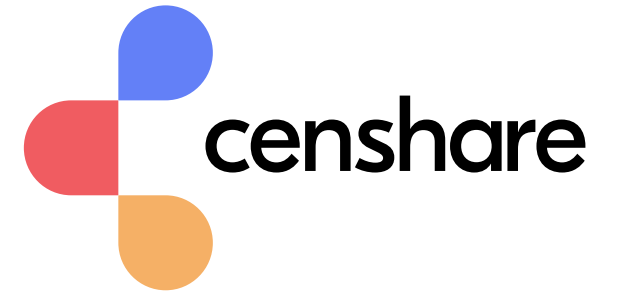


censhare 2022.1

Release Webinar



06.09.2022
Version 1.00

master your content

Welcome

Agenda

- Welcome and introduction
- New features in 2022.1
- Demo of new features
- Partner solution from kolb digital
- censhare Rebranding
- Portal landscape
- The road ahead
- Q&A
- Feedback survey

Introduction

MarTech Platform Relevance



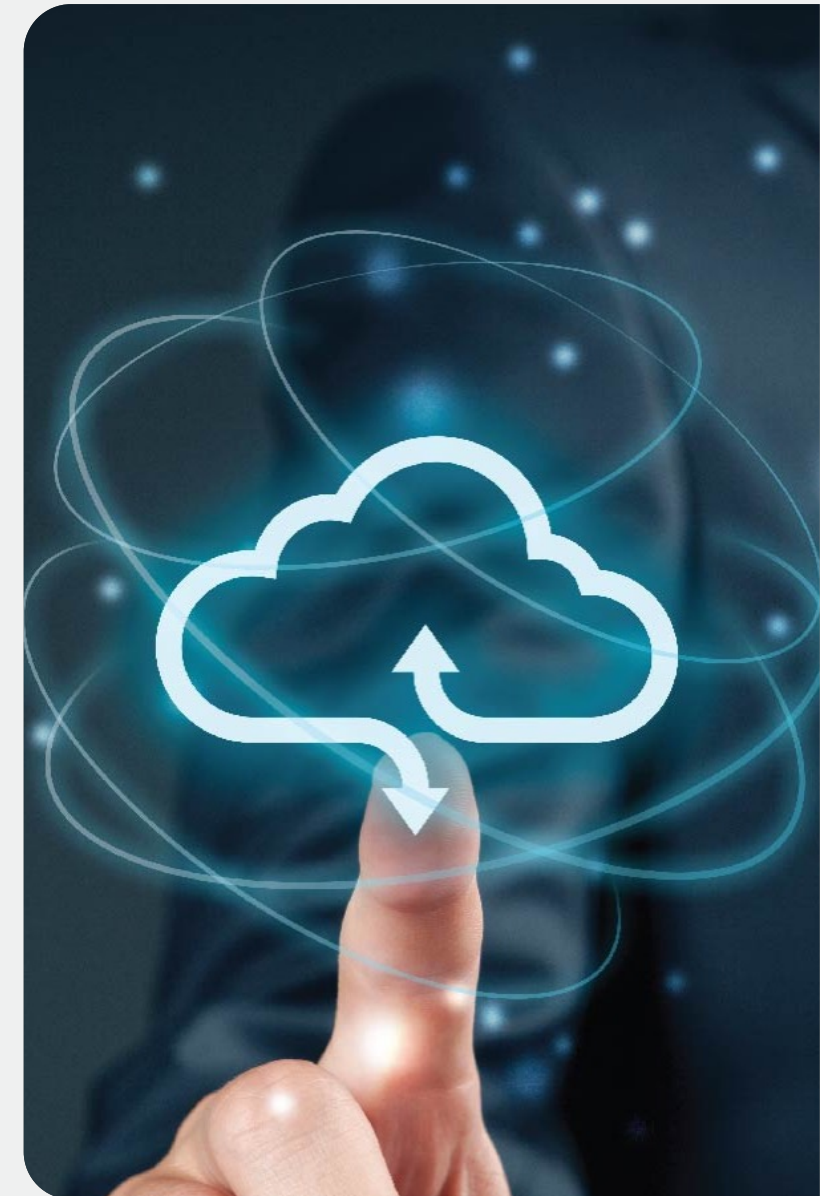
“More than 75% of marketers report their MarTech campaigns directly affect revenue, and 91% are “very confident” that their investments in platforms affect the company’s value.”

“More companies are embracing a “platform” (one primary martech vendor, augmented by specialist providers) over a “suite” (the whole stack comes from one martech vendor).”

Cloud adoption

„Rather than cloud-native serving as a supplementary or nice-to-have side for your cloud strategy, it will become the core of cloud strategy in 2022 and beyond.“

“European enterprise cloud spending could see a compound annual growth rate of 30% over the next six years and capture a third of European tech spending by 2030.“



Leveraging cloud-native



“...companies who adopted cloud services experienced a 20.66% average improvement in time to market.

Those companies also saw a 18.80% average increase in process efficiency, and a 15.07% reduction in IT spending. Combined these benefits led to a 19.63% increase in company growth”

Summary – Marketing Technology Trends



Cloud

- Increased acceptance of cloud-based offerings, even amongst conservative industries
- Promises high degree of flexibility
- New pricing models
 - Usage-based
 - Value-based (tbc)

