msp

Your Partner for Marketing and IT

MSP AG introduces itself.

Content

About MSP

Here you can learn everything about us and our service.

Our services

Founded in 2004 and based in Hamburg and New York, we accompany you on your way to more efficiency, flexibility and collaboration in all areas of marketing and business communication as well as IT.

We want you to be able to concentrate on the really important tasks.

In the **area of marketing,** this means: We develop and implement an all-in-one platform for you. According to your requirements, content is created, managed and interfaces are created. The goal is to keep all data and media always up-to-date across country and department boundaries without redundancies.

In the **area of IT,** we also offer you full service, consulting, support and selective assistance. After all, a stable IT infrastructure is the backbone of modern companies and the basis for secure and efficient work processes.

An excerpt of our services:

- Marketing Automation
- Multichannel Management
- Product Information Management
- Digital Asset Management
- Process Consulting

- Software Development
- Implementation
- Data Management
- Software/Hardware Solutions
- IT Consulting and Support

- IT-Security
- Client Management
- Documentation
- Maintenance & Monitoring
- Managed Services

Holistic services

Consulting & Project Management

Optimization of processes and workflows as well as coordination of conceptual and technical requirements

Software Development

Implementation of individual solutions as well as development of demand–oriented software products in the censhare context

Implementation & Support

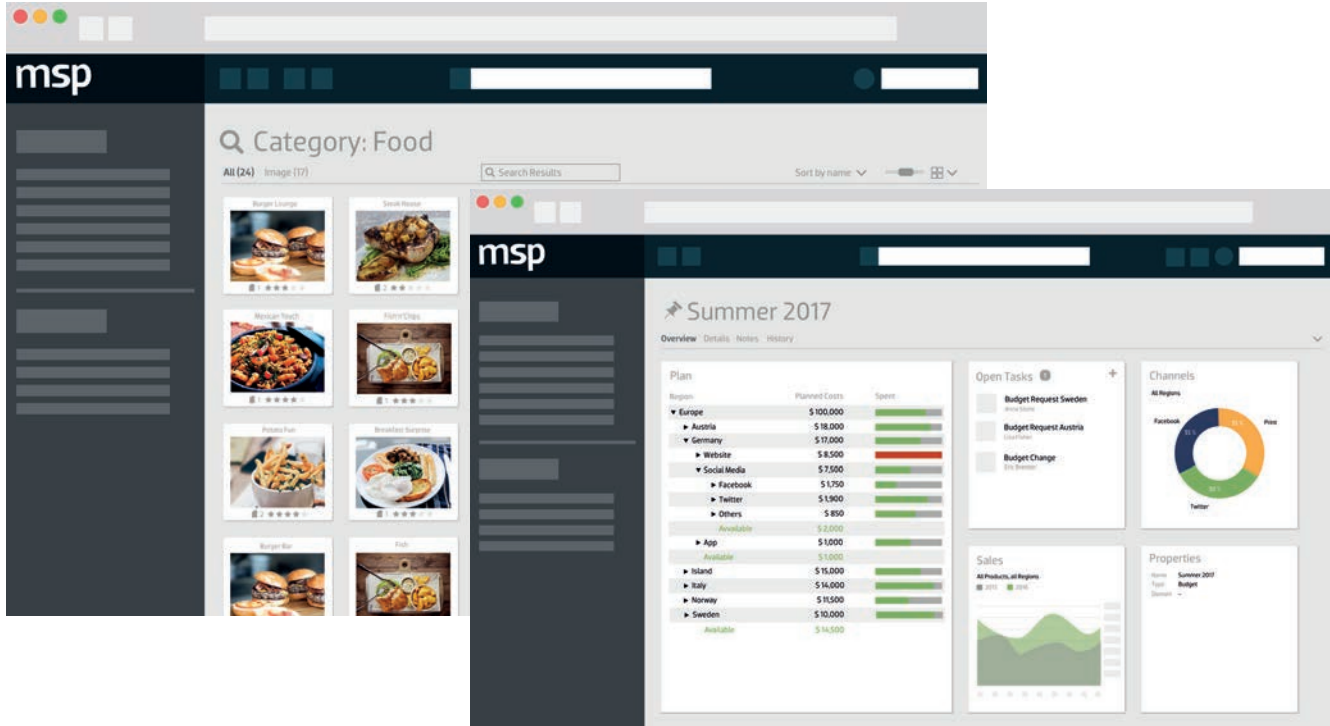Software implementation, data migration, user support, training and direct contacts

IT Service

Creation of a stable technical infrastructure and support for secure operations

Marketing Efficiency: One system for everything

Your all-in-one marketing platform for all your needs,
to reach your individual goal.

