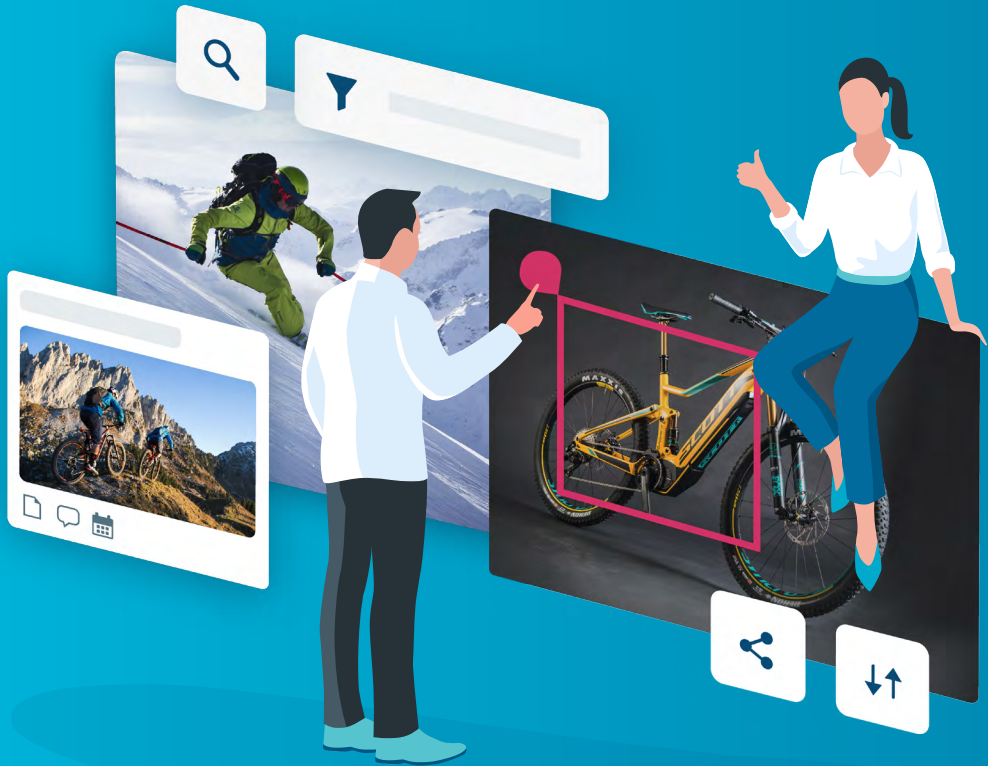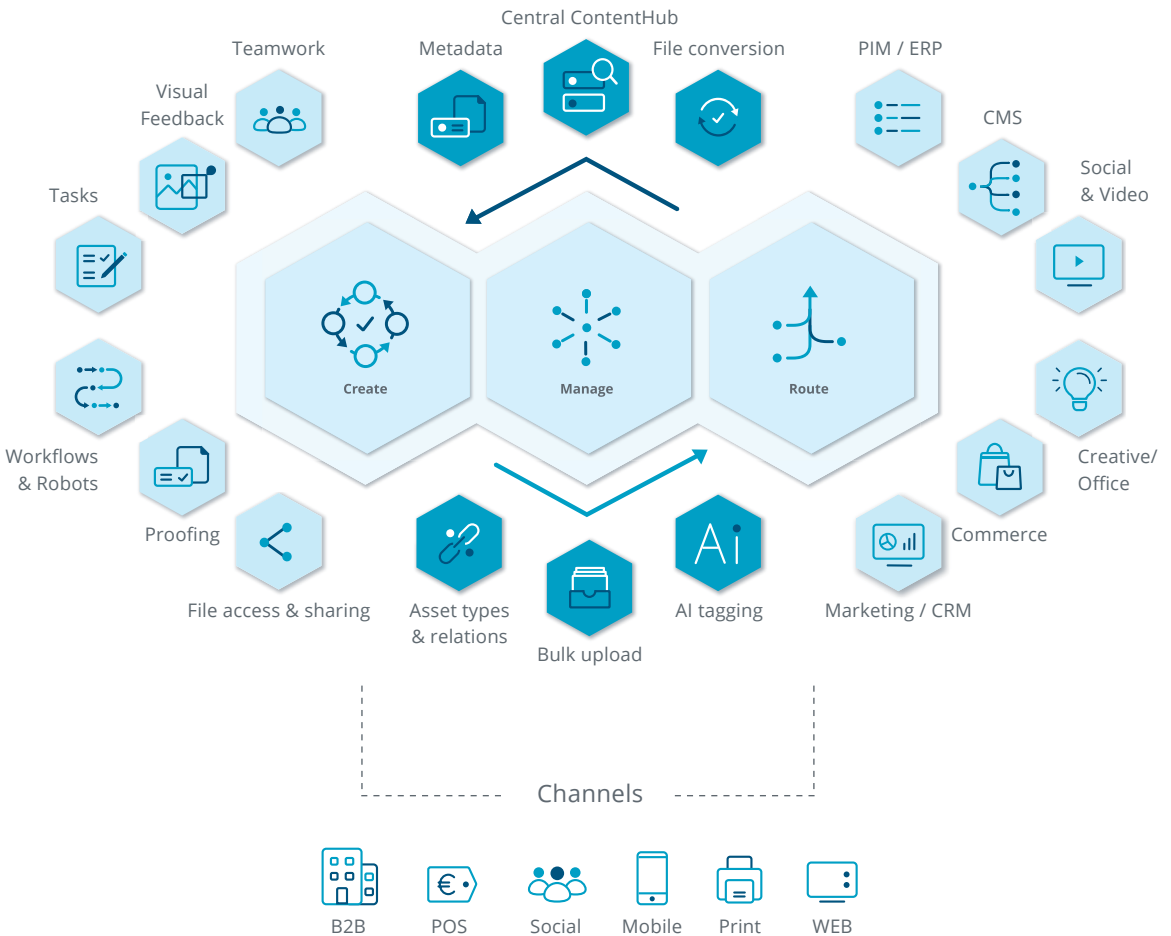# CELUM