MACH by design

- Micro Services
- API First
- Cloud Native SaaS
- Headless

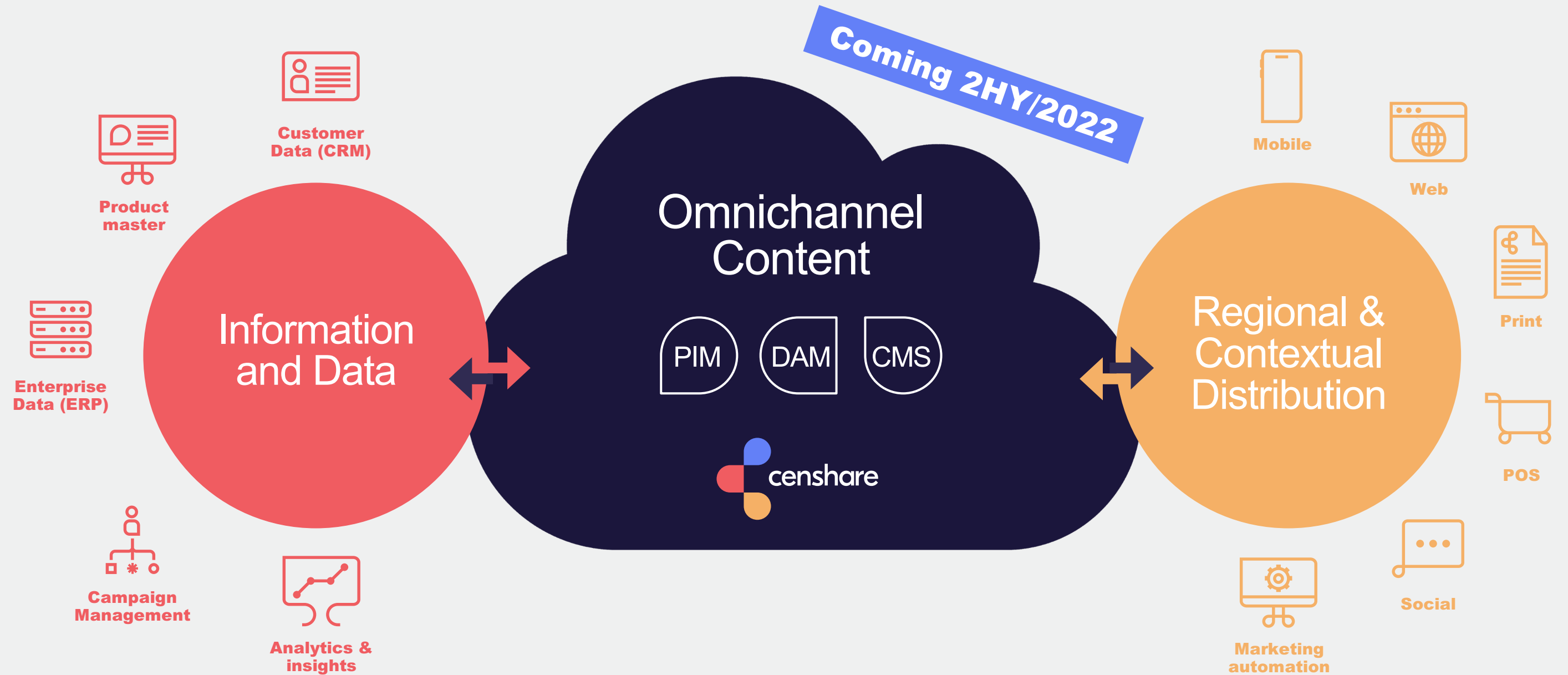
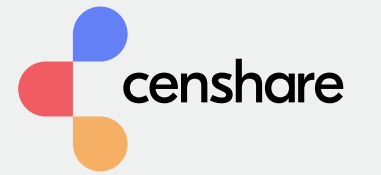
Composable Business

- Cloud first/API first for business applications
- Mainstream - vs. bespoke applications
- Continuous product updates and improved Customer Experience
- Selective and interchangeable function modules

Marketing News/Personalization

- Centralized and automated content creation
- Consolidation of Data and Content
- Video as relevant content type
- Personalization
- Analytics-based marketing measures

The future: censhare Cloud*



What's New

AWS Elemental Media Convert



Implementation of a new video transcoding service

Starting with version 2022.1, censhare comes with a new module for the next generation of video transcoding.

Why

Growing demand for video handling, with larger numbers of video formats and increasing file sizes.