Digital Asset Management (left) lets you manage all your assets, while Marketing Resource Management (right) lets you control all your campaigns in the dashboard.

Marketing Efficiency with censhare

censhare is an all-in-one platform for marketing and business communication. With this integrated software solution, data and processes can be bundled and controlled. In this way, you increase your efficiency, orchestrate your communication and create a consistent brand experience.

Content Management | Import or create, manage, translate, and leverage content such as images, text, videos, and product information for print, web, and mobile across departments and geographies.

Marketing Automation | Combine, automate, and analyze actions in real time instead of laboriously transferring and adapting data and content from different systems.

Multichannel Management | Target all communication and sales channels via a central data pool and manage interactions efficiently.

Brand Management | Collaboratively connect all departments, locations, and partners via one system and thus ensure a consistent brand presence across all channels.

Product Information Management | Maintain and manage all information relating to your product in one system. Interfaces to various ERP systems guarantee error-free and transparent communication.

10 reasons for censhare

1   **Everything central |** One system for all content, data and processes instead of data silos and a jungle of different applications.

2   **All-in-one |** Create, manage, store, import, export, translate, search, share, analyze, combine and share content.

3   **Integrate, manage and deliver |** product information is made available to all departments, regions, channels, and languages.

4   **Control and automate |** Content and translation management for print, web, and social media, and seamless connection to external newsletter, CM, app, and POS systems.

5   **Consistent branding |** Sensure all marketing materials are up-to-date and CI-compliant, and tie them directly into your communications with customers, partners, and journalists.

6   **Efficient workflows, collaboration and integrated project and resource management |** Reduce coordination effort and ensure smooth collaboration.

7 Versions | censhare saves a copy of every change. This means that you are always working on the latest version, but can also revert to older versions at any time.

8 Integrated marketing planning | Combine budgets and project management for transparent planning and successful campaigns.

9 Information Supply Chain Management | Get more out of your data and unlock new information and context.

10 User-friendly and powerful technology | A modern widget-based interface, good performance, and useful interfaces and APIs make work easier.

MSP is the censhare Platinum Partner that develops and customizes individual modules for you.

Our modules

Here you get an insight about our products.

Retail module

The MSP Retail module supplements censhare with essential functions for the planning and production of advertising materials. Produce all your print and online advertising materials automatically and in your corporate design. With the trade module, all product information is centrally available – up-to-date, complete and adaptable at any time.

Flexible linking | You can design links to merchandise management variably.

Configure free | In the module, you can set up various features and customize them individually.

Define processes | Defined workflows ensure a controlled sequence of your campaigns.

Target-oriented planning | Campaigns can be divided into advertising media types (flyer, catalog, poster), time (week, quarter, year) and regions (advertising circles, countries).

Create quickly | By assigning grid positions, you can design your advertising materials automatically.

**Automatically adjust |** Prices and quantities are automatically and dynamically adjusted to their value.

Monitor updates | You can track changes to your documents in the preview.

Easy to track | You can view advertising histories and prices through reporting.

