

censhare 2011



Company



Company

3



- Leading solution provider for integrated information systems
- 30+ years of publishing, project and technology know-how
- 100+ international installations
- Partner network with 30+ partners
- Multicultural and international company
- Private company - censhare refuses investors



History

4



- 1992 Formation of Vision GmbH by Andreas Klostermaier, Robert Motzke and Dieter Reichert
 - mid-90s major system integrator in DACH
 - 1998 Sale to Quark Inc.
- 2001 Formation of censhare AG (formerly known as CoWare AG) by Robert Motzke and Walter Bauer
 - 2005 Foundation censhare UK
 - 2007 Foundation censhare CH und IT
 - 2010 Foundation censhare US und India



Corporate culture

5



- censhare stands for user-defined organization and sharing of information
- censhare lives the vision of dynamic communication in the Information Age
- censhare lives the challenge of hyper competition
- censhare lives the culture of a startup company



Models

18



- [censhare Suite](#)
 - [OnSite](#)
 - [Housing](#)
 - [Hosting](#)
 - [Platform as a Service](#)
- [censhare as a Service](#)
- [cen4free](#)

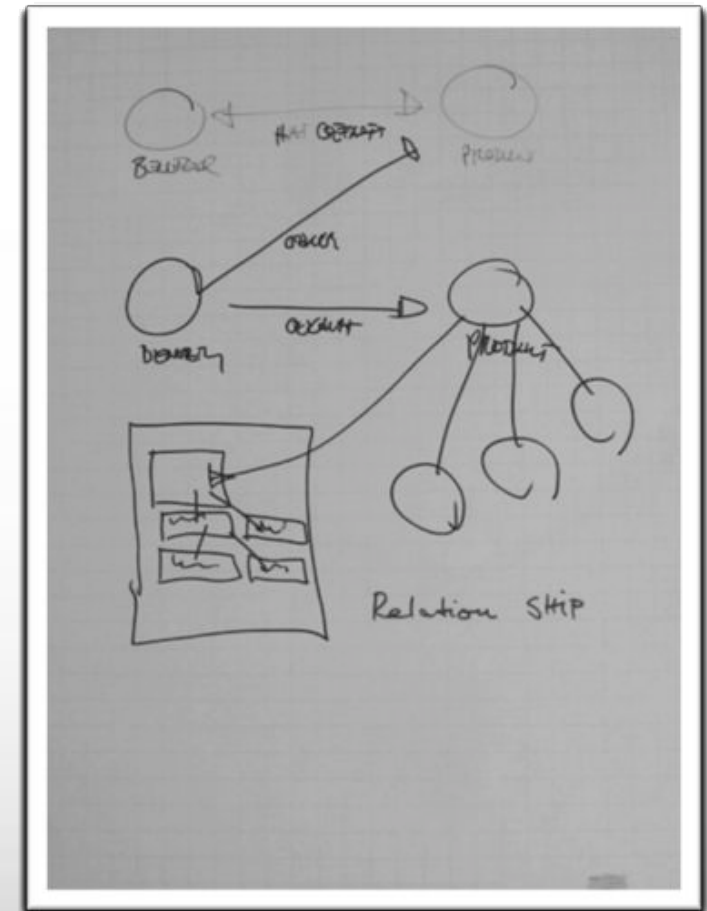


Services

19



- Strategic Consulting
 - Vision and business strategy
 - Market and technology development
- Project Consulting
 - Process analysis
 - Basic and detailed concepts (scope)
- Realization
 - Project management
 - Customizing and software development
- Support
 - 24/7 in German and English
- Training
 - eLearning and certification



Product



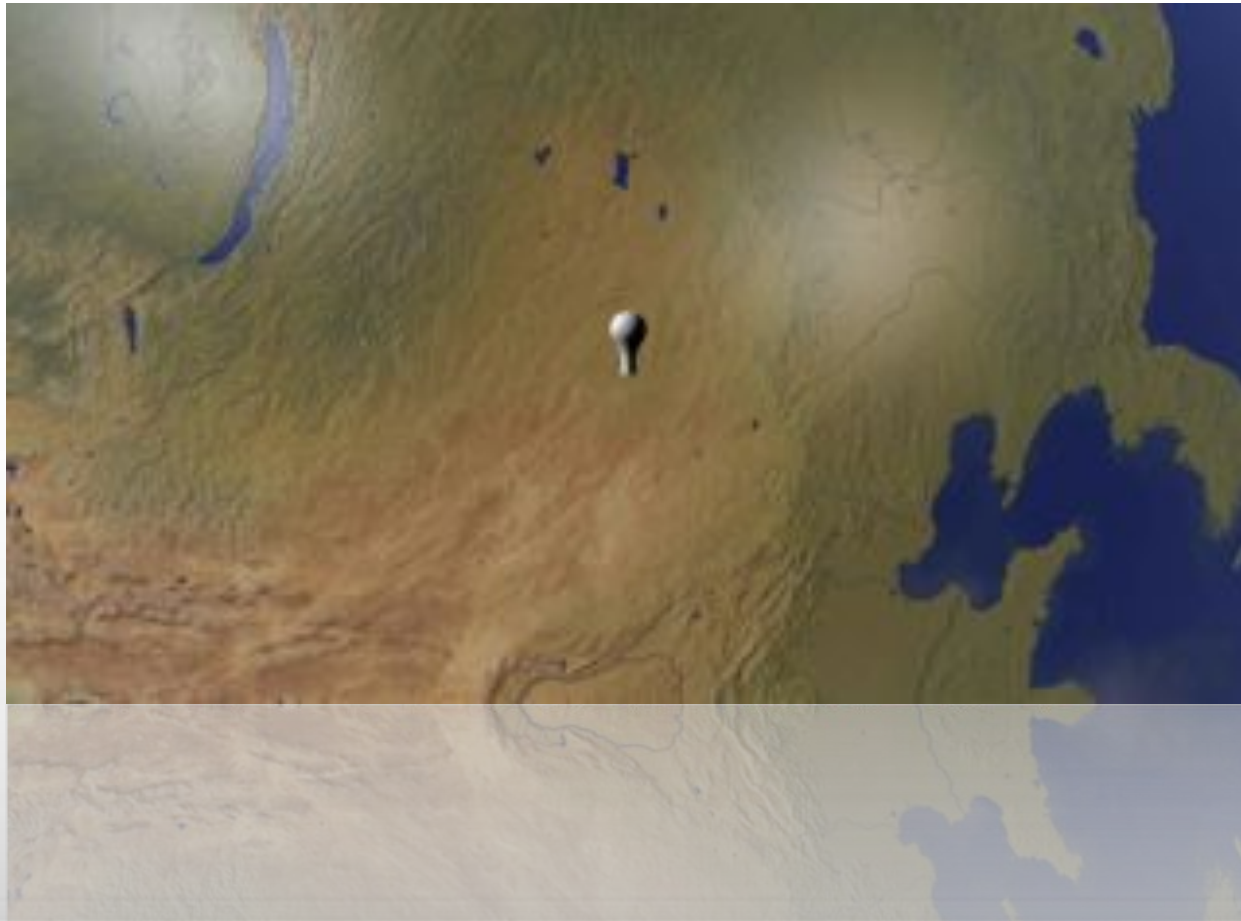
information
creates
relations

In the information age it is not the medium that constitutes the heart of communication but the information assigned to it - in relation to other information.

Information, its context and the relationships arising from it, constitute the core of communication. The success of any digital media, a website or a new app, is being measured according to the information value that comes along with it. The challenge that companies will face in the future is to design the appropriate business models and corresponding worlds of experience.

Vision

27



censhare makes information live, enabling relationships to other information.

Information creates relations is the slogan that describes our vision.

Publishing - communication - collaboration are the tools of this vision.

Information creates relations

29



- Was is information?
 - Content
 - Text
 - Images
 - Audio and video
 - Profiles
 - People
 - Interests
 - Behavior
 - Locations
 - Geo data

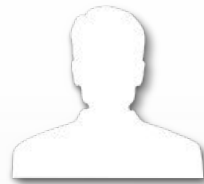
- Was are information chunks?
 - Products (Technical data, tests, ...)
 - Manufacturer (Information, texts, images, videos, ...)
 - Editorial pieces (Information, texts, images, videos, ...)
 - Editorial pieces (Forum and blog entries, articles, images,)
 - Social media messages (Twitter, Facebook, ...)
 - Events
 - User groups
 - ...

