



censhare

censhare 2019.3

Release presentation
15th November 2019

censhare 2019.3

Agenda

- ecosphere: Product overview
- Feature overview
 - Support for 3D models
 - Acrolinx integration
 - Properties Editor
- **Dedicated Solutions**
 - Workspace makeover
 - Approvals
 - Master data and configuration

Features



censhare 2019.3

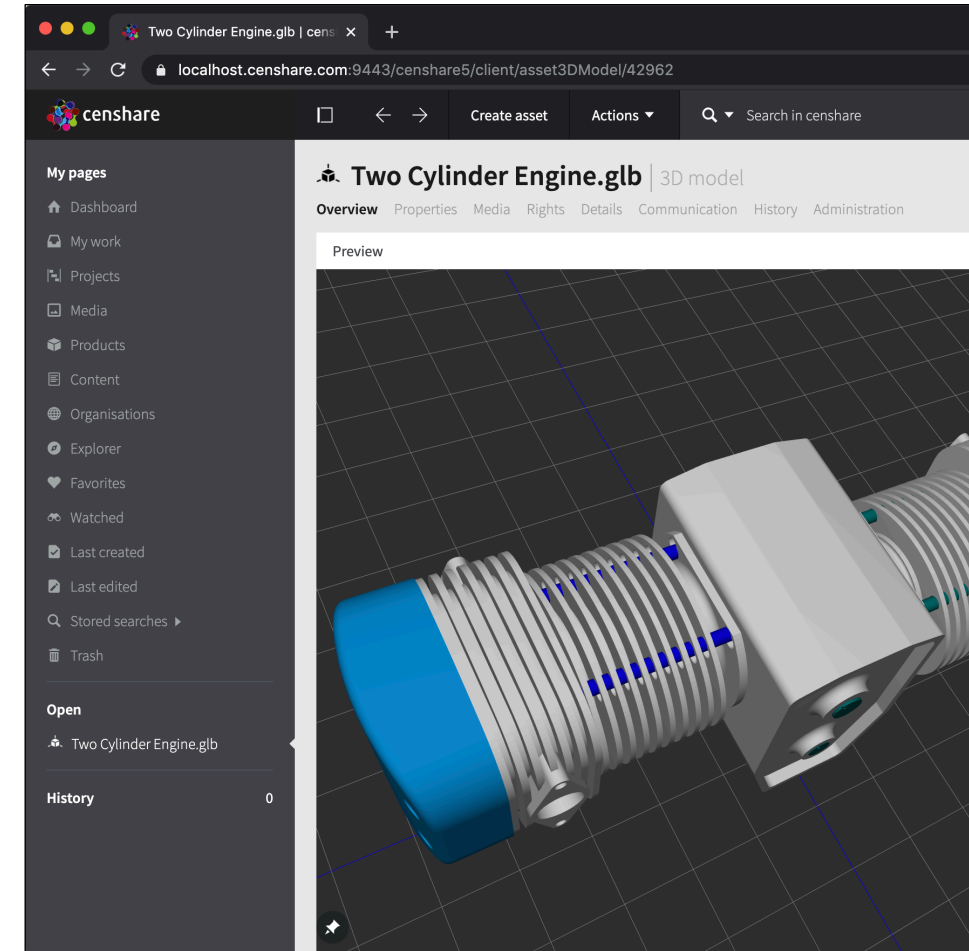
DAM: Support for 3D models

Why

It's clear that the future has more dimensions than today. The need of creating new types of content requires new types of media files. By allowing our clients to, now also, visually work with 3D files enables them to reach their audience in these mediums of tomorrow.

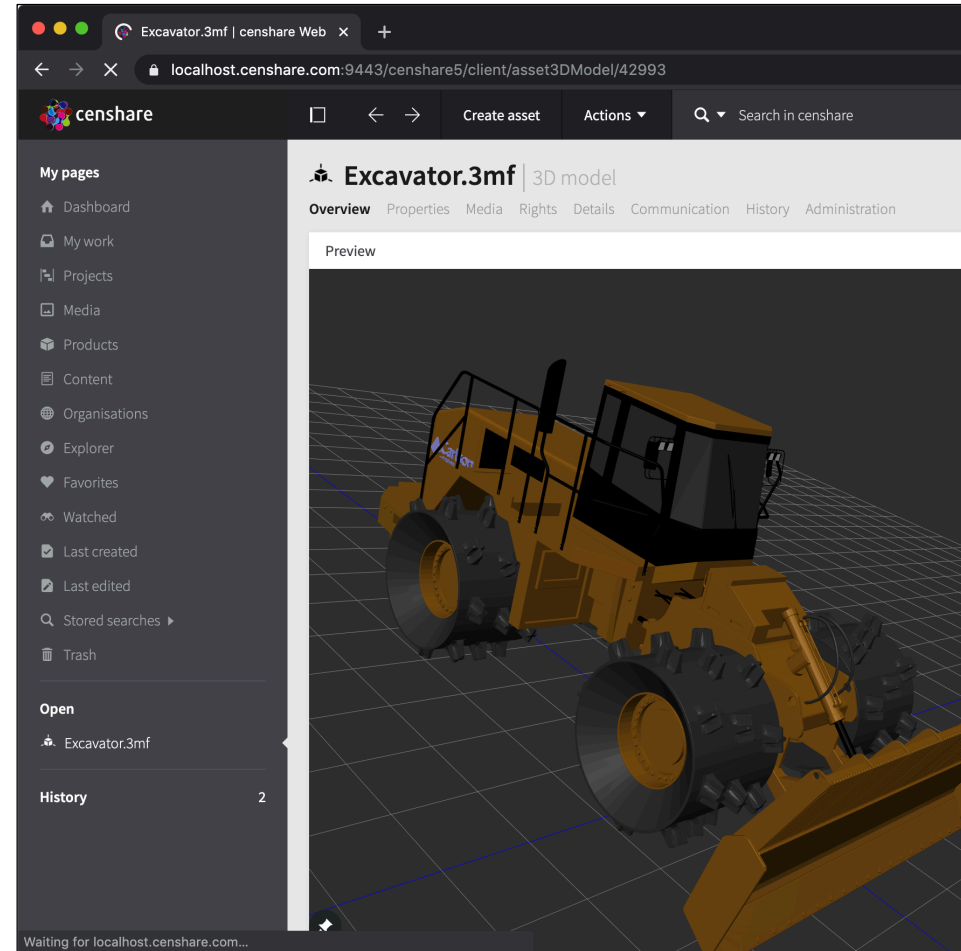
What

- Rendered interactive previews for all relevant 3D file formats
- Actions to store static preview, reset camera position, toggle wireframe and background color
- Support for fullsize preview