Extend in many ways | You can generate additional advertising materials (e.g. posters, price tags, customer stoppers) from the module.
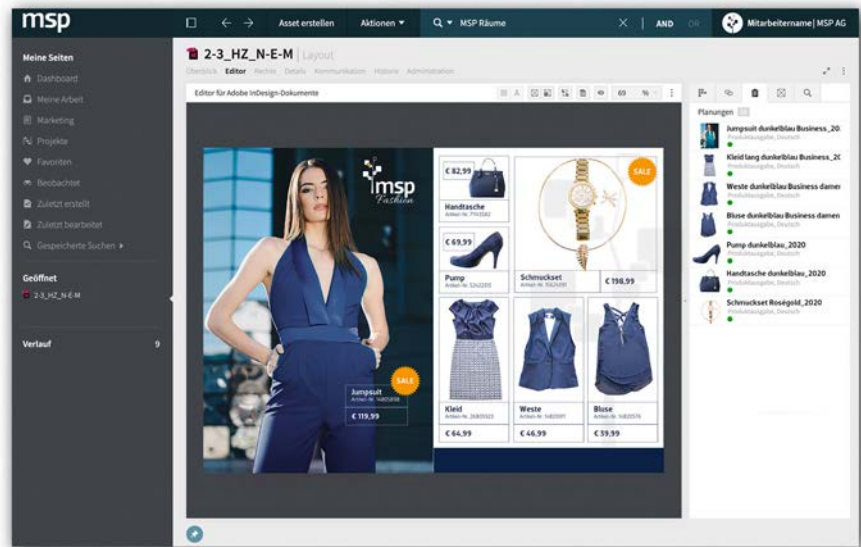
Simply drag and drop your desired products onto the promotional product planning and view the result directly without a layout program.
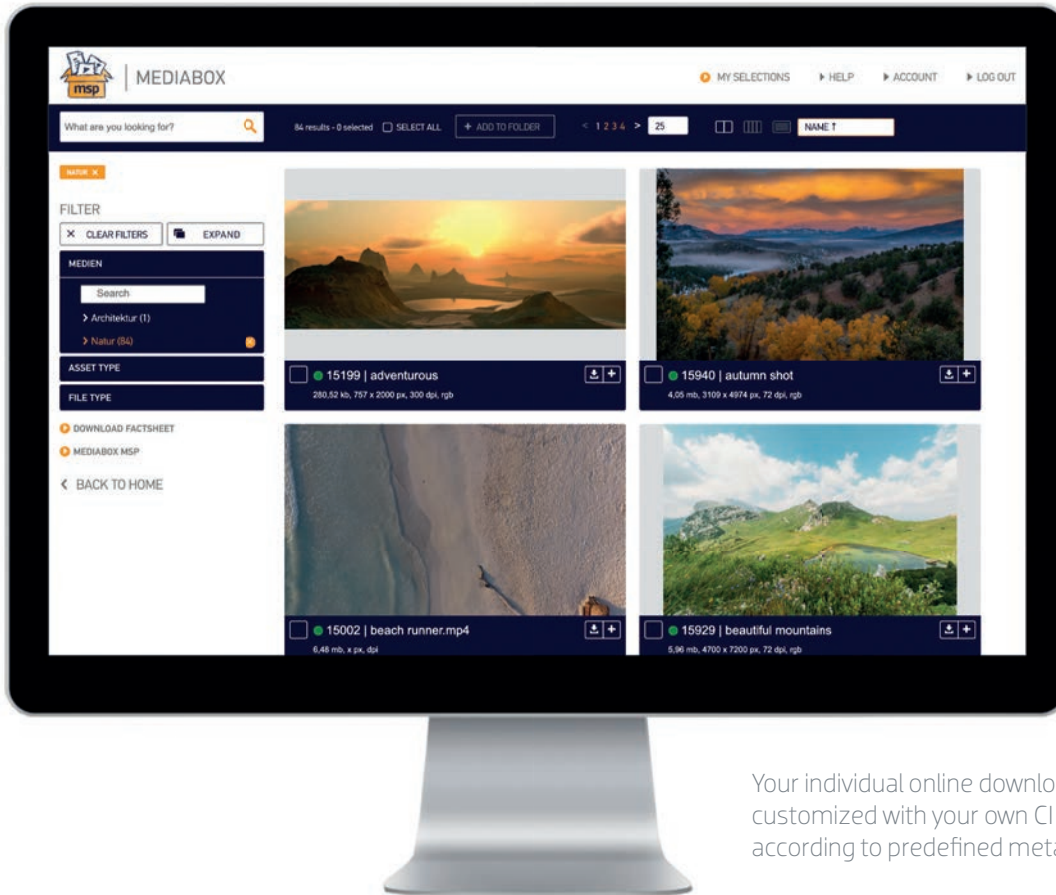
Your individual online download portal can be customized with your own CI and categorized according to predefined metadata from censhare.

Mediabox

Whether for the press, retail or in-house – the MSP Mediabox enables you to make all your documents, images and other media from censhare available in an online download portal. This eliminates the need for redundant data maintenance in different systems.

Central administration | You can control the contents of the Mediabox from within censhare via various user roles and rights.