Information creates relations

31



- Information does not reveal much by itself



Person



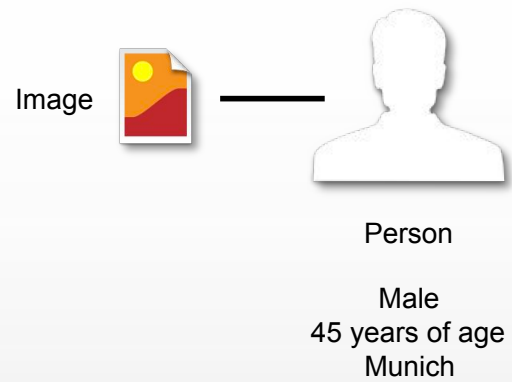
Article

Information creates relations

33



- Files enrich information

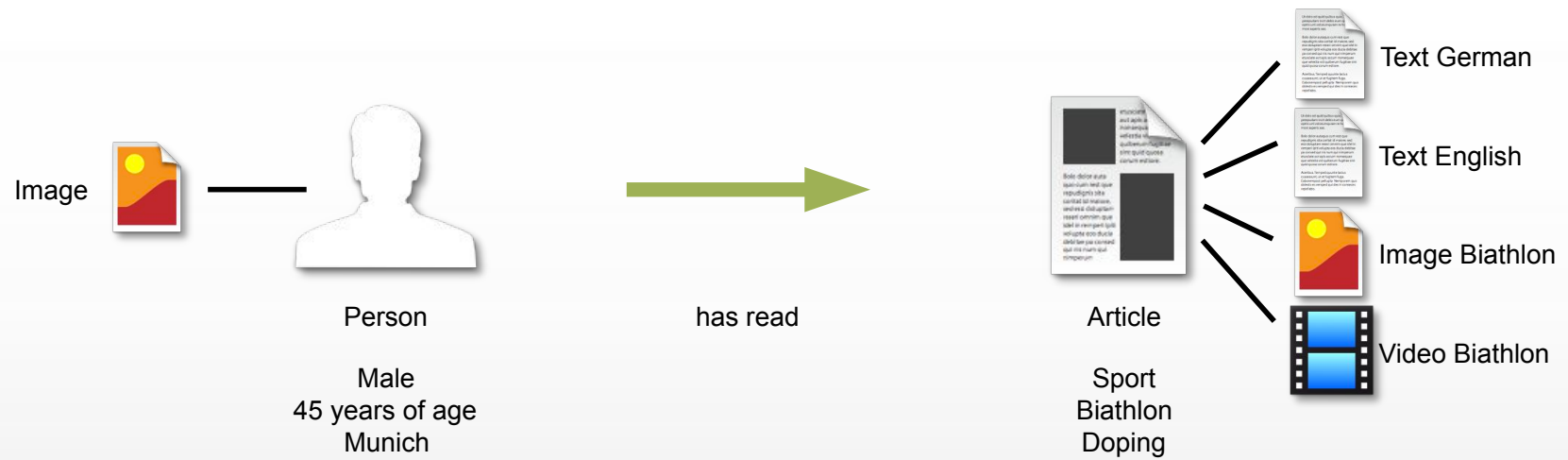


Information creates relations

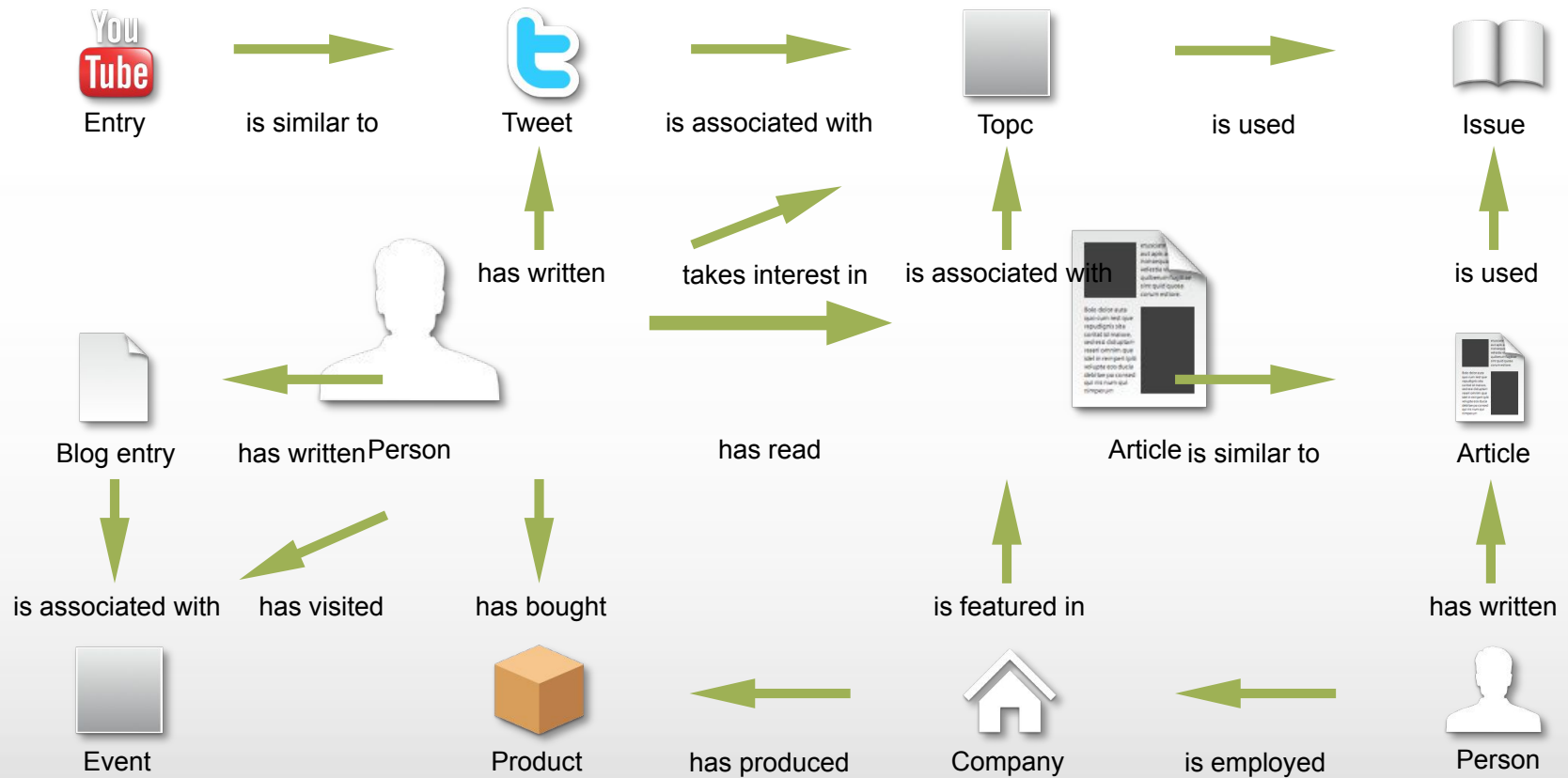
34



- Links enrich information



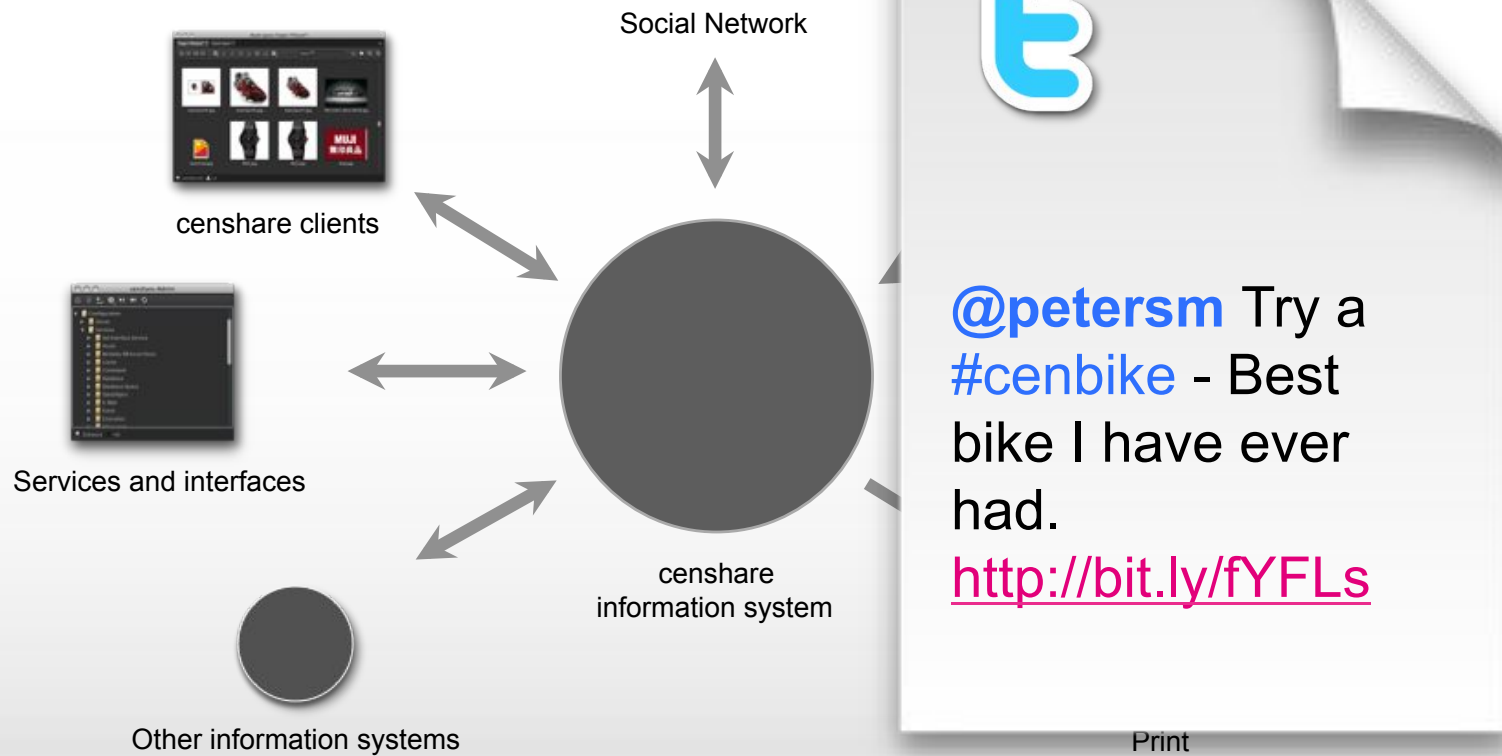
Information creates relations



Information creates relations



Social media content



Editorial content



A screenshot of a web layout editor interface. The main content area displays the text: "Bike adventures in the wild Biking in the countryside with your new cenbike is the best way to start a relaxing ...". The interface includes a top navigation bar with the "censhare" logo, a search bar, and a list of "Stored searches" on the right. Below the search bar is a table of results. The editor also shows a sidebar with a file tree and a bottom status bar with the "censhare" logo.

Bike adventures in the wild
Biking in the countryside
with your new cenbike is the
best way to start a
relaxing ...

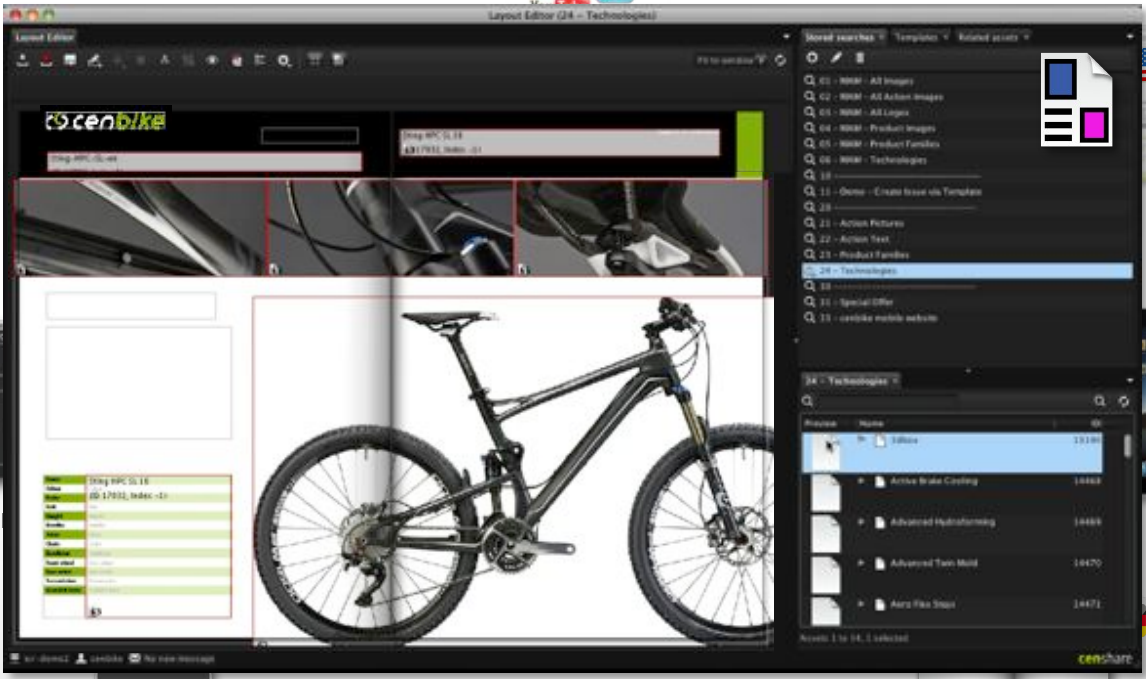
Services a

Apps

Other information systems

Print

Design and layouts



Services a

Apps

Other information systems