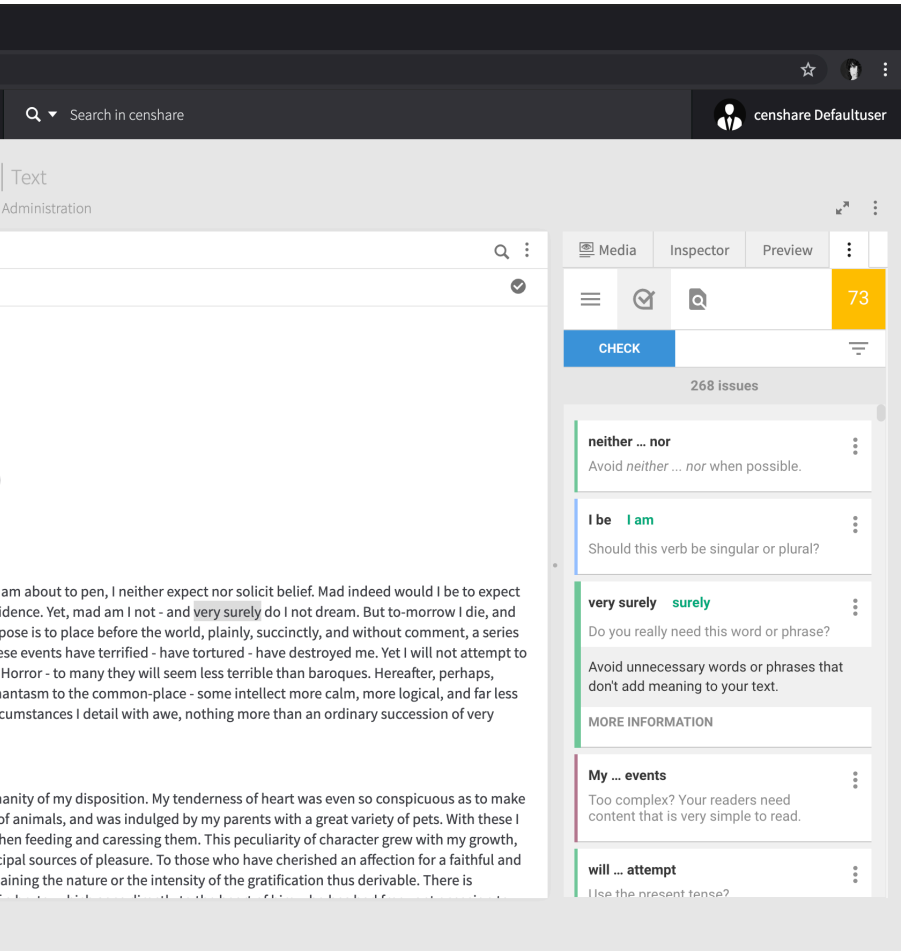


DAM: Support for 3D models

- Newly supported formats
 - *3DS*: 3D Studio Scene
 - *3MF*: 3D Manufacturing File
 - *AMF*: Additive Manufacturing File
 - *AWD*: Away3D Document
 - *Babylon*: Babylon File
 - *DAE*: COLLADA Exchange File
 - *FBX*: Autodesk FBX Interchange File
 - *GLB*: GL Transmission Format (Binary)
 - *GLTF*: GL Transmission Format (JSON)
 - *OBJ*: Wavefront 3D Object File
 - *STL*: Stereolithography File
- Next step: Support for texture files



CMS: Acrolinx integration

[Documentation](#)

Why

Content creation is a team effort and an act of collaborative work. To support the collaborative model and ensure text quality and consistent corporate communication we integrated Acrolinx, a content optimization tool.

What

Acrolinx is an artificial intelligence engine that supports content creation. The tool analyses and suggests content optimizations and helps with the alignment of teams creating content. It enables companies processes to create brand and target optimized content.

The “Acrolinx Content Analyzer” integration is available in the standard workspace of assets using the Content Editor.

censhare 2019.3

DAM/PIM: Properties Editor

Documentation

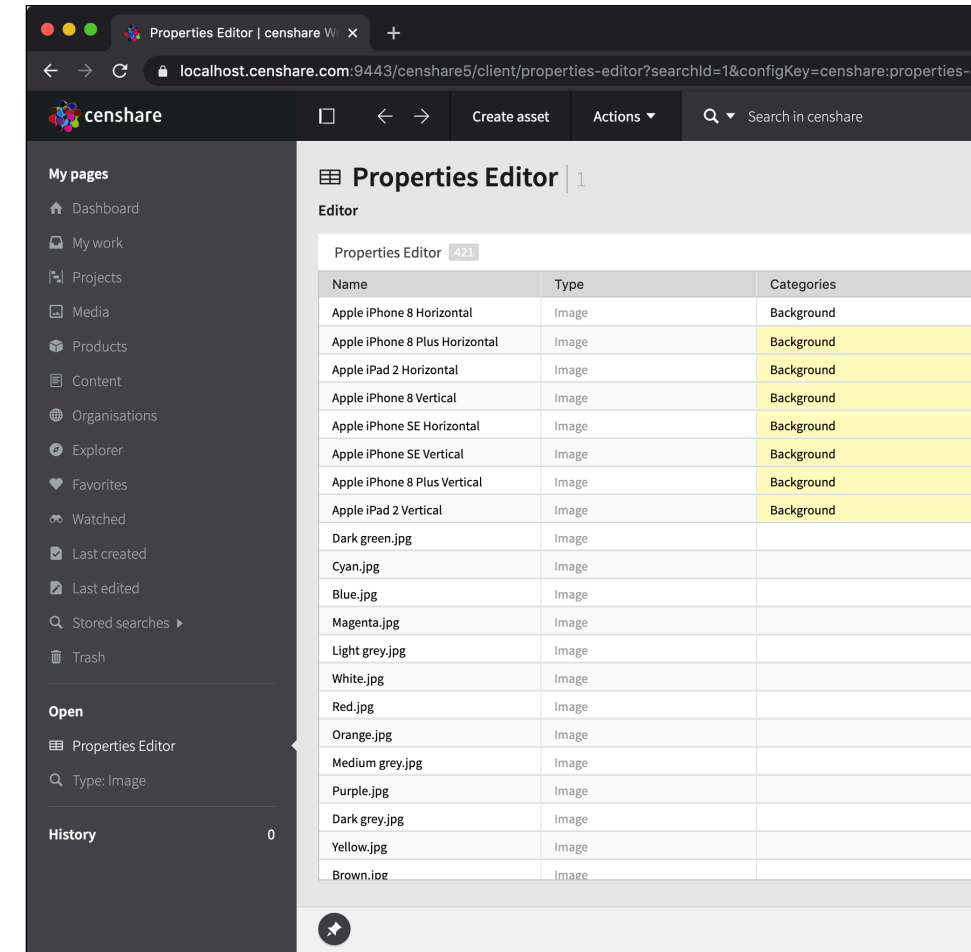
Why

censhare manages millions of assets, the users supporting these systems need a tool to manage multiple, and in many cases, masses of data and assets at once. A Properties Editor designed for mass editing enables you to do exactly that.

What

A new edit page allowing you to edit defined properties of multiple assets in a table view.

