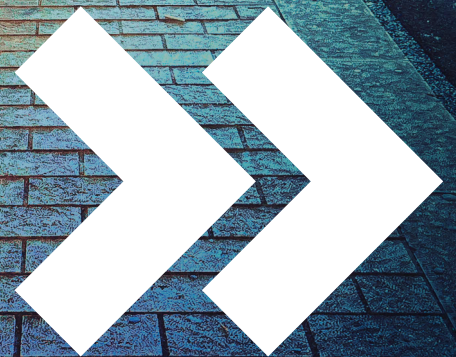


COREMEDIA 

Moving at the Speed of

Culture



In today's always-on world, the need for relevant content is growing at a breakneck pace. Consumers expect to find the information they want in seconds and be continuously engaged by a steady stream of new content. Trends and movements emerge, spread, and are replaced with new ones in the blink of an eye. A company's brand perception can rise or fall based on a single Tweet.

It's not just the pace of content creation that is accelerating, data volumes are also expanding. Analysts who study the growth of digital data have discovered that the total amount of digital content is doubling every three years. IDC expects it to reach 175 zettabytes in the next four or five years. And what's more, by 2025, 30% of this content will be processed in real time.

As the pace and scale of online storytelling picks up, your brand needs to be ready. You have to anticipate threats and opportunities in the market and have the capability — and the content — to respond in real time at any moment. Further adding to this complexity and pressure is that all of this content often needs to be scaled across multiple brands, sites, channels, and languages. At CoreMedia, we call this moving at the speed of culture.

What's Holding Content Back

Manual processes and inefficient software solutions are the biggest challenges brands face when it comes to publishing digital experiences quickly and at scale.

- » Organizations that manage multiple sites for different brands, regions, and languages waste hours manually customizing content for different audiences and struggle to keep up with content demand.
- » Marketing often has to rely on IT teams or external agencies to publish content, slowing down simple updates and new content releases.
- » Legacy content management systems are slow and outdated, making it hard to respond to market changes in real time.

All of these challenges prevent brands from scaling quickly to take advantage of opportunities in new markets or channels.

Why Agility and Scalability Matter



Get to market faster: Publish new experiences without waiting on IT or other departments and use automation to quickly push out content variations to multiple regions, brands, and languages.



Scale sensibly: Don't let your content management infrastructure prevent you from expanding your business and amplifying your voice with new content for more audiences. Find a platform that can grow with your business.



Respond with agility: Gain more control over your brand and respond at exactly the right moment to ensure you don't miss market opportunities or lose out to competitors.



Keep your costs down: Increase efficiency and do more with less by automating the most time-consuming parts of your workflows. With fewer manual tasks, you can save time, reduce costs, and focus on building stronger customer relationships.



Cultural production is accelerating, and brands need to keep up. But conventional tools and architectures are not sufficient. New tools and techniques are required to orchestrate the flow of digital content and experiences across global networks and across every stage in every customer journey."

- CoreMedia CEO Soeren Stamer



How to Move at the Speed of Culture

From B2B manufacturers and telcos to luxury retailers and financial services companies, CoreMedia Content Cloud offers the speed, agility, and scalability that modern businesses need to stand out in a crowded digital space.



Remove bottlenecks and take control of the publishing process

With CoreMedia Content Cloud, editors no longer have to rely on other departments or outside vendors to make updates, publish urgent messages, or respond to market changes. Content Cloud allows editors to preview content to ensure it displays properly and empowers them to publish that content immediately. At the same time, developers and designers can continue adapting and testing experiences, keeping your content machine moving forward.

For example: If there's a quality or compliance issue, editors can immediately take content down, resolve it, and republish instead of waiting for IT or an external agency. If something is published in error, it can be quickly pulled back without waiting for third parties, minimizing potential damage.

How it works: CoreMedia's object-oriented content model makes this possible, making sure every piece of content tracks every change or action, can be used on any channel, and contains an unlimited number of translations. The model also ensures existing content will automatically render to fit new designs, or global changes will be automatically populated to regions unless otherwise specified. This is especially important when you have many brands, touchpoints, channels, countries, and languages.

In addition, CoreMedia Content Cloud's architecture separates content management from presentation to help different teams complete their work in the

most efficient manner. This means editors can publish new experiences to any channel while designers are testing new ideas and developers are adding new functionality.

Reuse content at scale across all channels

Using Content Cloud's integrated asset management tools and automated workflows, editors can go from a single set of campaign assets to thousands without the manual effort. By reusing content, organizations can efficiently scale across every market and every channel.

Consider this: For global companies, publishing banners or social media ads for multiple markets can be a slow, labor-intensive process. If you only need one banner ad, it's not a problem. But if you have three markets and 30 languages, you'll need several variants depending on the channel, region, and language.

How it works: Many companies recreate assets manually for each market, adjusting text, getting translations, and updating images for each channel. CoreMedia Content Cloud can automatically generate a banner or social ad from one piece of content and instantly resize images. The integrated digital asset management (DAM) and processing system sets up and manages the cropped images, saving manual labor, supporting scalability, and enabling faster time to market.



Automatically respond to every visitor in any context

With automated, event-based workflows and personalized publishing based on configurable business rules and taxonomies, content teams can work more efficiently, be more responsive, and increase their agility. They can also orchestrate customer and market data from a wide variety of sources to create and preview hyper-personalized experiences.

Here's an example: For a media company experiencing a breaking event, time is of the essence. With CoreMedia Content Cloud you can automatically create topical landing pages in minutes rather than hours or days. Likewise, editors can dynamically display contextually relevant digital experiences in response to a wide range of triggers, including customer segmentation, visitor behavior, or even real-time weather data.

How it works: Content Cloud's flexible architecture is designed to be responsive to market changes, so companies can update any element or any customer experience without having to update all content or pages. Using CoreMedia Content Cloud's personalization module and pre-built integrations with AI and business intelligence engines, editors can define business rules and tag content to ensure that the right content or product is displayed when certain triggers happen. This makes work more granular, more relevant, and easier to scale.

CoreMedia's object-oriented content model, configurable business logic, and event-based APIs make all of this possible. By creating taxonomies, key word structures, and building business layers tied to events, organizations can respond quickly, at just the right time.

Ready to move at the speed of culture?

Global brands will always need to create their own powerful stories. But the capability to tell them consistently and in compelling ways is now within the reach of every company – with the right tools.

CoreMedia Content Cloud empowers marketers to do things that previously were nearly impossible without massive resources. It enables brands to stand out. It ensures the highest quality customer experience with ever-increasing degrees of relevance. It guarantees consistency across all channels, while protecting creativity and allowing constant innovation.

Powered by our hybrid headless CMS, fully integrated DAM, and multi-experience orchestration engine, CoreMedia Content Cloud gives you the tools you need to move at the speed of culture and stay ahead of the competition.

» Want to learn how you can move at the speed of culture? [Contact us.](#)



Why CoreMedia?

CoreMedia is the digital experience and content management engine behind today's most iconic online brands. CoreMedia Content Cloud is a flexible, composable Digital Experience Platform (DXP) built on an agile CMS and advanced DAM that enables leaders in all industries to orchestrate personalized experiences, then deliver them to any channel – reliably, efficiently, and at enterprise scale. Marketers, merchandisers, and developers can work collaboratively and efficiently on omni-channel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue. Leading global B2C companies (Deckers Brands, Under Armour, Luxottica, PVH Corp, Finnair, North Face, Deutsche Telekom) as well as major B2B firms (Continental, Claas, Emerson, DMG Mori) create world-class digital experiences powered by CoreMedia. We are a company of visionaries, trusted advisors, and passionate experts.

