# COREMEDIA CONTENT CLOUD

## for IBM® Watson Commerce

IBM

COREMEDIA

# TAKE YOUR IBM COMMERCE PLATFORM TO THE NEXT LEVEL.

IBM® is constantly innovating – are you keeping up? IBM Watson Commerce offers a real competitive advantage with AI-powered insights, but only if you can stay on top of the ecosystem. IBM WebSphere® Commerce (WCS) offers a cloud-ready environment and major architectural enhancements but can also pose challenges in terms of migration and future updates. Unfortunately, limited options exist for creating powerful content experiences.

The CoreMedia Content Cloud provides the "missing piece" for IBM Watson Commerce. Build next-generation storefronts and content-rich, shoppable brand sites. Blend real-time product information with media-rich marketing content to deliver consistent product messages everywhere. As a result, CoreMedia Content Cloud is the go-to platform for the world's most iconic global brands.

Content Cloud is an open, best-of-breed, API-driven solution featuring the industry's deepest out-of-the-box integration with IBM WebSphere Commerce. With the headless content repository you can store and utilize enterprise assets with greater agility. Built-in experience orchestration facilitates the creation and real-time preview of complex front-end customer experiences across different systems. Omnichannel content delivery options give you the ability to dynamically publish across multiple touchpoints instantly. You can also integrate with your Marketing Automation Platform to reuse assets in customer newsletters and omnichannel campaigns.
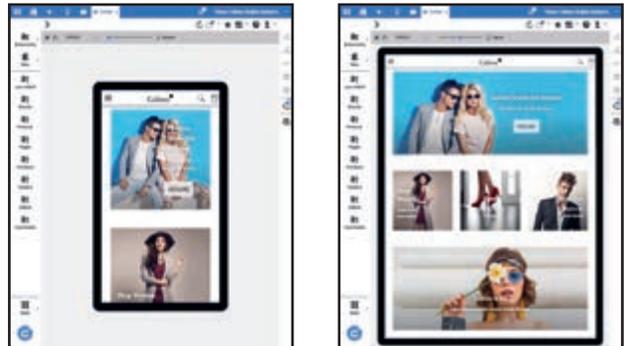
You want to tell your brand story in ways that excite, inform, and inspire? Do it immediately and cost-effectively, without waiting for IT or disrupting your existing processes. With CoreMedia Content Cloud you can.

Go ahead: Be courageous, be bold, be the next big thing. **Be iconic**.
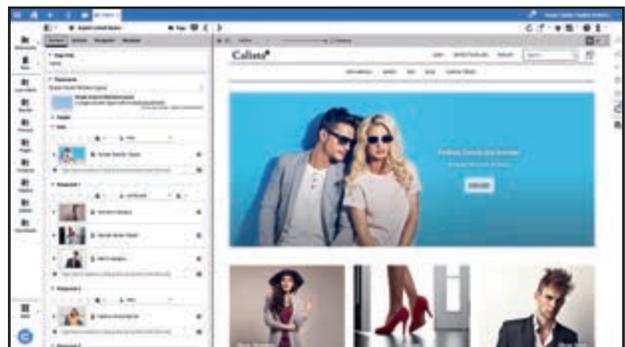
Advanced Digital Asset Management
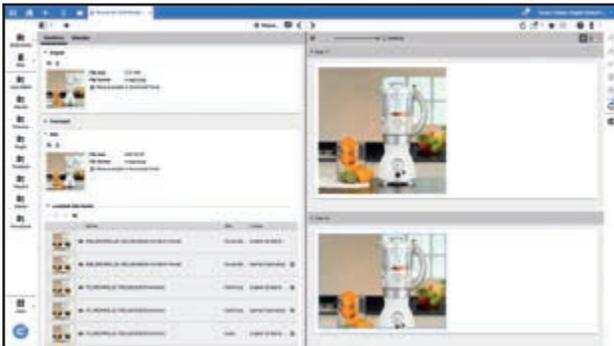


Real-time Omnichannel Preview



AI-Assisted Campaign Creation



Iconic Storefronts

# SEVEN ADVANTAGES OF COREMEDIA CONTENT CLOUD

**[ 01 ] Integrate Deeper With IBM Watson Commerce**
Looking for a better way to manage multimedia content across your eCommerce properties? With CoreMedia Content Cloud, you can seamlessly blend content with product information via our out-of-the-box integration with IBM WCS V9 and new connector to IBM Watson Content Hub. Protect yourself from disruptive architectural changes and reduce upgrade costs.

**[ 02 ] 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.

**[ 03 ] Publish & Update Faster**
Need to update sites running IBM WebSphere Commerce more often? CoreMedia Content Cloud provides pre-built modules that allow you to change layouts instantly with just a click. React to market changes immediately and update campaigns in seconds. The only limit is your creativity.

**[ 04 ] Choose your Integration Approach**
CoreMedia Content Cloud can connect to IBM WebSphere Commerce in a variety of ways: as a commerce-led integration, a hybrid model, or a content-led headless approach. Pick the path that works best for your business.

**[ 05 ] Centralize & Organize Assets**
Tired of wasting time looking for the latest version of a file across all your 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.

**[ 06 ] Go Global**
Does the thought of a marketing calendar with hundreds of campaigns in various languages and for different brands sound overwhelming? Content Cloud has sophisticated publishing tools that make multi-region, multi-language, multi-site, and multi-brand management a snap.

**[ 07 ] Build Iconic Brand Sites**
What's the secret to being a successful global brand? It's all about creating a great online experience. But great experiences require you to access content from multiple data sources, including IBM Watson Content Hub. 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

Calvin Klein     sunglass hut     UGG australia

PANDORA     Ray-Ban     Boots

TSC TRACTOR SUPPLY Co     EMERSON.     YOOX NET-A-PORTER GROUP

**COREMEDIA**