

One Cockpit – A Thousand Possibilities: How the FirstSpirit™ AppCenter Combines Maximum Flexibility, Security and Innovation

Work with all of your Web applications, including those for digital marketing campaigns, through one single user interface. The FirstSpirit AppCenter enables you to integrate any tool directly into the editorial interface of your content management system, accelerating marketing, editorial and IT processes while protecting your investments.



1 Take advantage of the innovative power of the market

Our best-of-breed approach is based on the premise that, to create a successful product, you have to build it from the best foundation possible. That is why we developed the one-of-a-kind FirstSpirit AppCenter, which seamlessly integrates your preferred third-party tools directly into the CMS, including tools for campaign management, geolocation, Microsoft Office applications, online image databases, video technology, web analysis and support tools, as well as translation tools.

Protecting investments and saving money

No more “rip and replace.” Free yourself from having to use the default programs in an all-in-one suite and opt, instead, for a complete solution that perfectly meets your requirements. Integrating applications your company already uses considerably reduces project run-times and implementation costs, while also securing the investments you have already made. You will also improve your return-on-investment by saving substantial time and money when creating content as well as lower training, maintenance and administrative costs.

Fast time-to-market for your digital marketing campaigns

Marketing managers must respond quickly to new trends in e-mail marketing and campaign management, real-time targeting, SEO and social media. If all the tools needed are available in the CMS, editors require much less time to create or optimize content for websites and online stores, enabling companies to launch new products, campaigns and landing pages up to 75 percent faster.

Highest usability for efficient editorial processes

Make your editors work easier by allowing them to use their preferred applications in one single, familiar and trusted content hub. This approach is not only convenient; it's efficient because editors don't have to switch back and forth between different applications. Any data from third-party systems, such as text, audio and video files, Office documents, product information or images, including metadata, can be moved into the CMS via drag-and-drop, edited in a familiar work environment and published across all media channels.

Taking IT out of Marketing

Gone are the days when marketing had to adapt its workflow and processes due to IT's time and budget constraints. FirstSpirit uses standardized AppCenter APIs, making it quick and easy to integrate in-house solutions. Functions that cannot be provided cost-effectively in-house due to high overheads or hardware requirement, such as a video infrastructure, can be easily accessed via a cloud/SaaS package through the AppCenter.



Digital marketing? Not without my apps

The use of online marketing tools has risen dramatically in the past few years. When updating or adding to their marketing activities, marketing managers continue to focus on traditional approaches like the corporate website and e-mail marketing.



Source: : Excerpt from "How marketing executives are adapting to online tools," Marketo Infografik

If you are interested in learning more about how you can benefit from the full innovative power of the FirstSpirit AppCenter, please contact us!