



censhare Product Information Management

Seamlessly Integrate Accurate Product Data in All Communication Processes

Synchronize Your Product Data Across All Sources and Systems

B2B and B2C product companies and retailers are struggling with a common challenge, growing demand for product information and increased depth and richness required by today's digital savvy consumer. A consumer who is no longer satisfied with text in a printed manual or the web, but who is looking for rich digital experience videos, testimonials, 3D models, and related accessories, all delivered to the device and channel of their choosing.

Our customers choose our Product Information Management (PIM) solution because their business users can drive this customer experience through our omnichannel solution, linking all their marketing material with accurate product specifications and prices. This not only helps them to efficiently organize and deliver all product information, but also to directly integrate it in their marketing campaigns, enabling their teams to communicate consistent, personalized and relevant content across all channels in the shortest possible time.

The core of censhare PIM is its powerful Universal, Smart Content platform. Every piece of information, whether it be specifications, prices, media or usage rights, is a separate asset which can be part of a 'product container'. Whenever you're working on a product or campaign, you see all related data and assets, you know who created and shared the information, and when and where it was used.

"censhare is a symbiosis of technology and communication which really hasn't been seen before."

– Dr. Ing. Christian Fill
Managing Director, Burda
Creative Group GmbH

Key Features

- **Omnichannel Publishing** from print to social, publish product information to the channel of the consumers choice
- **Link marketing content and master data** from your ERP or MDM system and use 100% consistent product information in your marketing material to improve the quality of your corporate branding and substantially increase customer satisfaction
- **Easily edit product information**, rich media and marketing materials at once for all campaigns and communication channels and significantly accelerate the time-to-market of your communication through a single, easy to use interface
- **Store your product data in a single database** with your other content and assets and increase productivity by allowing your marketing and product teams to collaborate smoothly
- All information in one system enables **real time analyses** that make your communication more flexible and allow you to react to market changes faster
- Our groundbreaking **Universal, Smart Content technology** shields your teams from the complexity of intricate processes, countless product variants and content iterations and multiple channels, allowing them to accomplish more projects at the same time

Licensing Model

censhare offers two licensing options:

- **A perpetual software license**, with an annual software maintenance flat fee with all future software updates included
- **SaaS solution** – A low monthly fee that covers the software, it's maintenance and software updates

Deployment Options

censhare can be deployed:

- On-site on a client's own hardware
- At a dedicated hosting provider, on dedicated hardware or in a virtual environment
- In a Cloud environment such as Amazon Web Services (AWS)
- As hybrid system in any combination of these options, with components in the cloud and onpremise

Operating Options

Our clients can choose to:

- Maintain the system themselves or through a partner
- Use censhare through our SaaS solution, which is based on Amazon Web Services (AWS)

All the above licensing, deployment and operation options can be combined with each other, providing our clients a tailored, most cost effective use of censhare that easily fits their needs.

Licensing	Deployment	Operation
Perpetual	On-site/ client Cloud	Customer / partner
Rented SaaS	Cloud	censhare

censhare AG

e: info@censhare.com

www.censhare.com

“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
Communication,
Endress+Hauser

“censhare has been, and remains the sole solution throughout the market that combines all modules we are in need of in one single system.”

– Alessandro Bonin
Vice President Logistics,
Swiss Re