



gateB

Empowering
Marketing Performance



MULTICHANNEL
**CONTENT MANAGEMENT
AND PUBLISHING SOLUTION**

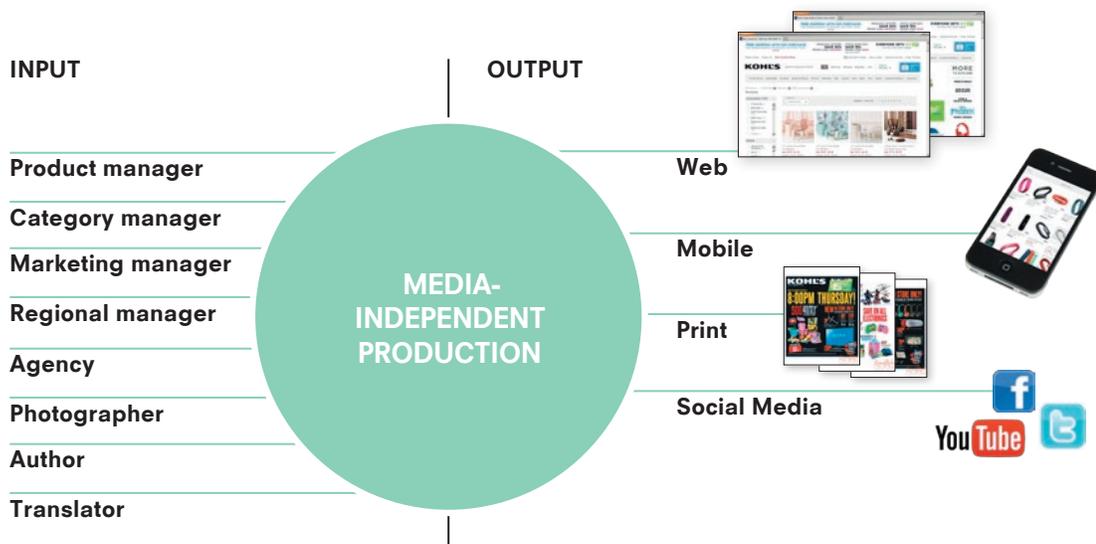


The way enterprises communicate and reach out to their customers has changed. Over the years, many communication channels have emerged including web, mobile and social media. Using just single channel communication no longer aligns with the needs and behavior of consumers and how they interact with companies and inform themselves. Enterprises now have to deal with an increase of complexity and effort to coordinate the distribution of content across various communication channels.

THE CHALLENGE
COMMUNICATING EFFICIENTLY
IN A MULTICHANNEL WORLD

SOLUTION FOR MULTICHANNEL CONTENT MANAGEMENT AND PUBLISHING

Censhare's solution allows media-independent production of all of your content. Content is only created once and can then be distributed quickly across a complete range of both traditional and digital channels – from printed newsletters to blogs, computers or to mobile devices.



CREATE ONCE, PUBLISH EVERYWHERE

Maximize your marketing dollars with a system that makes it easy to repurpose content for multiple channels.

MANAGE CENTRALLY

Thanks to censhare's integrated toolset, all participants are able to centrally manage content, digital assets, product information, business processes and marketing resources using one single system.

BOOST COLLABORATION

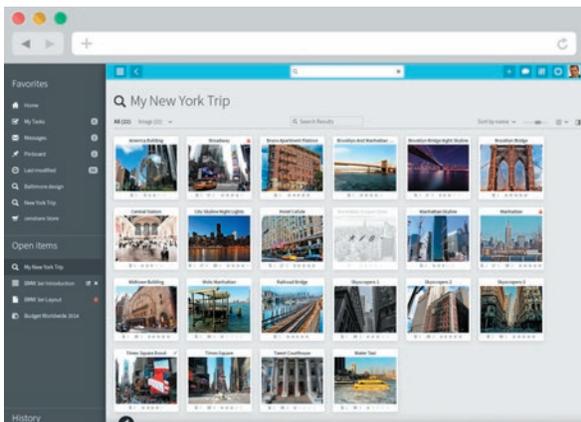
Centrally manage your rich media content, incl. images, videos, layouts, and web pages, in a single intuitive system that improves sharing and accelerates time to market.

GREAT USER EXPERIENCE

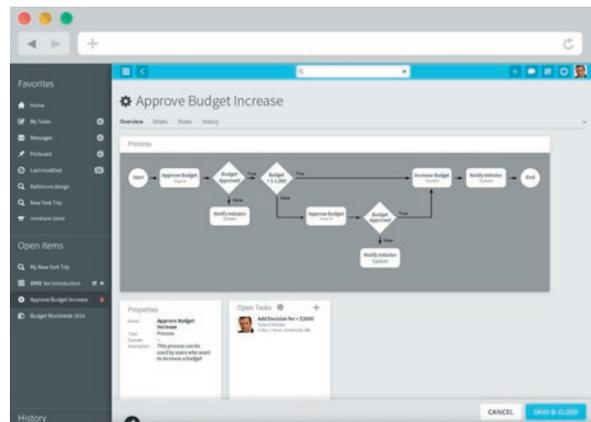
As a solution designed for non technical users, censhare offers an attractive and uniform user experience across the entire communication life cycle, integrates desktop applications, and is accessible from every device or location at all times.

