The Seamless Platform for Joined Up Marketing

Universal Content Management

Great Content Fuels Marketing and Boosts Sales

Digitization lets you bring your products and services alive, create a wider variety of content to address any customer need and react more quickly to market opportunities. Digitization also makes it quick and easy to personalize content, for a more relevant and compelling customer experience.

Matching this diversity are the many ways of delivering content. The channel explosion is unprecedented, with organizations making use of an array of print, web, mobile, social media, digital Point of Sale (POS) signage and digital outdoor advertising. They recognize that the only way to reach customers everywhere is to use the channels their customers prefer.

Get it Wrong and Suffer A Backlash

Customers, whether they are businesses or consumers, have extraordinary access to information and powerful ways in which to influence your success. They also have high expectations and a dissatisfied customer can, and often will, use social media to tell the world about their experience.

Getting it right means the delivery of a brand experience that is consistent and high quality, relevant and convincing, targeted accurately and delivered quickly. This is where the fundamental challenge lies for many organizations.

How can they enable their teams, processes and systems to manage so much content, so many channels, campaigns and programs at the high pace of today's dynamic markets?

The solution is a system that stores and manages all content and information for marketing purposes centrally. The system can then be used by all teams to plan and execute their marketing campaigns and programs, retrieving and transforming information and content from other systems, and also transferring it to third party systems, as needed.

The solution is the censhare Universal Content Management platform.

Quickly Cut Through the Complexity

censhare Universal Content Management is a single platform that radically simplifies the management of digital assets, content and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle a vast volume and diversity of content, with instant response to a search and intuitive filtering to quickly find the desired asset or information.

With censhare, content is no longer splintered across a variety of servers, workstations and cloud services. Instead, all data is held centrally and interlinked by relationships that can be quickly 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 Communication, Endress+Hauser

Endress+Hauser
People for Process Automation

Consistent Customer Experiences, on All Channels, Across All Markets

Instead of being stifled by the complexity of working with multiple systems with different user interfaces, your teams are freed up to focus on creating innovative and powerful customer experiences for any moment important to the customer. Your organization can create and distribute content rapidly, launching campaigns when the market opportunity is at its ripest.

The flexibility of the Universal Content Management platform allows you to automatically transform and tailor digital assets for all channels. 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.

The solution enables users to author and manage simple and complex websites and microsites, whether your corporate website, a regional site or an online shop or a 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 incorporate existing, familiar tools of all sizes, even massive systems like CRM, ERP, CMS, translation memories, publishing suites, social media tools, or MS Office, as well as all of their data. This enables you to manage processes more transparently and effectively, while tracking the progress of campaigns more easily.

"censhare was the best choice out of all the solutions we looked at, because it works across our entire workflow."

Ahmed Hasan, Head of Digital Marketing, Spark44

SPARK44

The censhare Approach: Everything is Content

Content is not just text and pictures. It's product information, business data, people profiles, cost data, project plans, and much more. Such content is at the heart of all business communication, so we put it at the center of our Universal Content Management Platform.
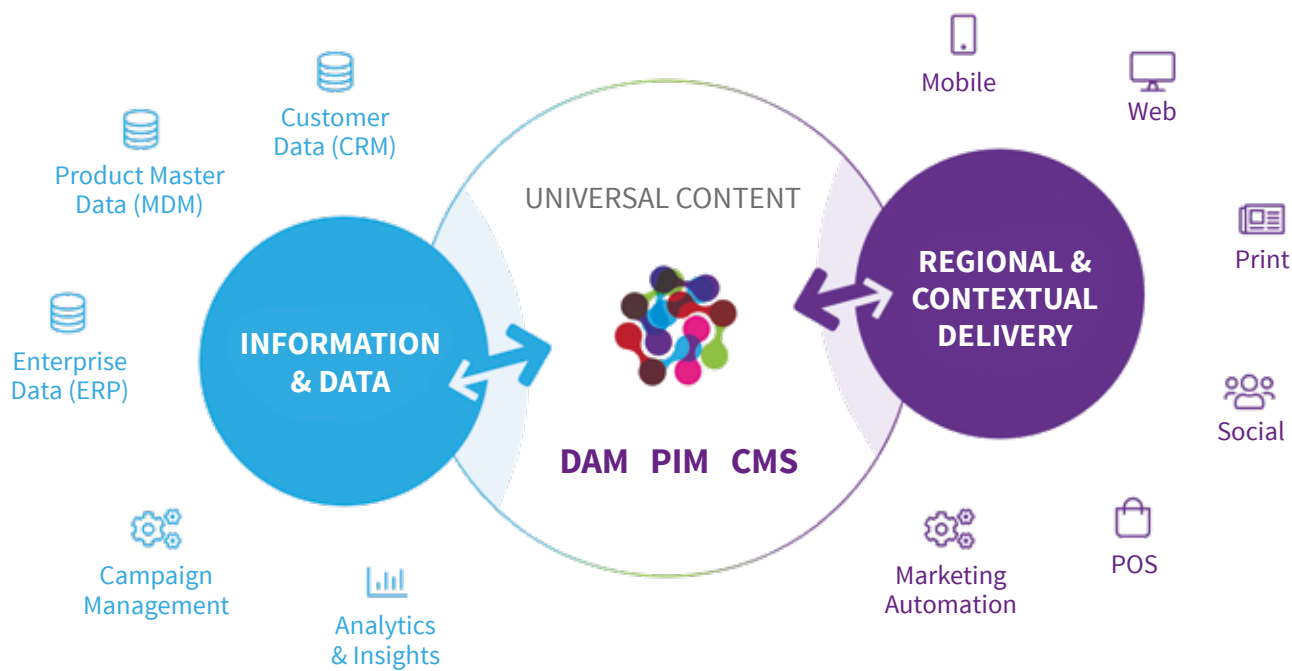
All content is managed and processed by the platform's core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management. The platform uses a process oriented approach with flexible collaboration features and the opportunity for almost fully fledged automation including creation, translation, enrichment, transformation, output, delivery and publishing of assets and information.