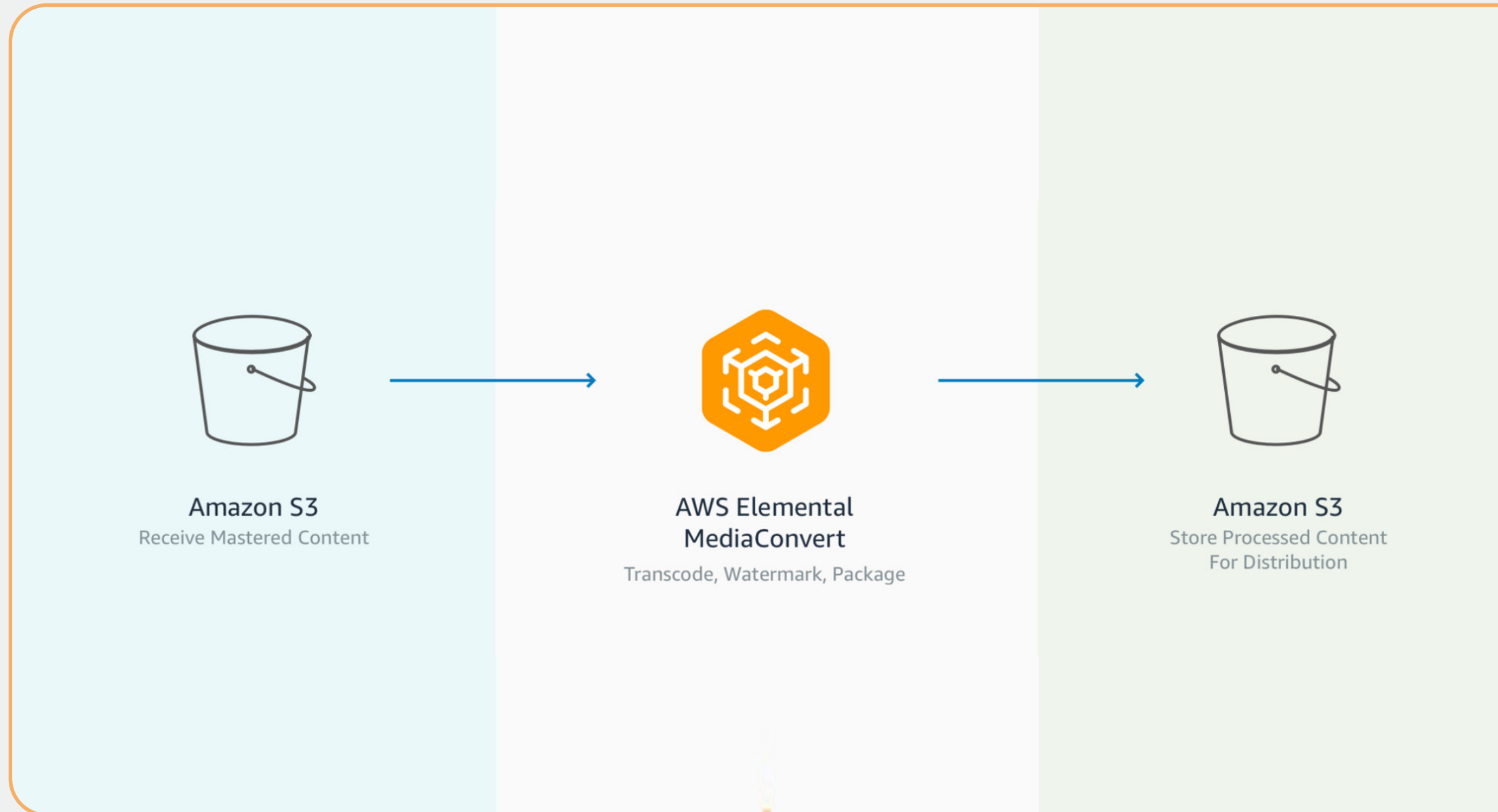
How

New backend implementation to use AWS MediaConvert as video services

- The module is configurable
- Offers connection to AWS Media Convert

Business benefits

- Cloud customers can take advantage of the incredibly versatile AWS transcoding engine
- Increases the efficiency of transcoding
- Less expensive than Amazon Elastic Transcoder (our existing transcoder)



Microsoft® Mail Services

New authentication method

A new module for our mail service provides replaces a deprecated technology and enhances security.

Why

Exchange Online is deprecating Basic Authentication for multiple email protocols in the second half of 2022. Allowing the continued used of basic authentication poses a security risk.

How

A new mail microservice to connect to Exchange Online.

- Configurable microservice
- Using "Microsoft Graph API"

Business benefits

Securely exchanging information or assets via mail is important for many workflows in censhare. With the new implementation we switch to the more secure and modern method of authentication of the mail service.



The next version of HCMS

HCMS 3.0 makes defining the REST API for both frontend and backend integration easier.

Why

Evolution of our Headless CMS technology.

How

Web Frontend Integration

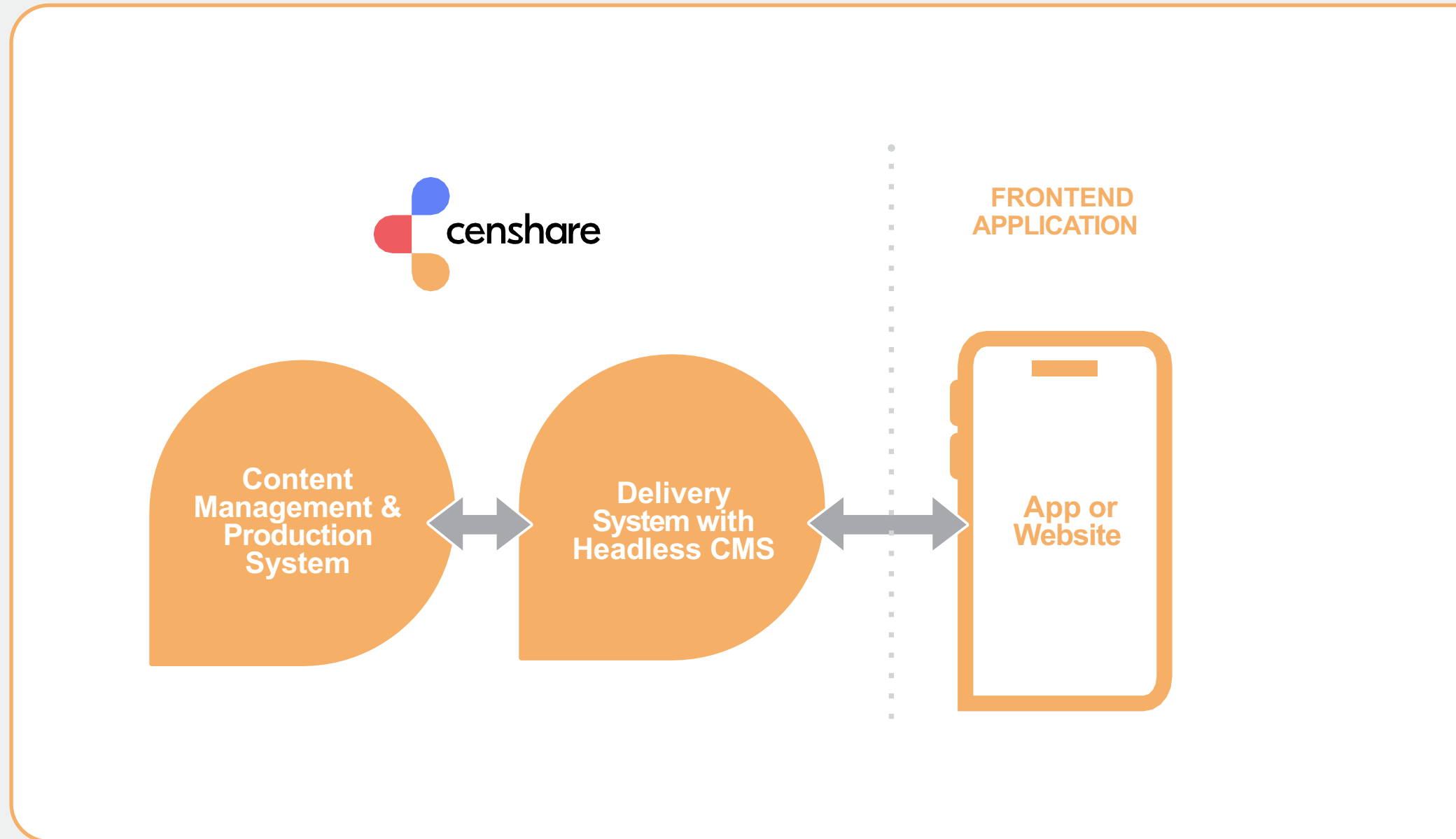
- Advanced controls for image caching
- Specific selection of language variants to reduce data transfer

Backend System Integration (via Server Module)

- Asset locking (check-out/check-in)
- Access to the asset history

Business benefits

- Leaner integration and higher performance in the frontend
- Enhanced control over your assets
- Faster and more secure processes



Further improvements



Together with our partner CI HUB we support asset access from various desktop applications.

