

# CELUM ContentHub

ContentHub is a cloud-based digital asset management solution best suited for mid-size to large enterprises.

ContentHub is made for all your vital digital assets and adapts to your needs, no matter if you run smaller projects or need to take care of millions of files. House all your images, videos, designs and documents in one place and access them from anywhere anytime.

Collaborating on your assets and sharing them outside of your organisation has never been easier: create branded portals and share them with your stakeholders.

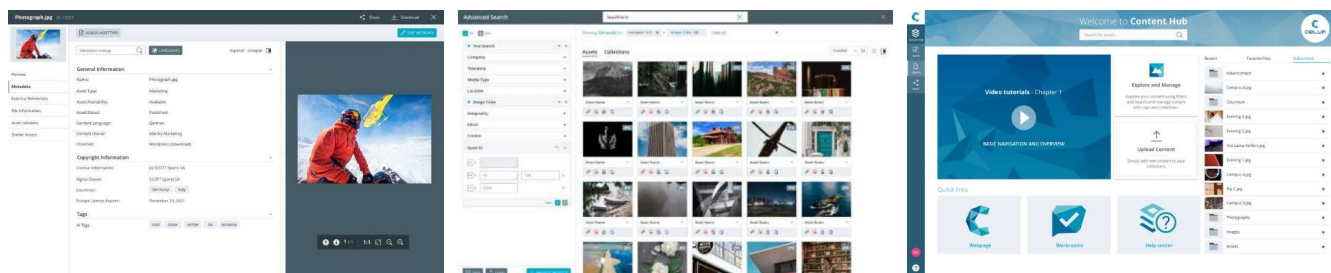
Various connectors to other systems like SAP Commerce, Adobe Experience Manager, Salesforce, WordPress and many others allow for a seamless work experience through an effortless integration with your existing tech stack.

## Provider

CELUM GmbH  
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## Picture gallery



## Reference customers

More than 900 of the best-known companies, including Lidl, Pernod Ricard, SKANSKA, SCOTT Sports, CLAAS, 3M, Hipp, FC Bayern Munich, voestalpine and STO Group, are among CELUM' s worldwide customers.

## Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

## Operator

- ✓ Media service providers
- ✓ Companies
- ✗ Publishers

## Products

- ✓ Advertising material, office
- ✗ Books, teaching aids
- ✓ Mercandises, promotional items

- |                         |                           |             |
|-------------------------|---------------------------|-------------|
| equipment               | ✓ Catalogues, price lists | ✓ Packaging |
| ✓ Large formats         | ✓ Technical documentation |             |
| × Newspapers, magazines |                           |             |

### Media channels (internal / external)

- |                      |                  |                         |
|----------------------|------------------|-------------------------|
| ✓ ✓ Print            | × × Apps         | × × Messenger           |
| ✓ ✓ Website, webshop | × × E-books      | ✓ ✓ Office applications |
| × × Online, Mobile   | × × Video/Audio  | × × Search engines      |
| × × Out-of-Home      | × × E-mail       | × × Online marketplaces |
| × × E-paper          | ✓ ✓ Social media |                         |

## Features

- |                               |                                  |                                    |
|-------------------------------|----------------------------------|------------------------------------|
| ✓ Closed shop                 | ✓ Database publishing            | ✓ Editorial system                 |
| ✓ Open shop                   | ✓ Online data check              | ✓ Translation management           |
| ✗ E-shop in-house development | ✓ Correction workflow            | ✓ Marketing management             |
| ✓ E-shop standard system      | ✓ Technical workflow             | ✓ Media planning, media booking    |
| ✓ Printed file upload         | ✓ Commercial workflow            | ✓ Customer relationship management |
| ✗ Print on demand             | ✓ Media asset management         | ✓ Cross-media management           |
| ✓ Individualisation           | ✓ Product information management | ✓ Content marketing management     |
| ✓ Personalisation             | ✓ Web content management         | ✓ Communication                    |
| ✓ Creation of publications    | ✓ Text database                  |                                    |

## System basis

Frontend devices	Desktop-PC, Laptop, Notebook, Mobile, Tablet
Frontend operating systems	Windows, OS X
Frontend web browsers	Internet Explorer, Firefox, Safari, Chrome, Edge
Frontend technology	Flash, AJAX. Java, JavaScript, HTML5, AngularJS, ExtJS
Server operation systems	Windows, Linux
Server technology	Java, Spring, Hibernate
Webserver	Open JDK, Apache Tomcat
PDF engine	PDFlib
Database system	Oracle, MS SQL, MySQL
Operating	On provider server or On customer server

## Interfaces

Pre-press and printing	Yes
Order systems	Yes
Databases	MySQL, MS SQL, Oracle
Other	

## Licence models

Costs for system setup	Due to the modular structure, we are happy to provide a customised package.
Buying license	
Rental license	✓ Due to the modular structure, we are happy to provide a customised package.

# CELUM GmbH

CELUM is a leading global cloud software provider for file management and transparent collaboration of marketing teams.

## Provider information

Founding year	1999
Total number of employees	100
Number of employees in Germany, Austria and Switzerland	100
Locations	Linz, Vienna and Munich
Industry specialisation	Digital Asset Management and Task Management
Certificates	

## Systems and services

CELUM ContentHub