

COREMEDIA CONTENT CLOUD

Get started fast with pre-built solutions
for every industry.



COREMEDIA

LAUNCH DYNAMIC, CONTENT-RICH SITES INSTANTLY.

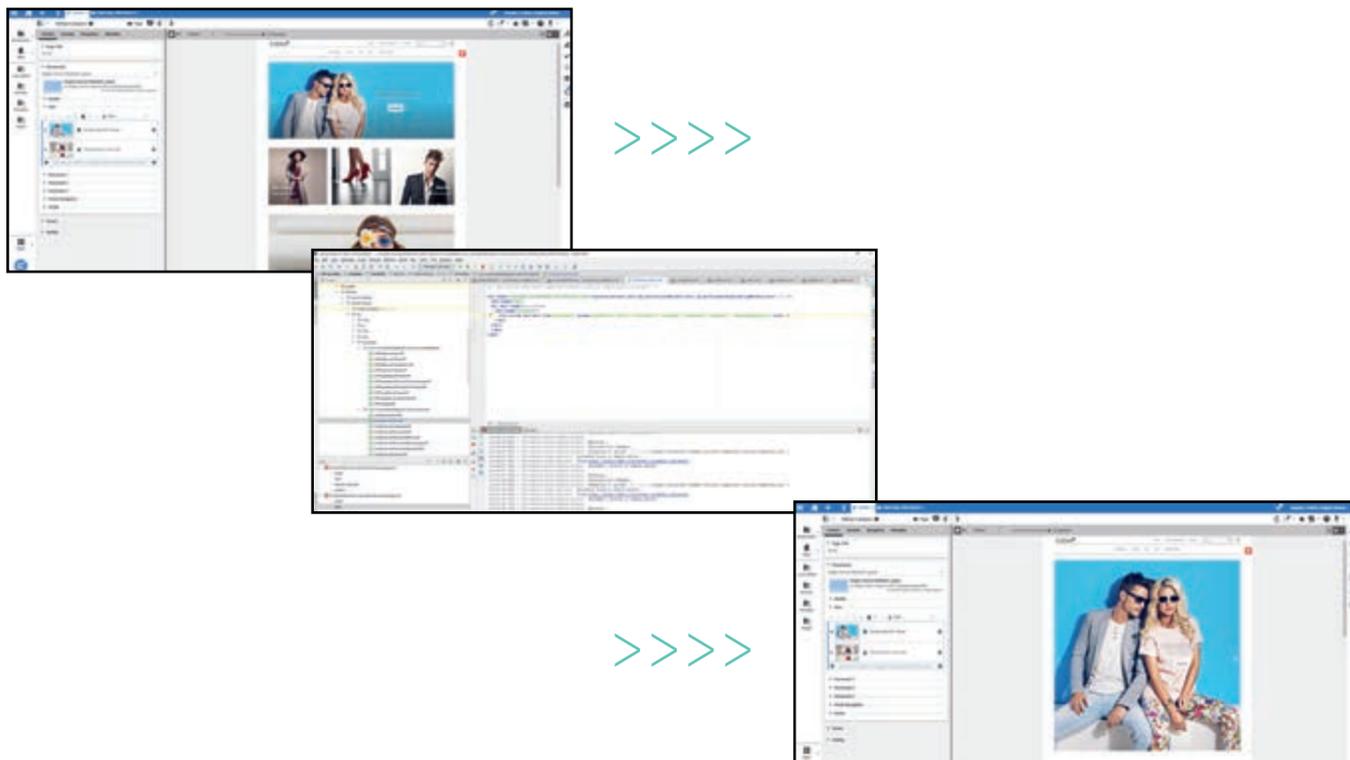
To compete online, you need great content. But getting all of your assets organized and optimized is no small thing. Neither is deploying and updating immersive, content-rich experiences that captivate customers and drive more business. Building new sites from scratch is time consuming, and putting new infrastructure in place is always a challenge. You need a way to jumpstart this process — an agile front-end development framework that helps you launch new experiences faster and leapfrog your competition.

That's where CoreMedia Content Cloud comes in. Content Cloud is an open, best-of-breed, API-driven solution that features built-in "blueprints" – a set of ready-to-deploy starter sites for launching dynamic, omnichannel experiences. Pre-fabricated components and responsive templates accelerate time-to-market for multi-language/multi-region brand launches and updates. Each Blueprint contains advanced code modules, site templates, style sheets, and sample content that meets nearly any requirement that customers need in order to get started.

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

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

With our Frontend Developer Workspace, your agency or in-house developers can quickly adapt the extensive set of frontend modules to your corporate identity and test all changes directly in CoreMedia Studio – with their familiar local development environment.



SEVEN ADVANTAGES OF COREMEDIA CONTENT CLOUD

[01] Launch Quickly with Custom Templates

CoreMedia Content Cloud comes with four standard blueprints: a global brand template with pre-built support for multi-site and multi-language publishing; a commerce template for augmented online stores; a hybrid template that blends branded content and commerce; and a media template that incorporates best practices from leading news and entertainment properties.

[02] Embrace Omnichannel

Content Cloud blueprints are based on a responsive, mobile-first publishing architecture including responsive images with automatic crops for all channels and fluid page grids that dynamically adapt from phones to tablets to full desktop. Take advantage of real-time previews that accurately reflect the front-end experience. Our headless API powers your apps with content.

[03] Optimize Product Catalogs

Create more compelling category and product description pages enhanced with rich media managed right in the CoreMedia Content Cloud. Define and manage product categories along with associated descriptions, images, videos, and documents.

[04] Personalize the Customer Journey

Don't let your data silos stand in the way of creating a personalized online experience for your customers. CoreMedia Content Cloud embeds and unifies real-time data from your systems to enhance every customer's unique interactions with your brand.

[05] Integrate with Any Commerce Platform

Seamlessly blend content and commerce using CoreMedia Content Cloud's deep pre-built integrations for every major commerce platform: IBM® Watson Commerce, SAP Commerce Cloud, Salesforce Commerce Cloud, and even homegrown systems.

[06] Go Global

Manage campaign calendars for hundreds of campaigns in a multitude of languages and brands with ease. CoreMedia 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

Content Cloud blueprints provide a range of dynamic design elements to ensure that your online properties are unique and engaging. These include full-page teasers, news and event lists, touch-enabled carousels, interactive image maps, customizable calls-to-action, and claim teasers.

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

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