censhare Features & Functions

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Customer initially receives the Licensed Software in its Release 2023.1

The respective offer specifies which of the following generally available modules and functions Customer has licensed.

1 PLATFORM / CENSHARE BASE

1.1 Database Structure, Search Engine, Front End and API

Semantic Database Structure	• Achieves class leading performance with comparatively low infrastructure requirements • Rapid transaction processing of structured data (Online Transaction Processing – OLTP)
Search Engine Fast search engine for all content and associated metadata, including flexible filter functions	• Full text search for all content and metadata • Multiple views with filters: list, gallery, card, column, relation and detail • Smart, detailed, and expert search • Smart, intuitive filters • Searches can be stored, organized, and shared • Detailed search dialog can be configured to show asset type-specific and role-specific elements • No query language knowledge required, even for complex searches • Rapid and complex searches in structured data via any criteria (Online Analytical Processing – OLAP) • Rapid searches in unstructured content, e.g., text (information retrieval), and combined with searches in structured data
Performance and Scalability	• Performance, stability, and low resource use with a modular structure for easy vertical and horizontal scaling • Excellent single instance performance • Webpack methodology for fast delivery of static resources to users of the web client
Front End Technology Web-based client as rich Internet application to support modern web browsers	• HTML5, CSS3, JavaScript / TypeScript, Angular and AngularJS • Single page web application • No installation of additional software or plug-ins • Alternatively, a native Java based client can be used

APIs Import and export any file type as a digital asset by drag and drop, via automated processes or interfaces	• Client based and server-based file imports and exports • Complex export settings can be preset as ‘output channels’, including transformation operations and file generation • XML and JSON imports and exports with data mapping and data transformation • Automatic transformations into any XML format • XML and HTML export, XML feeds • Import/export large media files or folders quickly and efficiently • Supports all file formats, including video, and metadata (XMP, EXIF, IPTC) • Bulk import and export via drag and drop • Automated import and export • Multi-level duplicate checks

1.2 Domain and Permission Management

Domain Management Functions for assigning digital assets and selected master data to specific users and user groups	• Users and user groups can be restricted to access and use just templates and content assets that have been approved for their domain • Two independent domain trees available • Flexible configuration to match business needs

File Management
Manage physical files and their metadata within censhare and distributed file systems
	• Separated storage of metadata and files:
	  – Metadata of assets are stored in the core database
	  – Files are stored in the traditional file system
	• Distributed file systems supported
	• Archiving and file replication supported
	• Flexible assignment of keywords and tags to each file
	• Offline database supported

User, Role, and Permission Management Manage permissions and functionality for users with individual roles and rights	• Granular permission management for roles and users • Bespoke interface for administrators • Control access to and editing of selected data, features and objects based on user, user role, user group, region, country and more • User management uses the semantic database structure for flexibility when assigning user permissions
Multi Brand (optional)	Add business units, external clients, brands or subbrands to your censhare environment

1.3 Workspaces, Collaboration and Workflows

Workspace Management	• Six default user interface languages: US English, German, French, Italian, Japanese, Spanish • User workspaces save all changes that a user makes in that workspace • Workspaces can be defined for users, user groups and roles • Workspace settings will always be applied upon user log-in • Dedicated configurations for common use cases like DAM, PIM and Content Management, including pre-defined workspaces, data structures, roles, workflows, domains, users, master data and sample assets
Sharing, Collaboration and Workflows Content focused collaboration across the organization	• Check in/check out functionality • Temporary download links with landing pages (optional) • Initiate a conversation on any asset and add recipients • Integrated collaboration features work seamlessly across web and desktop client • Integrated approval workflows with history log of approval interactions • Add sticky text notes to any asset with previews • View and change workflow statuses in a Kanban board view • Unlimited number of fully customizable workflows and sequential workflow steps
Security Features and settings to define user access rules, password rules, timeouts, and backup schedule	• Granular permissions define who can access or edit which assets • Rights can be assigned to individual users or groups of users • User rights managed through a bespoke administrator interface • Protected client versions without administrative features (optional) • SSL encrypted client-server-communication • Encrypted passwords • Expiring passwords (optional) • User changeable passwords (optional) • Enforcement of best practice password policies concerning length, complexity, history, age, etc. • Customizable requirements for password strength using regex • Password strength verification with immediate feedback to users • Support for server-side creation and distribution of passwords • Automatic log out of inactive users