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 easily used by the entire organization, from sales and marketing to customer services, finance and partners.

censhare can connect to all kinds of external systems and access their data, including CRM, ERP, CMS, marketing automation, web analytics, social media, social media systems and translation services. Your marketing teams can use the data right away, for example to create attractive omnichannel marketing campaigns and programs. You can continue using your existing reliable systems and processes as you see fit.

Relevant content will be transformed and delivered to the desired online and offline channels. censhare can also capture user reactions and content uploaded by users ('user generated content') to enrich their profile.

The powerful platform natively supports the classic marketing applications (DAM, PIM, CMS), and thanks to its flexible architecture, makes many additional individual use cases possible, especially for the portals and databases needing access to a single, consistent data foundation.

INFORMATION & DATA

Product Master Data (MDM)
Customer Data (CRM)
Enterprise Data (ERP)
Campaign Management
Analytics & Insights

UNIVERSAL CONTENT

DAM PIM CMS

REGIONAL & CONTEXTUAL DELIVERY

Mobile
Web
Print
Social
POS
Marketing Automation

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. This enables marketing teams to collaborate better, focus on creating more effective marketing campaigns more efficiently, and establish a 'Single Source of Truth' for the entire organization.

More Efficient Processes, Better Collaboration, More Effective Results

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.

Use resources efficiently

Create compelling content once, use it many times. You don't need to worry about file formats because the platform can manage all formats and content, including images, videos, text documents, PDF files, or presentations.

Not only does this save costs and resources, especially when publishing on multiple channels, but the quality of your marketing campaigns improves dramatically, while time to market is reduced. You can do more in house again, including producing and maintaining websites and other online channels, without the need for high technical skills.

Always use the latest content

You can also ensure consistent branding and messaging across channels. 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 and intuitively 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 together as one team

Increase efficiency by eliminating redundancies and silo mentality in your organization and system landscape, while avoiding process bottlenecks and enhancing creativity and productivity. You can easily track projects in one system used by inhouse and external teams and avoid potential disputes with and between vendors.

Process driven collaboration via workflows can be encouraged across the entire organization, including external resources. Improve productivity with streamlined processes that enable teams to work in parallel on the same projects and deliverables.

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. Furthermore, we offer flexible licensing options and technical support packages to match your needs.

The Powerful Foundation for All Use Cases

Powering all the capabilities of Universal Content Management is the base censhare platform, a comprehensive array of 'nuts and bolts' features that ensures everything works together smoothly. These features form a common platform for DAM, PIM and Content Management, ensuring they work consistently.

Grocery Chain Achieves 75% More Efficient Print Production

The challenge: A major German grocery group needed to more efficiently 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: Using 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, with fewer emails used to send layouts, and pricing errors eliminated.

Central to our products is the concept of collaborative working and the censhare base offers efficient features to ensure teams can work easily together. Users can collaborate and share information across the organization, even globally, using workflows centered around the digital assets they are working on, while also customizing the look and feel of their own personal workspaces.

The advanced semantic database technology and powerful search engine let users find the assets they need quickly and intuitively, 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 imported from other systems.

Security is achieved through a domain concept and advanced access control functions, supporting multiple brands, clients, user roles and users while ensuring they access only their own assigned content. File management allows distributed storage while also acting as a backup.

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.

Digital Asset Management: Turn Digital Assets into Powerful Marketing Content

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 sheer 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.

