

EMPOLIS **CONTENT EXPRESS**[®]

PERFECT CUSTOMER PRODUCT EXPERIENCES –
WITH DIGITAL INFORMATION TWINS

EMPOLIS CONTENT EXPRESS[®] is the information platform for all customer touchpoints regarding product - the user always receives the most useful information for his specific situation, both before and after purchase.

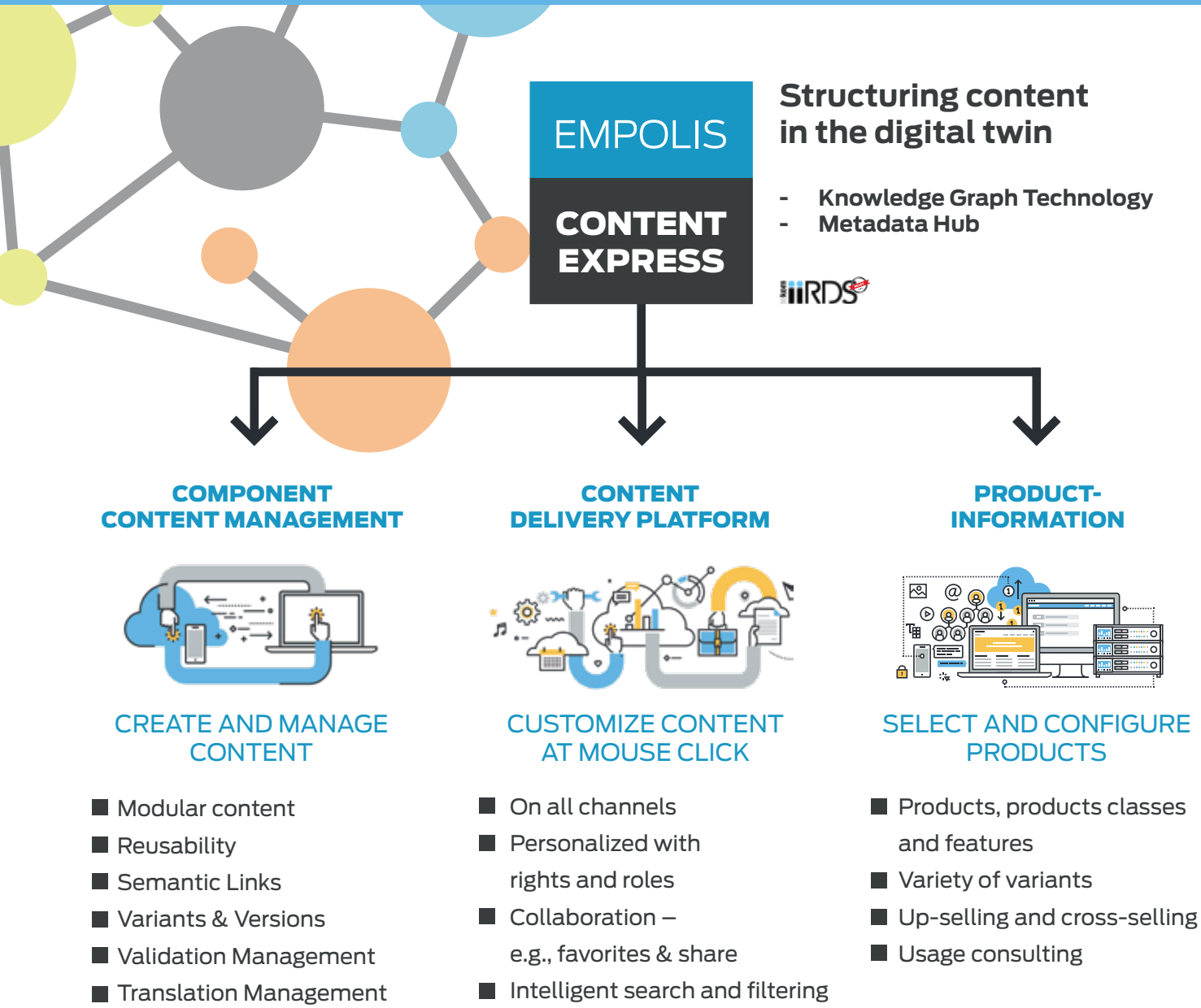
Everything comes from a single source of truth: the digital information twin.
This minimizes effort required to maintain product data and editorial content.

Use full range of digital possibilities and offer your customers the perfect product experience:

- Support customers even before they buy and also when they have selected the ideal product.
- Make all products "smart products" that are self-explanatory.
- Guarantee optimal support during use and help make your customers successful.
- Use your products for active up-selling and cross-selling.
- Align your documentation consistently with specific customer information needs.



All of this is made possible with the digital information twin, a new metadata approach that consistently provides modular content with intelligence, and integrates it across all systems (PIM, PLM, CMS, marketing training databases, etc.). Thus, information can be tailored individually, dynamically and mouse click, to provide your customers with the perfect product experience.



Visit us at www.content.express



With the all-in-one solution Empolis Content Express[®], you consistently align all areas of your business with your customers and their product experience:



CONTROL YOUR DIGITAL TRANSFORMATION

- Create new business models and processes to deliver entirely new digital customer experiences.
- Create tomorrow's solutions today - Empolis Content Express[®] gives you so much more added value.



LAUNCH YOUR CUSTOMER EXPERIENCE IN PRODUCT MANAGEMENT

- Create products that are self-explanatory and market themselves.
- Empolis Content Express[®] provides a single source of truth for product information.



TRANSFORM YOUR DOCUMENTATION

- Take your documentation to the next level and deliver smarter products with smarter information.
- Accelerate content creation & reuse and simplify your documentation



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