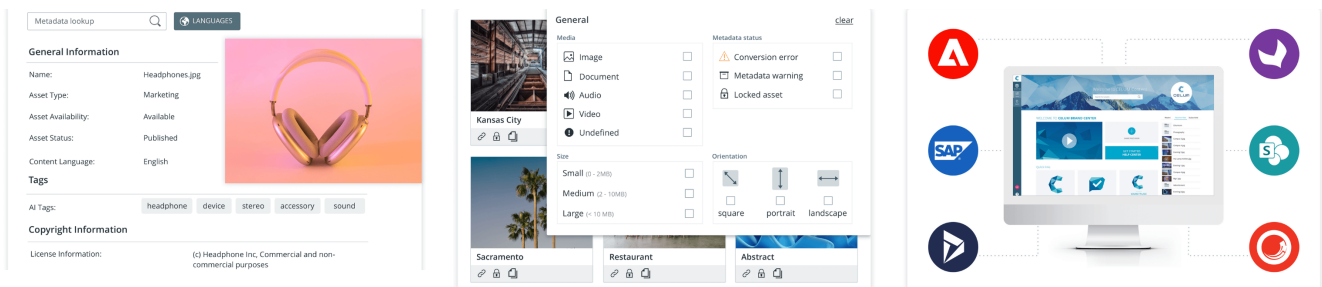# CELUM

CELUM is a Content Supply Chain Management Software as a Service with a powerful digital asset management (DAM) system at the heart of its many capabilities. It specializes in handling the complexity of products, files, users and seamless integrations with many tools and applications. This software lets you find similar assets, easily detect duplicates, extract text out of images and auto-tag content with the help of AI. It enables you to customize metadata in multiple languages. You can automatically resize, crop and compress images to increase web page speed and enhance optimization. Online proofing is the solution for collecting feedback and approving content. Workrooms bring tasks, files and teams together for creative collaboration. Custom content workflows and automation of recurring tasks gives structure to the creative process ensuring faster go-to-market and a higher ROI. CELUM integrates with PIM, e-commerce or CMS applications such Adobe or SAP Commerce and many more.

Provider

CELUM GmbH
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www.celum.com

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Picture gallery

Reference customers

Among the hundreds of our clients are world-renowned brands like SCOTT Sports, Mammut, Drykorn, Essity, Shop Apotheke Europe, and Sartorius.

Application

| ✓ Business-to-Business | ✓ Business-to-Consumer | ✕ Consumer-to-Consumer |

Operator

| ✓ Media service providers | ✓ Companies | ✕ Publishers |

Integrations

✓ Standard API   ✕ Converter
✓ Connector, Plug-in   ✕ Data Hub

Products

- ✓ Advertising material, office equipment
- ✓ Large formats
- ✕ Newspapers, magazines, press material

- ✕ Books, teaching aids
- ✓ Catalogues, price lists
- ✓ Technical documentation

- ✓ Mercandises, promotional items
- ✓ Packaging

Media channels (internal / external)

- ✓ ✓ Print
- ✓ ✓ Website, webshop
- ✕ ✕ Online, Mobile
- ✕ ✕ Out-of-Home
- ✕ ✕ E-paper

- ✕ ✕ Apps
- ✓ ✓ E-books
- ✕ ✕ Video/Audio
- ✓ ✓ E-mail
- ✓ ✓ Social media

- ✕ ✕ Messenger
- ✓ ✓ Office applications
- ✕ ✕ Search engines
- ✕ ✕ Online marketplaces

Features

- ✓ Closed shop
- ✓ Open shop
- ✗ E-shop in-house development
- ✓ E-shop standard system
- ✓ Printed file upload
- ✗ Print on demand
- ✓ Individualisation
- ✓ Personalisation
- ✓ Creation of publications

- ✓ Database publishing, programmatic printing
- ✓ Online data check
- ✓ Correction workflow
- ✓ Technical workflow
- ✓ Commercial workflow
- ✓ Media asset management
- ✓ Product information management
- ✓ Web content management
- ✓ Text database

- ✓ Editorial system
- ✓ Translation management
- ✓ Marketing management, marketing automation
- ✓ Media planning, media booking
- ✓ Customer relationship management
- ✓ Cross-media management
- ✓ Content marketing management, newsroom
- ✓ Communication

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

Great products deserve great presentation to be champions in their respective markets. CELUM is a world-leading creator of a unique Content Supply Chain Management Software as a Service with a powerful digital asset management (DAM) system at the heart of its many capabilities. It helps brands to quickly and effectively market their products on the digital shelf with more and better content. For more information visit www.celum.com

Provider information

Founding year	1999
Total number of employees	150
Number of employees in Germany, Austria and Switzerland	150
Locations	Linz, Vienna and Munich
Industry specialisation	Content Supply Chain Platform
	Digital Asset Management
	Online Proofing Solution
Certificates	GDPR compliant

Systems and services

CELUM

MELASCHUK MEDIEN