- Support for mass assets
- Support for all data types
- Support for copy & paste within a column
- Undo and redo
- Support for related and referenced assets



Dedicated Solutions



Dedicated Solutions



Why

- Prospects and partners have been asking for standardized solutions to speed up provisioning of demo systems as well as easier implementation in projects
- Clients have been asking for a more intuitive and consistent way of working

How

- Key learnings and best practices from around the world used as foundation for dedicated configurations with refactored workspaces, workflows and navigation
- The result: dedicated solutions that work out-of-the-box for common censhare use cases

Business benefits

- Faster provisioning of demo systems for prospects
- Faster time-to-market with actual client projects
- More intuitive use of censhare
- Reduced training effort for new censhare users

Complete workspace makeover

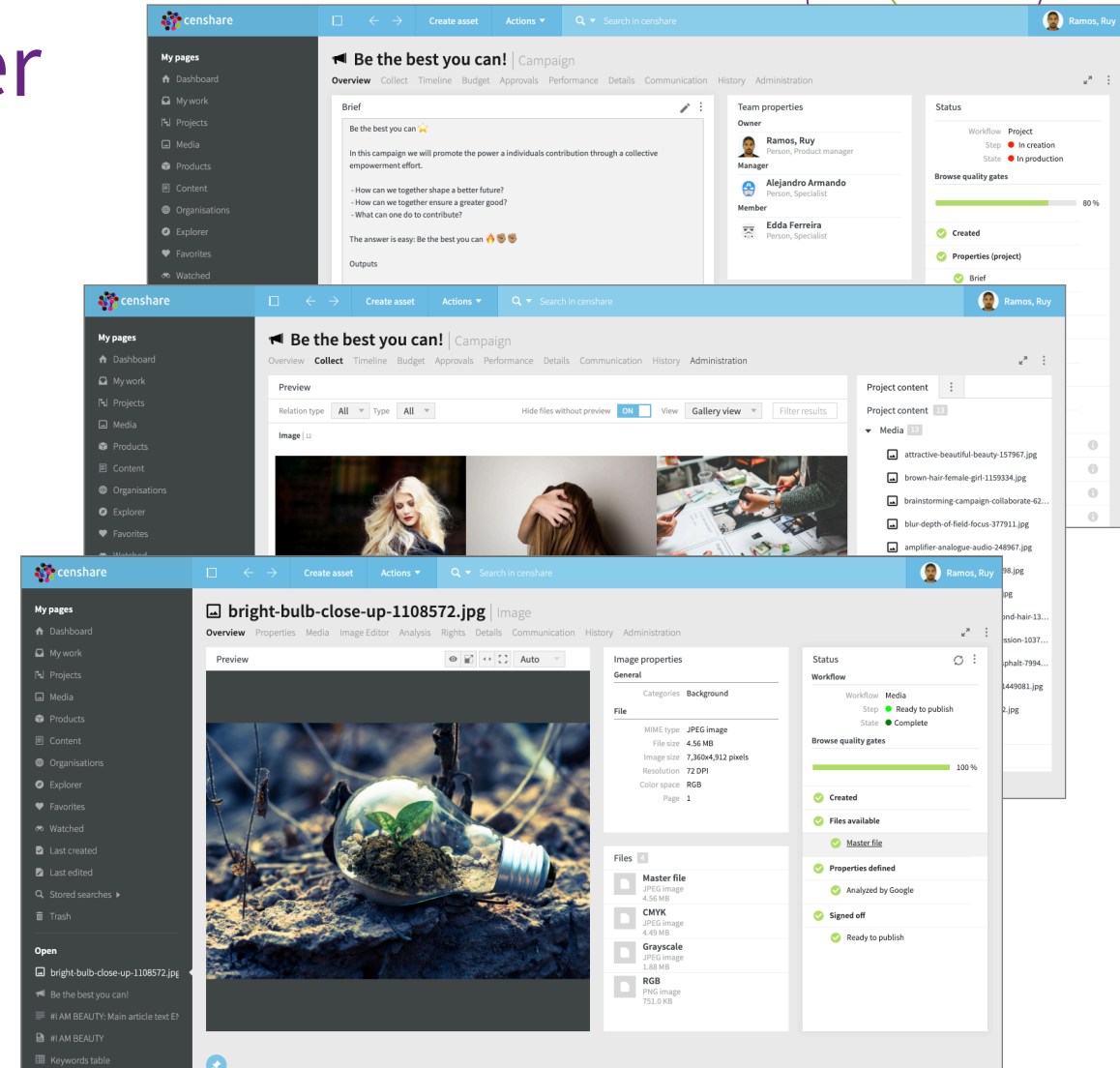
The background is a solid dark blue. It features several thin, wavy, overlapping lines in light blue, teal, and purple that sweep across the lower half of the image, creating a sense of movement and modern design.

Dedicated solutions highlights

Complete workspace makeover

We have performed a makeover and facelift of the entire* workspace concept.

- Pages are clear, fresh, consistent and in general more intuitive to use for both new and experienced users
- The entire workspace follows a holistic approach to create consistency between both asset pages and asset types
- Focus on individual users and their needs
- Designed to support the dedicated master data



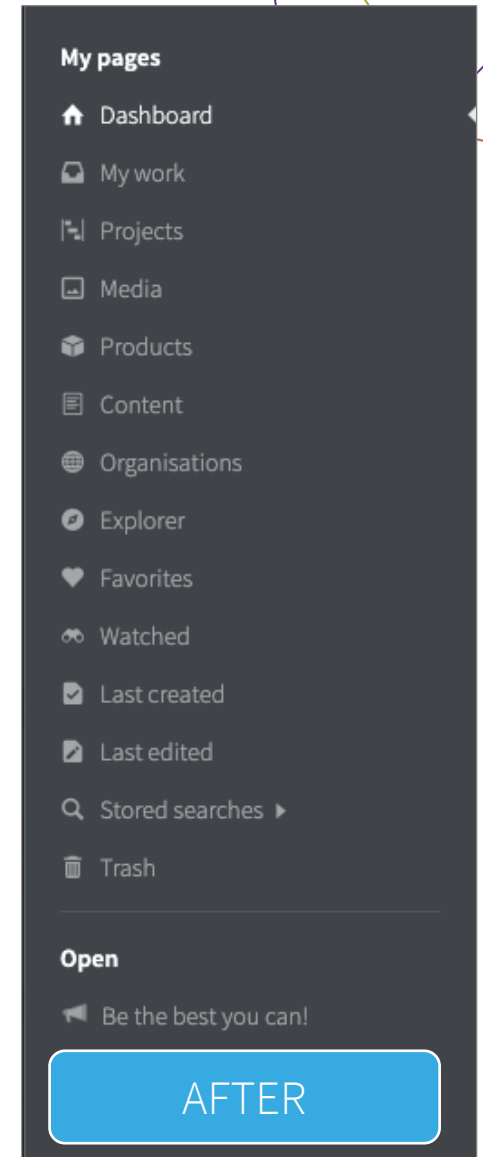
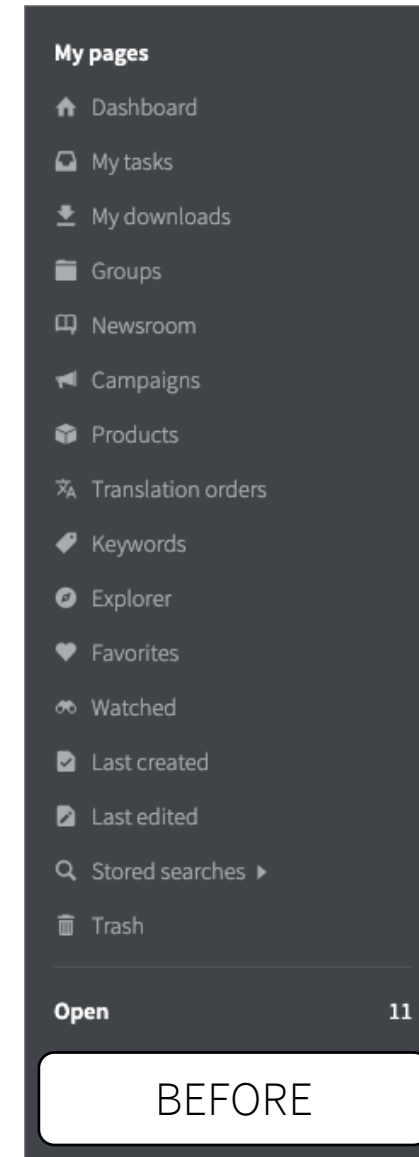
*not all pages included