Simple registration | Interested parties have the option of registering and creating a profile.

Find quickly | Predefined filters and searches simplify users' entry into the Mediabox.

Effortless organization | Users can store and manage their desired media in folders and download them in various formats.

Share easily | With the help of a download link, you can easily send folders from the Mediabox to third parties via e-mail.

Easy to use | No training or instruction is required to use Mediabox.

censhare Workfront Connector

No matter whether you manage product information or develop global marketing campaigns: Content and project work make up a large part of your daily work. Exchanging information, creating content, structuring processes and workflows – all this should be possible collaboratively and on the basis of a central database. With the censhare Workfront Connector, you create projects and tasks in Workfront, which are pushed to censhare.

Project management | Create and manage projects.

Monitoring | Keep an eye on dashboards and reporting, review and approve them.

Resources | Manage all your resources.

Structured Work | Link Projects to Tasks, Get Work Assignments, Create and Manage Digital Assets.

Digital Assets attached to projects/tasks in Workfront are stored in censhare. Assets stored in censhare are visible in Workfront and can be linked.

Our branches

Here you will find an excerpt from our industries and get an idea how you can bring censhare into your industry.

Marketing at a glance!
View changes and project progress
live on the dashboard.

For you as a manufacturer

Branding is an essential task for your company – with the help of censhare you can build and maintain your brand(s) centrally, worldwide and in line with your target groups for all communication channels.

How do you use censhare?
Product Information Management (PIM) enables you to maintain and manage all information relating to your product in one system – interfaces to various ERP systems guarantee error-free and transparent communication for all channels.

With Digital Asset Management (DAM), all assets such as texts, images or videos can always be found and used in an up-to-date and media-neutral manner – e.g. for campaigns, sales documents, packaging, point-of-sales.

Thanks to the integrated Marketing Resource Management (MRM) and intuitive dashboard, you always have campaigns, budgets and tasks in view.

Where is the software already being used?
At furniture manufacturer Vitra, all digital assets such as texts, images, videos or CAD data can be managed centrally thanks to the system implemented by MSP. Vitra uses censhare for the creation of all print publications, for the press and dealer image database, for the website, the US online store and for POS displays in the Vitra house.

For you as a retailer

The larger the number of images, videos, product descriptions, etc., the more complicated the search in CRM, ERP and similar systems becomes – with censhare, this data is managed centrally and easily findable in one system. This is made possible by intelligent keywording and semantic links.

How do you use censhare?
With the integration of Digital Asset Management, Product Information Management and the interfaces to InDesign, InCopy and ERP, you can automate your workflow steps.

Thanks to translation memory, the target language is automatically assigned to the location. In addition, internal and external translators can have authorized access to the system and work synchronously on corresponding texts.

Send newsletters, write blog articles or create white papers – Multichannel Campaign Management, all marketing materials can be produced and output to different channels.

Where is the software already being used?
Based on censhare, MSP AG has developed a module specifically for the retail sector. It can be used to produce advertising materials in various formats. At REWE, for example, the weekly offer brochures can be produced semi-automatically for each store. The creation of the brochures also serves to provide product-specific online content.

Tasche
Art.-Nr. 7844588
€ 49,99

SALE

Pump
Art.-Nr. S242295

€ 59,99

€ 69,99

Automatically adjusted!
Prices, images and descriptions of your products are adjusted regionally and automatically via the integrated trading module.

Find content fast!

By analyzing various metadata, dependencies of similar groups with the same profiles can be shown and thus suitable products can be suggested.

For other industries

Do you want to reach your customers quickly and with the right information via web, print, mobile and social media? With censhare, you create, publish and publicize error-free and transparently.

How do you use censhare?
censhare saves a copy of every change you have made to your asset. This means that you can revert to older versions at any time. The Chart Generator automatically creates charts and tables in your corporate design via a data interface.

Marketing Resource Management also offers the possibility to analyze segmentations, manage budgets, generate reports and much more.

