

Contentserv

With the Product Experience Cloud, Contentserv enables manufacturers, brand owners, and retailers to unite, optimize, and distribute product content that was previously fragmented and scattered in a single source of truth across all channels – through an easy-to-use, AI-fueled cloud platform. With optimized product content, companies and IT teams can focus on delivering rich, relevant, and emotional product experiences that strengthen their brand and delight customers.

First installation: 2000

Provider

Contentserv GmbH
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www.contentserv.com

Updated on: 2024-02-19

Reference customers

<https://www.contentserv.com/customer-stories>

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
- ✓ Books, teaching aids
- ✗ Mercandises, promotional items
- ✗ Large formats
- ✓ Catalogues, price lists
- ✓ Packaging
- ✓ Newspapers, magazines, press material
- ✗ Technical documentation

Media channels (internal / external)

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

Additional informations on media channels

Tiefe Integration externer Systeme, Medien und Kanäle, wie E-Shop, E-Mail-Marketing, Marketing Automation, über modernste Schnittstellen-Standards.

Features

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

Modules

Product Information Management (PIM)

Easily manage and deliver rich, accurate, complete and channel-ready product content - anytime, anywhere.

Standalone applicable

Digital Asset Management (DAM)

Easily manage and share accurate and approved digital assets - anytime, anywhere.

Standalone applicable

Product Experience Management (PXM)

Deliver real-time, engaging, and highly relevant experiences that consistently exceed customer expectations.

System basis

Frontend devices	Desktop-PC, Laptop, iPhone, iPad
Frontend operating systems	Windows, Mac OS X, Linux
Frontend web browsers	
Frontend technology	
Server operation systems	Mac OS X, Windows, UNIX
Server technology	
Webserver	
PDF engine	Adobe InDesign Server, PDFReactor, InBetween Server
Database system	
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Indesign Server, PDFReactor, InBetween, Comet
Order systems	e
Databases	
Other	

Licence models

Costs for system setup

Buying license	Auf Anfrage
Rental license	✓ Auf Anfrage

Own services in the market overview

Contentserv Experience Consulting (Contentserv GmbH)

Contentserv GmbH

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Provider information

Founding year	2000
Total number of employees	200+
Number of employees in Germany, Austria and Switzerland	
Locations	DACH: München, Rohrbach/Ilm, Wetter/Ruhr, Zürich Alicante, Amsterdam, Cachan, Faro, Lier, New York, Osaka, Palo Alto, Pune, Singapore, Tokyo
Industry specialisation	Brand manufacturer and specialized retailers
Certificates	ISO27001 Strong performer in Forrester PIM Wave, Q4 2023

Systems and services

Contentserv
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