

COREMEDIA CONTENT CLOUD

for SAP Commerce Cloud



SAP Hybris (V)

COREMEDIA

TAKE YOUR SAP COMMERCE CLOUD TO THE NEXT LEVEL.

SAP has big plans for their Customer Experience platform, promising to deliver “next-generation business modeling” that allows B2B customers to gain deeper insights. From product content management to personalization, enterprises can innovate, test, and implement with confidence. But limited options exist for creating powerful content experiences.

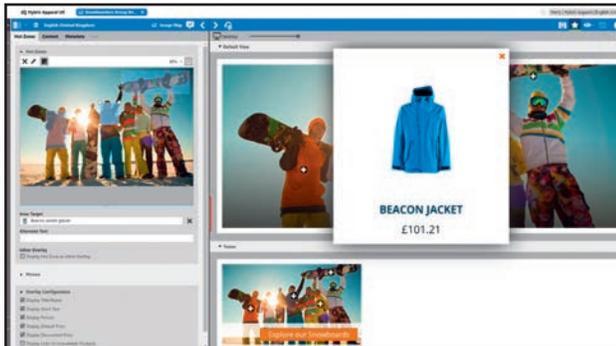
The CoreMedia Content Cloud provides the missing piece for SAP Commerce Cloud. Build next-generation storefronts and content-rich, shoppable brand sites. Blend real-time product information with multimedia marketing content to deliver consistent product messages anywhere. As a result, CoreMedia Content 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 SAP Commerce Cloud. With the headless content repository you can store and utilize enterprise assets with greater agility. Built-in experience orchestration facilitates the real-time creation and 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 multi-channel campaigns.

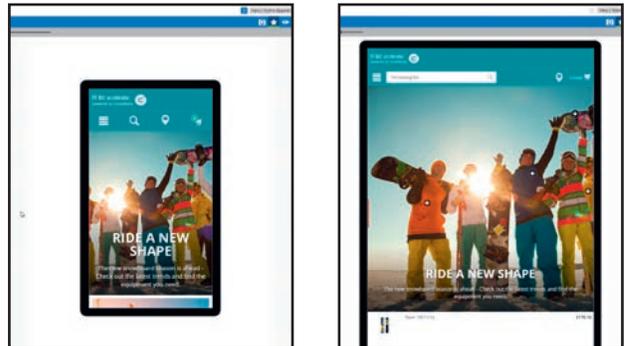
So tell your brand story in ways that excite, inform, and inspire? Do it immediately and cost-effectively, without waiting for IT or disrupting your existing processes. With CoreMedia Content Cloud, you can.

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

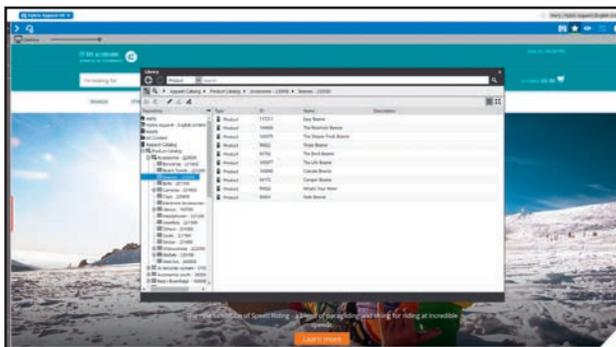
Image map with content and product information



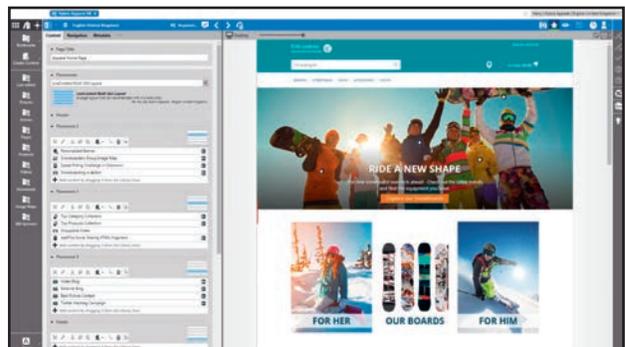
Real-time Omnichannel Preview



Deep integration with product catalog



Iconic Storefronts



SEVEN ADVANTAGES OF COREMEDIA CONTENT CLOUD

[01] Integrate Deeper with SAP Commerce Cloud
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 SAP Commerce Cloud (formerly Hybris). Deliver differentiated commerce experiences faster.

[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 different channels and devices, directly from your desktop.

[03] 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 convenient central repository and reuse them on any channel and for any device via our headless APIs.

[04] Choose Your Integration Approach
CoreMedia Content Cloud can connect to SAP Commerce Cloud 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] 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 reusable content and deliver unified and consistent experiences across any channel via our headless APIs.

[06] Go Global
Does the thought of a marketing calendar with hundreds of campaigns for different brands in various languages sound overwhelming? 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
What's the secret to being a successful global brand? It's all about creating great online experiences. But great experiences require you to access content from multiple data sources, including SAP Commerce Cloud. 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

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