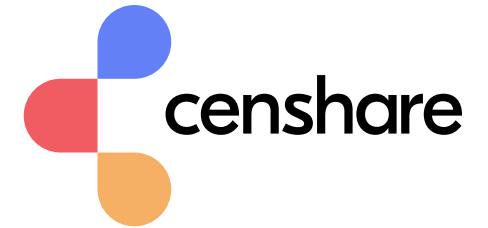# Features and Functions
at your command
Winter 2022/23

censhare

Master your content
by centralizing it and
switching to streamlined,
highly efficient all-digital
workflows for your entire
production process.

master your content

Take control

Every aspect of our semantic database technology helps reduce time and costs. All content resides on a single platform to form a 'Single Source of Truth' and is interlinked, bringing every image, video, document and file under complete control. Everyone is connected to the platform enabling a smoother, more collaborative production process while greater automation in content management allows a rapid response to new opportunities. Clients like Allianz, Dyson, Hearst and hundreds more rely on censhare to deliver brand accurate, up-to-date-content and reach the right customer at the right time.

Digitization is powering the customer experience

As the world gets more connected, the number of touchpoints skyrockets. Today, more content is needed in more channels, with faster delivery.

Customers expect relevant, enticing, informative and timely experiences, yet managing this complexity is a substantial challenge for most organizations.

censhare is an omnichannel content platform that provides the tools, workflows and processes for you to create and deliver content for any channel, in any language, locally or globally.

Experience omnichannel content management

By switching to centralized, highly efficient all-digital workflows for your entire content production you can connect your content to your audience on any channel, in any language, locally or globally.

At the same time, greater automation in content management and production lets you respond rapidly to market opportunities, helping unlocking sustainable growth.

All content resides on a single platform to form a single source of truth and is interlinked, bringing every image, video, document and file under complete control.
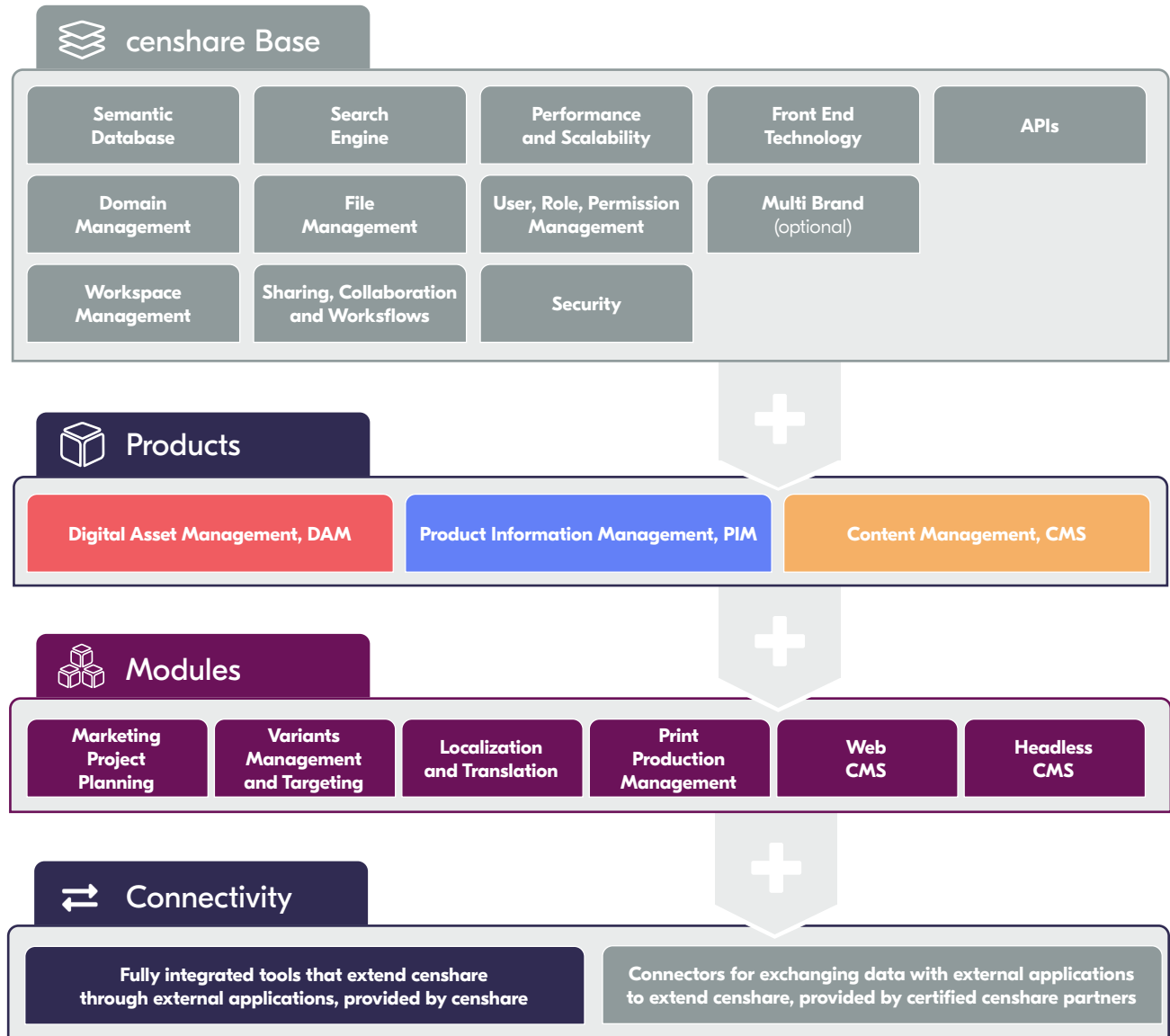
Produce more, faster

With everyone you want connected to the same platform, censhare provides a smoother, more collaborative production process.