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.

Use Case in Action

Car Manufacturer Accelerates Marketing Productivity by 68%

The challenge: A European manufacturer of luxury cars wanted to provide a 'Single Source of Truth' to all employees. More than 300,000 files had to be searchable globally, on desktops, tablets and smartphones. The brand also wanted to dramatically simplify the production of marketing content by globally standardizing planning and purchasing processes, as well as audit proof approvals.

The solution: The company selected the Universal Content Management platform to migrate all marketing to digital processes. As a core element, the platform's DAM enables the manufacturer to centrally store and efficiently manage the huge volume of information and content it held, all in a process oriented way.

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

Product Information Management: The Right Product Data Always on Hand

Automatically aggregate large amounts of product information and technical data across an enterprise using product IDs (SKUs) enabling the data to be classified based on industry standard GS1 GPC, aligned, checked for completeness, enriched and translated.

The data, from any source, including existing ERP or PIM systems or spreadsheets, can be combined with documents and images already stored with censhare. This enables easy and rapid production of consistent sales and marketing material for all channels, including print.

The marketing organization uses just censhare for its daily activities – your team won't have to worry about the automated processes for retrieving and making product data available.

The platform can also control and manage 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

vitra.

Content Management: Create Media Neutral Content and Use it Everywhere

Our Content Management System (CMS) manages content at all stages, from brief to design to production.

The 'Content First' approach of CMS ensures that content is created once and once only, avoiding wasteful repetition of design effort. Similarly, writers can produce an article or text and use it to customize, for example, headlines and copy at different lengths for different channels, languages, devices and other use cases. The 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.

Content is also created in a 'media neutral' way, allowing it to be adapted automatically for use anywhere – from print and online to point of sale and ATMs. Flexibility is ensured through a powerful API that allows the system to be operated from 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 prior to using it.

Use Case in Action

Interiors Maker Achieves Consistent Messaging Across all Channels

The challenge: A Swiss company specializing in interior concepts, furniture and accessories for homes, offices and public spaces pursues a multichannel marketing strategy, aiming for consistent customer communication across all types of media and channels. They were looking for an efficient, dynamic and media neutral marketing system for all channels that smartly manages all information.

The solution: censhare's holistic, content centric solution is a perfect match for the company. Combining omnichannel content management with DAM and PIM, censhare 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 implementation process involved the successive replacement of systems such as an image database, product information management, a translation memory system, a web content management system and various file servers.

The benefits: Using censhare for its marketing campaigns allows the company to communicate 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: Flexibly Extend the Capabilities of censhare

Optional modules offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

Each module is built to suit your needs and the way you work, both internally and with partners. They enable you to plan, create and report on marketing campaigns, produce multiple variants of publications for different markets and manage translations and local offers.

Do you use print as a central part of your communications with customers? The Print Production Management module streamlines the creation of print based material through integrated page planning, workflows and automation.

Websites are also in hand thanks to our web Content Management System, which can manage specific websites for one campaign or multiple sites under one brand.

Headless Content Management allows content to be exchanged with any application,device or channel that requires access to the large, centralized content store, allowing use by third parties for their own websites or ecommerce systems.