	• Regular backups that can be rolled back quickly • Support for external authentication via Keycloak
Insights	censhare Insights can provide aggregate usage information in an intuitive-to-use and easy-to-understand tool and present it via interactive charts and tables, for example for accounts, users, assets managed and system performance

2 Products

2.1 Digital Asset Management

Upload, Edit and Download Easily upload any content as a digital asset by drag and drop, via automated processes or via interfaces (APIs)	• Supports all file formats, including video and 3D • Bulk upload and export via drag and drop • Automated import and export • Transfer of metadata (XMP, EXIF, IPTC) • Multi-level duplicate checks
Manage, Organize and Archive Functions for managing, organizing, and archiving digital assets and associated metadata	• Flexible tagging and definition of features • Automated versioning • Integrated image editor • Interaction previews for all relevant 3D file formats • Image and video version generation • Video conversion can be performed with FFmpeg, AWS Elastic Transcoder, or AWS Media Convert (additional cost may apply) • Rule based archiving and dearchiving • Management of different language, regional and content versions
DAM Starter Kit (optional) Extends censhare with a simplified, pre-configured user interface for censhare DAM	• Pre-configured user interface for DAM, including pre-configured master data and governance model with three top-level user roles • Simplified user interface designed to cover a basic DAM use case for casual users or users who are not experienced in working with censhare • Can be extended with additional asset types, relations, functions and user roles • Workflows and user interface based on experience from DAM projects with leading global brands • Simplifies creating an asset taxonomy with categories and keywords • Can help deliver a DAM project faster • Does not affect system performance

CI HUB Connector for censhare (optional)	Enables streamlined use of digital assets in applications of the Adobe® Creative Cloud® and Microsoft® Office®, Figma, Sketch, Google Workspace, Wordpress, and Sharepoint

2.2 Product Information Management

Product Data Integration	Interface to integrate data from any system through Pentaho Data Integration (see Connectivity Module)
Product Data Management Manages all product information and relates them to product groups, families and variants, and links product data with media and product descriptions	• Flexible product information structures • Changes to product data can trigger user notifications and workflows • In line processing of product master data • Connections to all media assets • Mass processing of product data • Process based automation • Manages product variants • Integrated editor for mass data editing
Product Data Quality Checks the quality of product data to identify potential improvements	• Checks the completeness of product content and uses individual approval processes for checking data • Configurable completeness checks, including quality gates and reports on quality gates • Integrated workflows • Versioning of all content
Product Data Export Publishes product content directly from the PIM solution to communication channels, or transfers product information to external systems	• Manual, partial or fully automated export to communication channels • Provisions product content to external systems via XML feeds and APIs
Product Classification Management	Product classification based on industry standard GS1 GPC (Global Product Classification)

2.3 Content Management

Content Management	• Integrated content editor with output channel previews and word/character counter • Multilingual standard document structure based on XML • Variants for output channels with specific characteristics • Workflows, notifications, and automatic processes

	• Process control from brief to design to production across the complete content lifecycle • Transform and export content to web, mobile, POS and print • Flexible functions for content export to any other channel • Manual and automated publishing of posts on Facebook, YouTube, and Twitter
Neutral Content (XML) Content is saved in media neutral, semantically labelled XML	• Enables programmatic processing for different channels • Schema definition with RELAX NG, the high-performance schema description language for document-oriented content • Option to integrate with Xeditor(*) directly in censhare web for a seamless WYSIWYG editing experience of XML documents with support for custom schema definitions (*) Xeditor is a 3rd party product for which separate license terms apply. The integration is available as an optional connectivity module in censhare version 2022.2 or higher.
Content Data Quality Checks the quality of content data for identification of potential improvements	• Checks the completeness of content and uses individual approval processes for checking data • Configurable completeness check • Integrated workflows • Versioning of all content