Print

Model	Price	Color	Material	Weight	Power	Speed	Max. Speed	Max. Torque	Max. Power
17001	1200	Black	Aluminum	12.5kg	250W	24km/h	45km/h	35Nm	250W
17002	1300	Black	Aluminum	12.5kg	250W	24km/h	45km/h	35Nm	250W
17003	1400	Black	Aluminum	12.5kg	250W	24km/h	45km/h	35Nm	250W
17004	1500	Black	Aluminum	12.5kg	250W	24km/h	45km/h	35Nm	250W
17005	1600	Black	Aluminum	12.5kg	250W	24km/h	45km/h	35Nm	250W

Product information



3dBOX

Zur Aufnahme der Steg- und Frontansichten fotografieren Sie für unser Dual Flat Camera-Modell eine 3D-Box an, die sich zwischen den Katenstreben befindet.

Die Anbringung des hinteren Katenstreben an den Hauptstreben erfolgt über eine besondere breite Schraube der geschlossenen Kugellager im Bereich der Katenstreben. Dieses ermöglicht eine deutlich verbesserte Laufruhe, die eine verbesserte Kraftübertragung für noch mehr Leistung ermöglicht. Gleichzeitig dient die 3D-Box zur Montage des Umwerfers.

Modell	3D-Box (Modell) 3D-Box (Modell) 3D-Box (Modell)
Farbe	Blau
Material	Aluminium
Größe	100 x 100 x 100 mm (L x B x H)
Gewicht	100 g
Hersteller	3D-Box (Modell) 3D-Box (Modell) 3D-Box (Modell)
Artikel	3D-Box (Modell) 3D-Box (Modell) 3D-Box (Modell)
Preis	100 €
Bestand	100 Stück
Umsatzsteuer	19%
Netto	84,03 €
Brutto	100,00 €