CENSHARE'S FUNCTIONALITY

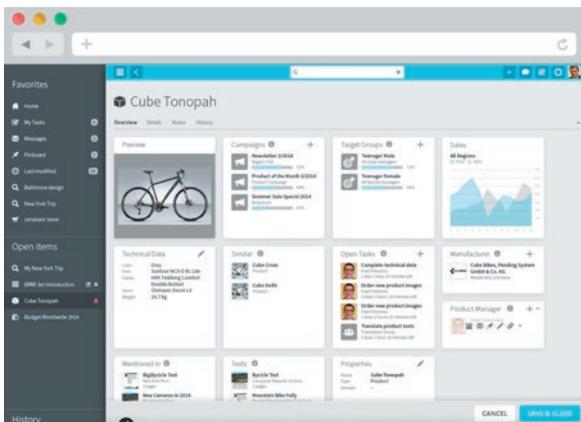
censhare is the integrated software solution that enables companies to manage their communication, integrate any type of information, optimize all measurements and engage their customers via digital and analog touchpoints. Different functionality can be used separately or as a fully integrated solution.



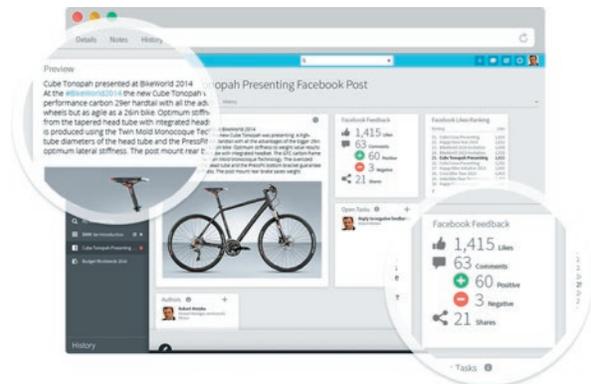
The **Digital Asset Management** functionality manages rich media content, including images, videos, lay-outs, and web pages, centrally in a single source that improves sharing and distributing.



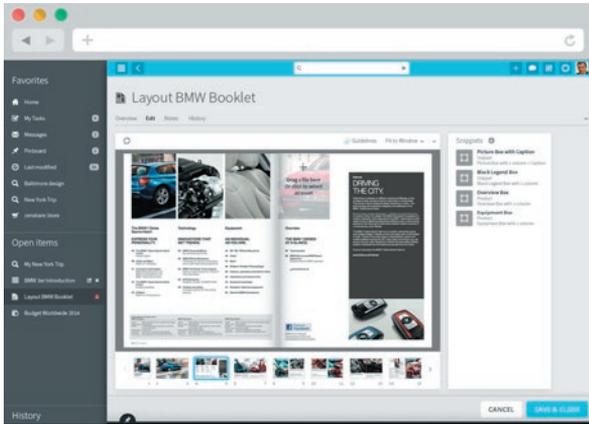
The **Business Process Mgmt.** functionality allows simple modeling of all processes, integrating tasks, schedules and resources. It allows an efficient, error free and transparent execution of tasks.



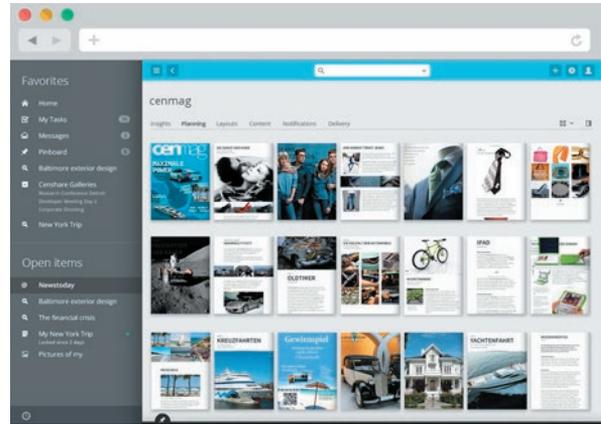
The **Product Information Mgmt.** functionality connects product information with product related content (e.g. images, documents or videos) centrally resulting in more transparent and error free communication.



