

### Integrating censhare solutions

IO Integration is a leading global provider of marketing technologies and digital media workflow solutions for retailers, agencies, publishers, and enterprise marcom organizations. We customize, deploy, and support censhare systems as well as other innovative automation solutions that help companies rapidly increase productivity, lower costs, strengthen brands, and improve the bottom line.

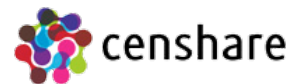
For more information or to schedule a demo of censhare, please visit [iointegration.com](http://iointegration.com) or call (408) 996-3420.



# censhare

Global content management and publishing solution

partners:



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“We regard censhare as a platform to get our messages across to customers in a very direct and immediate manner, and as quickly as possible.”

- Carolin Schuberth, Managing Director excellents communication concepts GmbH

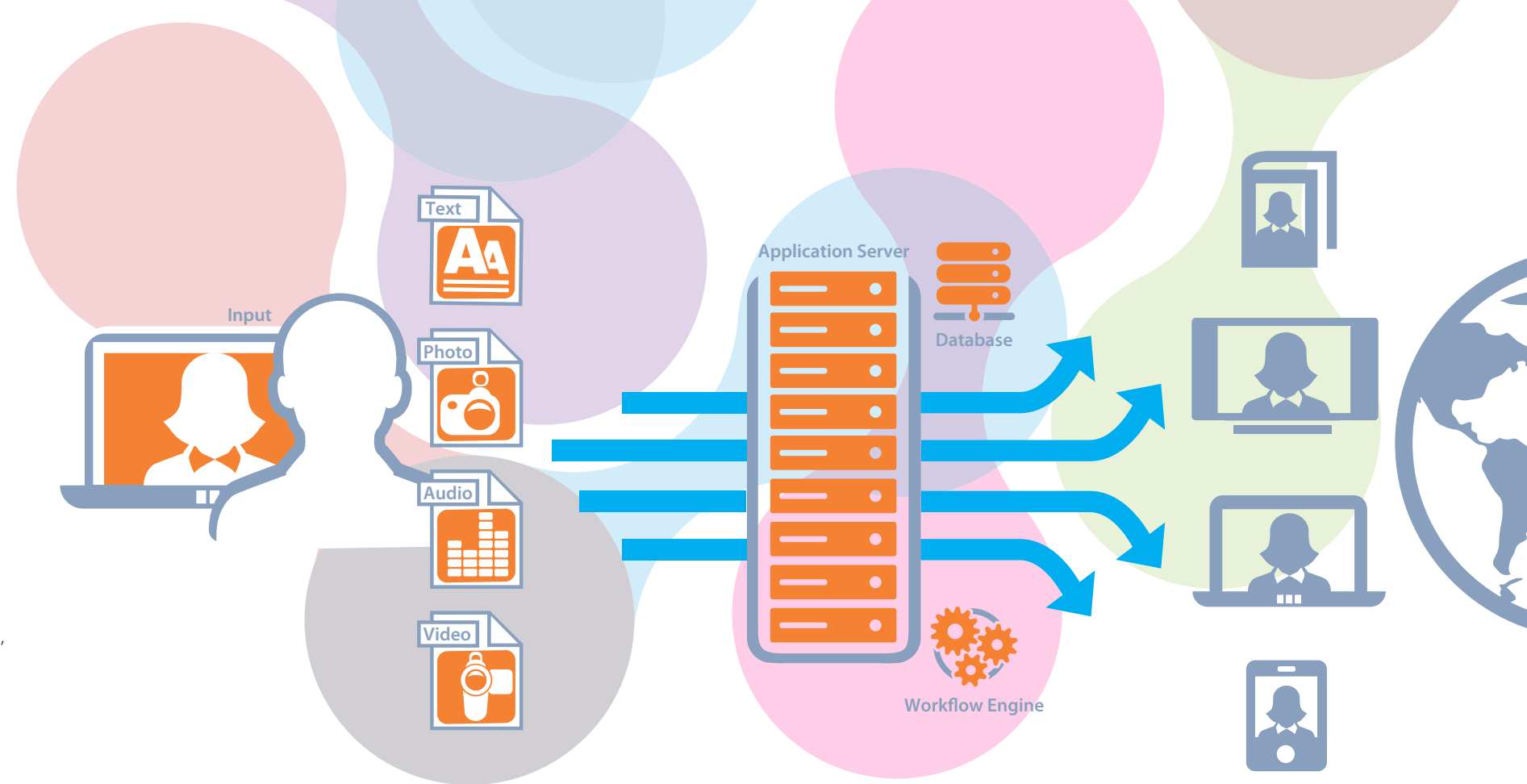
## Information creates relationships

Today's businesses need to deliver timely, high-impact communications that are targeted to a variety of different customers across an ever-expanding range of platforms and devices. That's why so many of the world's top brands, agencies, and publishers have replaced their manual, ad-hoc production processes with efficient and cost-effective marketing automation solutions.

## Leading global content management solutions

censhare solutions centralize and automate complex marketing processes, so you can eliminate production headaches and focus on your core creative and business offerings. With censhare, you can:

- **Boost collaboration and productivity**—Centrally manage your rich media content—including images, videos, layouts, and web pages—in a single, intuitive system that improves sharing and accelerates time-to-market.
- **Create once, publish everywhere**—Maximize your marketing dollars with a system that makes it easy to repurpose content for multiple channels. Do away with massive brand guidelines docs—simply pull your guidelines into censhare and it automatically applies those rules and standards to every file you produce.
- **Connect with customers worldwide**—Speak directly to every customer thanks to a fully automated localization system.
- **Optimize Online Channels** -Create interactive online experiences and engaging mobile apps.



## Localization

The censhare localization solution makes it a snap to publish region- or country-specific issues of your publications, ads, and marketing materials. The system was designed to create content once, then publish multi-lingual output to any media-channel worldwide, while automatically avoiding redundancies and errors.