Dedicated solutions highlights

Enhanced left navigation

New sections better reflect the product philosophy, strengths and capabilities:

- Media (DAM)
- Products (PIM)
- Content (CMS)
- Projects, Organizations and user specific information have been consolidated under “My work”



Dedicated solutions highlights

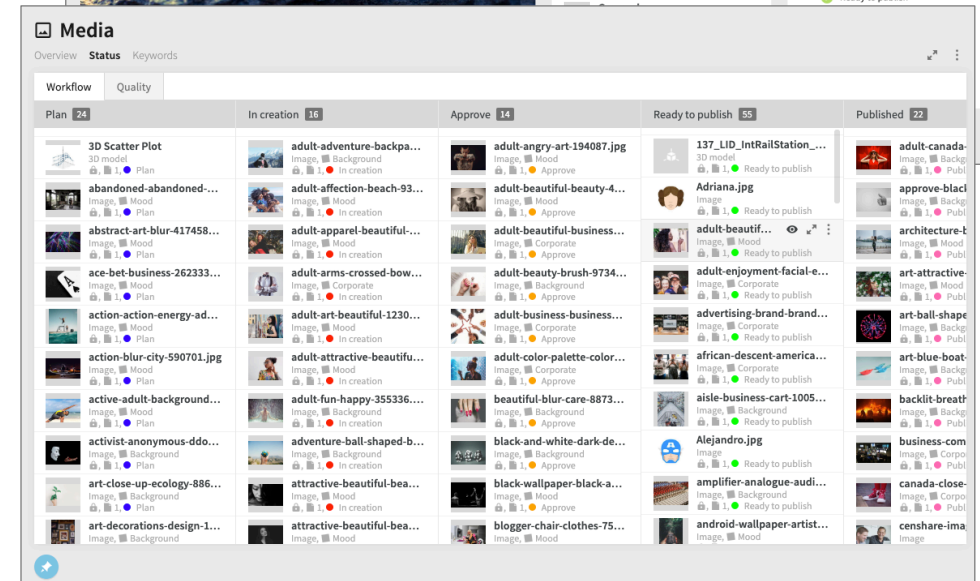
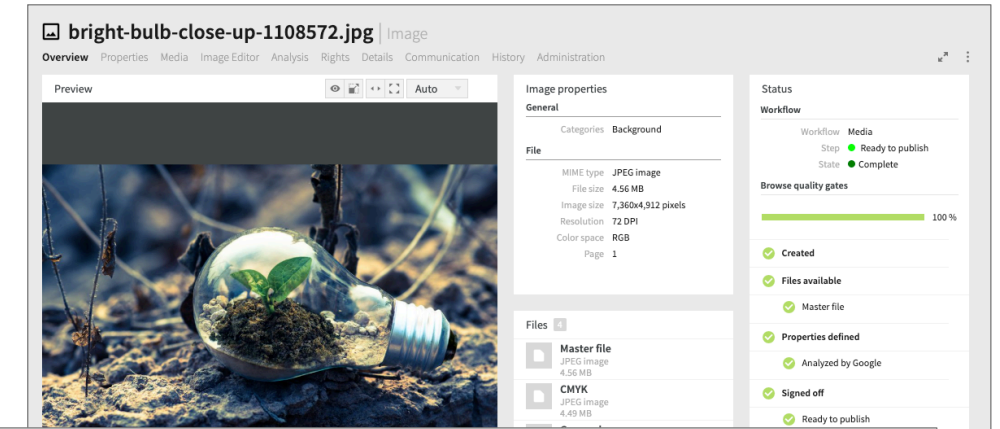
Media: Plan, create, enrich, approve and publish

Digital Asset Management is at the heart of the censhare solution.

Working with media assets (image, videos, audio, 3D model) is an integrated, smooth and intuitive experience across the entire solution.

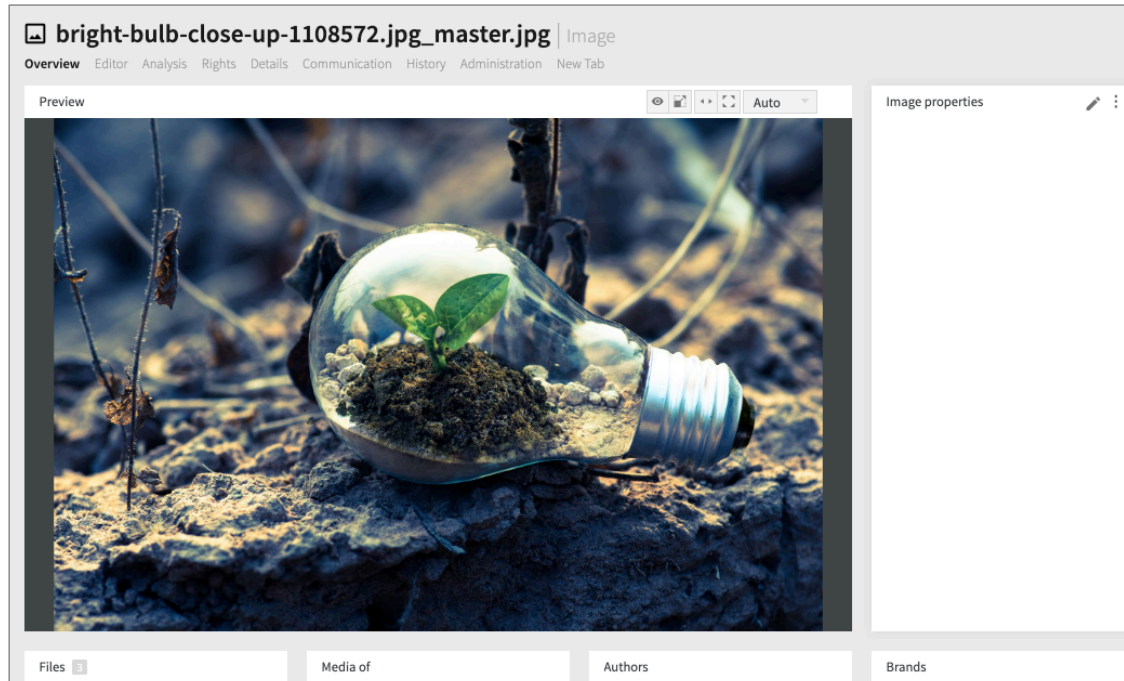
The makeover consists of:

- Consistency with other asset types (product & content)
- Dedicated tables & widgets
- Refurnished asset pages and left navigation entry point

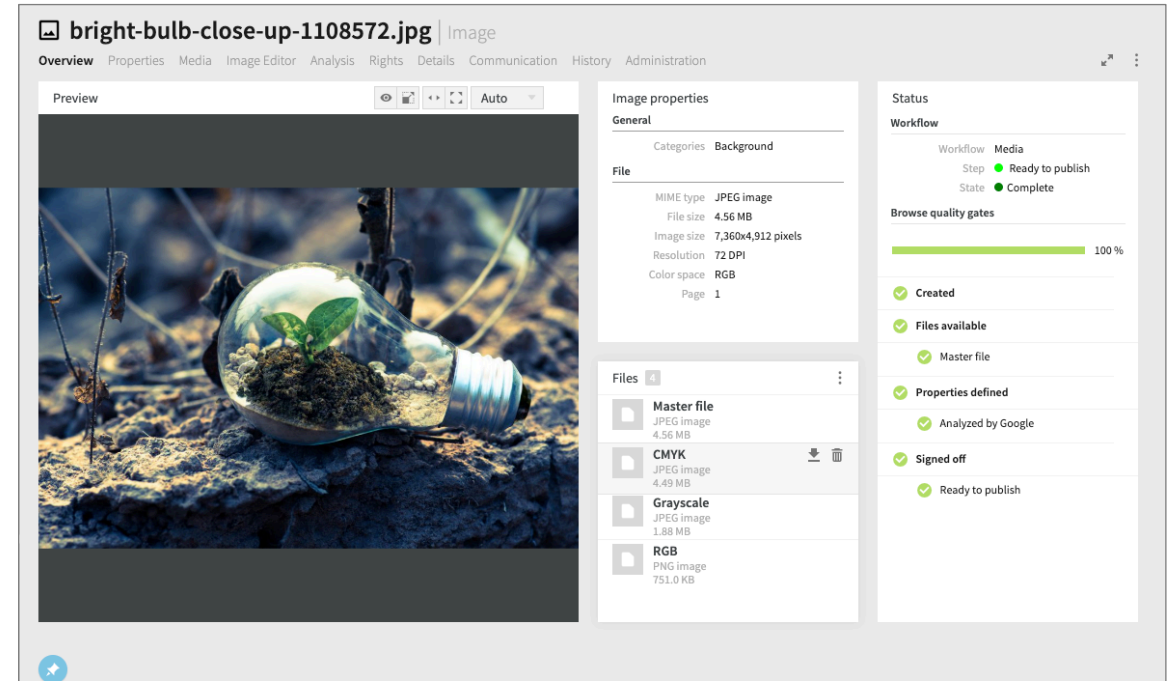


Dedicated solutions highlights

Consistency across all media types



BEFORE



AFTER

Dedicated solutions highlights

Products: Plan, create, organize and classify

censhare Product Information Management helps you understand complexity, organize and classify products in all shapes and forms.

An intuitive user experience helps you going to the correct place to perform required tasks – all tightly connected to both media and content assets.

The makeover consists of:

- Consistency with other asset types (media & content)
- Dedicated tables & widget
- Refurnished asset pages and left navigation entry point

The image displays two screenshots of the censhare Product Information Management (PIM) system interface.

The top screenshot shows the 'Armor lux Frottee-Shirt' product page. It includes a 'Preview' section with a product image and a 'Product properties' section with various attributes:

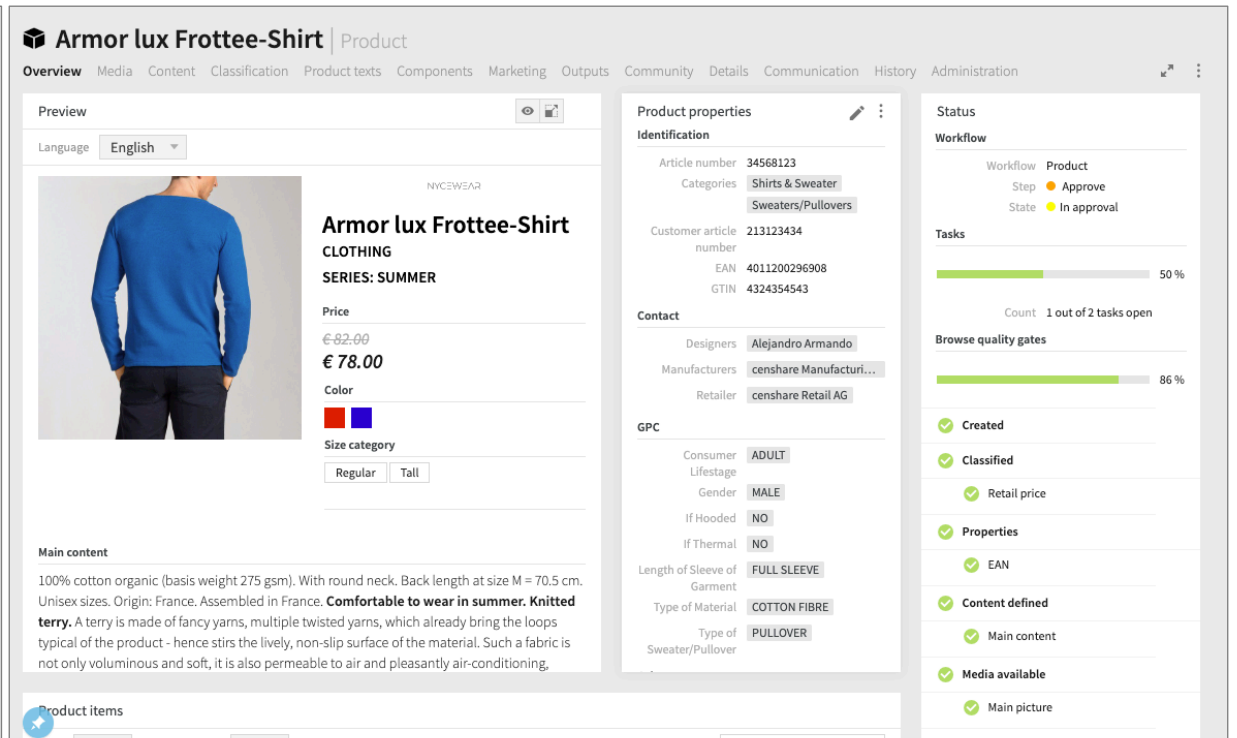
- Identification:** Article number 34568123, Customer article number 213123434, EAN 4011200296908, GTIN 4324354543.
- Others:** Brands NYCEWEAR, Categories Shirts & Sweater, Designers Alejandro Armando, Manufacturers censhare Manufacturi..., Offer price 78.00 €, Retail price 82.00 €, Retailer censhare Retail AG, Weight 150.0 g.
- Status:** Workflow Product, Step Ready to use, State Complete.
- Tasks:** Count 1 out of 2 tasks open, Browse quality gates 100%.
- Checklist:** Created, Classified, Retail price, Properties, EAN, Content defined, Main content, Media available, Main picture, Localization available.