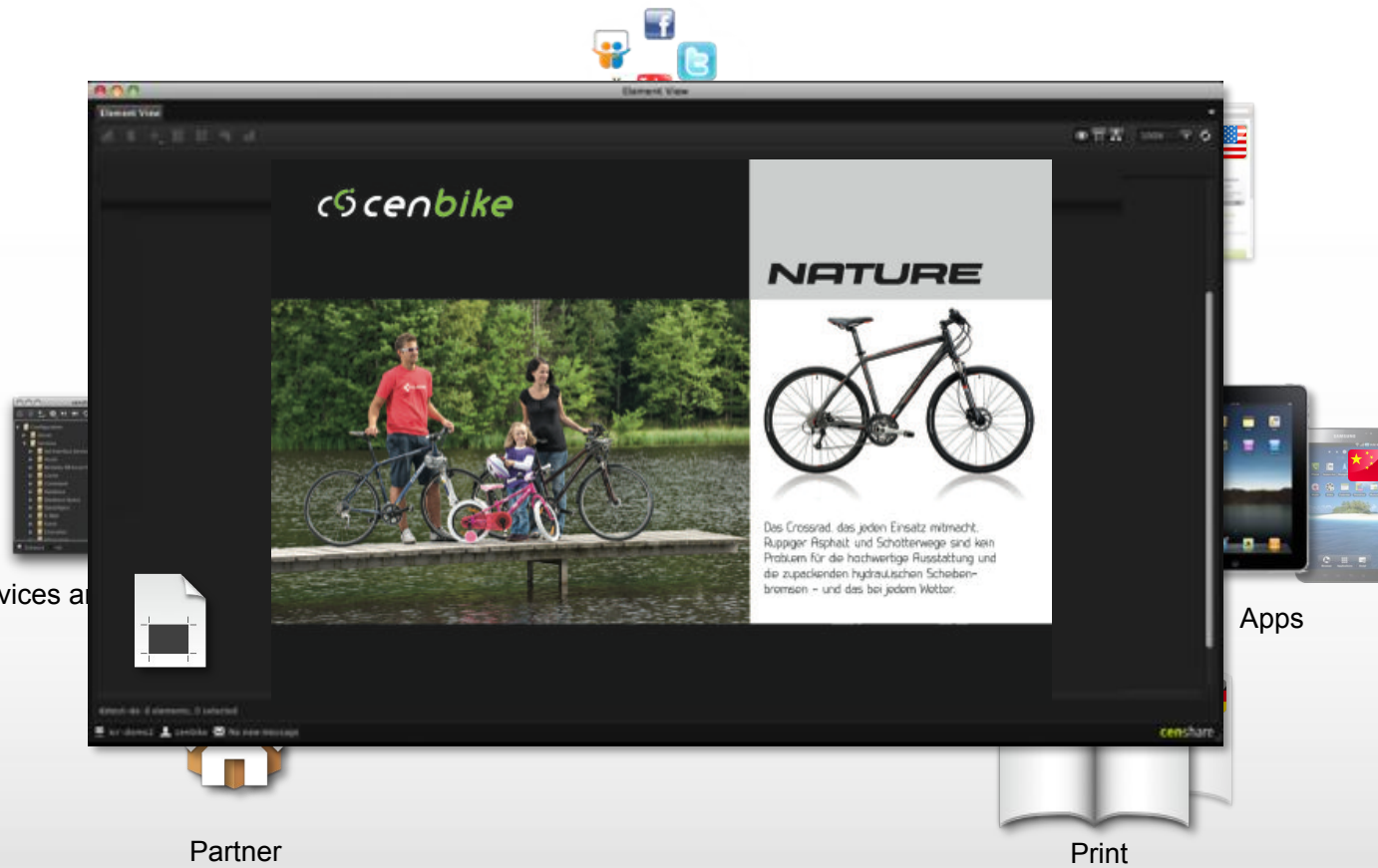
Services an

Apps

ERP system

Print

External content



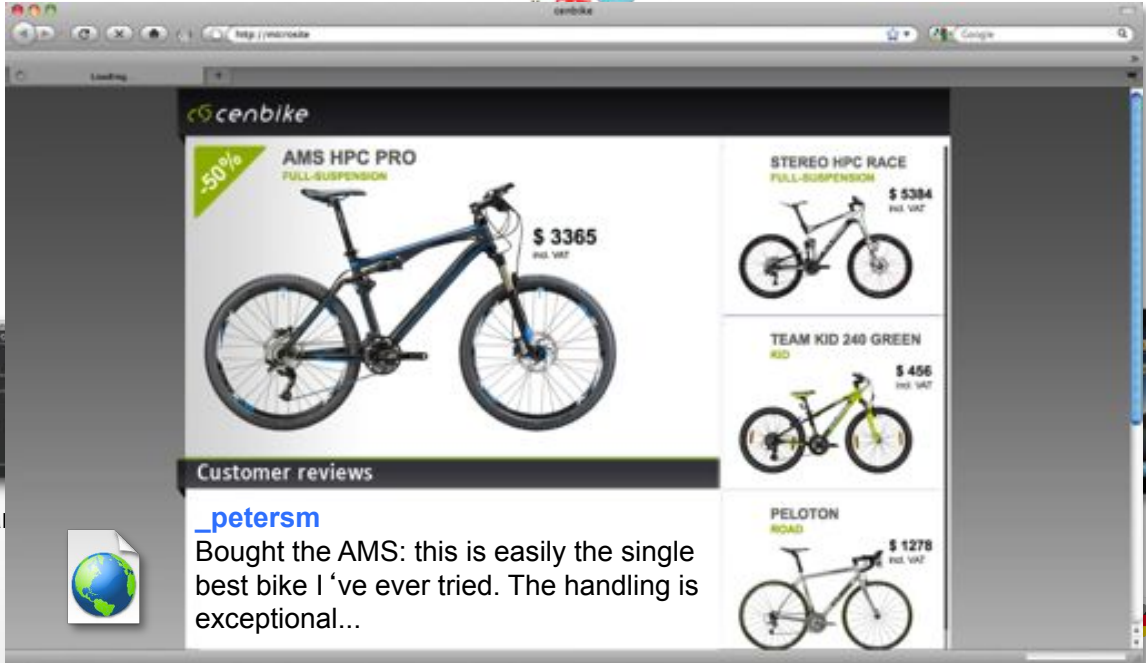
Services a

Partner

Apps

Print

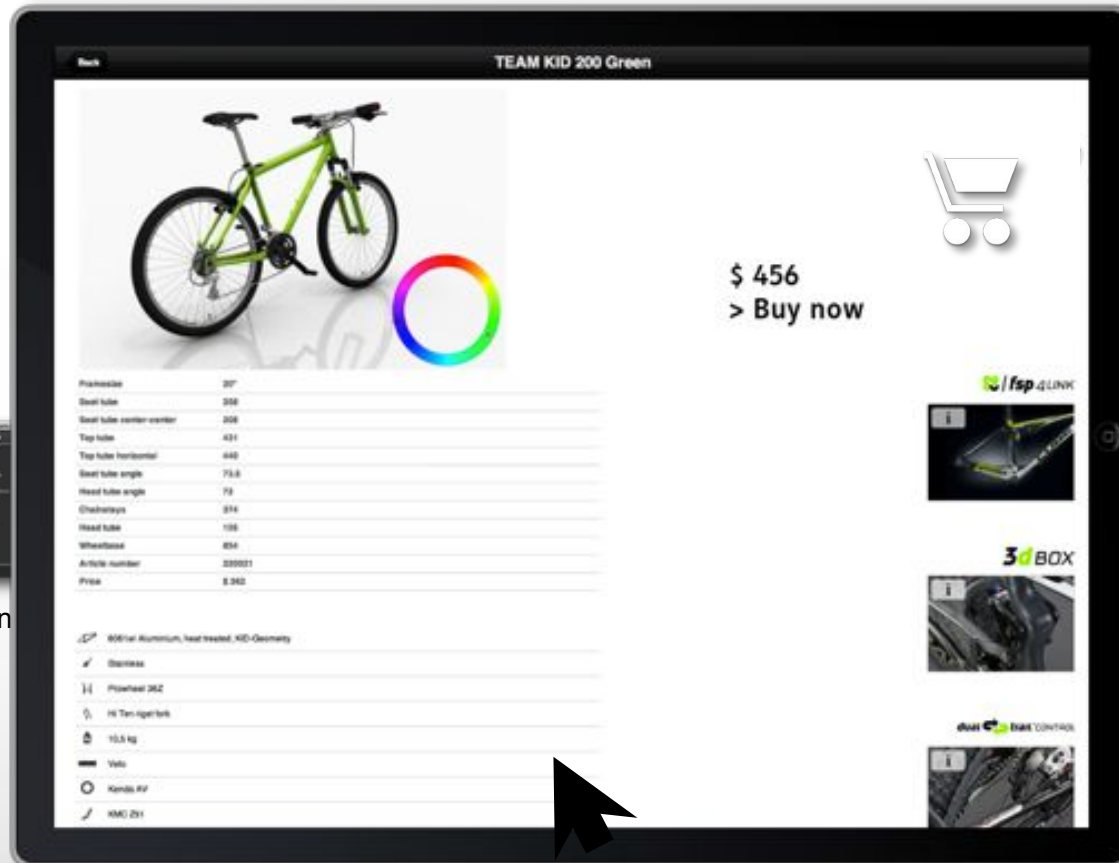
User-generated content



The screenshot shows a web browser displaying the cenbike website. The main product is the AMS HPC PRO Full-Suspension bicycle, priced at \$3365 (incl. VAT) with a 50% discount. Other models shown include the STEREO HPC RACE Full-Suspension (\$5384), TEAM KID 240 GREEN Kid (\$456), and PELOTON ROAD (\$1278). A customer review by user [_petersm](#) states: "Bought the AMS: this is easily the single best bike I've ever tried. The handling is exceptional...".

Services and other information systems are represented by a globe icon and a home icon. A print icon is located at the bottom right. Mobile devices (tablet and smartphone) are shown on the right, labeled "Apps". Social media icons (Facebook, Twitter) are at the top of the browser window.

Profiles and purchases



Back TEAM KID 200 Green

\$ 456
> Buy now

FrameSize	20"
Seat tube	208
Seat tube center-center	208
Top tube	421
Top tube Horizontal	440
Seat tube angle	73.5
Head tube angle	73
Chainstays	374
Head tube	105
Wheelbase	854
Article number	200021
Price	\$ 352

8001st Aluminum, heat treated, KD-Geometry

- ✓ Shimano
- || P100H 26Z
- ✓ Hi Ten Light fork
- 15.5 kg
- ✓ Velo
- ✓ Kamis PV
- ✓ WMC 291