## What can you create with censhare?

### Retail catalogs

Publish visually rich catalogs that immerse customers in the shopping experience and inspire their loyalty to your brands.

- Draw customers in with zoom-able images, slideshows, and video product tours that showcase the features and benefits of your products.
- Offer a great experience to customers whether they're browsing on their desktops, tablets, or smartphones.
- Lower publishing costs, and ensure that your content, pricing, and offers are always up to date.

### Corporate brochures

Create interactive brochures that tell your story and showcase your brand in ways that just aren't possible with traditional printing.

- Include interactive photography, audio keynotes, video testimonials from marquee customers, and other digital content that paints a complete picture of your business and your mission.
- Find new customers, investors, and partners by putting your brochure in a format that can go anywhere—the web, social media, and mobile devices.
- Spend less on printing by creating brochure content once and then publishing it to multiple platforms, languages, and formats.

### Digital Asset Management

With the censhare digital asset management (DAM) solution, you can manage all of your digital content in a central, easy-to-use system that optimizes repetitive production processes, helps you deliver assets and campaigns faster, and gives you greater control over your operations and the quality of your output. Your staff can work more collaboratively thanks to web-based system access, and they can take advantage of automated workflows and processes to focus more of their time on revenue generating work.

### Digital content publishing

The censhare publishing solution enables media-independent production of all of your content, so you can create once and then quickly deliver across a complete range of traditional and digital channels—from printed newsletters to blogs, desktop computers to mobile devices. Automate many of the time- and labor-intensive processes involved in creating, producing, and publishing assets and other content, and easily manage all of your content for all media channels.

### Mobile apps, social media, websites and beyond

Easily get your messages and campaigns out to every app, site, and screen where your customers spend their time.

- Create apps for iPads, iPhones, and Android devices directly from the content you have in censhare.
- Publish images, videos, and text from censhare to popular social media sites like Facebook, YouTube and Twitter.
- Publish blog content directly to your website from censhare.

