

# COREMEDIA CONTENT CLOUD

Create Iconic Online Experiences.



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COREMEDIA

# CONTENT IS KEY TO BECOMING AN ICONIC BRAND.

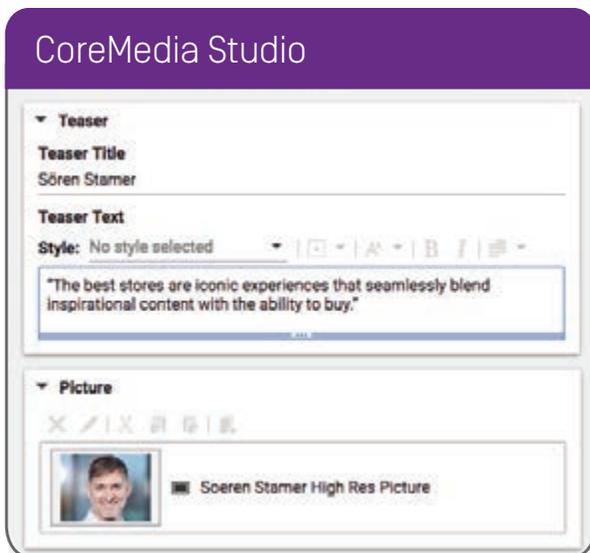
To compete online, you have to stand out. No one-size-fits-it-all solution can adequately address the constantly evolving challenges of efficiently delivering content in an omnichannel world. However, the right tools can streamline global campaigns across multiple regions, brands, and languages; allow you to manage content across all your repositories; and preview the customer experience across all channels before it goes live. Today, few options exist that provide all these capabilities.

The CoreMedia Content Cloud can. It is the "missing piece" for creating and previewing your brand's digital experiences. An open, best-of-breed, API-driven solution with the scalability and speed to publish faster, integrate deeper, and completely personalize the customer journey. With the headless content repository you can store and utilize enterprise assets with greater agility. Built-in experience orchestration means editors can preview complex front-end customer experiences in real time. Omnichannel content delivery options give you the ability to dynamically publish across multiple touchpoints instantly. And the industry's deepest out-of-the-box integrations with all major commerce platforms – including IBM® Watson Commerce, SAP Commerce Cloud (formerly Hybris), Salesforce Commerce Cloud, Elastic Path and homegrown solutions – mean an unparalleled flexibility to design and deploy next-level shoppable experiences.

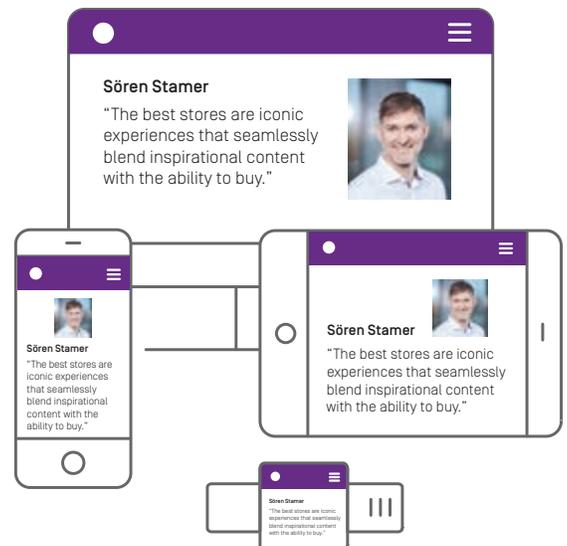
You want to tell your brand story in ways that excite, inform, and inspire – immediately and cost-effectively, without waiting for IT or disrupting existing processes. With CoreMedia Content Cloud, you can.

Go ahead: be courageous, be bold, be the next big thing. **Be iconic.**

Omnichannel Content Editing



Omnichannel Delivery



# SEVEN ADVANTAGES OF COREMEDIA CONTENT CLOUD

## [ 01 ] Centralize & Organize Assets

Tired of wasting time looking for the latest version of a file across all your different silos? Content Cloud helps you to manage and easily find all your assets in a single, convenient central repository and reuse them on any channel and for any device via our headless APIs.

## [ 02 ] Personalize the Customer Journey

Don't let your data silos stand in the way of creating a personalized experience. Content Cloud embeds and unifies real-time data from your systems to enhance each customers' hyper-personalized experience.

## [ 03 ] Design Front-End Experiences Easily

Struggling to maintain a mobile site or feed content to different apps? In CoreMedia Studio you can design new experiences and preview them from the customer's point of view – personalized, across channels and devices, directly from your desktop.

## [ 04 ] Integrate with Any Commerce Platform

Seamlessly blend content with commerce via Content Cloud's deep pre-built integrations with every major commerce platform: IBM Watson Commerce, SAP Commerce Cloud (formerly Hybris), Salesforce Commerce Cloud, and even homegrown systems.

## [ 05 ] Embrace Omnichannel

Can your CMS work across all your marketing tools, mobile apps, or voice-powered devices? Content Cloud was built to be omnichannel, so you can create re-usable content and deliver unified and consistent experiences across any channel via our headless APIs.

## [ 06 ] Go Global

Manage campaign calendars for hundreds of campaigns in a multitude of languages and brands with ease. Content Cloud has sophisticated multi-language and multi-site publishing tools that make managing content for different regions, languages, sites, and brands a snap.

## [ 07 ] Build Iconic Brand Sites

What's the secret of being a successful global brand? It's all about creating a great online experience. Which means you need the ability to build that experience with content from multiple data sources. CoreMedia Content Cloud can do that and more.

## ABOUT COREMEDIA

How can we help you?

With offices around the world and a portfolio of global clients, CoreMedia is committed to forging high-touch collaborations with category leaders across all industries – fashion, finance, media, manufacturing and more. We are pioneers, visionaries, trusted advisors, and passionate experts who take brands to the next level of their digital experience. And we're all about dialogue. **Let's talk.**

## SUCCESSFUL BRANDS ARE ICONIC.

CoreMedia Content Cloud is the engine behind today's most successful online brands – category leaders who are pushing the boundaries of innovation and charting new paths to success. Our clients use Content Cloud to pioneer new business models, consolidate separate brand and commerce sites, get more from their commerce platforms, and achieve a richer omnichannel experience. With CoreMedia Content Cloud, any company can use their content to create an immersive, distinctive and unique online presence. So go ahead: **be iconic.**

For more information, please visit our website: [www.coremedia.com](http://www.coremedia.com)

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