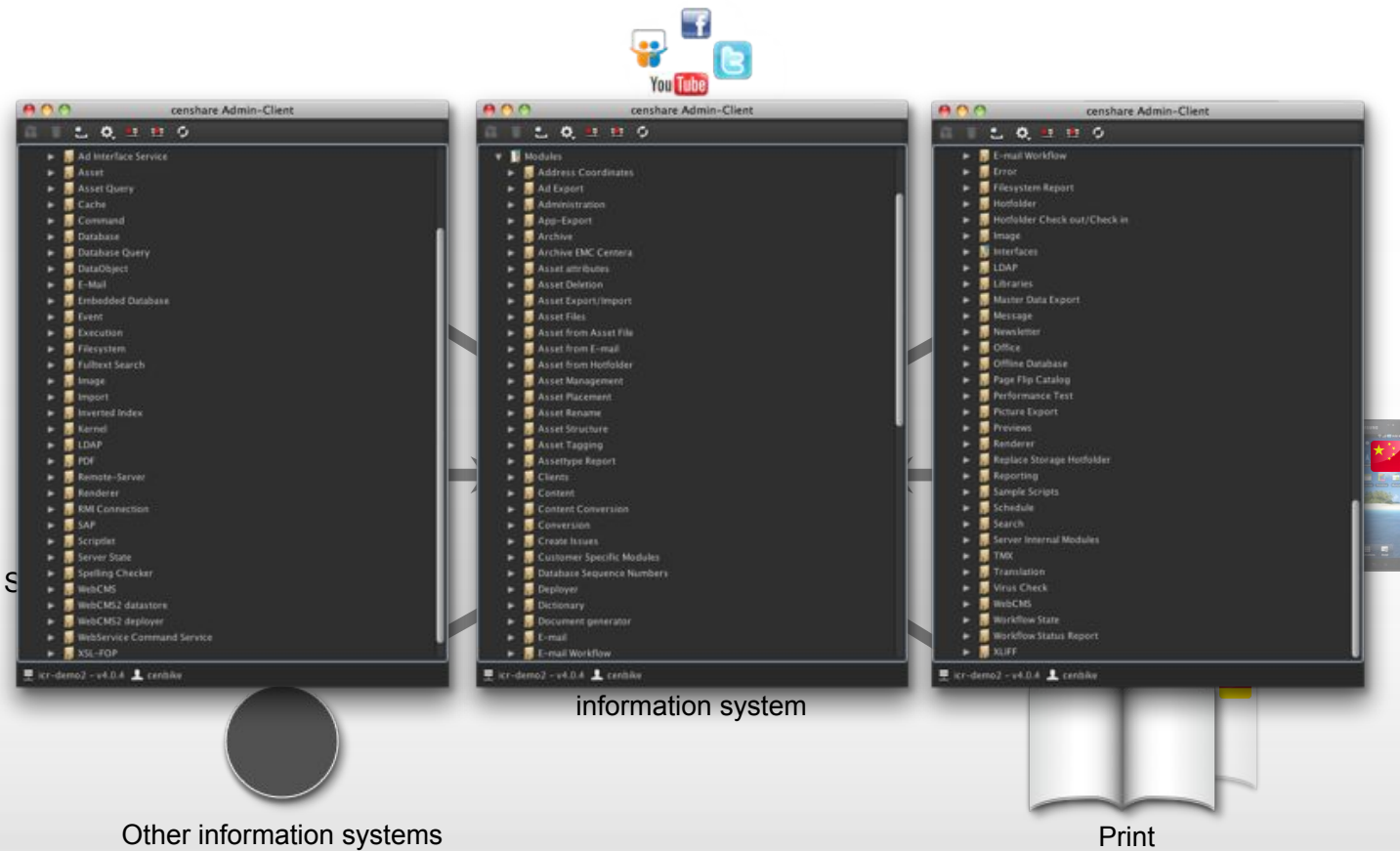
Services an

Other information systems

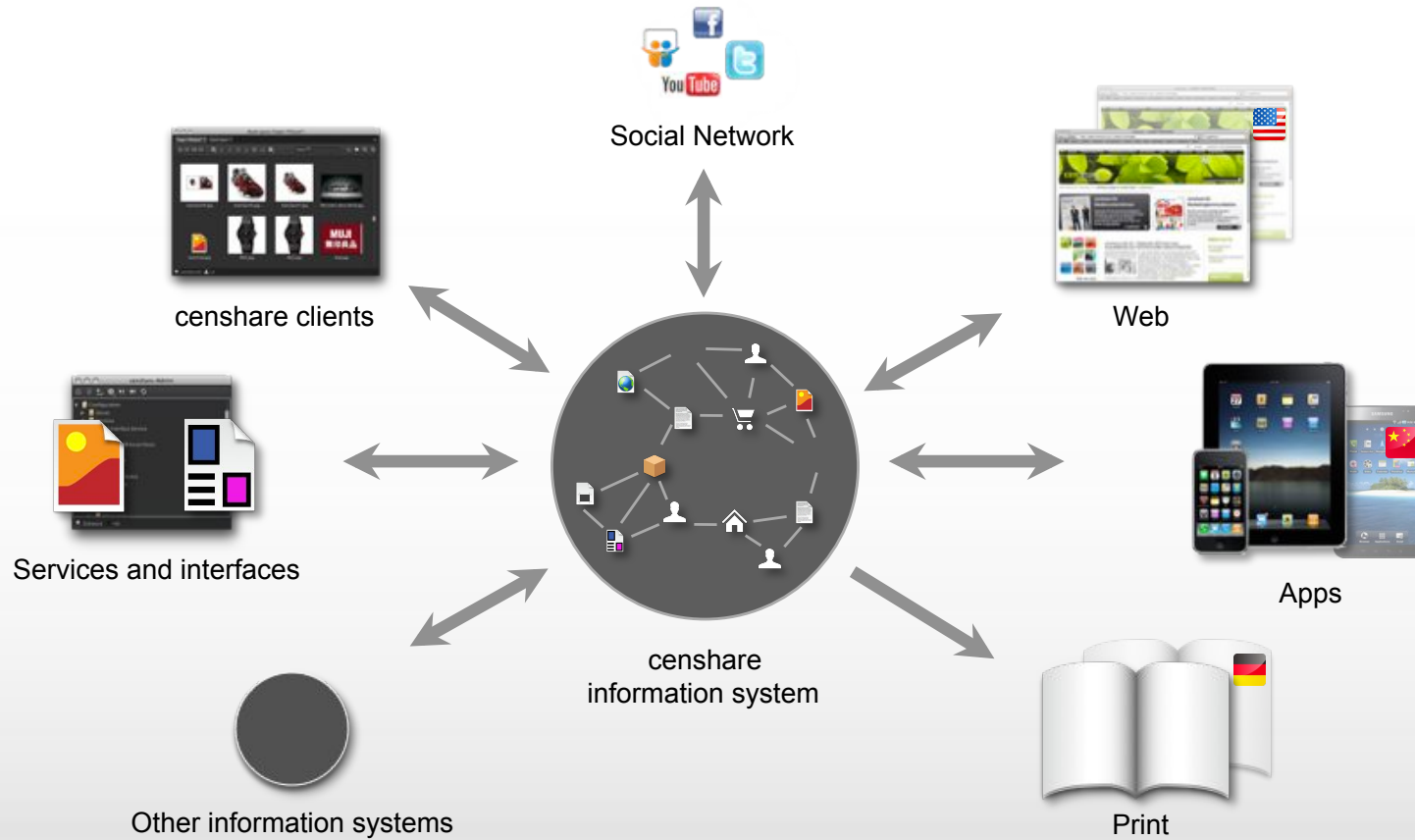
Print

Kunde

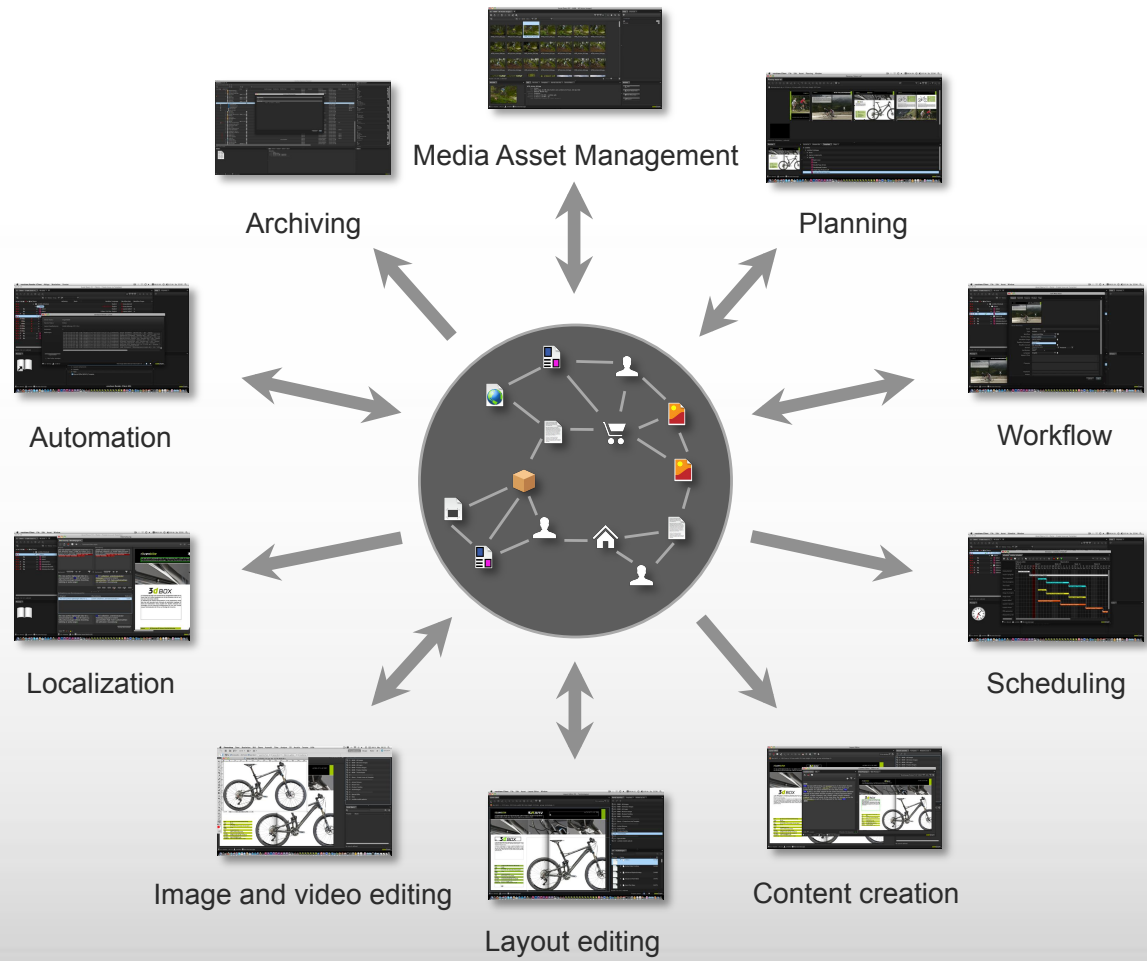
Rendering, import / export, interfaces



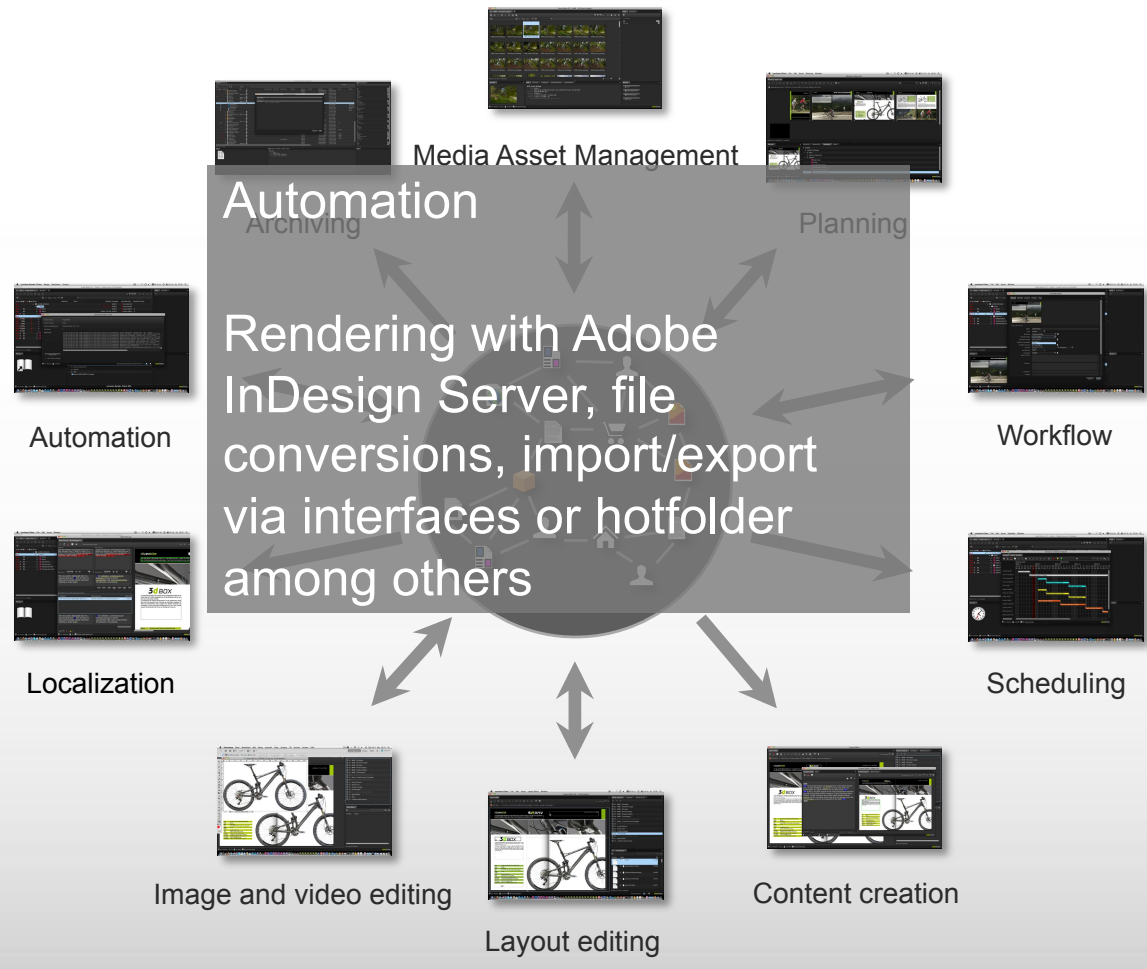
Media Asset Management



Media Asset Management



Automation



Archiving

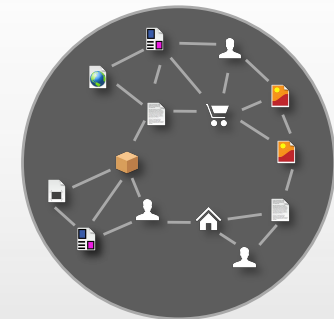
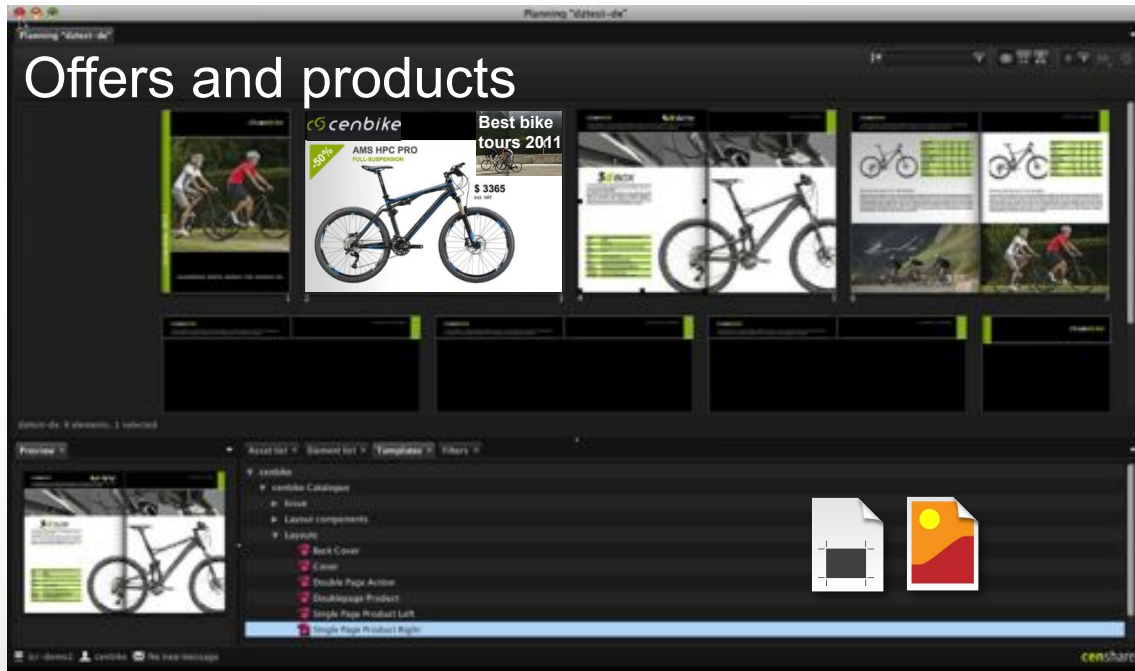


Magazines and newspapers



International sales literature

65



censhare
information system

Catalogs

PIZZA

The new perfect lightweight bike for a new personal best. 120mm of travel in a fully active package with best-in-class looking and solid gage. Check out the mountain race calendar for 2011.



Dimension	16"	18"	20"	21"
Seat tube	410	480	530	580
Seat tube length	410	480	530	580
Top tube	515	515	515	515
Top tube horizontal	515	515	515	515
Seat tube angle	73	73	73	73
Head tube angle	73	73	73	73
Chainstay	430	430	430	430
Wheelbase	1040	1040	1040	1040
Wheel offset	240	240	240	240



Dimension	16"	18"	20"	21"
Seat tube	410	480	530	580
Seat tube length	410	480	530	580
Top tube	515	515	515	515
Top tube horizontal	515	515	515	515
Seat tube angle	73	73	73	73
Head tube angle	73	73	73	73
Chainstay	430	430	430	430
Wheelbase	1040	1040	1040	1040