- Adobe (Photoshop, InDesign, InCopy, Illustrator, Premiere Pro, After Effects)
- Microsoft Office products (Word, Excel, PowerPoint, Outlook, **Sharepoint**)
- **Wordpress**
- **Figma**
- **Sketch**
- **Google Workspace**



Adobe InDesign 2022 is available. The latest censhare plugin will work seamlessly with the leading layout software.

- A dependency map covers the technology compatibility between censhare, Adobe InDesign, macOS, and processor platforms
- *Please note:* In alignment with Adobe we will support InDesign CC 2018 and higher only in conjunction with our plugin.



Documentation has been greatly improved based on customer feedback.

- New 2022.1 features fully documented
- Consolidated release information (release notes, upgrade notes, highlights, known issues and deprecations)
- Enhanced censhare WP documentation (local development environments, customization recipes, RPM installation)
- New documentation portals available



Last autumn, Apple has released macOS Monterey, and we're happy to announce that censhare release 2022.1 is compatible with this latest operating system.



Extensive regression testing and the new release verification cycle were enforced to ensure product quality, resulting in 25 InCopy Editor fixes, 7 Security fixes and numerous other bugfixes.

Demo

Asset Structure Change Detection

Smooth handling of changes in your asset network

A new module simplifies working with your asset structures, for example in a PIM context.

Why

Ease keeping track of changes that have been made to assets, especially for product data (e.g., the image of a product has changed.)

How

The change detection module allows treating asset structures as one single asset. It detects, aggregates and propagates changes from the bottom of a structure to the root level and can trigger workflows and notifications.

Benefits

- Changes of any asset in the structure are displayed on top level
- Automated processes can be triggered



Structured Stored Searches

Better overview and faster access to your assets by structuring the searches you've saved

Why

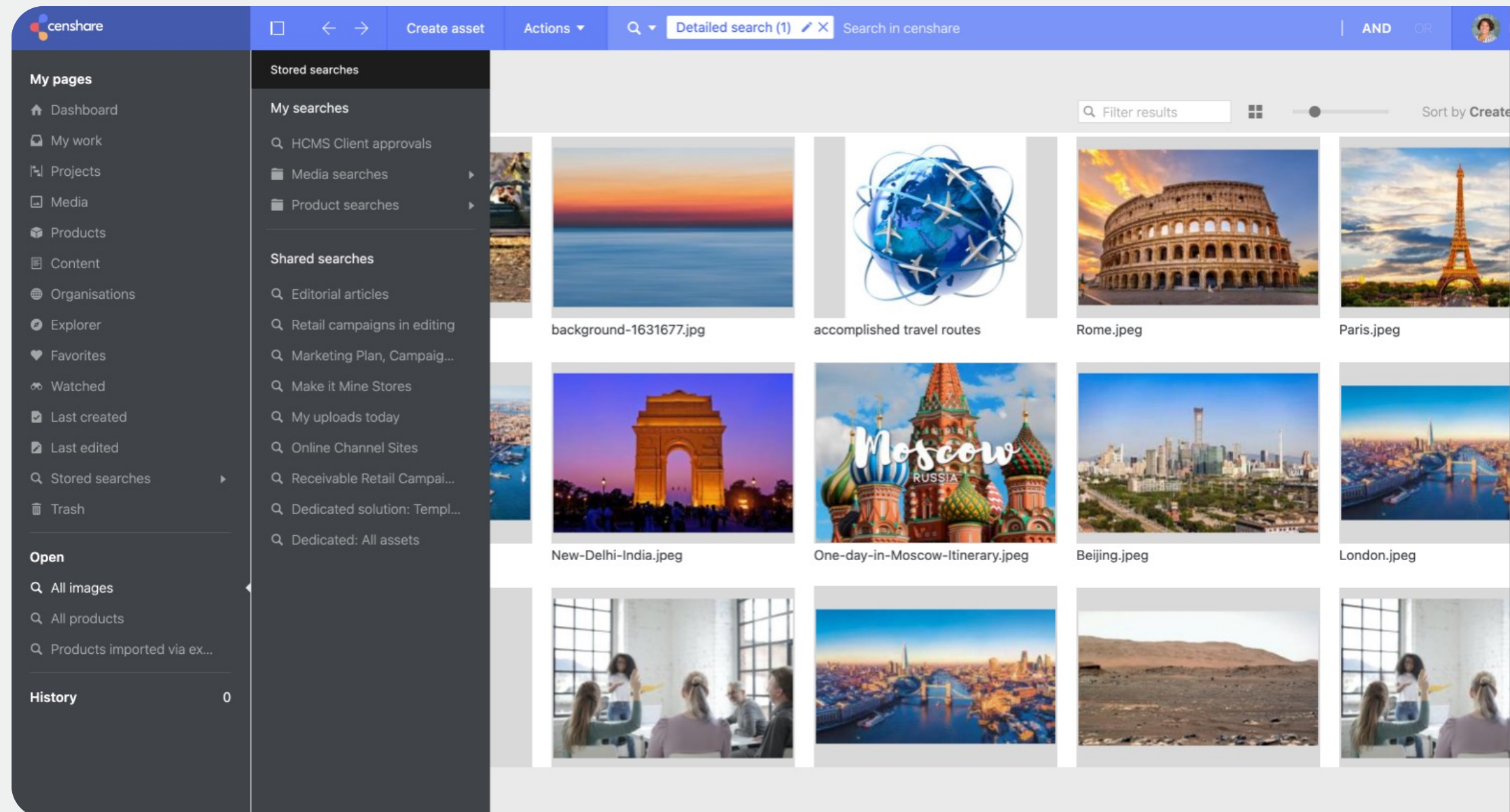
Saved searches display a distinction between own searches and searches provided by your work peers