MAKE.
CONTENT.
WORK.

COVER THE ENTIRE CONTENT LIFECYCLE

With CELUM, marketing teams create, manage and route vast volumes of product content. Collaborate in shared project spaces, review and approve your creative work, transform files into assets by adding metadata, manage everything in a powerful content hub and route into any system or channel with ease.
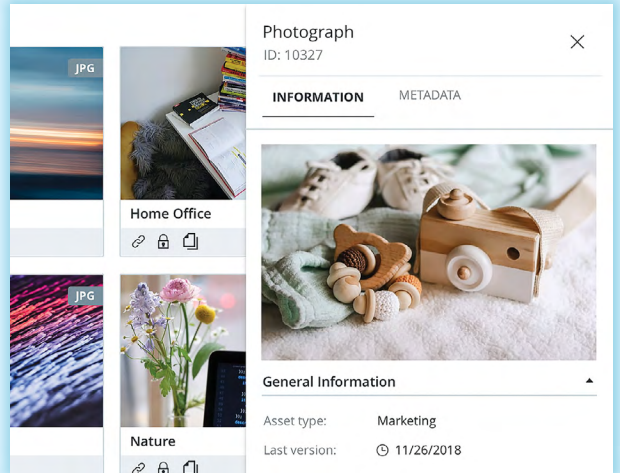

Teamwork

Visual Feedback

Tasks

Workflows & Robots

Proofing

File access & sharing

Metadata

Central ContentHub

File conversion

PIM / ERP

CMS

Social & Video

Creative/ Office

Commerce

Create

Manage

Route

Asset types & relations

Bulk upload

AI tagging

Marketing / CRM

Channels

B2B   POS   Social   Mobile   Print   WEB

CONNECT WITH THE TOOLS YOU LOVE

CMS/Portals
- Celum ContentLand
- Typo3
- FirstSpirit
- SharePoint
- Gentics CMP
- SiteCore
- Adobe experience manager

Marketing/Social
- Sprinklr
- Frontify
- SAP Marketing Cloud
- MARMIND
- MS Dynamics 365 Marketing

PIM/Commerce
- novomind PIM
- Akeneo
- PIMcore
- SAP Commerce

Productivity
- Microsoft Azure Translate
- Face Recognition by CELUM
- DeepL Translation
- CELUM OfficeLink
- Celum CretiveLink
- AI Autotagging
- Showpad
- Celum CDN
- DAM United Asset Uploader

DIGITAL ASSET MANAGEMENT

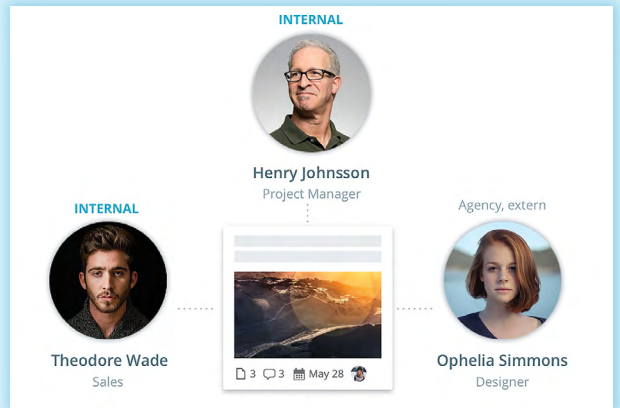**High-end content hub for thousands of product images, videos and docs.**

- Dont search, find! Create a single source of truth for all your marketing and product content.

- Add fully customizable metadata and transform mere files into meaningful digital assets.

- Find similar assets, easily detect duplicates and auto-tag your content with the help of AI.

