



The proven
platform for
joined up
marketing

Omnichannel Content
Management
at your fingertips

master your content

Fuel business growth and better customer experiences

Put all your content on a single platform that interlinks every image, video, document and file. Connect everyone you want for easy collaboration. Find any piece of content quickly and use automated tasks for faster content management and production.

With censhare you have all the tools, workflows and processes you need to respond faster to opportunities, collaborate more easily, publish more frequently and target more effectively.

It's all the power you need to deliver the right message to the right customer at the right time, on their preferred channel, in any language, locally or globally.

Now, and for the long term

censhare technology has been developed and refined over many years. It plays nicely with other systems and is open for all content types, data models, contributors and channels.

Offering DAM, PIM and Content Management capabilities, you get a solution that fits perfectly around your own workflows and infrastructure — a proven platform that develops and grows alongside your organization.

Cut through complexity

Using a single platform that enables marketing communication across all channels, you radically simplify the management of digital assets, content and product information.

Unique semantic database technology lets you handle a vast volume and diversity of content. You get instant response to a search along with intuitive filtering to quickly find the asset or information you want.

With censhare, all data is held centrally and interlinked by relationships that can be quickly displayed and searched. The result is easier collaboration and rapid insight into any aspect of the content and how it is used.

“We regard censhare as our central platform that we will use to control and steer all of our marketing contents in future.”

— Christian J. Geiger, Head of Corporate Marketing, Endress + Hauser

Flawless customer experiences

Instead of being stifled by the complexity of working with multiple systems with different user interfaces, your teams are freed up to work faster and more creatively. You can create and distribute content rapidly, launching campaigns when the market opportunity is at its ripest. Customers receive accurate, targeted, up-to-date communications that brings you increased loyalty in return.

The flexibility of the censhare platform lets you automatically transform and tailor digital assets for all channels. Users can author and manage simple and complex websites and microsites – whether corporate website, regional site, online shop or mobile site.

The same assets can be used for digital channels like social media and email, as well as traditional print mediums such as magazines, catalogs and direct mail. The platform also supports more innovative outlets like digital POS signage. Thanks to its open design and content centric approach, almost any interface can be supported – even new, as yet unknown channels in the future.

censhare can integrate with existing tools of all sizes, like CRM, ERP, CMS, translation memories, publishing suites, social media tools, or MS Office, and make all of their data accessible and usable for production of marketing and other content. This enables you to manage processes more transparently and effectively, while tracking the progress of campaigns more easily.

In effect, censhare provides a ‘Content as a Service’ layer with the actual delivery into channels undertaken at a later stage. The flexible Application Programming Interface (API) also allows app developers to connect to and even create omnichannel applications with ease.

“Attractively presented products turn shopping into an experience and have a lasting effect on purchasing decisions. This applies to both the real and the digital world. A crucial requirement for the highest quality here is efficient and easy-to-use content management, and with the use of the censhare platform, BSH has created an essential prerequisite for accompanying BSH’s digital consumer journey.”

– Joachim J. Reichel, CIO, BSH

Content is power

Content is more than just text and pictures. It covers videos, packaging data, product information, business data, people profiles, project plans, and much more. Content is at the heart of all business communication and true control over content opens up a world of possibilities. Giving you this control is at the heart of our Omnichannel Management Platform.