The bottom screenshot shows the 'Products' overview page. It features a 'Categories' sidebar with a tree structure:

- Asset
- Importance & Display | ROOT
- MASTER | Product category
- Fashion & Lifestyle
- Shirts & Sweater
- Armor lux Frottee-Shirt
- T-Shirt Bio cotton
- T-Shirt Bio cotton Predecessors
- T-Shirt Bio cotton successors
- RUY | Product categories

The main area displays a table of products with columns for Type, Asset, and Deadline. The 'Armor lux Frottee-Shirt' and 'T-Shirt Bio cotton' are highlighted. The 'Properties' section on the right shows a comparison of attributes for these two products.

Consolidated, simplified and structured



AFTER

Dedicated solutions highlights

Content: Following the “Content First” approach

Content Management and its processes has been our core expertise for many years, and we’ve been leading the way for our clients to produce Omnichannel content using the content-first approach.

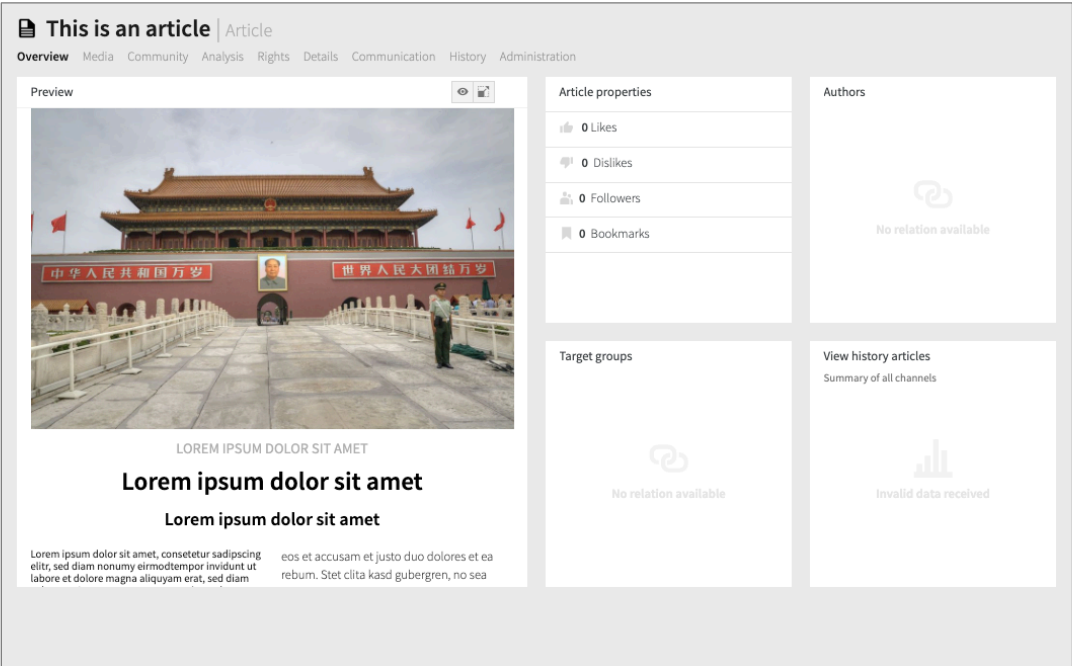
The makeover consists of:

- Consistency with other asset types (media & products)
- Dedicated tables & widget
- Refurnished asset pages and left navigation entry point

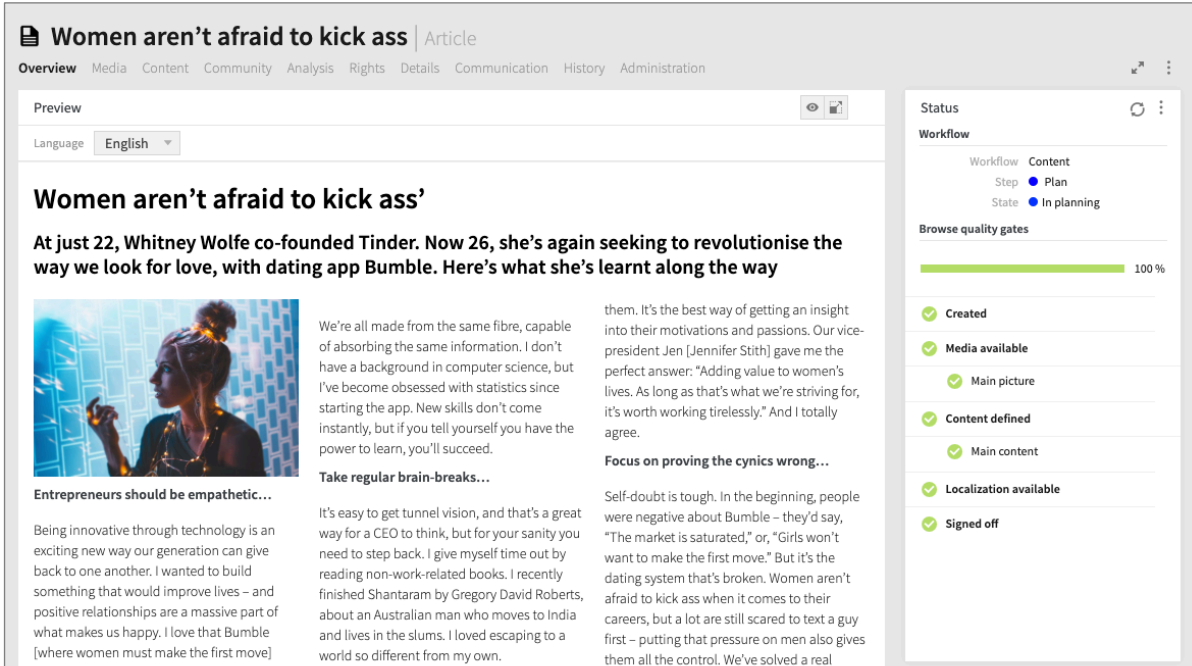
The screenshot displays the Censhare Content Management System interface. At the top, there's a 'Content' header with tabs for Overview, Status, Performance, and Mentions. Below this, the 'Newsroom' section shows a table with columns for Type, Subject, and Deadline. The 'Media plan' section on the right shows a calendar view for 2019, with columns for January, February, and March. The 'Politics & society' section is highlighted, showing a list of articles and a detailed view of a specific article titled 'Women aren't afraid to kick ass'. The detailed view includes a preview of the article content, a list of team members (Manager, Author, External contributor), and a list of content categories and keywords. The article content itself is visible, featuring a headline 'Women aren't afraid to kick ass' and a sub-headline 'At just 22, Whitney Wolfe co-founded Tinder, the way we look for love, with dating app Bumble'.