AGILE COLLABORATION

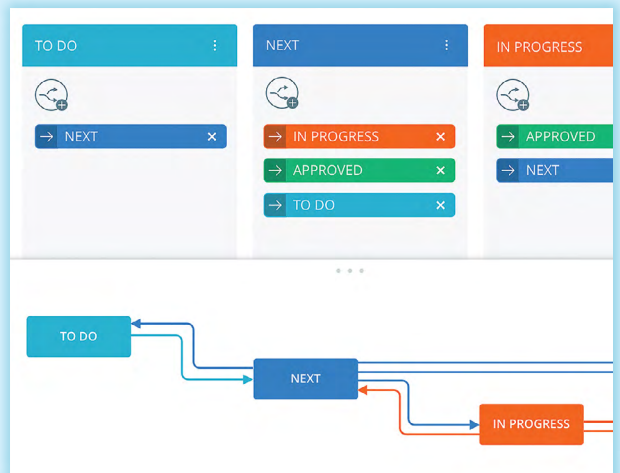**Bring tasks, files and teams together in flexible workrooms.**

- Set up workrooms for all your projects and campaigns and elevate content creation to a whole new level.

- Use shared workrooms to store and organize your team's work in secure and easy-to-manage project spaces.

- Focus on the task at hand and utilize Kanban boards to vizualize the progress of each project.

WORKFLOWS & AUTOMATION

Build custom workflows and automate recurring tasks.

- Give tasks a direction and only allow certain users to approve & forward tasks in specific stages.

- Automate everything with Robots and say goodbye to tedious repetitive work.

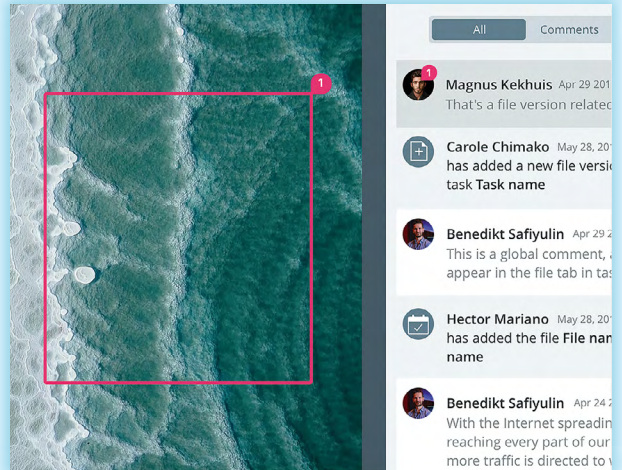- Create templates for a variety of different projects and share them with colleagues.

✓ ONLINE PROOFING

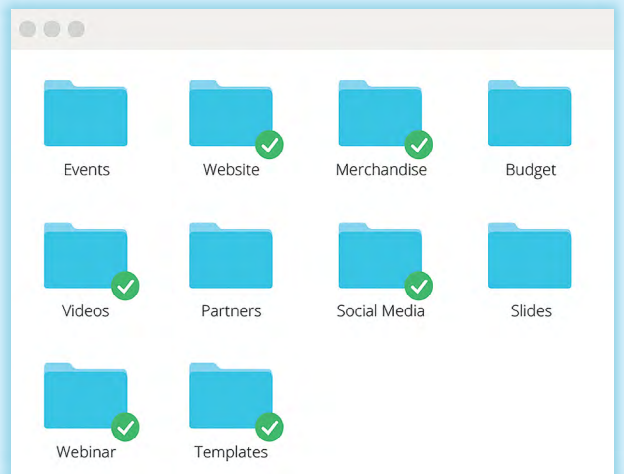**Collect feedback, add annotations and approve any file type.**

• Share actionable feedback and annotate images, videos, audio or any other common file type.

• Create consistent proofing processes and ensure each file goes through the necessary review and approval steps.

• Once approved, simply publish content back into your central asset database.

☁ FILE SYNC & SHARE

Store, access and share files GDPR-compliant and safe.

• Effortlessly sync files, folders and collections to your computer and access them locally.

• Share single files or create branded download portals for ad-hoc distribution.

• Prevent unauthorized access and replace risky email attachments with GDPR-compliant content sharing.

INTEGRATIONS

Integrate with your tech stack and make content available in any application.

• Break up content silos with industry-leading integrations and route your content wherever needed

• Give your users access to your asset library directly from their native office or creative app

• Effortlessly connect CELUM with your existing CMS, PIM or E-commerce tool

WHO WE ARE

CELUM is a global leader in content & collaboration software, empowering brands to deliver engaging product experiences across all digital touchpoints and at any point in the customer journey. The CELUM Cloud platform covers the entire content lifecycle and combines digital asset management with agile collaboration, workflows & automation, online proofing, and file sync & share. The company's global footprint of 900+ customers includes well-known brands such as Lidl, SCOTT Sports, 3M, HiPP, CLAAS and voestalpine. Founded in 1999, CELUM has since grown to over 100 employees in Linz, Vienna and Munich. For more information, visit www.celum.com.

YOU'RE IN GREAT COMPANY

> *Our digital assets were scattered across multiple storage locations. With the introduction of the CELUM, we were able to raise the management of these valuable resources to a central and global level.*

Johannes Fenner, Ricola

CELUM GMBH

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