Where is the software already being used?
MSP has already developed customized publishing platforms for reports, brochures and other publications for various customers in a wide range of industries. From complex product campaigns with numerous interfaces, a central, media-independent content management was created, to which all departments and also external service providers have simultaneous access.
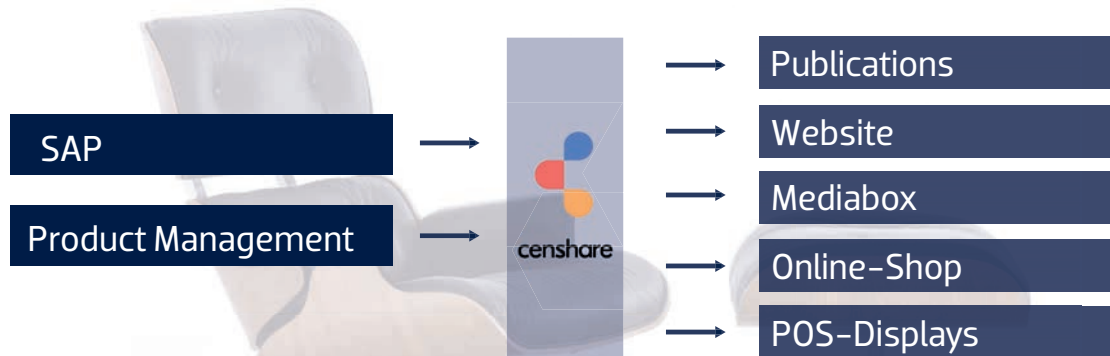
Use Case

Take a look at censhare in action at Vitra.

vitra.

SAP → censhare → Publications

Product Management → censhare → Website

Mediabox

Online-Shop

POS-Displays

Vitra uses censhare for the creation and publishing of its print and digital media.

Increasing efficiency at Vitra

Requirement

Important focal points for Vitra were the digitalization of analog communication processes, faster response times and more creative freedom, as well as increasing efficiency and automating transactional activities.

Implementation

MSP ensured that Vitra can manage all assets, templates and corporate design elements in one system. With individual extensions such as the retail module and the Mediabox, Vitra can operate all communication channels in real time from this system.

Result

Vitra was able to achieve significant efficiency gains in marketing communications with the help of the implementation of censhare and the retail module. The production of dealer price lists has been reduced from eight months to one month. Translation management also functions much more efficiently with censhare. Images, texts and videos are available for download via the Mediabox for a worldwide dealer network as well as other partners and journalists.

Customer testimonials

What our customers say about us.

A project says more than a thousand words!
16 years of experience and numerous loyal customers speak for us. Find more information and case studies on our website www.mspag.com.

Customer opinions

REWE

„What we particularly like is that we always have a contact person who is familiar
with our requirements and can provide solution-oriented assistance."
– Tanja Klever, Functional Area Manager Production Prepress, REWE –

vitra.

„For example, we've used the software to cut price list production costs to a tenth of what
they were, hugely reduce website administration costs, and streamline processes."
– Matthias Wesselmann, Former Head Group Marketing & Communications, Vitra –

IT Service

Stable infrastructure and secure operations.

The backbone of your business

I INFRASTRUCTURE

S SECURITY

- Server & Storage
- Virtualization
- Rollout & Migration
- Deployment
- Switching & Routing
- Mobile Device Mangement

- Privacy
- Data Security
- Network Security
- Internet Security

C CONSULTING

S SUPPORT

- Strategy development
- State analysis
- Infrastructure concepts

- 1st-2nd-(3rd)-Level
- Remote-Support
- On-site

LICENSES

- License management
- Runtime testing
- Documentation

CLOUD

- Business-Tools
- Collaboration
- SaaS
- VoIP

Full Service!

Our portfolio includes comprehensive consulting, planning and implementation services as well as IT purchasing, administration, maintenance, monitoring, support and documentation.

Managed Firewall Services

A firewall protects your data and virtual business processes from attacks from the network. In order for this to happen reliably, the system must always be up to date and maintained by experts. This costs time and resources, which you can save with the help of our Managed Firewall Services.