Dedicated solutions highlights

Consolidated, simplified and structured



BEFORE



AFTER

*Online Channel specific actions not included

Dedicated solutions highlights

Project management, budgets, goals and risks

IMC-Kampagne auf existierender Plattform (E2E) - Ownertest | Campaign

Overview Media Timeline Budget Details Communication History Administration

Assigned preview

Campaign properties

General

Name IMC-Kampagne auf existierender Plattform (E2E) - Ownertest

Air times -

Planning

Timezone Europe/Berlin

Show empty properties OFF

Budget

ATL Comms - template KOPIE	0
Brand Management - template KOPIE	0
Brand Strategy - template KOPIE	0
CBM Comms - template KOPIE	0
Media Management - template KOPIE	0
POS Comms - template KOPIE	0

Budget statistics

Invalid data received

View history campaigns

Summary of all articles in all channels

Invalid data received

Articles

No relation available

Top 10: Article views of campaign

Top articles in all channels

Invalid data received

Events

No relation available

KPIs

Name	Planned	Achieved value	Achieved percent
ATL Comms - template KOPIE			
Brand Management - template KOPIE			
Brand Strategy - template KOPIE			
CBM Comms - template KOPIE			
Media Management - template KOPIE			
POS Comms - template KOPIE			
Social Media - template KOPIE			
Timing IMC-Kampagne auf existierender Plattform (E2E) KOPIE			

Project of Projects 3

BEFORE

Be the best you can! | Campaign

Overview Collect Timeline Budget Approvals Performance Details Communication History Administration

Brief

Be the best you can! ⭐

In this campaign we will promote the power a individuals contribution through a collective empowerment effort.

- How can we together shape a better future?
- How can we together ensure a greater good?
- What can one do to contribute?

The answer is easy: Be the best you can! 🙌👏

Outputs

- Editorial article: "Be the best you can"
- TVSpot
- Social media blasts

Please consult the campaign manager if you have any concerns or questions.

SAVE

Properties

General

Name Be the best you can!

Air times 02.01.2020 12:00 AM - 31.03.2020 12:00 AM

Target groups Everyone

Status

Workflow Project

Step ● In creation

State ● In production

Browse quality gates

83 %

Team properties

Owner

Adriana Prieto

Person, Enabler

Projects 3

Mobile: Social media blast

Tactic ● Plan ●

Budget statistics

Budget 10,000, Spent € 2,500

Budget

Sources

2020 - Europe marketing € 25,000

AFTER


Dedicated solutions highlights

Organizations, resources, partners and brands

censhare Defaultuser | Person

Overview Resource Targeting Media Community Details Communication History Administration

Assigned preview



Contact details

Communication

E-mail Work corpus@censhare.de

Geography

Social media properties

censhare

0 Followers

0 Following

Person resource properties

General

Name censhare Defaultuser

Employed at No relation available

Departments No relation available

Open tasks 139

Ad, O In translation, O

Transformation

Image

Image

Image, O Step1, O

Author of 74

Message

Message

Message

Message

Message

Message

Show empty properties OFF


Mentioned in

BEFORE

Ramos, Ruy | Person

Overview Profile Contribution Tasks Resource Targeting Details Communication History Administration

Preview



Ramos, Ruy

Product manager

Management

censhare Holding AG

Communication

Phone/Fax

Work 0703064211

Home 08-7734211

E-mail

Work ruy@censhare.com

Alternative ruy.ramos@censhare.com

Other

Facebook [@ruyramos](https://www.facebook.com/ruyramos)

Website <https://www.areyouwhy.com>

Addresses

Home Tjärhovsgatan 50
116 28 Stockholm
Stockholm
Sweden

Work Aaltje Bakstraat 1
50 2801 NH Gouda
Zuid-Holland
Netherlands

General

Gender Male

Birthday 2/24/88

Birthplace Stockholm

Profession

Department Management

Function Product manager

Company censhare Holding AG

Company

Employed at 1

censhare Holding AG
Company

Departments 1

Management
Department

Person of 0

Team member of

2

Campaign

Be the best you can!
Campaign

In creation

Subject

Politics & society
Subject

AFTER

Approvals



Approvals

Approvals and approval processes are a common use case for censhare clients. The new approvals configuration enables users to easily and intuitively create new and adapt or remove existing approvals. It's included in the Dedicated Solutions for Project and Subject assets.

This configuration feature allows for:

- Configuration within censhare Web and the common resources domain
- Easy adaption to any other asset type

Approval history					
Date	Status	Approval type	User	Asset version	Comment
10/18/19, 10:02 AM	Ignored	Legal	Ramos, Ruy	34	It's not relevant.
10/18/19, 10:02 AM	Ignored	Technical	Ramos, Ruy		
10/18/19, 10:02 AM	Ignored	Creative	Ramos, Ruy		
10/18/19, 10:01 AM	Approved	Final	censhare Media Specialist		
10/18/19, 10:01 AM	Started	Final	censhare Media Specialist		
10/18/19, 10:00 AM	Approved	Editorial	censhare Media Specialist		
10/18/19, 10:00 AM	Started	Editorial	censhare Media Specialist		
10/18/19, 9:59 AM	Approved	Budget	Ramos, Ruy		
10/18/19, 9:59 AM	Rejected	Budget	censhare Media Specialist		
10/18/19, 9:58 AM	Started	Budget	Ramos, Ruy		

Approvals actions

100 %

Approvals

Budget

By Ramos, Ruy
Date 18.10.2019, 9:59 AM
Comment Now I think its Ok!

Editorial

By Martin Friberg
Date 18.10.2019, 10:00 AM
Comment :))

Final

By Martin Friberg
Date 18.10.2019, 10:01 AM
Comment

Creative

By Ramos, Ruy
Date 18.10.2019, 10:02 AM
Comment It's not relevant.

Technical

By Ramos, Ruy
Date 18.10.2019, 10:02 AM
Comment It's not relevant.

Legal

By Ramos, Ruy
Date 18.10.2019, 10:02 AM
Comment It's not relevant.

