



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

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CEO: Jürg Weber **Founded:** 2001



censhare Universal Smart Content

censhare for Retail

Manage digital assets and product information across all sources and consumer touchpoints.

The retail industry is both the poster child for digital disruption and the industry with the most complex challenge when it comes to managing digital assets and product information: satisfying a consumer experience that demands to be served consistently across multiple digital channels and print, often in multiple markets, all with diminishing lead times.

However, the retail industry benefits hugely when this is done well, with a proven revenue uplift when meeting the consumer's digital experience needs, through digital marketing techniques such as personalization, product recommendations and remarketing.

Our clients, some of the largest international and regional retailers (including Kohls, Migros, IKEA, Oriflame and Rewe) understand this challenge and have implemented our Universal, Smart Content platform as a single platform from which to manage their digital assets, product information and pricing and deliver a personalized omnichannel consumer experience.

“What we like best is that we have a contact person at any time, that knows our requirements and offers solution focused help.”

– Tanja Klever,
Head of Prepress, REWE
Markt GmbH

Key Features

- **Omnichannel Publishing** of product information, marketing material and pricing to the channel of the consumer's choice, including print, web, mobile and social media
- **Business Process Management and Collaboration** across the entire content development and approval process, including workflow, governance and digital rights management
- **A Lightning Fast Semantic Database** that manages rich metadata, content relationships and context that makes delivering personalized content in real time a cinch
- **Single Interface and Single Repository** that puts the business user in command of the entire content supply chain, whether it's product information, rich media assets, pricing, resources or campaigns. Decreasing time to value and improving brand consistency and content reuse
- **Universal Content Management Platform** that replaces the need for a separate Product Information (PIM), Digital Asset (DAM), Web Content (WCM) or Marketing Resource (MRM) content management solutions, decreasing costs and complexity
- **Proven Integration** with many existing systems, plus a robust API and an experienced team that understand retailers needs and systems

Licensing Model

censhare offers two licensing options:

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

Deployment Options

censhare can be deployed:

- Onsite 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 a hybrid system in any combination of these options, with components in the cloud and on-premise

Operating Options

Our clients can choose to:

- Maintain the system themselves or through a partner
- Use censhare to do this 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 the IT needs of any enterprise.

Licensing	Deployment	Operation
Perpetual	Onsite/ client Cloud	Customer/ partner
Rented SaaS	Cloud	censhare

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“... retailers need to be fast and be able to turn on a dime and grab new identified opportunities. Integrated Digital Asset Management (DAM) solutions provides a content supply chain that assists in feeding core retail processes and remarkably improve time to market for all retail operations.”

– Grand View Research