



Omni-Channel

Reach audiences on mobile, desktop, kiosks and digital display systems

Connect All Digital Touchpoints

Consumers today interact with brands via a much broader range of touchpoints than ever before and any business model that ignores this is inherently incomplete. Each customer interaction is just a single moment in a larger journey — creating numerous opportunities to meet and exceed their expectations. The heart of the omnichannel digital experience is its ability to transparently adapt to shifting customer demands and expectations — regardless of the channel.

Because it's modular architecture separates content from layout and business rules, CoreMedia 8 is ideally suited for publishing content to any digital touchpoint — including mobile and desktop devices, kiosks and digital display systems. Companies can deliver cohesive and adaptive experiences that connect all touchpoints throughout the customer journey.

Publish Experiences not Pages

CoreMedia 8 replaces the “page-oriented” approach — that requires each use, channel, and device to be created, managed and delivered separately — with an integrated and more dynamic “information-based” approach. Rather than having to rewrite and manually replicate each piece of content for different pages or specific devices, business users can create content once and deliver it many times, saving time and effort.

Responsive and Adaptive

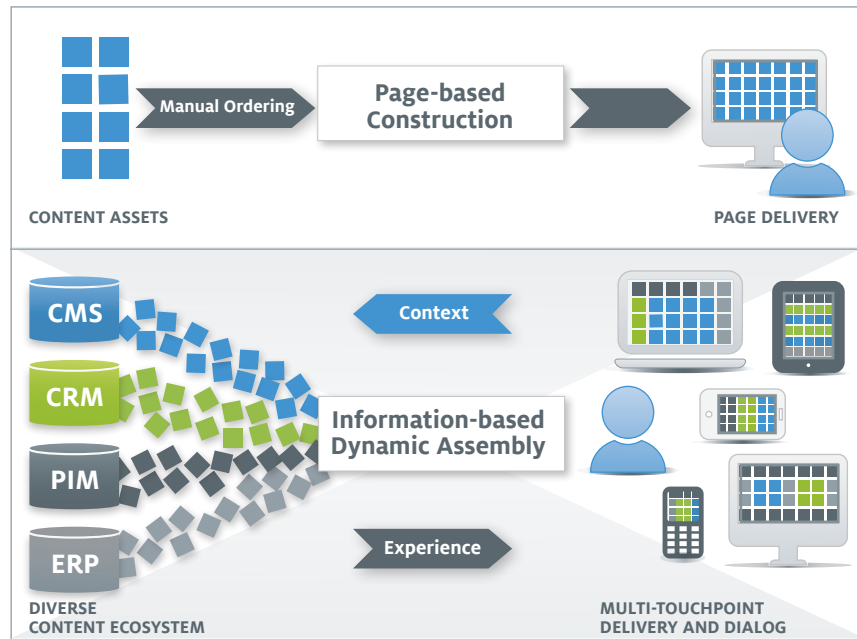
CoreMedia 8 provides pre-built Responsive Web templates with out-of-the-box support for HTML5, CSS3 and Media Queries. Digital properties built using this framework will automatically scale from phones to tablets to a full desktop experience. Business users can preview any page, component, or object in a dynamic preview pane with layout variants for different devices and platforms. CoreMedia 8's information-based approach makes it easy to not only adapt content on the fly but also provide contextual relevance and social support that maximizes the capabilities of the device being used.



Out-of-the-box responsive and adaptive templates are optimized for omni-channel experiences.

AT A GLANCE

- Content is stored separately from design, layout, and navigational structures allowing companies to deliver content to any online touchpoint
- Prefabricated templates support advanced Web technologies, including HTML5, CCS3 and Media Queries
- Flexible image formats and fluid page grids dynamically adapt from phones to tablets to a full desktop experience
- CoreMedia Studio provides an information-based UI built to maximize and optimize true content reuse
- Content can be instantly previewed in context for any device, in addition to being previewed on any external device
- Content can be incorporated into existing native mobile application frameworks



Dynamic assembly and Omni-Channel delivery of content.

Key Features

- **Unify Experiences:** CoreMedia 8 makes it easy to create and deliver experiences that adapt to meet the specific needs of every customer interaction across any digital channel or touchpoint.
- **Responsive and Adaptive:** CoreMedia 8 provides a powerful framework based on HTML5, CSS3 and Media Queries that ensures that digital experiences seamlessly adapt to and optimize the strengths of the different interfaces. Business users have instant responsive previews and the option of external device previews.
- **Reusable Content and Site Layouts:** Content created for a specific page, layout or site structure cannot be effectively reused on different channels. By separating content from layout and business rules, CoreMedia 8 makes it easy to reuse content on any channel or device without duplication. This ensures brand consistency, significant cost reduction and increased efficiency.
- **Mobile App Connector:** With mobile devices increasingly dominating the online world, many visitors are looking for a more interactive mobile app experience than that delivered by responsive sites. That's why leading companies trust CoreMedia 8's mobile app connector — with its full REST-based API - to manage and publish content directly to native, platform-specific mobile applications.

Master the Omni-Channel Ecosystem

The benefits of the CoreMedia approach to omni-channel publishing are significant, allowing companies to:

- Save money and accelerate time-to-market by consolidating siloed channels into a single, centrally managed publishing platform
- Effectively reuse content and deliver unified, engaging experiences across all channels
- Increase brand awareness and customer satisfaction by delivering more consistent multi-channel experiences
- Gain a better understanding of customer behavior across all channels to deliver relevant experiences at any point in the customer journey
- Increase visitor engagement and customer loyalty
- Arm business users with tools that increase access to information and promote greater efficiency, agility, and accuracy
- Monetize content more effectively and increase conversion rates by reaching more visitors on more devices at any time

For more information, please visit our website: www.coremedia.com

Email: info@coremedia.com

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