• Increase the publishing frequency

• Increase the number of sales and marketing channels, including ecommerce and print

• Reduce the time for developing and executing new content, campaigns, and programs

• Reduce the friction when producing content

• More easily achieve brand and legal compliance in every market

• Ensure the versioning of their content

• Eliminate human errors and increase precision

• Produce more consistent content for a more effective targeting

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Build the system that matches your needs

All censhare customers receive censhare Base, the powerful foundation for mastering content. It includes the core features and functions of the censhare platform, such as the semantic database, collaboration features, search engine and much more. Then you can pick products that cover additional needs.

- Digital Asset Management (DAM)
- Product Information Management (PIM)
- Content Management (CMS)

censhare Base

Semantic Database	Search Engine	Performance and Scalability	Front End Technology	APIs
Domain Management	File Management	User, Role, Permission Management	Multi Brand (optional)	
Workspace Management	Sharing, Collaboration and Worksflows	Security		

Products

Digital Asset Management, DAM	Product Information Management, PIM	Content Management, CMS

Modules

Marketing Project Planning	Variants Management and Targeting	Localization and Translation	Print Production Management	Web CMS	Headless CMS

Connectivity

Fully integrated tools that extend censhare through external applications, provided by censhare	Connectors for exchanging data with external applications to extend censhare, provided by certified censhare partners

As a censhare client you will always get a powerful foundation that includes the core features and functions of the censhare platform, i.e. the semantic database, the collaboration features, the search engine, APIs, and so on. Then you can pick products that cover additional needs (DAM, PIM, or CMS). Finally, you can refine the functionalit of your system by adding specific modul s and external services that extend censhare. The modularity of the platform enables you to grow your censhare solution at the speed that your business requires.

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The censhare Approach

For over twenty years, censhare has been at the vanguard of content technology, not by chance but because we and our partners believe in its fundamentally transformative power.

The product of a deep commitment by a global team — industry experts who speak business, not tech — our platform offers the ultimate content transparency, making everything visible, accessible and usable.

No more duplication of effort and expense. No more time wasted searching for mislaid assets in weird and wonderful places. No more nagging doubts about version control, usage rights or data accuracy.

Instead, a single point of content truth and a platform that is centered around you, your workflows and culture.

A platform that develops and matures alongside your organization. A platform for content mastery.

censhare's unique semantic database structure supports the creation of contextual relations between all kinds of objects smartly and on the fly, enabling users to intuitively find digital assets and explore and amend related content and information as needed.

censhare

User Interface: Dashboard

Workspaces customize the look and feel of censhare, for example the dashboard elements, the navigation bar, and more. The administrator can allow users to change the settings for their workspaces. Workspaces, including log-in screens, can be personalized with Keycloak themes to provide brand synergy with customers.

Database Structure, Search Engine, Front End, and API

Base

With censhare, you can rely on the latest generation of our inhouse developed in-memory graph database.

As a leading vendor in the digital information management space, we look at new, promising technologies and apply them to the platform as required. This means censhare is future proof even for new, as yet unknown, use cases and scenarios.

Semantic Database Structure	• Achieves class leading performance with comparatively low infrastructure requirements • Rapid transaction processing of structured data (Online Transaction Processing — OLTP)
Search Engine Fast search engine for all content and associated metadata, including flexible filter functions	• Full text search for all content and metadata • Multiple views with filters: list, gallery, card, column, relation, detail • Smart, detailed, and expert search • Smart, intuitive filters • Searches can be stored, organized, and shared • Detailed search dialog can be configured to show asset type-specific and role-specific elements • No query language knowledge required, even for complex searches • Rapid and complex searches in structured data via any criteria (Online Analytical Processing — OLAP) • Rapid searches in unstructured content, e.g., text (information retrieval), and combined with searches in structured data
Performance and Scalability	• Performance, stability, and low resource use with a modular structure for easy vertical and horizontal scaling • Excellent single instance performance • Webpack technology for fast delivery of static resources to users of the web client
Front End Technology Web based client as rich Internet application to support modern web browsers	• HTML5, CSS3, JavaScript / TypeScript, Angular and AngularJS • Single page web application • No installation of additional software or plug-ins • Alternatively, a native Java based client can be used
APIs Import and export any file type as a digital asset by drag and drop, via automated processes or interfaces	• Client based and server-based file imports and exports • Complex export settings can be preset as 'output channels', including transformation operations and file generation • XML and JSON imports and exports with data mapping and data transformation • Automatic transformations into any XML format • XML and HTML export, XML feeds • Import/export large media files or folders quickly and efficiently • Supports all file formats, including video, and metadata (XMP, EXIF, IPTC) • Bulk import and export via drag and drop • Automated import and export • Multi-level duplicate checks

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Domain and Permission Management

Support multiple tenants while preventing users assigned to one domain from seeing or accessing content from another domain.

