



censhare provide a **Universal, Smart Content Management platform** enabling **multi-channel, multi-language, personalized communication** for global brands.

“censhare provides CCCM capabilities for email, mobile, web, social, print, POS, and kiosks. It integrates CCCM with DAM, product information management (PIM), brand management, and collaboration tools, all underpinned by a semantic network and graph database for omnichannel content management.”

– Forrester

“censhare’s key differentiator is the organic integration of its components, which support central management of all content and processes. It positions as an antidote to heterogeneous collections of inconsistent solutions that reinforce silos and create operational bottlenecks.”

– Gartner

What can we do for your business?

-  Digital Asset Management
-  Product Information Management
-  Brand Management
-  Web Content Management
-  Omnichannel Content Management
-  Marketing Resource Management

How we help

Our clients choose censhare because we enable their business users to efficiently and easily manage content, digital assets and product information and then publish these personalized for “the multi’s” (multiple channels - including web, print and social, multiple formats, multiple personas and multiple languages) on a very large scale.

Our technology is usually found at the heart of digital transformation programs, providing a hub of smart content that enables the business to flexibly connect with their consumer across the entire buying journey: from marketing, sales, service to loyalty and advocacy. The platform safeguards your brand against inconsistent interpretation and allows you to disseminate your message on the best output channels to support your communications strategy.

Our solution

The censhare Universal, Smart Content platform pools all marketing and communications content into one, information-centric system with a single, consistent user interface.

It’s Universal – This one flexible platform meets all of the content challenges facing organizations today, including Digital Asset Management, Product Information Management, Omnichannel Content Management, and Marketing Resource Management, by creating relevant and real time digital experiences from a single platform.

It’s Smart – We have developed innovative semantic database technology that preserves contextual understanding in the content and is extraordinarily

fast at delivering real time personalized content. This technology is similar to that used in cutting edge artificial intelligence and virtual assistance products such as Amazon Echo or Google Home.

Our platform can be deployed on-premise, within your on-site IT infrastructure, or in the Cloud as Platform as a Service (PaaS) or Software as a Service (SaaS).

Key Benefits

- **Supports an agile business** – Our flexible platform, SaaS deployment and open data model keeps pace with innovation and rapid business change
- **Accelerated digital transformation** – A central, universal, smart content hub across the business to provide a quick start to digitizing the organization
- **Faster ROI** – The platform decreases time to market, reduces duplication and content recreation and increases overall marketing efficiency
- **Easily maintains compliance** – Strong, central brand governance, IP and Digital Rights Management (DRM) protects your brand and your business
- **Reduces costs** – The replacement of existing silo’d infrastructure with a single system significantly reduces costs
- **Reduces IT overheads** – Your business users are in control, with a single, easy to use interface that spans all content operations and delivers to multiple channels without the need for fragile, expensive integrations across multiple platforms.

Clients include: Dyson, GoPro, Hearst, Kohl’s, Serviceplan, Rewe, Swiss Re, Vitra and Migros.

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

– Matthias Wesselmann,
Former Head of Group Marketing
and Communication,
Vitra A

censhare AG

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