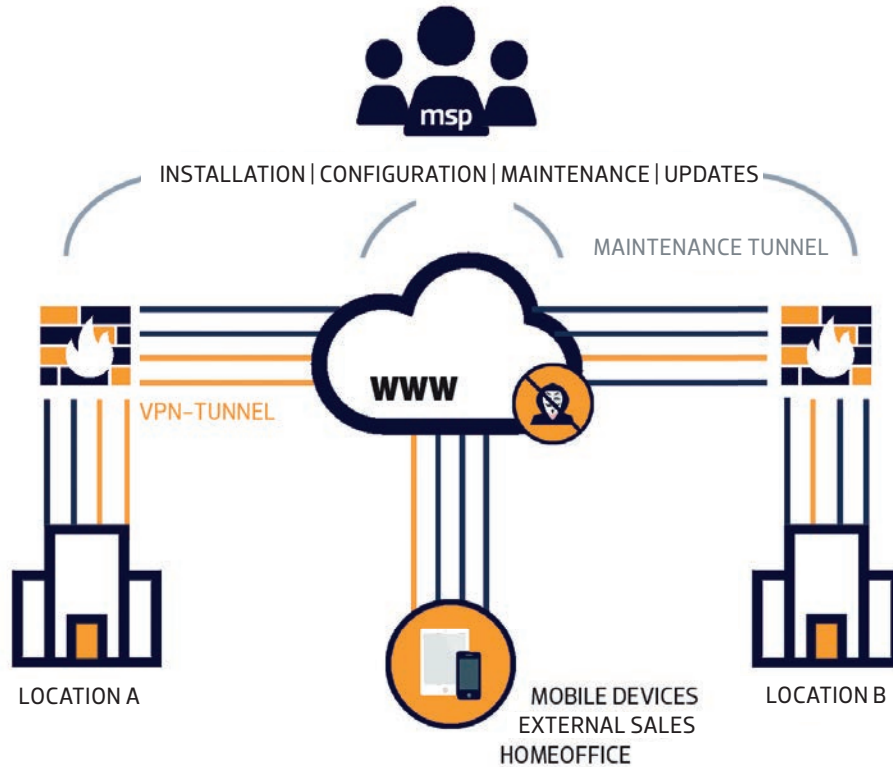**Scalable subscription solution |** No need to purchase and operate your own firewalls.

Operated by certified professionals | MSP takes care of installation, maintenance and monitoring.

More efficiency | Organizational challenges are outsourced.

Always up to date | Software updates and hardware replacement during the entire lease period.

Reliable maintenance | Fast update cycles and daily configuration backup.

Optimal for SMBs | Scalable to your needs.

INSTALLATION | CONFIGURATION | MAINTENANCE | UPDATES

MAINTENANCE TUNNEL

VPN–TUNNEL

WWW

LOCATION A

MOBILE DEVICES
EXTERNAL SALES
HOMEOFFICE

LOCATION B

Defend against threats and protect against data theft. A firewall that is always up to date helps you do this. Benefit from our managed services and save time and money.

Minimal effort!

Always be ready for updates and innovations.
Benefit from our automatic software distribution –
flexible, secure and with simplified support.

MSP Endpoint Management

MSP Endpoint Management (EPM) takes care of the provisioning and maintenance of your clients and mobile devices. Based on Filewave's central software solution, our managed service ensures that your systems are optimally secure and up to date with minimal effort on your part. The maintenance of your clients is done proactively, without interfering with your work.

Reduced risk | Optimal security of the systems with minimal self-administration.

**Always the right software** | Optimal device compliance and user productivity.

Relief of first level support | Deployment without IT or end-user interactions.

Tailored to your needs | Packages and user profiles for straightforward deployment.

Greater efficiency | Significantly simplified installation and patching processes.

Predictable costs | Flexible, monthly payment based on number of clients.
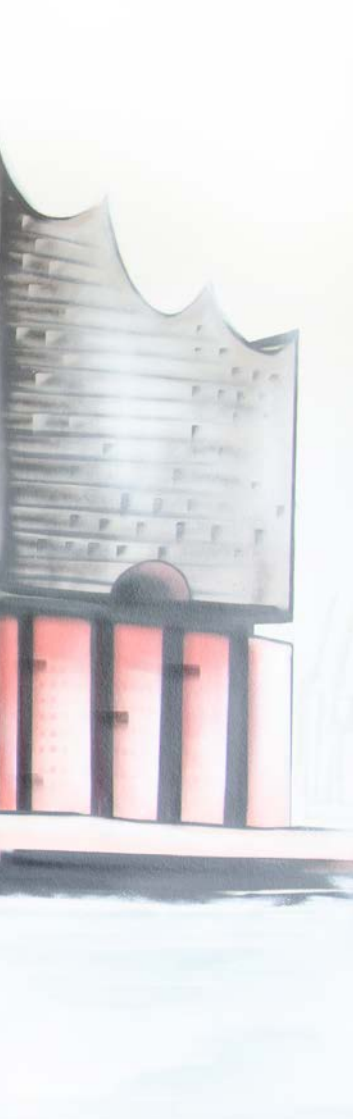
Our values

What comes first for us in our partnership.