Domain Management Functions for assigning digital assets and selected master data to specific use s and user groups	• Users and user groups can be restricted to access and use just templates and content assets that have been approved for their domain • Two independent domain trees available • Flexible configu ation to match business needs
File Management Manage physical files and their m tadata within censhare and distributed file ystems	• Separated storage of metadata and fil s: — Metadata of assets are stored in the core database — Files are stored in the traditional file ystem • Distributed file ystems supported • Archiving and file eplication supported • Flexible assignment of keywords and tags to each fil • Offline d abase supported
User, Role, and Permission Management Manage permissions and functionality for users with individual roles and rights	• Granular permission management for roles and users • Bespoke interface for administrators • Control access to and editing of selected data, features and objects based on user, user role, user group, region, country and more • User management uses the semantic database structure for fl xibility when assigning user permissions
Multi Brand (optional)	• Add business units, external clients, brands or subbrands to your censhare environment

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07

Workspaces, Collaboration and Workflows

Base

Workspaces define the look of the home page, the left navigation pane and other pages for users, user groups and roles. Users can customize their workspaces according to their preferences.

By providing dedicated configurations for common use cases, censhare reflects the key learnings and best practices from projects around the world. These standard configurations include roles, workflows, domains and users. They are intuitive to use and consistent across the solution, enabling users to access the same tools in the same ways regardless of the asset they're interacting with.

New installations can be deployed quickly due to pre-defined workspaces, data structures and workflows. Dedicated master data makes configuration much easier.

• The standard workspace structure describes how static pages, such as the dashboard and asset pages are organized.

• Users can collaborate and share information across the organization using workflows centered around the digital assets they are working on.

• Security has the highest importance at censhare. We protect all hosted data against unauthorized access and data loss by using state-ofthe-art technology and redundant processes and systems. Access to and editing of assets can be restricted to specific users and groups of users. We ensure 3rd party libraries have the latest security updates from the original provider and give high priority to findings from your own penetration tests. censhare Insights identifies new efficiencies for users by gathering non-personal and non-sensitive data.

• censhare Insights identifies new efficiencies for users by gathering non-personal and non-sensitive data.

Workspace Management	• Six default user interface languages: US English, German, French, Italian, Japanese, Spanish • User workspaces save all changes that a user makes in that workspace • Workspaces can be defined for users, user groups and roles • Workspace settings will always be applied upon user log-in • Dedicated configurations for common use cases like DAM, PIM and Content Management, including pre-defined workspaces, data structures, roles, workflows, domains, users, master data and sample assets
Sharing, Collaboration and Workflows Content focused collaboration across the organization	• Check in/check out functionality • Temporary download links with landing pages (optional, see page 16) • Initiate a conversation on any asset and add recipients • Integrated collaboration features work seamlessly across web and desktop client • Integrated approval workflows with history log of approval interactions • Add sticky text notes to any asset with previews • View and change workflow statuses in a Kanban board view • Unlimited number of fully customizable workflows and sequential workflow steps
Security Features and settings to define user access rules, password rules, timeouts, and backup schedule	• Granular permissions define who can access or edit which assets • Rights can be assigned to individual users or groups of users • User rights managed through a bespoke administrator interface • Protected client versions without administrative features (optional) • SSL encrypted client-server-communication • Encrypted passwords • Expiring passwords (optional) • User changeable passwords (optional) • Enforcement of best practice password policies concerning length, complexity, history, age, etc. • Customizable requirements for password strength using regex • Password strength verification with immediate feedback to users • Support for server-side creation and distribution of passwords • Automatic log out of inactive users • Regular backups that can be rolled back quickly • Support for external authentication via Keycloak
Insights	censhare Insights can provide usage information in an intuitive-to-use and easy-to-understand tool and present it in attractive charts and tables, for example for accounts, users, assets managed, system performance

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Digital Asset Management

Digital Asset Management (DAM) provides a centralized solution for managing every type of digital content, so you'll always have the latest assets - images, documents, graphics, media files and more at your fingertips. All the traditionally boring tasks are automated. So you're free to focus on content that's right for your customers.

• Create assets and asset variants, store them centrally, edit and update them, add useful reference information and unlimited links to any other asset. Search censhare's semantic database rapidly for assets according to almost any criteria.

• A single record for each asset is created which can reference any related information, including information on target audiences, sources, usage rights, or other legal information. This makes it the single point of truth for any user. All changes are tracked and can be easily reverted to a previous version.