Master data & assets



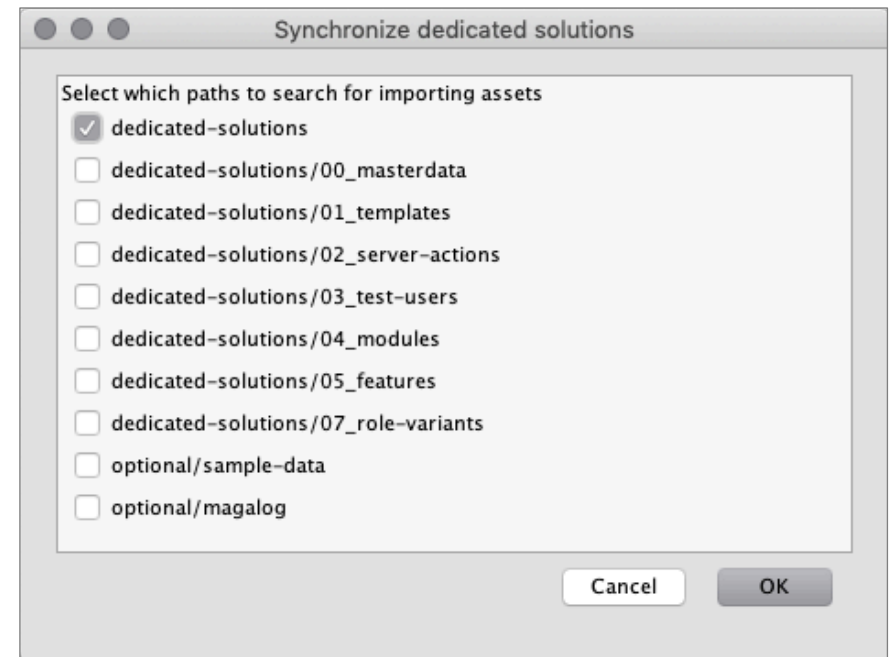
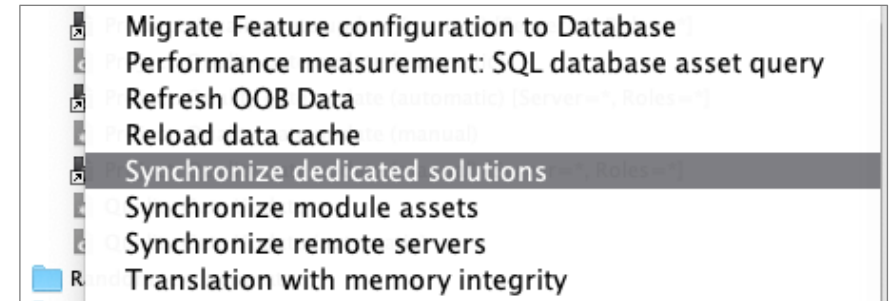
Dedicated solutions highlights

Master data & assets

Dedicated Solutions come with master data. In order to not interfere or corrupt existing client setups with the dedicated master data we have placed it in an *optional* part of the system.

Dedicated master data includes:

- Domain model
- Role configurations
- Workflows
- Sample users
- Templates
- Dedicated modules and features



Dedicated solutions highlights

Sample assets

We also provide a large set of sample assets. These assets have been created as a base to highlight censhare and its capabilities

The sample assets consist of:

- Product assets (from Categories to Product parts)
- Content assets (example editorial articles translated into multiple languages)
- Media assets (many types and shapes)
- Project assets (Marketing plans, Campaigns, Tactics)
- Organization assets (Persons, Companies, Goals, Risk, and more)

The screenshot displays the 'Media' management interface. At the top, there are tabs for 'Overview', 'Status', and 'Keywords'. Below this, a workflow table shows the progression of assets through different stages: Plan (24), In creation (16), Approve (14), Ready to publish (55), and Published (22). Each stage contains a list of asset thumbnails with their names and status indicators.

Below the workflow table, there are two main sections. On the left, a table lists assets with columns for 'Type', 'Company', 'Asset category', and 'All'. On the right, a dropdown menu is open, showing a list of asset categories and their corresponding types.

Type	Company	Asset category	All
Asset			
▼	censhare Holding AG	Company	
▶	censhare Manufacturing AG	Company	Manufacturer
▶	censhare Publishing AG	Company	Publisher
▶	censhare Retail AG	Company	Retailer
©	Expand into two new market territories	Goal	
👤	Management	Department	
🖼️	solo-logo.png	Image	Corporate

Asset	Type
Music & entertainment	Subject
▼ Politics & society	Subject
▶ 📄 Women aren't afraid to kick ass	Article
▼ Fashion & beauty	Subject
▶ 📄 #I AM BEAUTY	Article
Science & technology	Subject

Dedicated solutions highlights

Documentation

Our solutions should be well received and understood by any interested party, and we have created a compelling documentation.

The documentation includes:

- A new PIM Setup Guide
- Data model definitions (what is supposed to be related to what)
- Explanations of the Workspace concept
- Explanations of individual Workspace pages and scenarios
- Explanation of “How to incorporate the Dedicated Solutions”

Product documentation

[censhare ecosphere](#)

Link to our online ecosphere portal.

[Styleguide](#)

Defines censhare Web coding foundations with conventions and a pattern library, as well as user experience principles.

[Get started with censhare Web](#)

Learn more about the user interface and core functions of censhare Web.

[Get started with censhare Dedicated Solutions](#)

Learn more about your workspace, how to manage your tasks and collaborate with your colleagues in censhare PIM, censhare DAM, and censhare CMS.

[censhare Dedicated Solutions - Installation Guide](#)

Get your system ready to work with censhare PIM, censhare DAM, and censhare CMS.

censhare AG

Paul-Gerhardt-Allee 50
81245 München / Germany
www.censhare.com
info@censhare.com

Product Management

product-management@censhare.com

Documentation 2019.3

censhare release: 2019. 3

Table of content

- Enhanced left navigation
 - Media
 - Products
 - Content
 - Projects
 - Organisation
- Enhanced **product** workspace
 - Classification overview widget
 - Inherited previews
 - Properties display & importance
 - Properties stop
- Enhanced **media** workspace
 - Keywords & google AI
 - Groups
- Enhanced content workspace
- Enhanced project workspace
- Enhanced organization workspace
- Overall enhancements
 - Status widget
 - Preview widget
 - Dedicated tables & filters
 - Export groups
- Enhanced generic pages & tabs:
 - Generic tab content & properties
 - Generic tab details
 - Generic tab communication
 - Generic tab process
 - Generic tab administration
- Master data
 - New: Common resources domain
 - New: Global share domain
 - New: Optional standard solution domains
 - New: Optional standard solution roles
 - New: Optional standard solution workflows
 - New: Optional standard solution ~~permission sets~~
 - New: Optional standard actions
 - New: Optional templates

For more info:
Release Summary
2019.3 in ecosphere



censhare