How

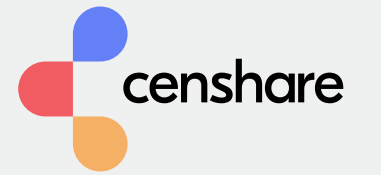
- Add the new asset type 'Search Group' which can be assigned stored searches
- Search groups can organize stored searches in a completely configurable way, and in multiple levels
- The administrator can setup a search group hierarchy in the system workspace

Business Benefits

- Improved collaboration and efficiency by being able to share stored searches in a structured way across the organization



Improved Collaboration Across Clients



Flawless communication between different clients

The popular communication tab is now available in:

- censhare Web Client
- Java Client
- InDesign (with censhare plugin)

Why

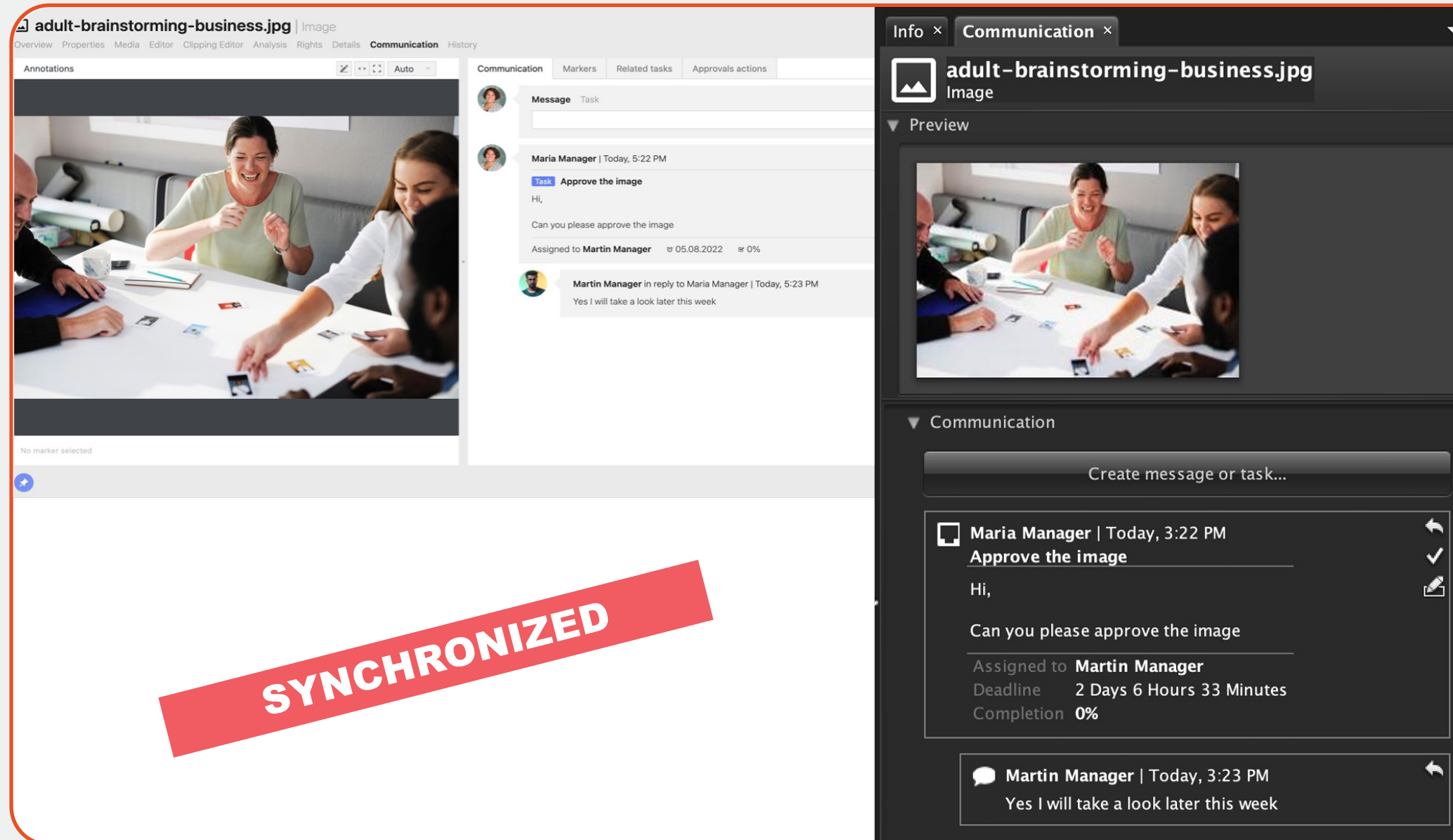
Closing a functionality gap that has affected many customers who are facing a multi client setup and caused a break in the communication flow

How

Adding the communication tab to the Java Client sidepanel and the Adobe InDesign palette to read and create comments and work with tasks

Business Benefits

- Daily work is faster and less error-prone
- All users have comments and tasks in the right context available while working on one or multiple assets