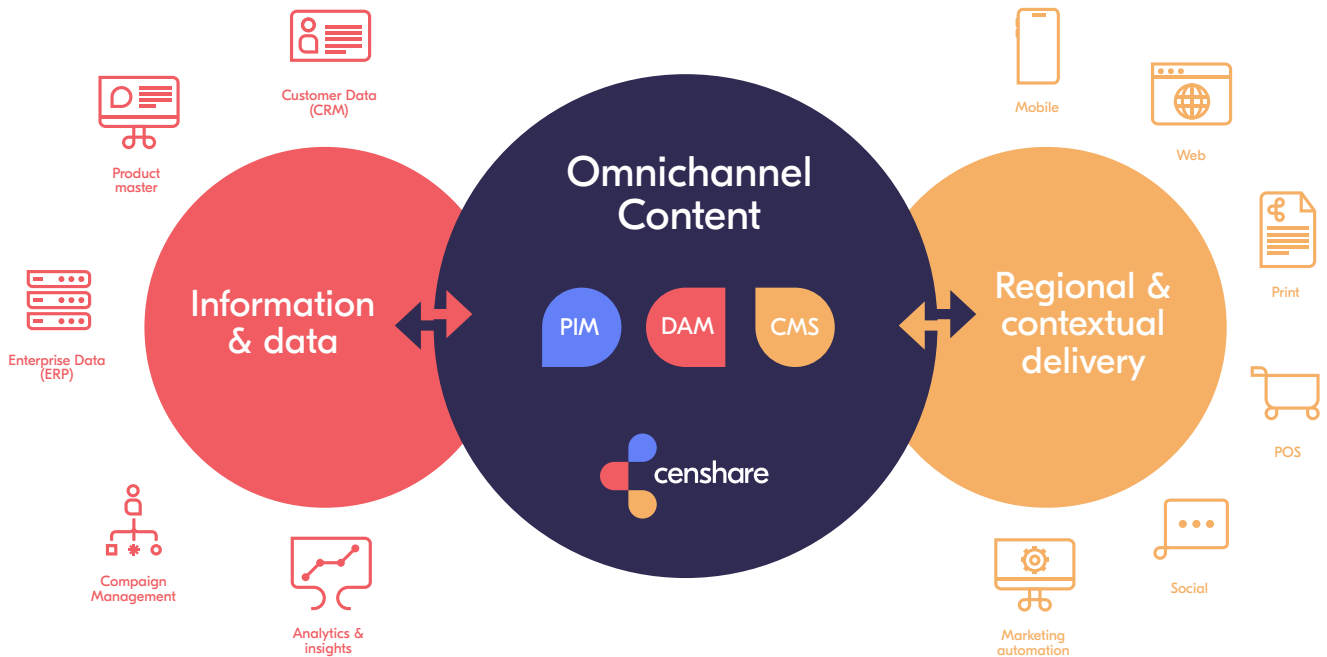
All content is managed and processed by the platform's fully integrated core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management.

Combined with Content Management, DAM can automatically transform assets and information, and reuse them in the channels that matter. In conjunction with PIM, DAM can create a single source of truth for all product related information that can be used by your entire organization.

No more costly duplication of content. No more silos where great content is hidden away from different departments or locations.

The censhare platform grows with your business, so you can flexibly add users, infrastructure and capabilities. You can enable new use cases without wasting time and money for new tools, data migration and training.

Trusted by some of the world's biggest brands, censhare has proven reliability.



censhare connects the information spaces

censhare's Omnichannel Content Platform can connect to internal and external systems to import and export data and content for powering the entire lifecycle of content – from inception and planning to creation and use. This enables marketing teams to collaborate better, focus on creating more effective marketing campaigns more efficiently, and establish a single source of truth for all content, and for the entire organization.

Faster processes, easier collaboration, improved results

With censhare's streamlined workflows and content focused structure you can quickly create and deliver great experiences in any channel, powering growth for your brand.

Do more, sooner

By automating many content production and data tasks, censhare makes it easier to publish more frequently. It also eliminates problems of managing translations, regional and cultural variations, targeting and other time-taking chores.

Create great content and use it to tell your story in the channels that matter your target audience. You don't need to worry about file formats because the platform can manage all formats and content, including images, videos, text and PDF documents, 3D files, or presentations.

Work together as one

Increase efficiency by avoiding departmental information silos and process bottlenecks and enhancing creativity and productivity. Track projects in a single system used by both in-house and external teams thus avoiding potential disputes.

