

# Web CMS Module

## Create and manage websites of any size

**Master website creation, production and maintenance without needing high technical skills.**

Maintaining a web presence requires a rapid, efficient solution to build and update information. The Web Content Management module lets you publish centralized content from your censhare platform.

### Online is today's frontline

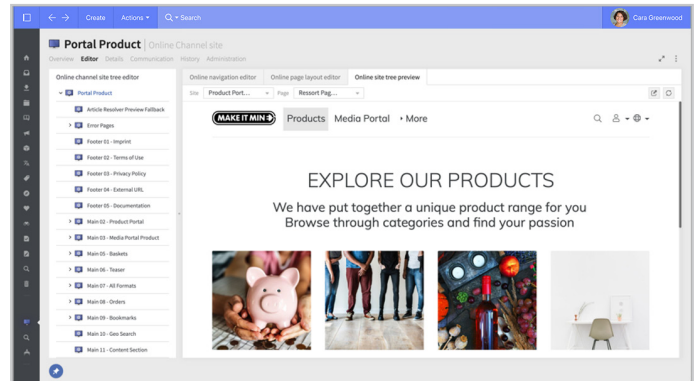
With so much of a company's marketing effort and presence represented by websites and other online channels, there's no room for error. Responding to customer demands requires an efficient web content management system that eliminates time-consuming, error-prone and repetitive work tasks.

### Get efficient control

Use the Web Content Management Module to build and edit simple and complex microsities, single sites and multiple sites and author and manage all their content, including responsive sites for mobile use.

Automatically transform digital assets for publishing online and update all details and changes so information and offers stay relevant to your customers. Simpler control comes through preconfigured content and information structures as well as HTML templates.

Through the intuitive editor, content is created in XML without users needing to worry about the underlying complexity.



The Web CMS enables web sites of all types and sizes, from small landing pages that support campaigns to large multi-language corporate sites.

## 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.

## Use all your content to master your websites

This module enables you to:

- Automatically transform digital assets for publishing on a website
- Author and manage simple and complex websites, microsities and communities
- Manage multiple websites with an integrated online content management system
- Use preconfigured content and information structures as well as a standard set of functions and HTML templates
- Extend the default capability of sharing temporary download links by offering an intuitive microsite

## Features and functions

### Web CMS

Create websites to support specific marketing campaigns and programs, news and media portals.

- Functions for centralized creation and management of single or multiple web sites with unrestricted or restricted access and with identical or different branding.
- Enables you, for example, to create and manage a web site for a single brand, with several regional sites that use the centrally managed brand elements entirely or in parts. Each regional site can add or replace central content with regional or local content.
- Simple site administration
- Many standard widgets
- HTML, CSS, JavaScript support
- Flexible configuration, adjustable and expandable
- Support for user generated content (UGC)
- Multiple locales/languages supported
- Simplified data model and templating
- Library of responsive HTML templates
- Configurable page layouts and widgets
- Registration, login/permission system
- Integrated search
- Preview and download media assets
- Ensures the quality, consistency and efficient maintenance of the content and overall appearance of the site

### Success Story

## Manufacturer's global web presence made easy

With the launch of its major website project, this large supplier of instrumentation and automation to the process industry wanted more effective global communications and a higher quality of 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 requires.

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.

### Share-Link Microsite

Share digital assets for downloading on an individualized microsite with intuitive shopping cart.

- Microsite is shown before the actual download
- Preview images for download files
- Shopping cart function for download files
- Available transformations can be selected by the user
- Flexible and extensible
- Can be customized with your brand elements

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