SYNCHRONIZED

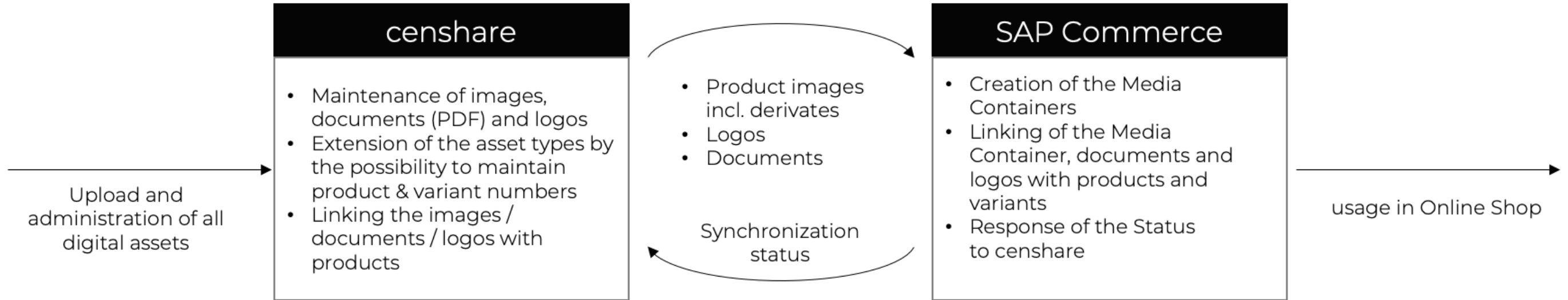


kolb digital

CENSHARE2SAP
COMMERCE
CONNECTOR



WHAT IS IT AND HOW DOES IT WORK?



The censhare2SAP Commerce Connector **connects the censhare DAM system with the ecommerce solution SAP Commerce.**

The connector is configured within the censhare Admin Client where the administrator can maintain the image Path, determine the derivative formats and also choose the naming for the derivatives.

We provide an extension for SAP Commerce, which can also be adapted or extended.



CENSHARE2SAP COMMERCE CONNECTOR

HOW DOES IT LOOK IN REAL LIFE?

The screenshot displays the Censhare interface for the file 'test-image 2.jpeg'. The main preview area shows a vintage television with a test pattern on its screen. To the right, the 'Image properties' panel lists technical details: File (MIME type: JPEG image, File size: 94.5 KB, Image size: 419x410 pixels, Resolution: 300 DPI, Color space: RGB, Pages: 1), IPTC (Status: Getty Images, Credit line: Getty Images, Contact: shaunl, Content: Vintage television with test pattern amidst a rundown home interior.), and SAP (Article number: 9100326, is main picture: checked).

The screenshot shows the SAP Administrations-Cockpit interface for editing a catalog item. The main window is titled 'Element 14029_515Wx515H - testCatalog : Staged bearbeiten'. It features tabs for 'ALLGEMEIN', 'METADATEN', 'SICHERHEIT', and 'VERWALTUNG'. The 'ALLGEMEIN' tab is active, showing the 'Änderungszeit' as 'Aug 23, 2022 12:47'. Action buttons include 'HOCHLADEN', 'HERUNTERLADEN', and 'INHALT LÖSCHEN'. On the right side, a list of image variants is displayed, including '14029_original - testCatalog : St...', '14029_300Wx300H - testCatalo...', and '14029_515Wx515H - testCatalo...'. A large preview of the television image is also visible in the center.



WHY SHOULD YOU USE IT?



STANDARD INTERFACE

Widget integrated in censhare look-and-feel for smooth operability



SIMPLE

Simple and self-explanatory handling in censhare - no need for action in SAP Commerce



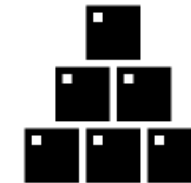
AUTOMATIC LINKING

Automatic linking in SAP Commerce. No need for manual tasks



FAST

Realtime communication between censhare and SAP Commerce



EXPANDABLE

The connector is based on the existing standard entities and can easily be extended





CENSHARE2SAP COMMERCE CONNECTOR

WHAT ELSE TO SAY?

SCOPE OF SERVICE BY KOLB DIGITAL:

- ✓ Providing of the code for censhare and SAP commerce
- ✓ Regular updates
- ✓ Support with implementation (optionally)

PRICE:

390 € per month

WHAT SHOULD BE YOUR KEY TAKEAWAY?

If you desperately need a standard connection
from censhare to SAP commerce

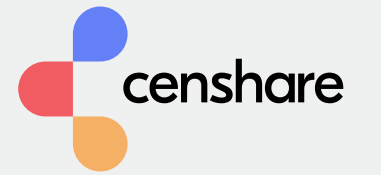
CONTACT US!

sales@kolb-digital.de



Rebranding

censhare web client



The new brand has found its way to the web client

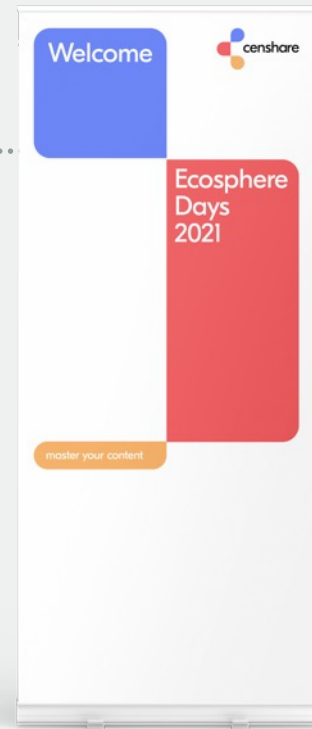
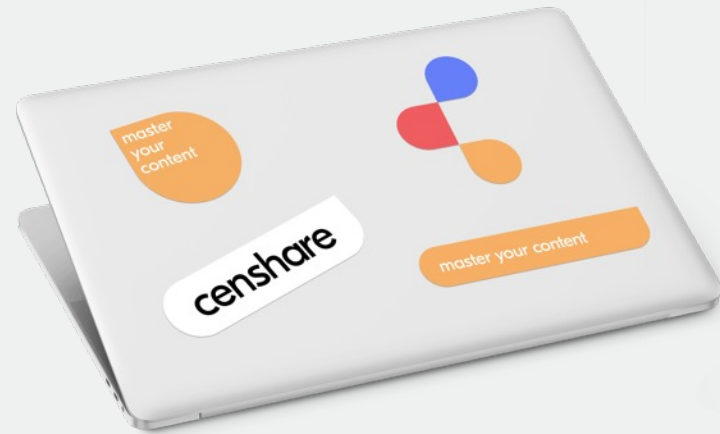
- Login-screen
- Top navigation bar
- No functional change