How we work

UNDERSTAND
Before we develop solutions for you we take
a close look at your needs and and requirements.
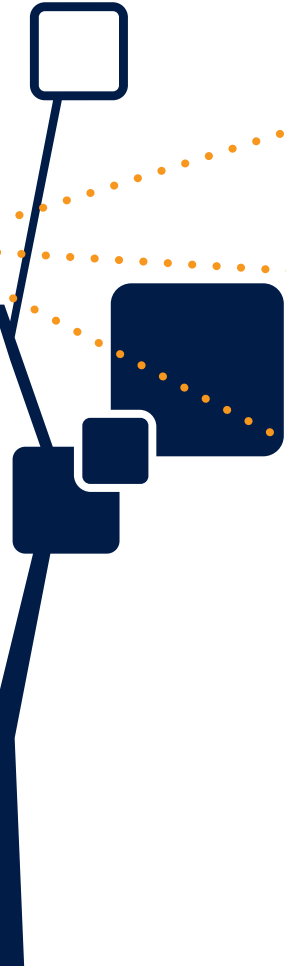We want to not only listen, but understand.

TRUST
We want you to enjoy working with us
and trust us. In order to we guarantee full
reliability and the best possible reliability
and the best possible results.

QUALITY
We set the highest standards for what
we do. In doing so, we rely on careful
project and time planning in close
cooperation with customers and partners.
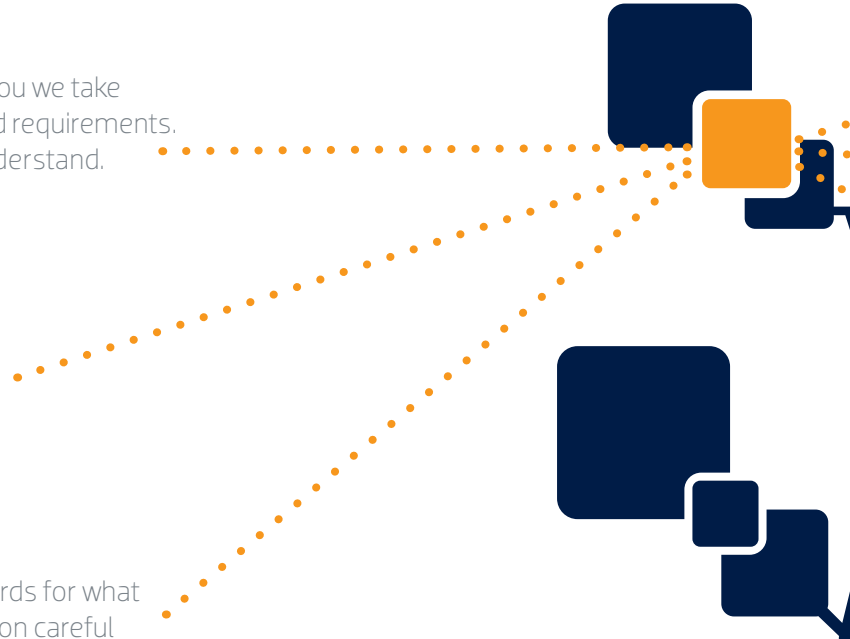
FAR–SIGHTING
We rely on partnership–based business relationships and far–sighted solutions in increasingly increasingly complex markets.

CUSTOMER ORIENTATION
Fast and competent service is one of our greatest strengths. That is why it is important to us that we are very familiar with your requirements.

RESPONSIBILITY
We are aware of our corporate responsibility. The well–being of our employees and the preservation of the environment are important pillars of our business activities.

We are happy to hear from you!

MSP AG
Virchowstraße 17–19 | 22767 Hamburg
info@mspag.com | +49 40 31991619–0
www.mspag.com

Chairman of the Board: Michael Ehlers
Management Board: Michael Fischer, Max Pusch
Chairman of the Supervisory Board: Frank Schumacher