Wheel offset	240	240	240	240

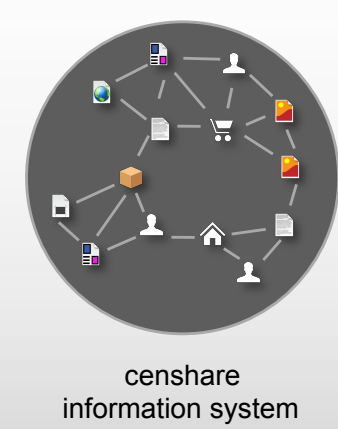
BIKING IN THE COUNTRYSIDE

Biking is fun and an experience that can be increased only by the perfect mountain bike. The challenges are diverse: fast gravel roads, trails with interesting passages, rocky climbs, where you can give it all energy in making back building. The history of our CUBE full suspension bikes has a solution for all these situations and are optimally designed for their purpose. This is ensured by our computer-aided rear kinematics as well as provide the framework for customized suspension systems, geometry and provide for the longest travel of these bikes to stress evenly whether you are at mountain, or long trail mountain – we design for every application specially tuned fork and suspension optimal elements, such as full trail control and our trail kinematics, variations are optimally designed for their purpose. This is ensured by our computer-aided rear kinematics as well as provide the framework for customized suspension systems, geometry and provided for the best mode of handle in cross country. What we are now in mountain, all long trail or mountain – we design for every application specially tuned fork and suspension optimal elements, such as full trail control and our trail kinematics.