Process driven collaboration via workflows can be encouraged across the entire organization, including agencies, freelancers, and channel partners. Improve productivity with transparent processes that enable teams to work in parallel on the same projects and deliverables.

Always use the latest resources

Everything is accessible in a central system, so users can be confident they are accessing the latest, approved content. You can boost productivity with fast, reliable searches to quickly obtain the required documents. Automatically update brochures, product catalogs, magazines and other collateral and integrate print into digital workflows by using the same information base.

Work the way you want

censhare's many use cases all run on the same underlying platform that can evolve and scale as your needs change and grow.

Choose to host the platform in your data center, with censhare or in the Cloud. Choose from flexible licensing options and technical support packages to match your needs.

The base for all use cases

The censhare platform powers all the capabilities of Omnichannel Content Management, providing a comprehensive array of features that ensures DAM, PIM and Content Management work together smoothly.

Collaborative working is at the core of censhare with features that let your teams work easily together and share information regardless of individual location. Workflows are centered around the content being worked on. Users can customize the look and feel of their own personal workspaces helping them feel completely comfortable and in control.

With advanced semantic database technology and a powerful search engine, users can quickly find the assets they need, as well as relevant information about their use and history. The front end uses the latest web technologies to support all modern browsers, while an application programming interface (API) allows content to be exchanged with other systems and applications.

Security is achieved through a domain concept and advanced access control functions and permissions, supporting multiple brands, clients, user roles and users. This ensures each user can access only content with a matching permission. File management allows distributed storage of all content but with centralized administration.

As all capabilities are part of the platform, you stay in control and evolve the scope of your system in any direction and at the right pace to suit your needs.

Use Case in Action

Grocery chain raises print production efficiency by 75%

THE CHALLENGE: A major German grocery group needed to promote messages to a market with 80 million consumers across 16 different regions. It wanted:

- Control and oversight of all products, information, and prices
- Direct and comprehensive communication
- Management of all promotions and campaigns
- Revision security
- Centralized production of advertising orders and layouts

THE SOLUTION: censhare's core products (DAM, PIM, Content Management) and the Print Production Management module allows efficient production of advertising material in multiple formats for different regions and needs.

THE BENEFITS: Weekly sales brochures are created automatically for each market using a central database of images, product information and prices. Last minute updates can be applied across all the company's advertising material produced through censhare.

Print production is now 75% more efficient and pricing errors have been eliminated.

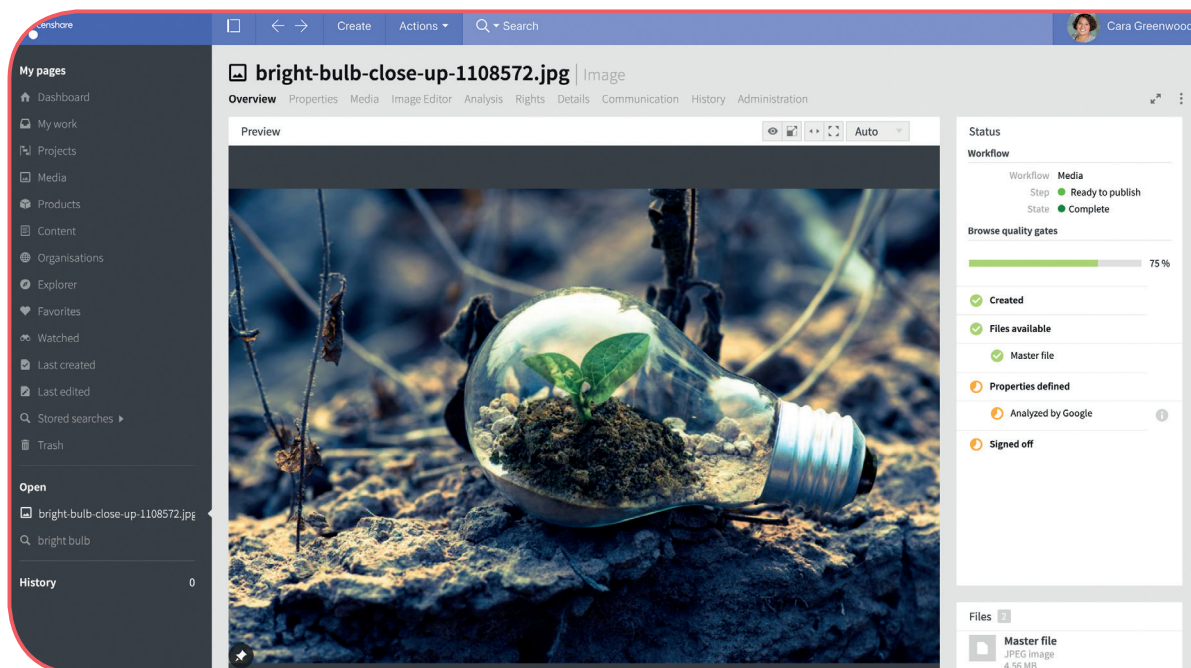
DAM: Turn digital assets into powerful content