• The optional DAM Starter Kit provides the elements essential to getting quickly started with DAM and is aimed at partners and solution developers.
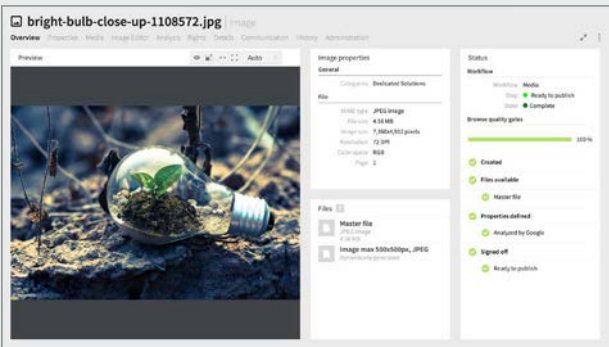
censhare DAM offers an intuitive web client that shows workflow status, quality gates, all available information and metadata for each digital asset, regardless of the file ormat. The system accepts any fil , including camera raw fil s, videos, presentations, and more.

|	
Upload, Edit and Download Easily upload any content as a digital asset by drag and drop, via automated processes or via interfaces (APIs)	• Supports all file ormats, including video and 3D • Bulk upload and export via drag and drop • Automated import and export • Transfer of metadata (XMP, EXIF, IPTC) • Multi-level duplicate checks
Manage, Organize and Archive Functions for managing, organizing, and archiving digital assets and associated metadata	• Flexible tagging and definition f features • Automated versioning • Integrated image editor • Interactive previews for all relevant 3D file ormats • Image and video version generation • Video conversion can be performed with FFmpeg, AWS Elastic Transcoder, or AWS Media Convert (additional cost may apply) • Rule based archiving and dearchiving • Management of different language, regional and content versions
DAM Starter Kit (optional) Extends censhare with a simplified, pre-configu ed user interface for censhare DAM	• Pre-configu ed user interface for DAM, including pre-configu ed master data and governance model with three top-level user roles • Simplified user i terface designed to cover a basic DAM use case for casual users or users who are not experienced in working with censhare • Can be extended with additional asset types, relations, functions, and user roles • Workfl ws and user interface based on experience from DAM projects with leading global brands • Simplifi s creating an asset taxonomy with categories and keywords • Can help deliver a DAM project faster • Does not affect system performance
CI HUB Connector for censhare (optional)	Enables seamless use of digital assets with applications of the Adobe® Creative Cloud® and Microsoft® Office®, Figma, Sketch, Google Workspace, Wordpress, and Sharepoint

Product Information Management

Products

Product Information Management (PIM) is a complete solution for managing product data, especially for the production of sales and marketing content for all channels.

With PIM, you know you are using the most up-to-date detail. From specifications to prices, and from customer service information to SKUs.

• PIM puts you in control over the completeness and accuracy of your product data, and provides a flexible way to create, manage, translate and syndicate product information for use internally and across all marketing channels.

• PIM integrates all product data from any source to create a record that can be managed and updated easily. It then helps linking relevant content and resources to the product information. This data can then be used in all content processes across your organization.

• PIM also controls and manages the automated update of approved content across all media, from websites and online shops, to mobile apps, print collateral and POS applications.
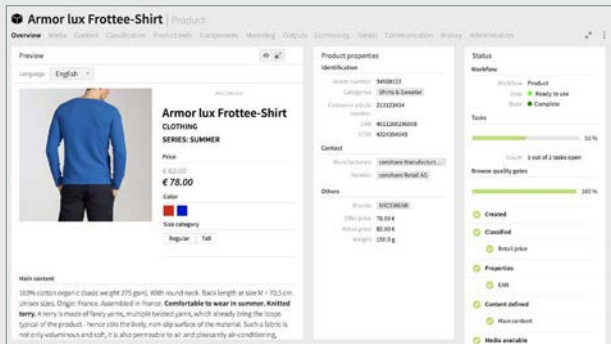
The overview page of censhare PIM shows essential product information including workflow status and quality gates. Additional tabs enable users to intuitively work with, for example, related media files, and to edit and manage product data. The integrated completeness check for each product helps users quickly assess which information is still missing from the product data.

| Product Data Integration	• Interface to integrate data from any system through Pentaho Data Integration (also see Connectivity on page 19)
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 • Changes to product data can trigger user notifications and workflows • 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)

10

Content Management

With omnichannel Content Management, content only needs to be created once and is 'media-neutral', allowing it to be adapted automatically for use anywhere — from online and print to point-of-sale and ATMs. This enables you to tailor your content at speed.

· Automated and simplifi d processes reduce the technical skills needed for website and channel production.

· Using the intuitive content editor, content is easily created in XML.

· Based on templates, final content can be transformed to print, web, newsletters, and more.

· Or use Xeditor, our optional integrated 3rd-party WYSIWYG content editor. Users can edit XML code or hide the code with a single click and see the effects of edits instantly.

· censhare CMS provides a Content as a Service (CaaS) layer with the actual delivery into channels being taken care of at a later stage via functions that hand the content to partners, channels or service providers for further processing.

· The flexible Application Programming Interface (API) also allows app developers to create omnichannel applications with ease. (See Headless CMS pg 17.)

