

censhare

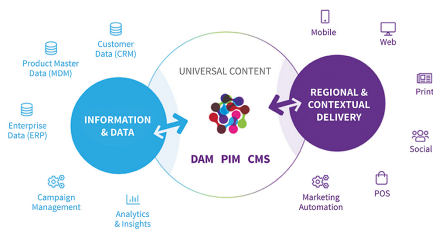
censhare centrally stores all marketing and product content in a single system with a unified user interface. Seamlessly integrated applications for DAM, PIM and Content Management enable users to create consistent and relevant digital experiences.

Flexible, information-centric workflows provide employees, partners, customers and prospects with the content they need - in highest quality and without having to leave the user interface. This increases efficiency and strengthens brand value as well as customer loyalty.

censhare offers flexible deployment (SaaS, On Premises) and licensing options. More than 300 customers around the world use censhare, for example Toyota, Dyson, GoPro, Hearst, Christie's, Migros, Rewe and Vitra. censhare is headquartered in Munich, Germany, and has offices in Switzerland, France, UK, USA, the Netherlands and India.

First installation: 2002

Picture gallery



Reference customers

Ursapharm, Hearst Magazines UK, F.A. Davis Company, Slimming World, PLUS Retail, Bauer Media Group, Kwikiee, Egmont Publishing, Delius Klasing, Migros, Vitra, Lands' End, Mohn Media, Endress + Hauser, Steinberg, BMW, Hubert Burda Media, REWE, Hevert, DLV, Die Mobiliar, Motorpresse Stuttgart, McDonald's, GoPro, Christie's, Lufthansa, Dyson, HEMA, Oriflame, Fendt, R+V Versicherungen, BSH, Royal Canin, Fressnapf, XXXLutz, Condé Nast, Markilux, Gräfe und Unzer, Tourism Ireland, ESA, Leister, Spark 44

Application

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

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

Products

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

Additional informations on media channels

censhare offers integrated omni channel content management for print, web, mobile and social media including a powerful application programming interface (API) to integrate with any other external system, solution or application.

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 | |

Modules

Universal Content Management

censhare centrally stores all content and data in a single, information-centric system and makes that content available to everyone in the organization with a streamlined user interface.

Digital Asset Management

censhare DAM centrally stores all content and can seamlessly process and manage content and information from planning and creation to production and channel execution. The powerful API allows operation as a 'headless' solution.

Product Information Management

censhare PIM manages product information using any data structure and can enrich it with content and other information. The product information can be used for content creation in any channel including print.

Omnichannel Content Management

censhare Content Management enables a company wide 'content first' strategy for central planning, creation, management, transformation and execution across all relevant channels, including print.

More modules

Optional Modules extend available capabilities to cover specific needs: Marketing Project Planning, Variant Management and Targeting, Localization and Translation, Print Production Management, Web CMS, Headless CMS, Connectivity

System basis

Frontend devices	Desktop-PC, Notebook, Tablet, Smartphone
Frontend operating systems	Windows, MacOS, Linux
Frontend web browsers	The web based client is a rich Internet application using the latest web technologies to support modern web browsers
Frontend technology	JavaScript, HTML5
Server operation systems	Solaris, SuSE, RedHat
Server technology	censhare Application Server (developed by censhare in Java), InDesign Server
Webserver	Jetty
PDF engine	InDesign Server, FOP
Database system	Oracle, censhare database
Operating	On provider server or On customer server

Interfaces

Pre-press and printing via hot folder and web service/API. Available interfaces for PitStop, Asura, Dalim

Order systems	Twist, Helios
Databases	SAP, and in general web service API
Other	CRM systems, advertising management systems

Licence models

Costs for system setup	please inquire
Buying license	✓ please inquire
Rental license	✓ please inquire

censhare GmbH

censhare's pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally to experience new freedom to create and to deliver consistent quality content with exceptional efficiency.

Provider information

Founding year	2001
Total number of employees	250+
Number of employees in Germany, Austria and Switzerland	200
Locations	Munich, Freiburg, Zurich, London, Paris, Amsterdam, Gurgaon
Industry specialisation	Manufacturers, Retail, Banking and Insurance, Publishers and Media
Certificates	

Systems and services

censhare