



**censhare**

Product Overview

# Digital Asset Management

Powerful technology puts you  
in full control of your digital content

*freedom  
to create*

## Content Management Made Easy

Marketing has gone digital. The flexibility of digital content gives marketers the power to personalize campaigns to meet any customer need and react more quickly as new market opportunities develop.

The opportunity to reach out to customers has also never been greater. The channel explosion has seen organizations using an array of print, web, mobile, social media, digital Point of Sale (POS) signage and digital outdoor advertising.

Yet, how can marketing teams, processes and systems manage so much content for so many channels, campaigns and programs at the high pace of today's dynamic markets?

The answer is censhare Universal Content Management, a centralized store used to manage all digital information for marketing purposes. It dramatically simplifies the management of all digital assets. Universal Content Management uses highly performant semantic database technology to handle a vast volume and diversity of content, offering rapid, easy searching to quickly find the desired asset, project or information.

## Manages as Much Content as You Have

Product information, service descriptions, photos, price lists, user guides, infographics, logos, articles and other content can be used quickly and efficiently to drive marketing campaigns that are more effective than ever. Customers can be reached with the right content on their preferred channel at the right time. Automation avoids manual errors, while time and resources are used efficiently and time is freed up for the marketing team to focus on their core competency – delivering attractive and effective marketing campaigns. At the same time costs can be reduced and campaign quality be improved.

Collaboration tools provide an easy way for colleagues to work together on any digital asset or object, create notes, create and assign tasks and streamline the collaborative process.

## The Features and Functions You Need

The platform delivers all the capabilities needed to successfully run a digital business. It comes bundled with a powerful Digital Asset Management (DAM) solution, but you can also add Product Information Management (PIM) and/or Content Management (CMS) to build the system that matches your requirements.

Function modules can further extend the wide range of use cases from standard ones like brand management to complex ones like print production management and retail publication management.

The modularity of the platform enables you to grow your censhare solution at a speed to suit your business.

## Digital Asset Management – All Your Digital Content in One Place

With Digital Asset Management you can centrally manage every type of digital content, such as images, videos, text documents, graphics, media files, presentations, layout files and more. The simplicity, efficiency and automation of Digital Asset Management enables teams to work together to create the best customer experience without being distracted by complex processes.

DAM allows your users to create and import assets and asset variants, store them centrally, edit and update them, add reference information and insert unlimited links to any other asset. Your entire organization can then search for the assets they need according to almost any criteria, such as metadata, information on target audiences, sources, usage rights, or other information.

A single record for each asset is created which can reference any related information. This makes it the 'single point of truth' for anyone in your organization who works with digital assets. All changes are tracked in the system and can be reverted to a previous version easily.

Product Overview: Digital Asset Management

## Features and functions

### 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 formats, 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 of features
- Automated versioning
- Integrated image editor
- Interactive previews for all relevant 3D file formats
- Image and video version generation
- Rule based archiving and dearchiving
- Management of different language, regional and content versions

### Platform Features

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

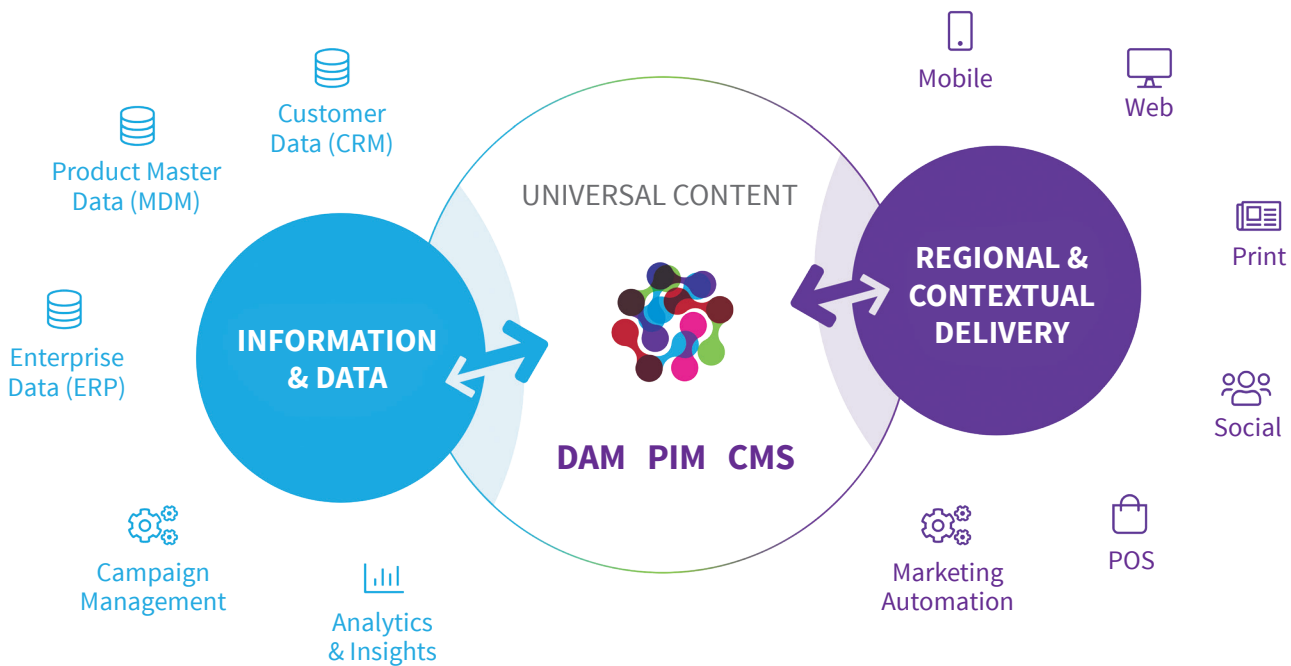
- Semantic database structure for class leading performance with low infrastructure requirements
- Fast search engine for all content and associated metadata, including flexible filter functions
- Performance, stability and low resource use with a modular structure for easy scaling
- Front end technology supports modern web browsers
- Rule based archiving and dearchiving
- APIs enable transfer and consolidation of data from most data sources and systems for use with censhare
- Content focused collaboration across the organization
- User, role and permission management