Content Management	· Integrated content editor with output channel previews or Xeditor option for WYSIWYG editing · Multilingual standard document structure based on XML · Variants for output channels with specific haracteristics · Workfl ws, notifi ations, and automatic processes · Process control from brief to design to production across the complete content lifecycle · Transform and export content to web, mobile, POS and print · Flexible functions for content export to any other channel · Manual and automated publishing of posts on Facebook, Youtube, and Twitter
Neutral Content (XML) Content is saved in media neutral, semantically labeled XML	· Enables programmatic processing for different channels · Schema definition with RELAX NG, the high performance schema description language for document oriented content
Content Data Quality Checks the quality of content data for identifi ation of potential improvements	· Checks the completeness of content and uses individual approval processes for checking data · Configu able completeness check · Integrated workfl ws · Versioning of all content
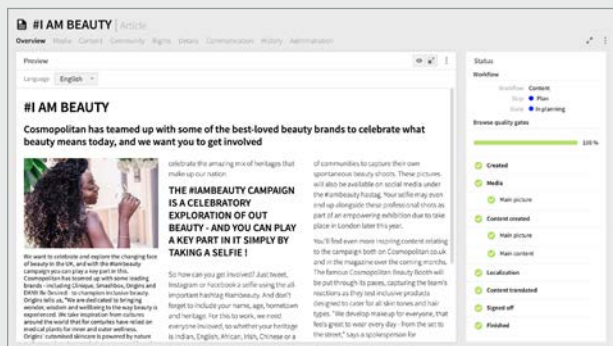
Content Management enables users to publish media neutral content to various channels using templates. The overview page shows a preview for the article, including its current workfl w status and the Quality Gates.

Marketing Project Planning

The integrated Marketing Project Planning module lets you unify and control all the information you need for the marketing planning, creation, administration, management, distribution and reporting.

In one easy-to-use system, you get a comprehensive marketing planning tool, helping you create and keep campaigns on budget and on schedule, no matter how complex or how many.

· Orchestrate marketing activities, from brief to creative to production in one central system.

· Keep track of processes, workflows, approvals, markers and annotations.

· Apply quality gates and completeness checks.

· Plan authors, subjects and channels.

· See which content is required in which channel, and when.

· Easily build a media plan with KPIs and evaluate how well the goals have been reached.

Marketing Project Planning Functions to plan, manage and visualize marketing projects and campaigns across the organization and with suppliers with a full overview of all projects	· Create, edit, and visualize projects, task lists and tasks by start and end date · Transparent project overview · Detailed project planning and management down to task and resources levels · Management and organization of deadlines and dependencies · Visual reporting including Gantt charts
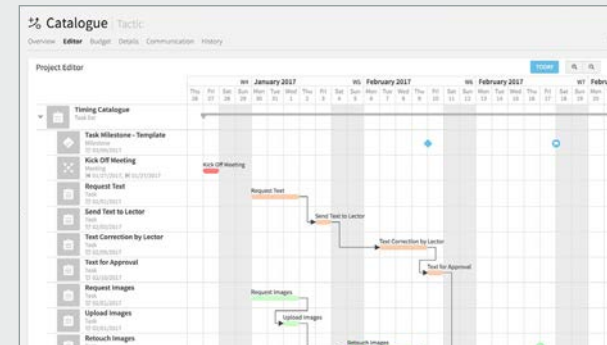
Gantt charts for each project show the exact duration, dependencies, and status of each task within a project.

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Variants Management and Targeting

Match content to a target group. Content is tagged, so it's easy to select the right content by matching multiple tags to a specific audience.

- Add keywords and categories to all your content, both manually and automatically.
- Create and manage as many variants as needed for each asset or information, for example for product variants, marketplaces, languages, channels or target groups.
- Deliver content and variants that match the segmentation data in your customer profiles.
- Rule based delivery of variants enables a foundation for targeting; more sophisticated applications and use cases can be implemented by connecting a Decision Making Engine (see page 19.)

Variants Management Functions to create content variants based on defined target groups, including language variants, regional variants, and complex variant management	• Complex variants management and handling, including language variants and regional variants • Creation of variants for targeted communication
Targeting Functions to create context between target groups, information and content, and rules to deliver content and content variants matching personal interests as defined in user profiles containing segmentation information	• Dialogs for defining metadata targeting criteria • Available for person, company, and target group assets • Target groups can be referenced on products, contents, and information of any kind (articles, article variants, videos, etc.) • Flexible targeting rules

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Localization and Translation

Easily customize and translate local and regional content.*

Master every variation from disclaimers to images, colors, product information and many more content changes.

- Create and manage as many language variants of your digital assets, metadata and other information as you need, including language characteristics (e.g., US English and UK English) as well as regional characteristics (e.g., English and French for Canada.)
- Integrate your existing translation services and agencies via interfaces.
- Workflows ease the path towards final translations that can be used in all content processes right away.
- Automatically translate large amounts of copy with the optional DeepL integration by our partner Savotex.

Translation Management Supports all locales through one user interface for all content and metadata translation tasks	• Translation support for Adobe® InCopy®, XML and Microsoft Office documents • Translates content and metadata • Automatic segment translation for regional content localization • Variations with regional and language specific characteristics • Centralized workflow management • Word and character count for documents directly from the search results
Interface for Translation Management	• Integration of external translation services via XLIFF interface • Integrated interface using the Translation Memory eXchange (TMX) specification allows automated, hotfolder based, high performance import from Trados, Across and Transit
DeepL Integration by Savotex Automated translations by DeepL, the leading AI service for translations (additional cost may apply)	• Translate any text right away without leaving censhare • Translations will be related to the original text asset automatically • Flexible integration into workflows • Supports bulk translations • Can be combined with censhare's Translation Memory System to achieve highest consistency • Privacy through state-of-the-art encryption technologies and guaranteed data deletion after translation

* Requires the Variant Management and Targeting Module, see page 13

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Print Production Management

Know that everyone is working on the most up to date version, every time. Print Production Management manages and streamlines the creation and production of print based material through integrated page planning, workflows and automation making production simpler and faster.