The screenshot shows the censhare web client dashboard. The top navigation bar is blue and contains the censhare logo, navigation icons, 'Create asset', 'Actions', and a search bar. A dark sidebar on the left lists 'My pages' (Dashboard, My work, Projects, Media, Products, Content, Organisations, Explorer, Favorites, Watched, Last created, Last edited, Stored searches, Trash), 'Open' (All images, All products, Products imported via ex...), and 'History' (0). The main content area is titled 'Dashboard' and includes an 'Overview' section with 'Quick access' cards for 'Show my tasks', 'Show my favorites', 'Explore products', 'Browse images', 'Create print document', and 'Upload & Edit'. Below this is a 'My campaigns' list with items like 'Black friday', 'Christmas', 'Corporate', 'Easter', and 'Summer holidays'. To the right are 'Last edited' and 'Last created' lists. A 'Top 10: Campaigns' line chart shows views over time for various campaigns. At the bottom, a 'Quality' bar chart shows a value of 45 for 54 products.

master your content

**Because a connected
world needs connected
content.**

In Real Life



Cleaning Up Content Management with a Flexible New Platform



BSH Hausgeräte GmbH now enjoys better coordination and control of its content, transforming its productivity and bringing its customers the product information they need, thanks to a bespoke project from censhare.

B/S/H/

master your content

The Seamless Platform for Joined Up Marketing



master your content

PIM

Universal Content Management

master your content


The Whole Package

Enable effective packaging with Universal Content



master your content

Hello!



master your content

Portal Landscape

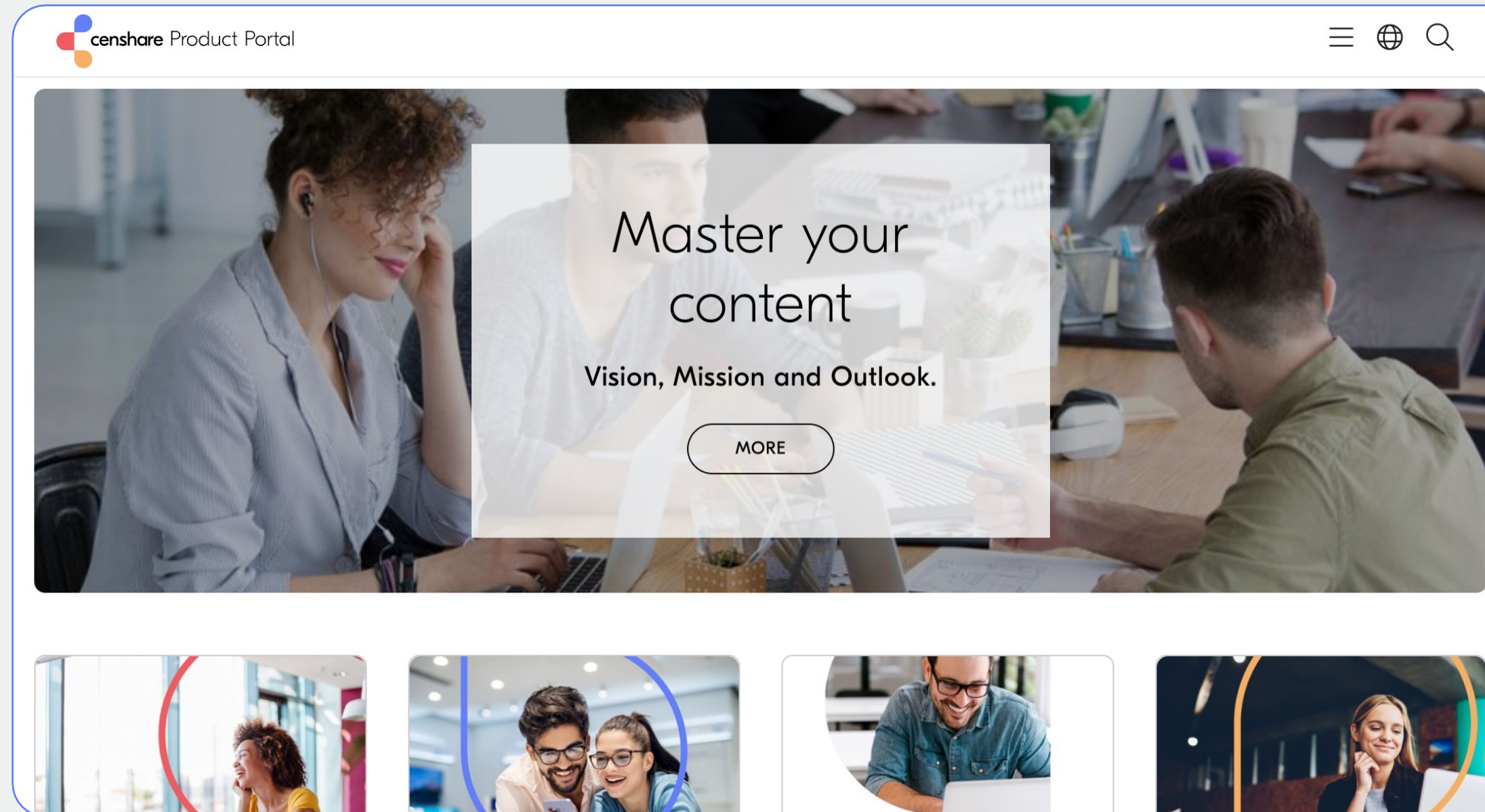
We overhauled our information management by introducing a new portal landscape

The new portal landscape is not only appearing in our fresh brand colors but offers a clear overview with its lean design and more information.