Digital Asset Management gives you centralized control over every type of digital content from images, videos, text documents and graphics to 3D files, presentations, layout files and more.

The simplicity and automation of Digital Asset Management enables teams to create the best customer experience without being distracted by complex processes.

Your users can create and import assets and asset variants, store them centrally, edit and update them, add reference information and create unlimited links to any other asset.

Your entire organization can then search the full text of assets as well as their metadata according to almost any criteria, such as keywords, segmentation information, sources, usage rights, or other information.



PIM: The right product data on tap

Be the master of data. Automatically combine large amounts of product information, technical data and product content across an enterprise using product SKUs. Enable data to be classified, aligned, checked for completeness, enriched and translated.

Data, from any source, including existing ERP or PIM systems or spreadsheets, can be combined with content, images and documents in censhare.

You achieve easy and rapid production of sales and marketing material for all channels, including print, thanks to automated processes for retrieving and making product data available for production.

What's more, the platform also controls and manages the automated update of content across all media, from websites and online shops, to mobile apps, print collateral and POS applications.

“In marketing, censhare has brought us extreme increases in efficiency and with that also falling costs.”

— Matthias Wesselmann, former Head of Group Marketing & Communication, Vitra AG

The screenshot displays the censhare PIM interface for a product named 'Armor lux Frottee-Shirt'. The interface is divided into several sections:

- Overview:** Shows a preview of the product (a blue t-shirt) with a 'Language' dropdown set to 'English'. Below the image, the product name 'Armor lux Frottee-Shirt' is displayed, along with 'CLOTHING' and 'SERIES: SUMMER'. The price is shown as €78.00, with a crossed-out original price of €82.00. Color options (red and blue) and size categories (Regular and Tall) are also visible.
- Main content:** Contains a detailed description: '100% cotton organic (basis weight 275 gsm). With round neck. Back length at size M = 70.5 cm. Unisex sizes. Origin: France. Assembled in France. Comfortable to wear in summer. Knitted terry. A terry is made of fancy yarns, multiple twisted yarns, which already bring the loops typical of the product - hence stirs the lively, non-slip surface of the material. Such a fabric is not only voluminous and soft, it is also permeable to air and pleasantly air-conditioning.'
- Product properties:** A table of technical data:

Identification	
Article number	34568123
Categories	Shirts & Sweater
Customer article number	213123434
EAN	4011200296908
GTIN	4324354543

Contact	
Manufacturers	censhare Manufacturi...
Retailer	censhare Retail AG

Others	
Brands	NYCWEAR
Offer price	78.00 €
Retail price	82.00 €
Weight	150.0 g
- Status:** Shows workflow progress. 'Workflow Product' is 'Ready to use' and 'State' is 'Complete'. A 'Tasks' section shows 'Count 1 out of 2 tasks open' with a 50% progress bar. A 'Browse quality gates' section shows a 100% progress bar.
- Checklist:** A list of tasks with green checkmarks indicating completion: Created, Classified, Retail price, Properties, EAN, Content defined, Main content, Media available, Main picture, and Localization available.

