WORKFLOWS – TUNING FOR YOUR DAILY ROUTINE
More comprehensive than any other system, CONTENTSERV’s central workflow management eliminates the complexity in your operative daily marketing routine. Because the system takes away recurring processes end-to-end across all system components, it flexibly controls the many participating users and systems and automates much of your daily business. So pull the brake on inefficiency and tune your marketing back into high speed! In doing so, free yourself to finally have time for your strategic work. Who has not yet experienced these complexities? Many tasks, distributed teams, projects and systems must be coordinated and controlled daily: implementing campaigns and actions, coordinating content, adapting texts, requesting a translation, selecting products and images, scheduling and creating publications – and in doing so constantly circling in an enormous amount of various review and approval loops.

Today’s increasing competition and globalization require a consistent focus on customers and the ability to adapt quickly to changing market requirements. However, growing customer demands for relevance – both in content and in its formal implementation – require provision of more and more variables in order to ensure quality despite growing complexity. Process optimization, cost reduction and transparency are therefore increasingly becoming necessity.

**HOW CAN CONTENTSERV’S WORKFLOW MANAGER SUPPORT YOU THE MOST?**

CONTENTSERV’s unique graphical workflow engine allows you to automate a variety of work-sharing processes for your planning, preparation, coordination and management tasks and thus dramatically reduces your time and cost efforts many times over. Not only are the quality of your processes, but also your work results are strongly optimized.

With Contentserv’s Workflow Solution, efficiently integrate end-to-end processes company-wide involving decentralized teams, external service providers and required third-party systems. All users work together over one central CONTENTSERV platform. To make this as simple as possible for infrequent users, only specific areas and objects can be „unlocked“ i.e. made visible, for the roles which they are responsible for. At the same time, user-friendly interfaces ensure that users find their way with minimal to no training effort.

The CONTENTSERV Workflows ensure that all responsibilities are met and all associated tasks and actions are performed in a timely manner. Time-critical processes are substantially simplified and the number of possible error sources is reduced to a minimum. Keep a status overview of even the most complex process flows for your projects, tasks and activities. Therefore international quality standards and compliance requirements can be maintained at any time, saving you time for creative and strategic tasks.

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Exemplary Product Workflow in CONTENTSERV
With the graphic workflow editor, configure all targeted processes (for example: product maintenance or graphic release). The intuitive configuration area allows you to quickly and easily visualize your individually defined process steps, course of action, tasks and responsibilities over graphic workflows and to connect any data objects (for example: Products, Assets, Texts, Documents). If at any point a process step or task changes, for example because your requirements have changed, this can always be adjusted quickly and easily. Therefore each object in CONTENTSERV is available over a status, i.e. processing status, that is color-coded.

Exemplary Workflows from Marketing Experts

CONTENTSERV has many pre-defined target processes that have emerged as a result of countless projects. As a best practice, we gladly provide these processes to our customers for adaptation. Here are some examples that demonstrate how you can configure your daily business tasks with the workflow editor:

- E-mail Notification to the product manager about new products, for example in order to examine and release them, they are synchronized from an enterprise resource planning system.
- Time-saving, parallel maintenance of different product information areas / attributes through users with different tasks (ex. complete current product descriptions: from creation of product management, marketing texts and advertising materials to marketing and translation by external service providers).
- Automatically generate new price lists or data sheets after a product is updated.
- Image ordering process with one click, through email notification to the service provider, to create a new product image and to release it once again in the system.
- One-time updates of products that are available in multiple shops centrally in PIM at the push of a button.
These and many other processes can be modelled with any dependencies, actions and branches and even transferred into other workflows. Even parallel processes can be intelligently linked. For example, a parallel process can be automatically triggered by a specific condition – when a product text is updated, it triggers a translation process and simultaneously ensures the automatic generation of a new product data sheet.

**CONCLUSION**

With the CONTENTSERV Workflow Manager, we provide you with a unique, end-to-end „thinking“ platform for your daily business. In order to control the most complex marketing task- and coordination processes more reliably and flexibly than any other system – from a single attribute to a comprehensive marketing project – across all CONTENTSERV data objects, functions, modules and connected third-party systems. We digitalize your marketing so that you can manage globally distributed teams efficiently, have all projects, tasks and processes transparently in sight and can fully automate recurring tasks. Finally gain back the operational and strategic freedom that you so desperately need in order to efficiently cope with current and future requirements!