



FirstSpirit CaaS

## **Content-as-a-Service, On Demand**

### **Make the evolutionary leap into the digital future**

Gone are the days when Web content management systems simply pushed content to websites. Leveraging content across the growing multitude of channels—also known as the content supply chain—requires a more strategic approach to content. One that gives you the ability to create, manage, source, curate, personalize and deliver content everywhere it's needed, often simultaneously, from a central content repository. FirstSpirit CaaS is the answer.

FirstSpirit CaaS extends content reach to channels with greater agility, on demand. There's no need to integrate your CMS with anything. Simply create content using FirstSpirit, and it goes wherever needed via our REST API—instantly. Because content is separate from presentation, you can design the perfect digital experience for each channel—whether website, digital sign, wearable, Internet of Things, social network, smart device or mobile app—increasing content quality and effectiveness, improving customer journeys, and helping turn content into revenues. It's changing the way businesses use content, and helping them monetize it.

#### **Open up new revenue opportunities**

CaaS opens the floodgates for new content-driven business models, enabling companies to monetize content in unprecedented ways. Deliver content to any 'thing' in the Internet of Things. Let third parties pull your content into their own digital stores. Upsell services at the point of sale. Expand into new markets. Develop new content-driven products. The possibilities for turning content into revenue are endless.

#### **Achieve faster time to market**

CaaS helps companies add new channels with lightning speed by eliminating the need for traditional time-consuming integrations. Simply access content from the CaaS server and pull it where you want it to go.

#### **Reduce digital complexity**

With evolving digital channels and tools comes infrastructure complexity that even well-organized IT departments have trouble coping with. CaaS makes managing your omnichannel digital strategy radically simple.

#### **Design engaging digital experiences**

CaaS separates content from presentation allowing you to design and customize the perfect customer experience for each unique channel ensuring engaging customer journeys everywhere, every time.

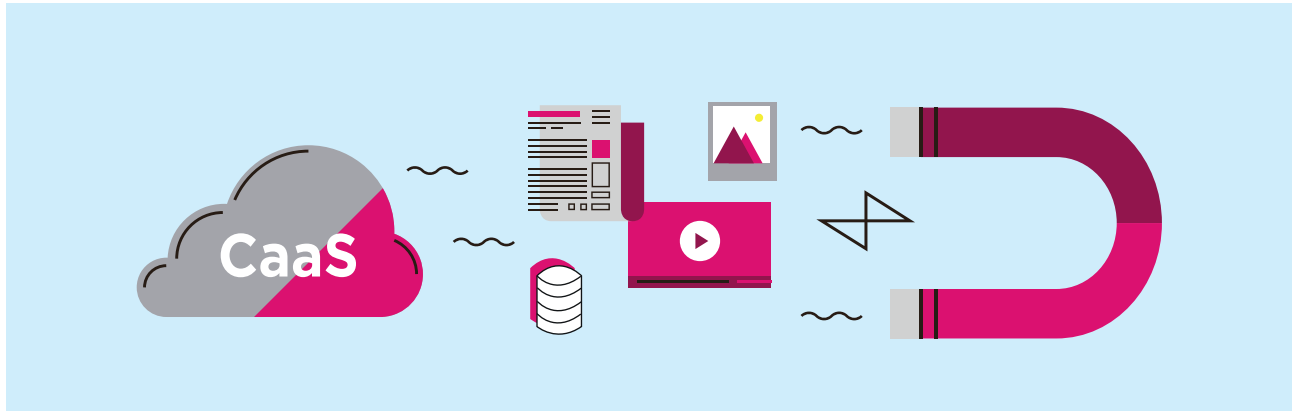
#### **Increase content quality and effectiveness**

Content is dynamically pulled from FirstSpirit CaaS ensuring the most current content will always be presented regardless of channel improving content quality and consistency. Also, analyzing content request data for each channel offers powerful qualitative and quantitative analytics giving greater insights into how to optimize content for better targeting and success.

# Turn content into revenue

As digital ecosystems continue to grow with new customers, partners and IoT channels (Internet of Things), they become layered in complexity driven by the collection, diversification, and distribution of content. Marketing and IT professionals know this and live with the reality of it daily when reporting results and contemplating unrealized revenues due to digital ecosystem limitations.

To turn content into revenue, you must manage impending complexity now by preparing your technology and digital ecosystem for the future. FirstSpirit CaaS offers a micro-service architecture approach where content is uniquely pushed and pulled to where it needs to go. It's a more agile way of delivering content that reduces complexity while paving the way for content monetization. It's a critical step in creating a future-ready roadmap to strengthen your ecosystem and accelerate success.



## Exemplary use cases for FirstSpirit CaaS

### Smart use of content for the Internet of Things

The versatility of digital customer journeys is rising and therefore also the challenge of supplying the right information at truly every touchpoint. With FirstSpirit CaaS, you can make your content available everywhere – on a smart fridge or watch, the dashboard of a car or point-of-sale displays (digital signage).

### A lighter IT infrastructure

If you're, e.g. running an enterprise portal software for your global Intranet, CaaS could be an alternative: it enables you to replace a usually more difficult and complex portal with a lightweight frontend framework that pulls the content from the CaaS server. This approach will help you considerably streamline internal communications while saving cost for licensing, maintenance or operations for expensive enterprise software.

### Generate sales using white label content

Are you a media publisher or a content marketer and make content available for a fee? This is the most direct form of content monetization and will be even easier with CaaS. Your customers can pull any kind of content without design or template restrictions for the desired channels and devices via the API and simply have them embedded in their original layouts and structures. You provide the interface and no longer have to build and run a complex infrastructure.

### And what is your use case scenario?

Please contact us to learn more about FirstSpirit CaaS and how we can help you turn content into revenue.

### Reusing content in the corporate group

Do you have different brands, subsidiaries and country organizations as part of your corporate group? Are they supposed to be able to use specific centralized content? CaaS gives your subsidiaries the flexibility to access corporate content for re-use on their apps, sites or smart devices as needed. This ensures consistent and simultaneously targeted brand or country-specific customer targeting.

### Reseller and marketplace models

Whether you produce B2C or B2B goods – you know your products better than anyone else. Then why not make your content available to your distributors, business customers or partners to increase product sales across all channels and to be attractive for your sales partners? You will benefit from the consistent and correct display of your products and increasing revenue. What's more – by making your content available on demand, you might even want to consider to establish a payment model to directly monetize your content.