Use Case in Action

Automation removes complexity at large European retailer

THE CHALLENGE: A leading retailer in one European country, with more than 600 outlets, needed to cope with four languages in its customer communications. Because it was using several systems to produce a wide range of advertising materials, its processes were convoluted and complex.

THE SOLUTION: censhare handles the entire production process through automated workflows and its software guarantees consistency of the materials produced. This also improves communication between different departments and agencies.

censhare connects to the retailer's central Master Data Management system and transfers all information required by marketing teams to run effective campaigns.

THE BENEFITS: The solution ensures that all required data is available and up to date for each campaign exactly when needed. censhare also improved the management of the product information with more than 600,000 images and visuals. Today, a user friendly platform links its teams to external studios via process oriented workflows on a single, user friendly platform and costs can be significantly reduced.

Content Management: A connected world needs connected content

Create media neutral content and use it everywhere.

Avoiding wasteful repetition of design effort, the censhare Content Management System (CMS) lets you create media neutral content once, and once only, making it quicker and easier to manage content at every stage, from brief to design to production.

Similarly, writers can produce an article or text and use it to customize, for example, headlines and copy of different lengths for different channels, languages, devices and other use cases.

Content is ready for immediate use, avoiding the need for writers to familiarize themselves with the content more than once. Through the intuitive editor, content is created in XML without users needing to worry about the underlying complexity.

censhare's CMS adapts content automatically for use anywhere – from print and online to point of sale and ATMs. Flexibility is ensured through its Headless CMS, a powerful API that allows the system to exchange content and data with external applications, while also allowing the easy creation of omnichannel applications and custom front ends.

The Content Data Quality feature checks the completeness of content to easily identify gaps in the data, so you can be sure that all data is available before using it.

The screenshot displays the censhare CMS interface. The top navigation bar includes 'Create', 'Actions', and 'Search'. The left sidebar shows a navigation menu with categories like 'pages', 'Dashboard', 'My work', 'Projects', 'Media', 'Products', 'Content', 'Organisations', 'Explorer', 'Favorites', 'Watched', 'Last created', 'Last edited', 'Stored searches', and 'Trash'. The main content area is titled '# I AM BEAUTY | Article' and includes tabs for 'Overview', 'Media', 'Content', 'Community', 'Rights', 'Details', 'Communication', 'History', and 'Administration'. The 'Preview' section shows a draft article with the headline 'Cosmopolitan has teamed up with some of the best-loved beauty brands to celebrate what beauty means today, and we want you to get involved'. The article text discusses the '#IAMBEAUTY CAMPAIGN IS A CELEBRATORY EXPLORATION OF OUT BEAUTY - AND YOU CAN PLAY A KEY PART IN IT SIMPLY BY TAKING A SELFIE!' and mentions brands like Clinique, Smashbox, Origins, and DKNY. A 'View history articles' section is visible at the bottom left. On the right, a 'Status' panel shows a 'Workflow' section with 'Content' selected, a 'Step' of 'Plan', and a 'State' of 'In planning'. Below this is a 'Browse quality gates' section with a 100% progress bar and a list of completed steps: 'Created', 'Media', 'Main picture', 'Content created', 'Main picture', 'Main content', 'Localization', 'Content translated', 'Signed off', and 'Finished'. The bottom right corner shows 'Team properties' with 'Author' set to 'Alejandro Armando' and 'Article of' and 'Campaign' fields.

Use Case in Action

Consistent messaging achieved for interiors specialist

THE CHALLENGE: This Swiss company, specializing in interior concepts, furniture and accessories for homes, offices and public spaces, has a multichannel marketing strategy. They require an efficient, media neutral marketing system that lets them easily manage a wide range of information in every channel.