"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

MIGROS

| MODULE	FUNCTIONS
Marketing Project Planning	Plan, manage and visualize marketing projects and campaigns across the organization and with suppliers
Variants Management and Targeting	Create context between target groups, information and content, and deliver personalized content and variants based on user profile and segmentation data
Localization and 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
Connectivity	Import and export any file type and data by drag and drop or via automated processes or interfaces, including data exchange with external ERP, PIM, CRM, CMS, marketing automation systems, apps, POS systems, and business intelligence solutions
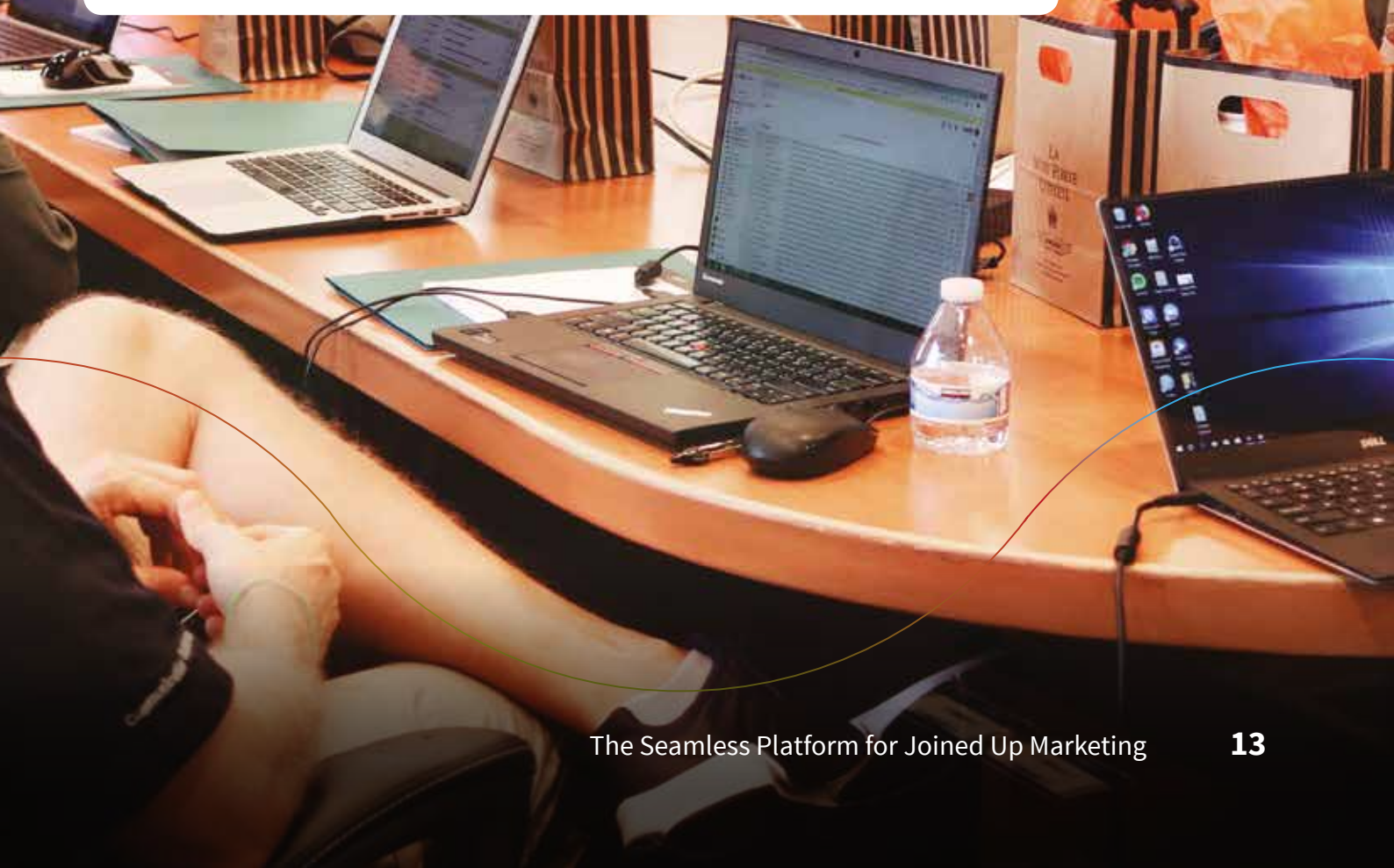
The Components of Marketing Success

censhare Universal Content Management is helping Christie's, Dyson, Allianz, Migros, Vitra, Lufthansa, McDonald's, Hearst Magazines UK and many other leading brands to achieve effective omnichannel, multi language customer communications.

Easy collaboration and efficient processes

censhare Universal Content Management cuts through complexity by supporting collaborative communications across an entire organization, as well as providing a single system for managing all marketing processes. It aids efficient coordination of activities by aligning content, tasks and resources at all times, in all locations.
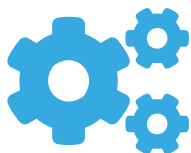
It all works together beautifully

censhare develops and improves the core components of the Universal Content Management platform itself, including the semantic database and search engine. Our philosophy is to use promising, forward looking technologies to achieve new capabilities and levels of performance.

This helps to ensure seamless interaction of all functions with excellent performance and class leading reliability as standard. The platform delivers all the capabilities an organization needs to successfully drive a digital business with valuable content.

Expert support whenever you need it

censhare provides dedicated professional services teams that ensure timely delivery, training and technical support as required. If a client needs strategic advice, we're happy to be the trusted advisor, too.

Further support comes from our partners. These include creative and agency partners skilled in using the censhare solution; implementation partners with expertise in setting it up and integrating data sources; and technical partners that provide customized functionality directly or through existing integrations.

Whichever way you want to deploy it

The Universal Content Management Platform offers flexible deployment and licensing models that are compatible with most business needs:

		LICENSE TYPE	
		Perpetual (one-time fee)	Subscription (annual fee)
SERVER HOSTING	On premise	Operated by client or partner	Operated by client or partner
	censhare datacenter	Operated by censhare (additional fees apply)	Operated by censhare
	Third party data center/in the Cloud	Operated by client or partner	Operated by client or partner

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 Allianz, 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**