CENBIKE DEVELOPS AND PRODUCES PREMIUM BIKES

We therefore offer a quality that goes beyond compliance the European requirements and takes into account additional power profiles for the respective special purpose. Already in the selection of products, care is taken on the European standard for single parts. The so-called CEN standard. This means that only products come with a corresponding certificate in the choice for our bikes. In addition, we have our own in-house tests with their own test procedures and test methods developed. These are based on the standards of the European standards for bicycles (EN15194 for mountain bikes, EN15195 for road bikes, etc.) include the solutions that give special standard DIN. Especially for the series of semi-developed test benches allow us to test the wheel on test situations, frames, forks, brakes and front/rear components. How they stand in different situations in Europe use.



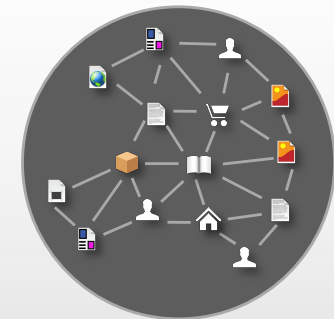
Websites

78



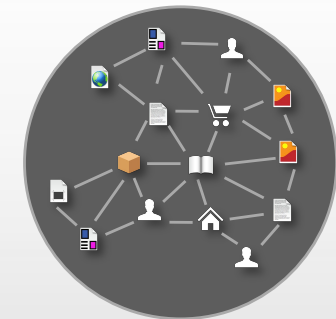
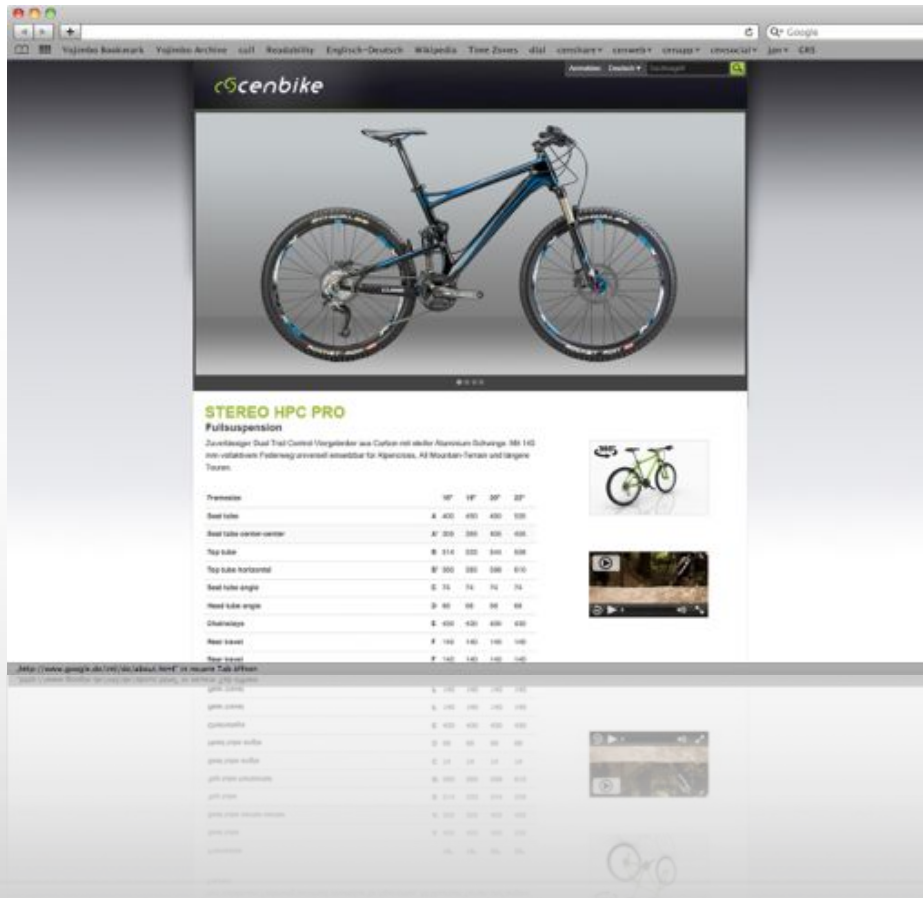
Partner offers

The screenshot shows the cenbike website interface. On the left, there are icons for a user profile, a calendar, and a shopping cart. The main content area features a welcome message for 'Mr. Smith', a 'Performance' section with a bicycle image, and a 'Buy your dream bike now for an incredible price:' section featuring an 'AMS HPC PRO FULL-SUSPENSION' bicycle for \$3365. A red box highlights a 'Plan your next trip' section with a 'Guided Tours in Austria' advertisement. The right sidebar shows a navigation menu and a smaller image of the bicycle.



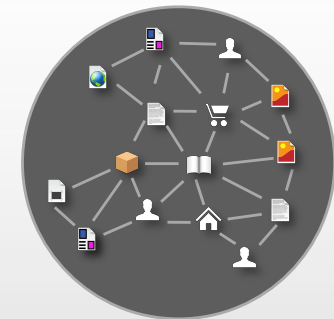
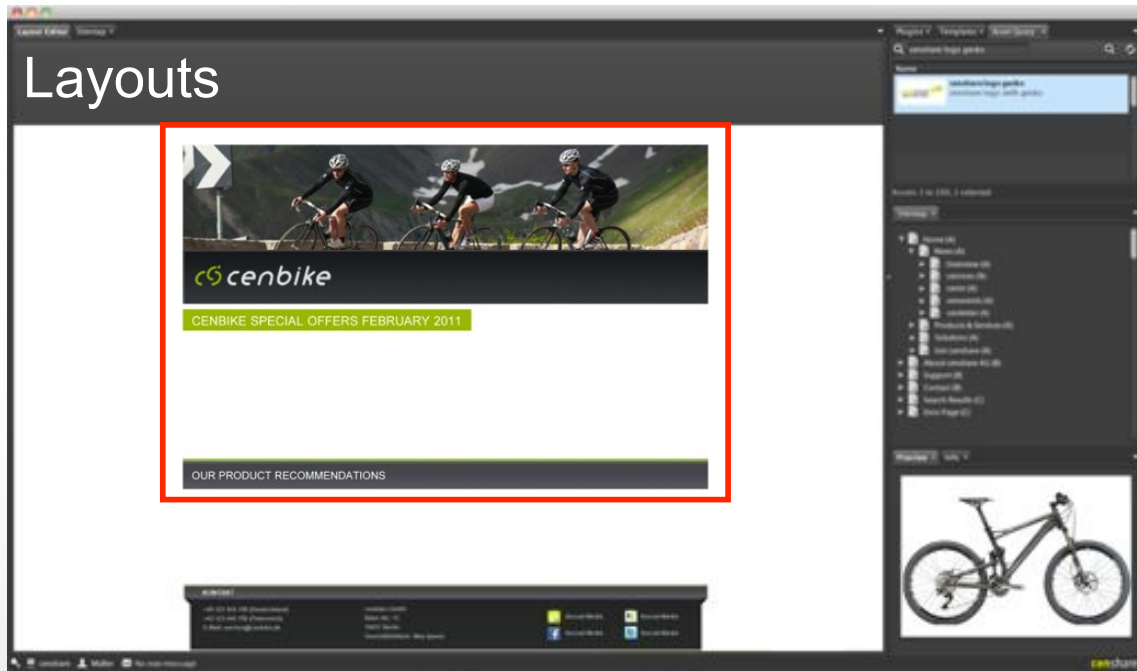
censhare
information system

Microsites



censhare
information system

Newsletter

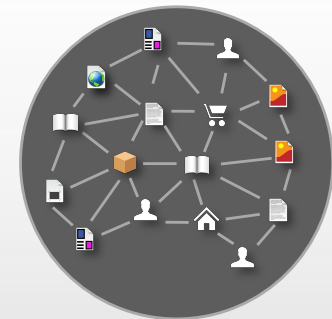


censhare
information system

App (HTML5 based)



