggregate large amounts of data across an enterprise using product IDs, enabling the data to be aligned, checked for completeness, enriched and translated. The data can be combined with documents and images already stored with censhare. The result is easy and rapid production of consistent sales and marketing material for all channels, including print.

The platform can also control and manage the automated update of content across all media, from websites and online shops, to mobile apps, print collateral and POS applications.

censhare PIM ensures the latest product information is always being used across your organization and in every channel.

## Features and Functions

### Product Data Integration

Interface to integrate data from any system through Pentaho Data Integration

### Product Data Management

Manages all product information and relates them to product groups, families and variants, and links product data with media and product descriptions

- Flexible product information structures
- In line processing of product master data
- Connections to all media assets
- Mass processing of product data
- Process based automation
- Manages product variants
- Integrated editor for mass data editing

### Product Data Quality

Checks the quality of product data to identify potential improvements

- Checks the completeness of product content and uses individual approval processes for checking data
- Configurable completeness checks, including quality gates and reports on quality gates
- Integrated workflows
- Versioning of all content

### Product Data Export

Publishes product content directly from the PIM solution to communication channels, or transfers product information to external systems

- Manual, partial or fully automated export to communication channels
- Provisions product content to external systems via XML feeds and APIs

### Product Classification Management

- Product classification based on industry standard GS1 GPC (Global Product Classification)

# Use Cases in Action

## Swiss Furniture and Accessories Manufacturer

A Swiss company specializing in interior concepts, furniture and accessories for homes, offices and public spaces pursues a multichannel marketing strategy, aiming for consistent customer communication across all types of media and channels. The company was looking for an efficient, dynamic and media neutral marketing system that smartly manages all information.

censhare is a perfect match. Combining omnichannel content management with Digital Asset Management and PIM, censhare integrates all workflows from the creation of content and product information through to its distribution and publication. Automated processes translate and adapt the content for countries, sales regions, and target groups.

Using censhare for its marketing campaigns allows the company to communicate consistently across all channels and touch points – from print publications, price lists and websites to social media in one orchestrated campaign. Real time updating of stock data and prices is performed entirely through a single interface to the company's ERP system.

## US Packaging Producer

A leading North American provider of product packaging images and related data to the retail food industry serves well over 90% of the top retail, ecommerce, convenience, drugstore, and wholesale companies in North America. It provides high quality product packaging content from more than 3,000 consumer packaged goods (CPG) manufacturers to retailers for use in physical and digital advertising, marketing, ecommerce, mobile and planogram applications.

The company uses censhare PIM to manage and exchange product information for different manufacturers and retailers, currently managing over 1.7 million products and variants and over 2,000+ product meta data fields. PIM enables the company to classify each product using Global Product Classification (GPC) standards as well as manufacturer specific categorization. Manufacturers and brands can manage their products on their own, including retailer specific product variants.

## Large European Retailer

A leading European retailer with more than 600 outlets must support four languages in its customer communications. It was using a large number of systems to produce a wide range of advertising materials, and processes were complex.

The retailer wanted a solution to handle the production process through automated workflows, enabling easy communication between departments and agencies. The company chose censhare for its modularity and flexible configuration.

The PIM solution ensures that all required data is available and up to date for each campaign when needed. censhare also improved the management of the product information with more than 600,000 images and visuals. Today, teams and external studios are linked via process oriented workflows on a single, user friendly platform, offering a large scope to reduce costs.

*These organizations have used the censhare platform to achieve significant business benefits. The organizations are anonymized for confidentiality but are real life enterprises.*

## **about** censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Jaguar Land Rover, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

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

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