



Content Management Solution

Into the digital future with FirstSpirit™: Reshaping content and CX management

FirstSpirit is the content management system for efficiently realizing your digital marketing and transformation strategies. Streamline websites, online stores and portals or launch completely new digital business models. FirstSpirit 5.2 offers you the best possible user experience (UX) across all user groups – for customers and interested parties as well as for editors, developers and integrators.

Simplify your Content Management!

FirstSpirit is the content management system that will help you efficiently implement your digital marketing strategies, drive your transformation measures and considerably accelerate the time-to-market of your product and brand communication. The CMS operates as a convenient content hub to easily and efficiently control the growing volume of content and media from internal and external sources. At the same time, thanks to smart preview features, you can easily mobilize your content and optimize it for perfectly displaying it on any of your preferred mobile devices or PCs. With intuitive and time-saving user concepts, FirstSpirit meets the highest standards of usability, performance and return on investment.

User experience for everyone = more success on the Web

FirstSpirit stands apart due to its outstanding usability. After all, the success of a digital omnichannel strategy is based not only on the quality of the content, but also on a positive “end-2-end user experience” for all relevant users – not only that of customers and interested parties on a device of their choice, but also the employees on the back-end, i.e. the editors, Web developers and system integrators. By pursuing this approach, we continually improve the user experience of each individual target group in order to create an outstanding “global user experience.”

Design your own Digital Content Hub

A unique selling point of FirstSpirit is its consistent best-of-breed strategy that offers companies maximum freedom and flexibility. Make FirstSpirit the control center of your digital transformation process by combining existing as well as future Web applications and systems to form your own individual Digital Content Hub. This will allow you to merge all necessary data, content and functions as well as bring together the employees who are responsible for providing digital customer experiences onto one user interface. Update the way company-wide content is used and, in doing so, maximize the success of your entire digital communications actions.

Your partner for all industries and areas of applications

Your content is your capital: FirstSpirit enables you to stage all of your content efficiently and profitably at all contact points along the customer journey. Whether on company websites, in online stores, enterprise portals and Intranets, for digital marketing campaigns or mobilizing your Web products and services – FirstSpirit bundles all functions and solutions you need for creating and managing target group-oriented content, providing a personalized customer experiences as well as centrally coordinating and evaluating campaigns comfortably on one central platform. And through our in-depth industry expertise, we know not only about your individual challenges, but we can also give you the optimal solution.

FirstSpirit CMS – more than the sum of its parts

Usability, flexibility, mobility and future needs: With FirstSpirit, you will not only create Web presences quickly and efficiently, you will also be paving the way toward addressing, as best as possible, the demands resulting from the advancing digitalization of company processes.

FirstSpirit offers:

- Outstanding online experiences for end users through personalized and dynamic content (“Customer Experience”)
- Time-saving and innovative operating concepts for editors and content managers (“Content Creator Experience”)
- Fast project implementation for developers through the HTML-Importer, content highlighting and template debugger (“Developer Experience”)
- Numerous standard interfaces and open architecture for efficient integration (“Integrator Experience”)
- Support of the digital transformation processes through the Digital Content Hub concept
- Cross-project multiple content use for all channels, multiple brands and country websites
- Personalized and localized content, targeting, multimedia and social content for multilingual Web projects
- Rapid time-to-market for product and brand communication


FirstSpirit optimizes:

- Websites: It's easy to create and manage attractive, multilingual corporate websites optimized for target user groups
- Online stores: With attractive and dynamic content, implement profitable omnichannel commerce strategies
- Digital marketing: Effectively personalize content, centrally coordinate and evaluate campaigns for better leads (e.g. by supporting A/B testing)
- Mobile Web: Optimize offerings for smartphones, iPads & Co., also in responsive design
- Company portals: Providing information and services efficiently and conveniently with integration solutions for Liferay, SharePoint 2013, IBM WebSphere, SAP NetWeaver and JBoss
- Intranets and Extranets: Increase productivity by supporting internal and external communication and cooperation

FirstSpirit Facts



FirstSpirit customers benefit from reduced software maintenance costs (e.g. Hamburg Süd) and accelerated time to market of communication activities (e.g. MAN Truck & Bus)

94 % 
of all users would
highly recommend
FirstSpirit

International customers from all industries



Industry, production and IT



Banks and insurance companies



Trade and E-Commerce



public sector

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