Print Production Management simplifies the planning, creation, production and management of all print products such as adverts, brochures, price lists and more. It simplifies collaboration between the design department, copywriters and editors, and external resources.

- censhare integrates page planning, as well as layouts created in Adobe® InDesign® and texts created in Adobe® InCopy®, to enable full transparency for all users and simplify the entire publishing process.

- The integrated workflows can be adapted to existing print related workflows within your organization. For example, a magazine's production can be split into separate tasks that can be designed in parallel while the status of each task can be tracked.

- The design and production processes can be automated to amend digital assets held in a central repository and create updated final print-ready files.

Print Production Management with Adobe® tools (requires Adobe® InDesign® Server license)	• Full Adobe® InDesign® integration, providing tools to create, edit and manage layout files for professional printing • Adobe® InCopy® integration • Support for Adobe® InDesign® scripts • Backend renderer client to automatically create previews for Adobe® InDesign® files and to generate PDF files from Adobe® InDesign® files • Drag and drop placement of media, products, and other content • Centralized workflow management • Collaboration with comments, markers, and notes

Print Production Management with censhare tools (requires Print Production Management with Adobe® tools)	• Integrated page planning for layouts, adverts, and print sheets:
	  — Flatplan Editor
	  — Layout Editor
	• censhare InCopy Editor to create, edit, and manage texts, including comments, track, review, accept and reject changes, and displaying overset text and invisible characters
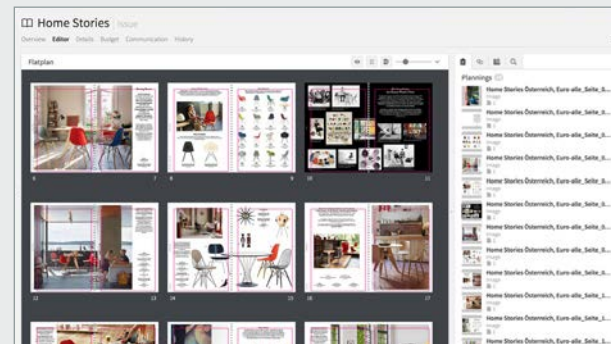
censhare's tight integration with Adobe® InDesign® and Adobe® InCopy® enables you to work on printed assets without having to leave the censhare client.

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15

The Web Content Management solution ensures rapid and efficient management of your online presence, enabling you to author simple and complex websites, microsites and communities and manage their content.

- Easily manage single or multiple web sites with a feature rich web content management system that is fully integrated into censhare.
- Transform digital content automatically for use with specific channels and applications.
- Use preconfigured content and information structures as well as a standard set of functions and HTML templates
- An application programming interface (API) is available as part of Connectivity, enabling advanced integration capabilities (see page 19).
- In addition to sending temporary download links to customers and prospects (see page 8), you can extend this function by offering an individualized microsite. The microsite shows the downloads that are available for each individual as a list with integrated shopping cart.

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. This 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 • Creates and manages microsites, single sites, and multiple sites • 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
Share-Link Microsite (optional) 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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Headless CMS

Build stronger relationships with the ability to exchange content more easily with customers and partners. Content is held and managed in the platform as normal but can also be accessed by external applications through Application Programming Interfaces (APIs).

These Headless CMS APIs allow content to be exchanged with any application, device or channel that requires access to a large, centralized content store.

- Developers have complete freedom to create their own innovative applications on top of censhare's database or allow third party applications like ecommerce and web sites to use the data as required.
- This enables a wide range of possible use cases like third party ecommerce sites, Mobile apps, Internet of Things (IoT) devices and applications, and Web Content Management Systems for public or private websites, and more.
- With the Headless CMS APIs you can support your own innovative applications and streamlined content production processes— without having to change your complete marketing technology stack.

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 • Establish a system to system connection with the content management and production system server without additional satellite infrastructure • Controls for web browser caching behavior (images, download links) • Supports asset locking mechanism (check-out/check-in) • Asset history can be accessed
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

Use Cases
All use cases from Web CMS supported (see page 16)
	• Functions for using censhare with a customized client
	• Server to server communication
	  — Just data import from other systems
	  — Just data export to other systems
	  — Bidirectional communication between censhare and other systems

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The optional Headless CMS Client Starter Kit supports use cases that require a simplified user interface for censhare. It provides all the functions to develop your own, significantly simplified user interfaces with reduced functionality. This can be useful especially for bigger user groups that do not have the experience or training to use a powerful content management solution like censhare.

• Easy entry for developing a simple solution that can be adapted to your needs.

• Intuitive user interfaces enable all users to complete specific tasks, regardless of their experience.

• Reduce the number of clicks to get a task done, increasing the efficiency of the entire process.

• Little, if any, training required.

• Reduces the number of support tickets passed to IT functions, due to the intuitiveness of the user interface.

The Starter Kit comes with Media Room, a lightweight web application based on HCMS enabling your partners and agencies to find and work with media assets like images, videos, PDFs or ZIP files without requiring direct access to the core censhare system.