3 MODULES

3.1 Marketing Project Planning

Marketing Project Planning Functions to plan, manage and visualize marketing projects and campaigns across the organization and with suppliers with a full overview of all projects	• Create, edit, and visualize projects, task lists and tasks by start and end date • Transparent project overview • Detailed project planning and management down to task and resources levels • Management and organization of deadlines and dependencies • Visual reporting including Gantt charts

3.2 Variants Management and Targeting

Variants Management Functions to create content variants based on defined target groups, including language variants, regional variants, and complex variant management	• Complex variants management and handling, including language variants and regional variants • Creation of variants for targeted communication

Targeting Functions to create context between target groups, information and content, and rules to deliver content and content variants matching personal interests as defined in user profiles containing segmentation information	• Dialogs for defining metadata targeting criteria • Available for person, company, and target group assets • Target groups can be referenced on products, contents, and information of any kind (articles, article variants, videos, etc.) • Flexible targeting rules

3.3 Localization and Translation

Translation Management Supports all locales through one user interface for all content and metadata translation tasks	• Translation support for Adobe® InCopy®, XML and Microsoft Office documents • Translates content and metadata • Automatic segment translation for regional content localization • Variations with regional and language specific characteristics • Centralized workflow management • Word and character count for documents directly from the search results
Interface for Translation Management	• Integration of external translation services via XLIFF interface • Integrated interface using the Translation Memory eXchange (TMX) specification allows automated, hotfolder based, high performance import from Trados, Across and Transit
DeepL Integration by Savotex Automated translations by DeepL, the leading AI service for translations (additional cost may apply)	• Translate any text right away without leaving censhare • Translations will be related to the original text asset automatically • Flexible integration into workflows • Supports bulk translations • Can be combined with censhare's Translation Memory System to achieve highest consistency • Privacy through state-of-the-art encryption technologies and guaranteed data deletion after translation

3.4 Print Production Management

Print Production Management with Adobe® tools (requires Adobe® InDesign® Server license)	• Full Adobe® InDesign® integration, providing tools to create, edit and manage layout files for professional printing • Adobe® InCopy® integration • Support for Adobe® InDesign® scripts

	• Backend renderer client to automatically create previews for Adobe® InDesign® files and to generate PDF files from Adobe® InDesign® files • Drag and drop placement of media, products, and other content • Centralized workflow management • Collaboration with comments, markers, and notes
Print Production Management with censhare tools (requires Print Production Management with Adobe® tools)	• Integrated page planning for layouts, adverts, and print sheets: – Flatplan Editor – Layout Editor • censhare InCopy® Editor to create, edit and manage texts, including comments, track, review, accept and reject changes, and displaying overset text and invisible characters

3.5 Web CMS

Web CMS Create websites to support specific marketing campaigns and programs, news, and media portals	Functions for centralized creation and management of single or multiple web sites with unrestricted or restricted access and with identical or different branding. This enables you, for example, to create and manage a website for a single brand, with several regional sites that use the centrally managed brand elements entirely or in parts. Each regional site can add or replace central content with regional or local content. • Simple site administration • Many standard widgets • HTML, CSS, JavaScript support • Flexible configuration, adjustable, and expandable • Creates and manages microsites, single sites, and multiple sites • Support for user generated content (UGC) • Multiple locales/languages supported • Simplified data model and templating • Library of responsive HTML templates • Configurable page layouts and widgets • Registration, login/permission system • Integrated search • Preview and download media assets • Ensures the quality, consistency, and efficient maintenance of the content and overall appearance of the site