- Updates on the product
- Feature summaries
- Documentation
- Access to eLearning
- Partner landscape
- Helpdesk
- Interactive community

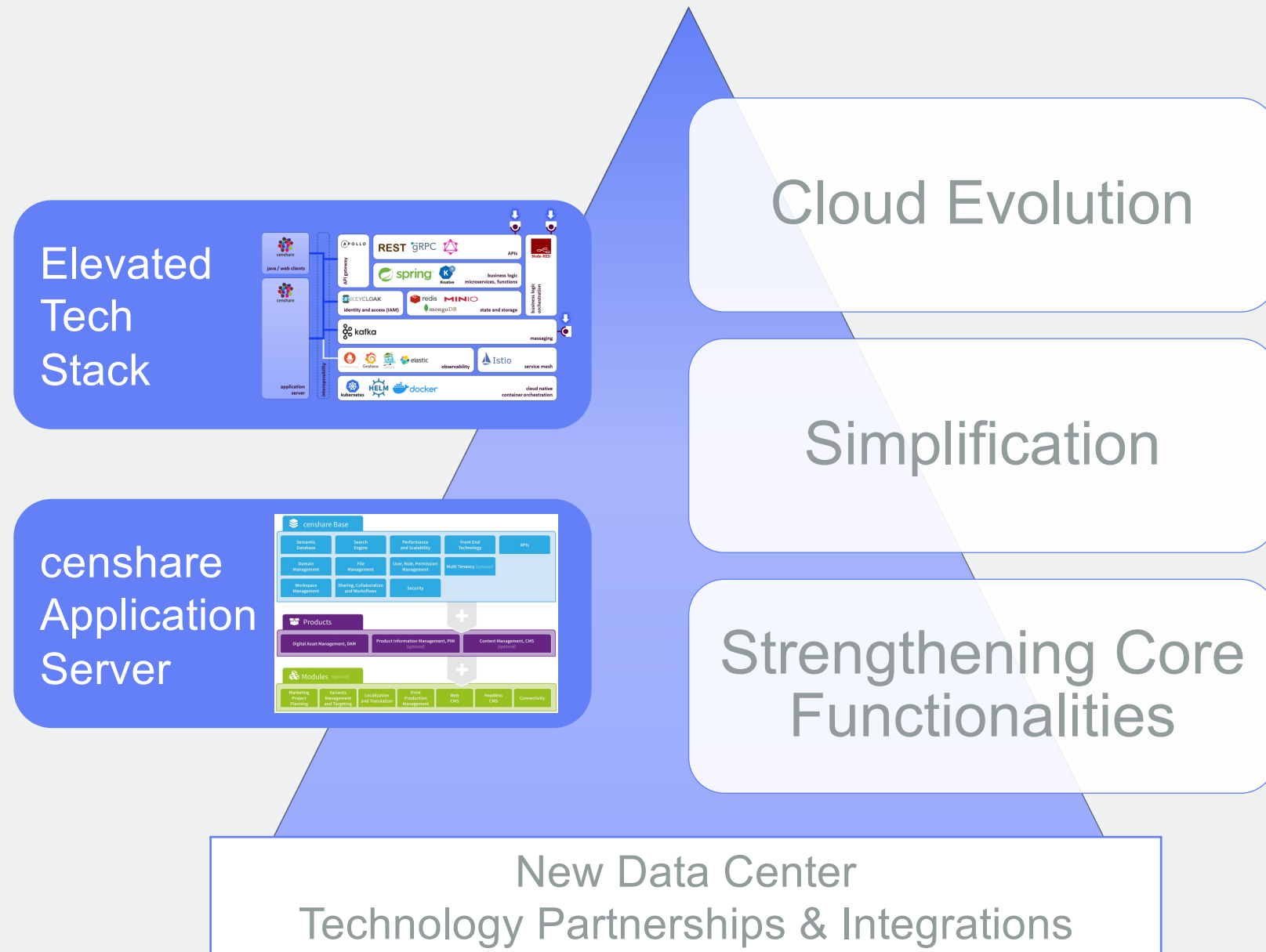
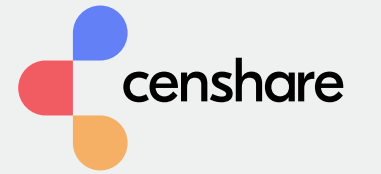
You can access the portals via:

- **Product Portal**
 - <https://product.censhare.com/en>
- **Partner Portal**
 - <https://partner.censhare.com/en>
- **censhare Community**
 - <https://community.censhare.com/>



The road ahead

Strategic Product Focus



- censhare Hybrid
- Cloud native technologies
- Integrator focus

- Productization
- Packaging & Bundling
- T-Shirt Sizing & SaaS

- PIM / PIM Syndication
- Analytics & AI
- Usability & Accessibility

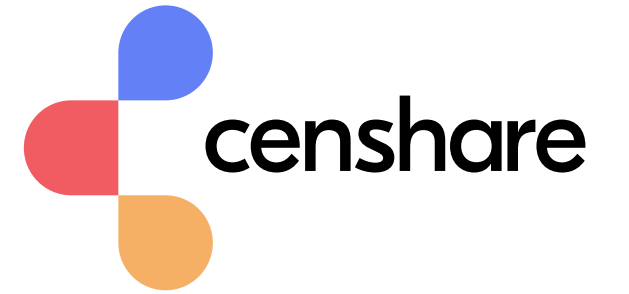
General Availability & upcoming releases



- ❖ **censhare 2022.1** General Availability: Sept. 6th '22
(external Release Webinar)
- ❖ **censhare 2022.2** Release Candidate (WIP): Q4/2022
 - Xeditor Integration (requires ETS runtime / Hybrid)
 - Support for nested properties in the Properties Editor
 - Support for Video Clipping in Media Convert
 - Support for Java 17
 - Usability enhancements & Security fixes
 - Auditing
- ❖ **censhare Hybrid** Release Candidate (WIP): Q4/2022
 - Cloud-native technology stack based on MACH
 - Low-code orchestration, workflows and easy extensibility
 - Standardized tooling, dashboards and hosted operations

Q&A

Many thanks



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