• Intuitive full text search includes metadata like XMP, EXIF, IPTC and tags. Search results can be filtered by file and MIME type and displayed as cards, tiles, or as a list.

• Users can download single assets right away or collect several assets in a 'media collection' for bulk download.

• Users can upload single or multiple files and add tags to existing assets.

• Uploads can be accessed by the user at any time in a private area; visibility to other users depends on the assigned permissions for that user.

• Uploads can trigger specific workflows within censhare, for example an approval process.

• Configurable user interface to reflect your brand by changing the settings in the menu.

The optional Headless CMS Content Picker enables users to find, explore, and ultimately "pick" and use, content that is stored on a censhare system directly from an external web application without requiring direct access to the censhare system.

|	
Headless CMS Client Starter Kit (optional) Starter Kit, consisting of standardized building blocks to create customized extensions for censhare	Provisioning of a React framework that uses the APIs of the Headless CMS Module to connect to censhare, including: • Media Room — a lightweight web application enabling external users to find and work with assets stored in censhare without requiring direct access to the core censhare system • Default building blocks of the current Release Candidate of the Client Starter Kit • Partner access to the source code via GIT • Documentation Note: Installation and project specific customization will be charged separately.
Headless CMS Content Picker (optional) Enables content research and use in third-party web applications	• User interface based on HCMS that can be embedded as a plug-in or extension into the frontend of a third-party web application • Search, explore and use assets stored in censhare without requiring direct access to the censhare system itself • Supports full-text search with previews, intuitive sorting and filtering, and displays further information, e.g. metadata • Visibility of content is restricted to assets and information that have been made available to the respective plug-in • User can select one or mutliple files for import into the third-party application • Third-party application can download the content from censhare or use a URL that references the asset in censhare • Supports media assets like images and videos Note: Installation on third party system and project specific customization will be charged separately.

censhare

Connectivity

censhare lets you connect to internal and external systems via interfaces and Application Programming Interfaces (APIs).

• Accepts and processes any kind of information, e.g. products, prices, markets, target groups, events, budgets, beacons, companies.

• Accepts and processes any kind of document, e.g. images, texts, audio files, video files, 3D models.

• Recognises properties based on definable rules.

• Monitors content quality (e.g. through Acrolinx).

• Machine Learning and Artificial Intelligence used for automatic recognition of:
  — Categories and entities
  — Sentiments of texts
  — Colors, entities, locations, objects
  — Texts appearing in images and videos
  — Video content
  — Transcripts of videos

We also offer Xeditor WYSIWYG content editor as a licensed integration.
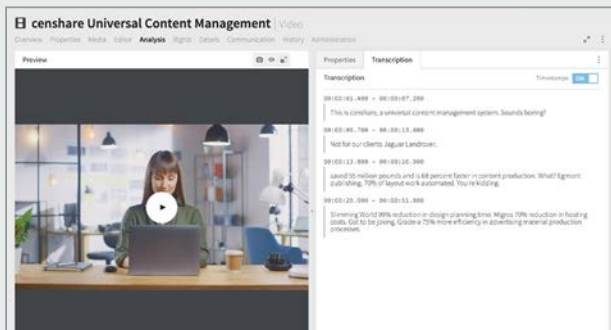
Automatically create full transcripts for any video asset in censhare, giving you a text of the voice track, complete with time stamps.

Fully integrated tools that extend censhare through external applications	• Designed and programmed by censhare, e.g. — Machine Learning and Artificial Intelligence for automated recognition of content and context for images and videos (Google Vision AI) — Enterprise content governance (Acrolinx) — Integration with desktop applications of the Adobe Creative Cloud, Microsoft Office, Google Workspace, Sketch, Figma (CI HUB) — Extended data integration, for example through Pentaho, a business intelligence solution that provides data integration, OLAP services, reporting, information dashboards, data mining and extract, transform, load (ETL) capabilities — Integration with Xeditor, the leading XML content editor for intuitive professional XML editing (requires censhare 2022.2 or higher)
Connectors for exchanging data with external applications to extend censhare	• Designed and programmed by certified censhare partners, e.g. — MS Office Connector, by Emmet — Adobe Workfront Connector, by MSP — Dropbox Connector, by Columbus — SAP Commerce Connector, by kolb digital — Retail Modul, by MSP — MS Powerpoint Add-On, by Savotex — DALIM Connector, by w&co — Mediabox, by MSP — DeepL Connector, by Savotex
censhare Development API Developer API license for developing specific functionalities	• Enhance existing systems and processes by developing omnichannel applications, for example, to create customized reports and analyses • JavaScript API • Java API

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Video Clipping Options

Extended options for video clipping provide
a choice of technologies:

• FFmpeg

• AWS Elastic Transcoder

• AWS Media Convert

Each one can be easily configured with a new Admin Client module which
connects frontend actions like video clipping to the preferred transcoder.

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New Release Updates

censhare's latest release adds a number of valuable additions:

• Xeditor — user-friendly, professional WYSIWYG XML editor is now available as an integrated option. It lets users work with XML code or hide the code with a single click and see the effects of edits instantly

• Branding and multi-branding — create closer connection with customers as Keycloak themes now include the opportunity to personalize log-in screens

• More video clipping choice. Our transcoding engine options now include AWS Media Convert alongside FFmpeg and AWS Elastic Transcoder

• User shortcuts to faster and easier web client usability - actions all users will appreciate

• Support for Java 17, MacOS Ventura and Adobe InDesign CC 2023

• Stronger security functions including checking that 3rd party libraries are using the latest security updates

• censhare Insights — know how your system is behaving

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Licenses & Hosting

Technical Support

Pricing is based on selected functionality and number of users.