THE SOLUTION: censhare's omnichannel content management with DAM and PIM 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.

THE BENEFITS: The company now communicates 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.

Modules: Extend and fine tune your control

Optional modules offer ultimate flexibility. Make use of additional features to perform specific tasks more efficiently and effectively.

Choose from a range of add-on modules that let you turn censhare into the solution your teams need and want. Each one is built to suit specific use cases and the way you work, both internally and with partners.

Instead of tying up your teams with time-consuming specialist tasks such as producing and managing multiple variants of publications and delivering localized offers, simply tap into features specifically developed for this work.

You can add modules as and when you need them. Pick any combination and know they all work seamlessly together.

Master every content connection

Organizations frequently need to exchange data with external systems for further processing by specialist applications. censhare offers a powerful API to transfer data to and from censhare.

However, if you require additional capabilities that are provided by external solutions, censhare Connectivity ensures you can readily connect to such applications and dynamically export and import content, for example, to connect to social media management tools or advanced artificial intelligence solutions to enhance your content and its metadata.

“We were able to reduce the costs of advertising material production by a tremendous measure. In the case of hosting, this was in excess of 70%, while we achieved savings of 15% at the agency. Moreover, the entire process is now far more efficient thanks to system support, and has also become highly transparent, as everything is traceable at all times.”

— Promotions Management at Migros

MODULE	FUNCTIONS
Marketing Project Planning	Plan, manage and visualize marketing projects and campaigns across the organization and with suppliers
Variants Management & Targeting	Create context between target groups, information and content, and deliver personalized content and variants based on user profile and segmentation data
Localization & Translation	Manage translations for content and metadata, with interfaces to external translation service providers
Print Production Management	Manage all print related digital assets and streamline the creation and production of print based material through integrated page planning, workflows and automation
Web CMS	Automatically transform digital assets for publishing on a website. Author and manage content on simple and complex microsites, single sites, and multiple sites
Headless CMS	Application Programming Interfaces (APIs) for the exchange of data with any system, device or application, and to control censhare via external systems

A toolkit for marketing success

The censhare Omnichannel Content Platform helps Christie's, Dyson, Allianz, Migros, Vitra, Lufthansa, McDonald's, Hearst Magazines UK and many other leading brands achieve effective omnichannel, multi language customer communications.

Efficient processes and easy collaboration

Provide a single system for managing all marketing processes and cut through complexity by supporting collaborative communications across your entire organization. Aid efficient coordination of activities by aligning content, tasks and resources at all times, in all locations

Effective and forward looking

For over twenty years, censhare has been at the vanguard of content technology, not by chance but because we, our partners and our clients believe in its fundamentally transformative power. We are constantly developing and improving the core components of the platform itself, including the semantic database and search engine to achieve new capabilities and levels of performance.

Expert support

Our dedicated professional services teams ensure timely delivery, training and technical support. If you need strategic advice, we're happy to be your trusted advisor, too.

Further support comes from our partners. These include creative agencies skilled in getting the most from your censhare solution; implementation partners with expertise in setting it up, integrating your data sources and extending its capabilities; and technical partners that provide customized functionality directly or through existing integrations.

Deployment your way

censhare's Omnichannel Content Management Platform offers two flexible deployment and licensing options to suit your business needs:

Hosting

- In the censhare datacentre, operated by censhare
- In the Cloud, operated by you or a certified censhare partner

Licensing

- Annual subscription
- Pricing is based on functionality and number of users

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time. censhare.

Master your content.

master your content

Copyright © 2021 censhare

All rights reserved. censhare, and other trademarks are trademarks of censhare GmbH or its subsidiaries. Other trademarks may be trademarks of their respective owners.

We continually improve products as new technologies and components become available. censhare, therefore, reserves the right to change specifications, features, functions, services and operations described in this document without prior notice.