Share-Link Microsite (optional) Share digital assets for downloading on an individualized microsite with intuitive shopping cart	• Microsite is shown before the actual download • Preview images for download files • Shopping cart function for download files • Available transformations can be selected by the user • Flexible and extensible • Can be customized with your brand elements

3.6 Headless CMS

Flexible Interface Reuse and publish content to or pull content from any device or channel	• Let frontend developers use their favorite frameworks and tools to use censhare • No knowledge of censhare's internal data structures required • Delivery infrastructure scales easily and flexibly • Establish a system-to-system connection with the content management and production system server without additional satellite infrastructure • Controls for web browser caching behavior (images, download links) • Supports asset locking mechanism (check-out/check-in) • Asset history can be accessed
Defining Entities	• Entities and their properties are defined via JSON schemas • Schemas can be created, read, listed, updated, and deleted via the API
Entities	• Entities can be created, listed, read, updated, and deleted • Entities are returned as JSON
Queries	• Queries are sent via HTTP GET or POST • Queries are based on the schema data model • Queries can include operators ('&', '|' and '!') • Relational queries are possible, e.g., articles of a specific author • Query results can include mixed entity types
Permission Management	• Role based – CRUD permissions on entity type level – Primarily intended for administration and machine to machine – Authentication via HTTP basic authentication

	• User based
	  – Entity level permissions
	  – Access only if user and entity share same permission group
	  – Authorization via JSON Web Token

Use Cases
All use cases from Web CMS supported
	• Functions for using censhare with a customized client
	• Server to server communication
	  – Just data import from other systems
	  – Just data export to other systems
	  – Bidirectional communication between censhare and other systems

Headless CMS Client Starter Kit (optional) Starter Kit, consisting of standardized building blocks to create customized extensions for censhare	Provisioning of a React framework that uses the APIs of the Headless CMS Module to connect to censhare, including: • Media Room – a lightweight web application enabling external users to find and work with assets stored in censhare without requiring direct access to the core censhare system • Default building blocks of the current Release Candidate of the Client Starter Kit • Partner access to the source code via GIT • Documentation Note: Installation and project specific customization will be charged separately.
Headless CMS Content Picker (optional) Enables content research and use in third-party web applications	• User interface based on HCMS that can be embedded as a plug-in or extension into the frontend of a third-party web application • Search, explore and use assets stored in censhare without requiring direct access to the censhare system itself • Supports full-text search with previews, intuitive sorting and filtering, and display of further information, e.g. metadata • Visibility of content is restricted to assets and information that have been made available to the respective plug-in/channel • User can select single or multiple files for import into the third-party application • Third-party application can download the content from censhare or use a URL that references the asset in censhare • Supports media assets like images and videos Note: Installation on third party system and project specific customization will be charged separately.

3.7 Connectivity

Fully integrated tools that extend censhare through external applications	• Designed and programmed by censhare, e.g. – Machine Learning and Artificial Intelligence for automated recognition of content and context for images and videos (Google Vision AI) – Enterprise content governance (Acrolinx) – Integration with desktop applications of the Adobe Creative Cloud, Microsoft Office, Google Workspace, Sketch, Figma (CI HUB) – Extended data integration, for example through Pentaho, a business intelligence solution that provides data integration, OLAP services, reporting, information dashboards, data mining and extract, transform, load (ETL) capabilities – Integration with Xeditor, the leading XML content editor for intuitive professional XML editing (requires censhare version 2022.2 or higher)
Connectors for exchanging data with external applications to extend censhare	• Designed and programmed by certified censhare partners, e.g. – MS Office Connector, by Emmet – Adobe Workfront Connector, by MSP – Dropbox Connector, by Columbus – SAP Commerce Connector, by kolb digital – Retail Modul, by MSP – MS Powerpoint Add-On, by Savotex – DALIM Connector, by w&co – Mediabox, by MSP – DeepL Connector, by Savotex
censhare Development API Developer API license for developing specific functionalities	• Enhance existing systems and processes by developing omnichannel applications, for example, to create customized reports and analyses • JavaScript API • Java API