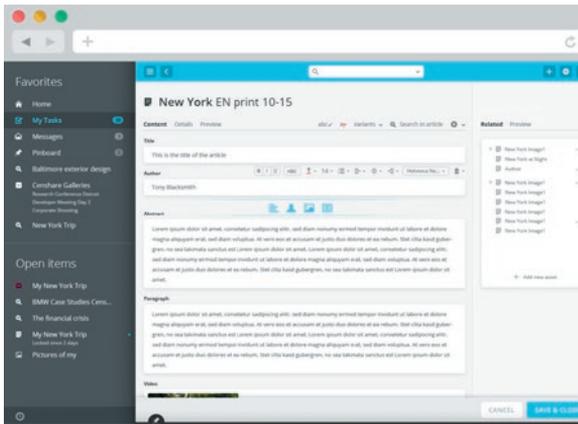
The **Social Media Channel** functionality integrates social media services such as Facebook, Twitter, YouTube and Flickr directly into the censhare solution. Content can be published, and tweets and updates produced.



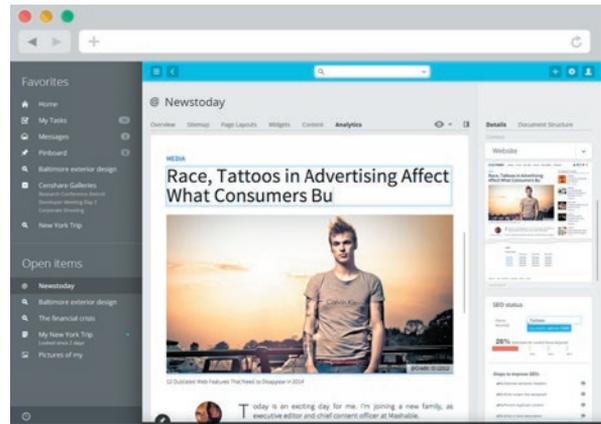
The **Editorial System** includes planning tools that enable the collaborative processing of publications, layouts and content. Numerous rendering and image services ensure automated and professional production.



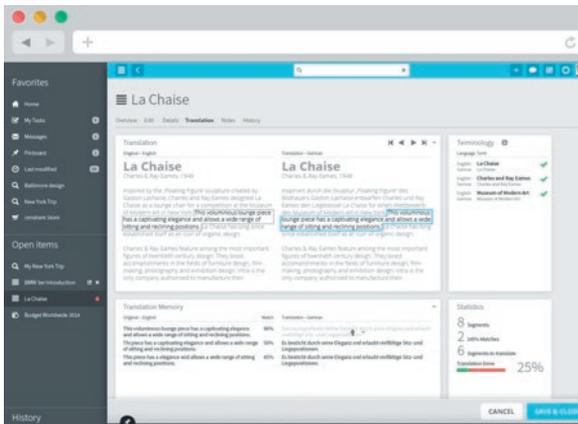
The **Mobile Channel** creates a great user experience and enables an efficient and flexible production flow. The solution is well suited for multichannel strategies and the integration of content from various sources.



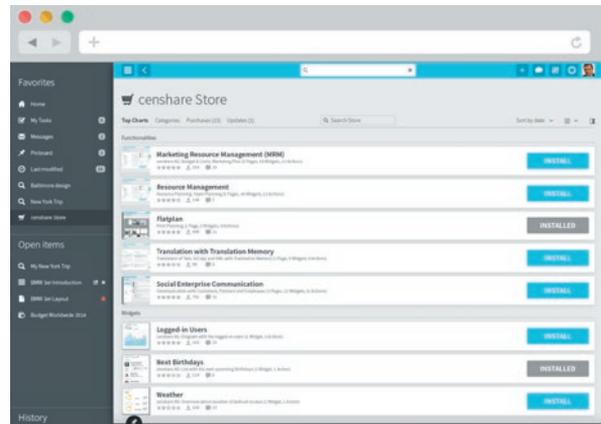
The **Content Management** functionality organizes the creation and production of all content for various kinds of media, devices and target groups (including layouts, templates or publication structures).



The **Online Channel** provides a flexible platform for creating and maintaining all online offerings incl. portals, websites and microsite. Maximum performance, extension compatibility and scalability are ensured.



The **Translation Memory**, allows translators to work directly in the system. The translation memory increases quality and speed, as the existing text memory grows automatically with every translation.



Due to its **multiple interfaces** censhare can be easily embedded into any IT-infrastructure and can be connected with every company software to provide an integrated communications center.

WE EMPOWER YOU TO INCREASE YOUR MARKETING PERFORMANCE

GateB is a consultancy that empowers companies to increase their marketing performance. We help our clients increase efficiency and effectiveness in marketing. We enable you to increase the impact of your marketing activities and make them highly effective. In addition, we make your marketing processes highly efficient, automated and manageable which frees up time and money.

GateB was established in 2009 and employs 40 consulting and system specialists in Switzerland and the United States. We are part of the Brand Leadership Circle, a group of companies specialized in brand-driven-management.

WANT TO SEE OUR SOLUTIONS LIVE?

Contact us for a demo at info@gateb.com
or go to gateb.com