Live content

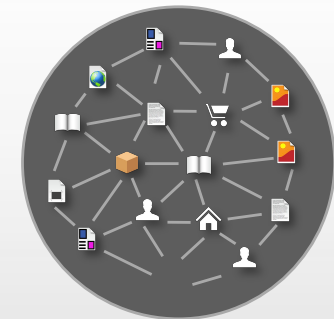


censhare
information system



Social media

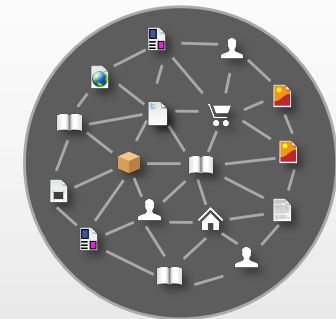
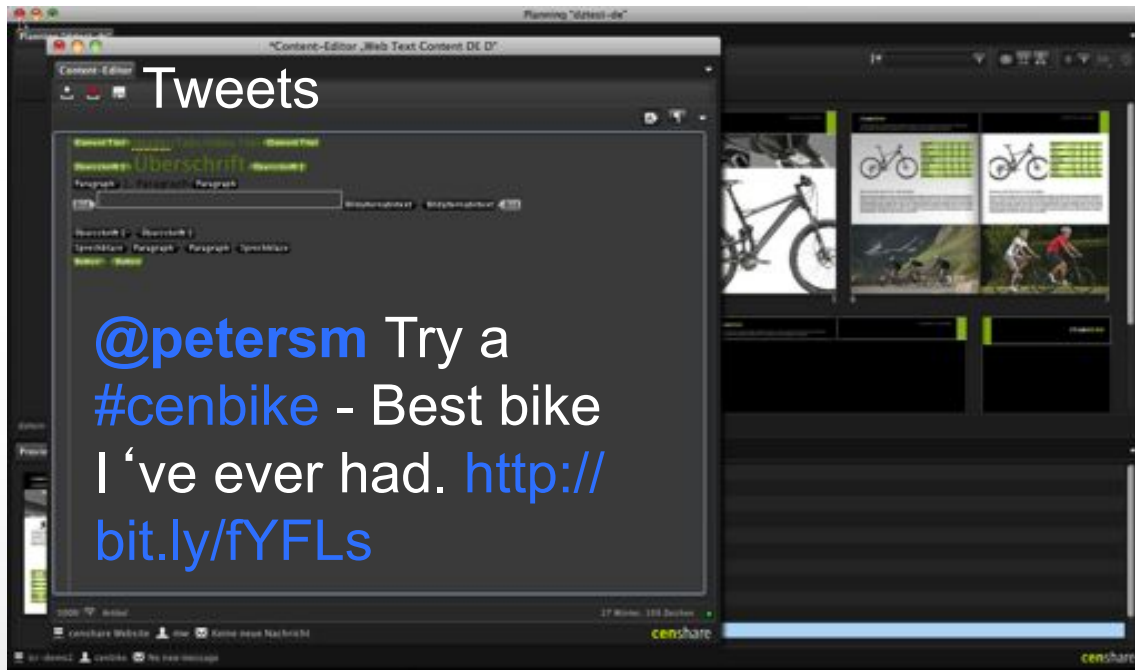
95



censhare
information system

Social media

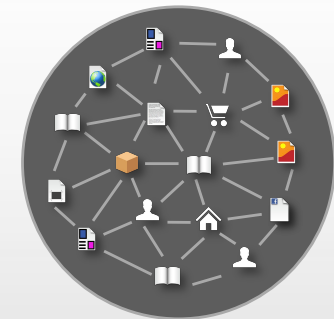
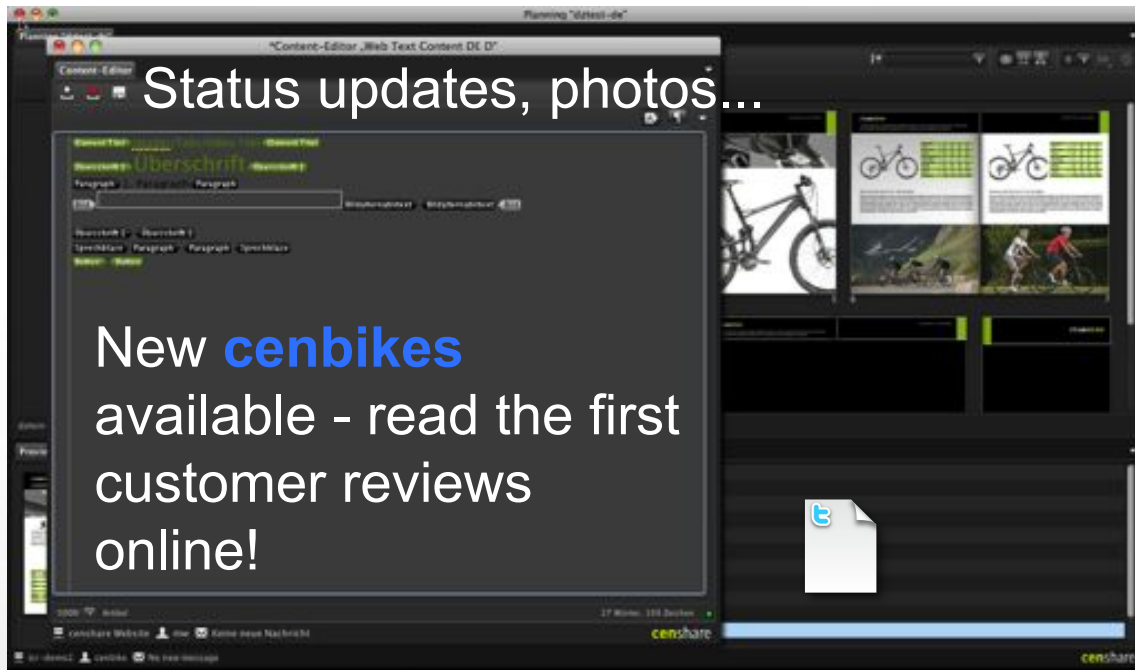
96



censhare
information system

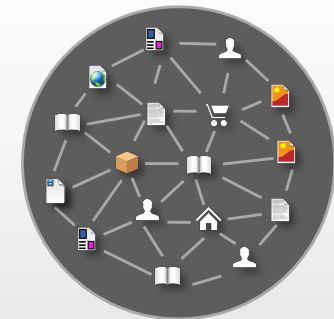
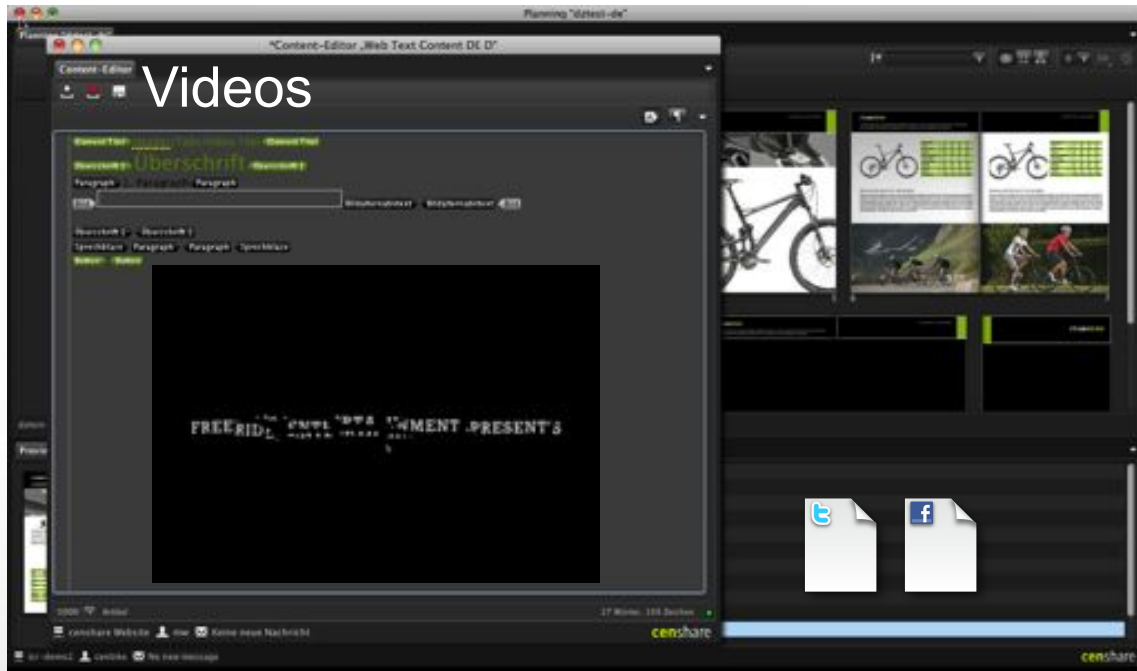
Social media

97



censhare
information system

Social media



censhare
information system

Many thanks!