## One Platform, a Wealth of Possibilities

censhare's streamlined, efficient workflows, processes and content focused structure enable you to quickly create memorable experiences for customers whenever and wherever they engage with your brand.

censhare Universal Content Management can connect to internal and external systems to import and export data and content for powering the entire lifecycle of content resulting in specific transformations for each use or channel. It also enables marketing teams to collaborate better, focus on creating more effective marketing campaigns more efficiently, using the same content across the entire organization, no matter how widespread.

The solution's many use cases all run on the same underlying platform that can evolve and scale as your needs change and grow. You can choose to host the platform on your premises, with censhare, or with third party providers. Furthermore, we offer flexible licensing options and technical support packages to match your needs.



# Use Cases in Action

## European Car Manufacturer

A European manufacturer of luxury cars wanted to provide a 'Single Source of Truth' to all employees. It required more than 300,000 files to be searchable globally, on all devices – desktop, tablet and smartphone. The brand also wanted to dramatically simplify the production of marketing content by globally standardizing planning and purchasing processes, as well as managing workload of the marketing teams and audit proof approvals.

The company selected Universal Content Management platform to migrate all marketing to digital processes. As a core element, the platform's DAM gives the manufacturer a central store for the huge volume of information and content it held, as well as a way to manage it efficiently, all in a process oriented way, serving specific transformations to marketing channels as needed.

The manufacturer has benefited from 68% faster creation of marketing material, while resource availability and ease of use has also improved significantly. Today, more than 11,000 staff around the world use the system to find the latest content.

## European Airline

A leading European airline needed to solve four major challenges: managing multilingual content for global use; achieving consistency across all media; reducing costs; and controlling the use of digital assets.

The airline asked its agency and censhare to develop and implement a centralized solution to manage, organize, transmit, distribute and display marketing material across all its channels. It wanted a sophisticated, intuitive, and fast search function that could significantly reduce the time spent finding appropriate digital assets.

The airline first implemented censhare's media portal as a platform for images, videos and campaigns, but soon realized it needed to go beyond its original Digital Asset Management plans. It decided to work with censhare to address additional requirements, such as marketing briefing functions, templates and job and asset management capabilities.

Following the implementation of the solution, collaboration vastly improved through the distribution and exchange of information. The airline now plans to go even further by deploying a translation memory, integrating more systems, and using the marketing and budget planning capabilities of censhare's Universal Content Management platform.

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

## US Retailer

A major US retailer with more than 1,100 department stores in 49 states employs more than 140,000 people and sells everything from shoes to shower curtains. Today, more than 56% of American households shop there, bringing in more than \$19 billion in revenue a year.

The company wanted to make its marketing more efficient, so its staff could achieve more, and its customers could benefit from more personalized, relevant communications.

The goal was to move away from its own Digital Asset Management (DAM) system to a central solution that solidifies, standardizes and streamlines workflows for hundreds of employees.

The company's Senior Program Manager stated: "Teams used to find it hard to know where a project was at any given moment—and they would be working on 10 or 12 projects in any week. Introducing censhare and our new business processes gave us a project structure that is automatically generated and managed. It was that simple."

Benefits have included production time reduced by 50% and, as a side effect, an annual saving of \$275,000 by efficiently reusing assets.

## **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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