We offer two hosting options:

- **In the cloud**
  With a cloud vendor of your choice, managed by your IT staff or a certified censhare partner.
- **SaaS**
  With censhare in Germany, maintained by censhare in our data center that has been ISO 27001 certified and that is fully compliant with tight EU data protection laws.

XEDITOR

We also offer Xeditor WYSIWYG content editor as a licensed integration.

Experienced specialists assist conceiving and sizing system architecture, install and supervise ongoing systems, and offer support for censhare as well as the entire IT infrastructure of the censhare system.

We offer three distinct service packages.

- **Silver**
  Support times 9am — 6pm, Mon-Fri, guaranteed response time: 2 hours
- **Gold**
  Support times 8am — 9 pm, Mon-Fri,
  guaranteed response time:
  90 minutes
- **Platinum**
  Support times 24/7/365,
  guaranteed response time:
  60 minutes

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censhare Community

censhare's extranet is home to a vivid community of censhare users, partners and staff. This is the place to look for announcements, product overviews and descriptions, documentation, tips, trainings as well as the latest product roadmap and release dates.

You will also find recordings of our release webinars that introduce you to the most important new features and functions for each release.

Our digital offerings provide support for you and your users.

product.censhare.com

This is our product portal. It is a publicly accessible source of information covering our product portfolio, release information and service offers.
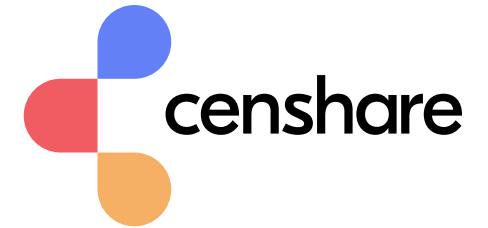
community.censhare.com

This is the forum for exchange and collaboration about censhare. Please become a part of the community, share your knowledge and discuss ideas with other customers as well as partners and censhare employees in a global forum. Please feel free to support the user community by answering questions and sharing your best practices here.

censhare's product portal provides plenty of information, ranging from product overviews and updates, the censhare Academy and product documentation to developer guides.
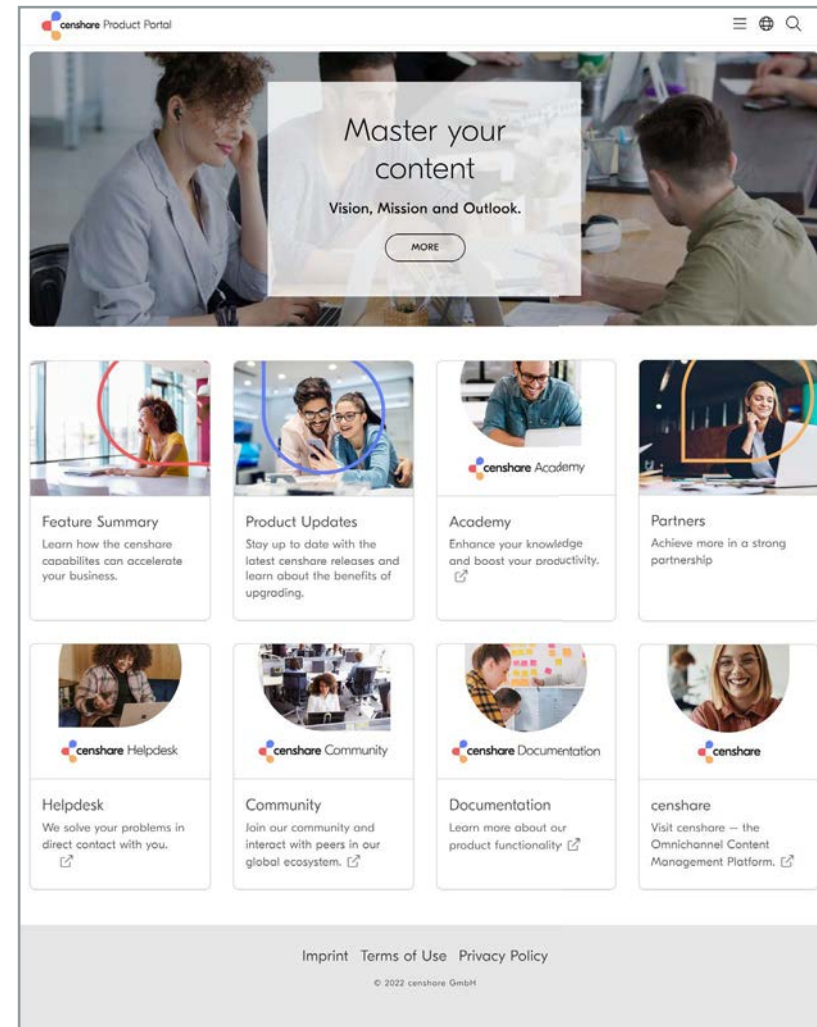
About censhare

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.

master your content