

First Tuesday

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Feb, 2017



Agenda

- Part 1: New product functionalities (30 min.)
 - Today: Content-as-a-Service (CaaS)
- Part 2: Open Q&A session regarding
 - FirstSpirit in general
 - Your editorial process
 - Product functionalities



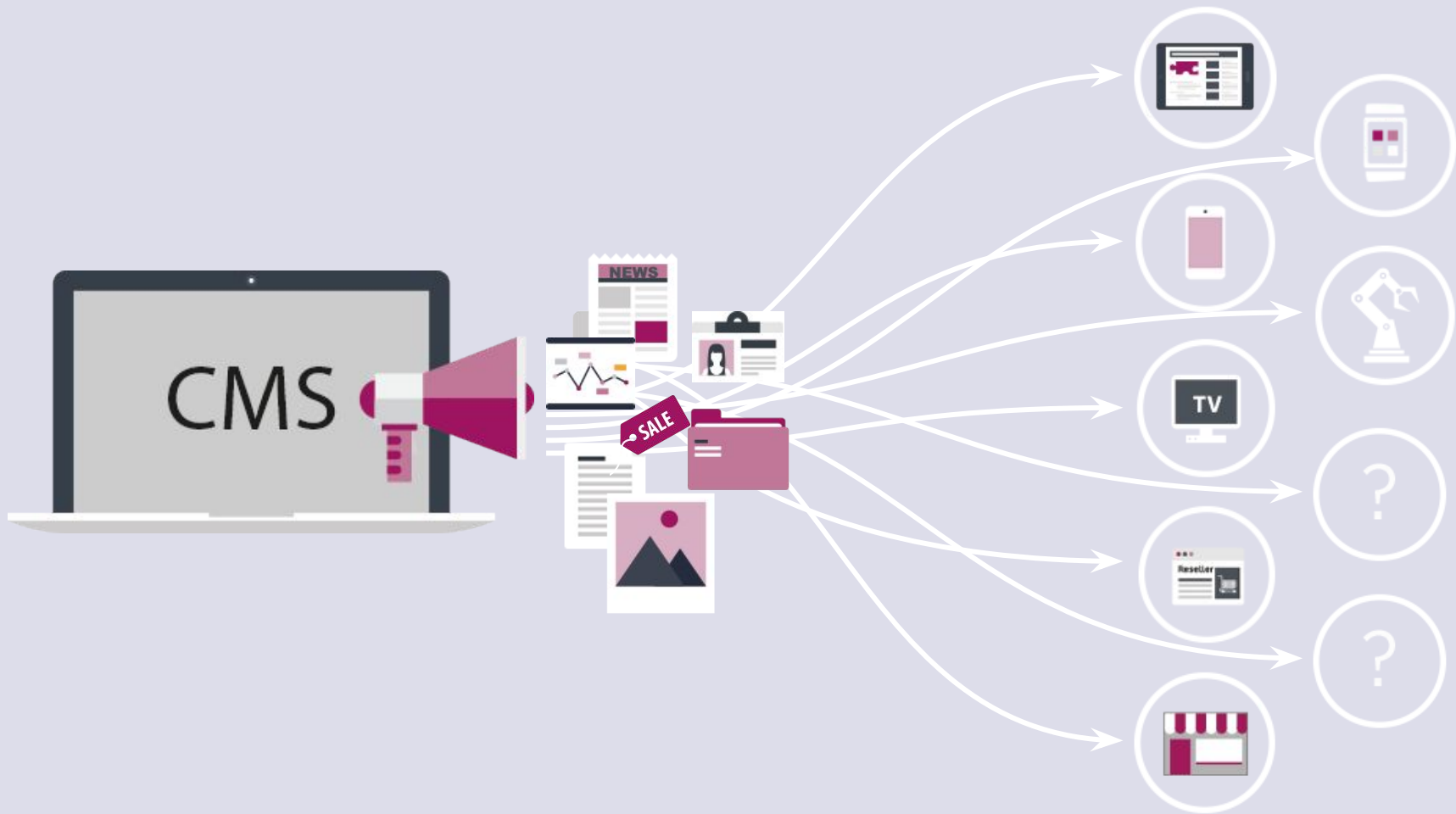
PART 1:

**FirstSpirit
Content-as-a-Service**

What is FirstSpirit CaaS?

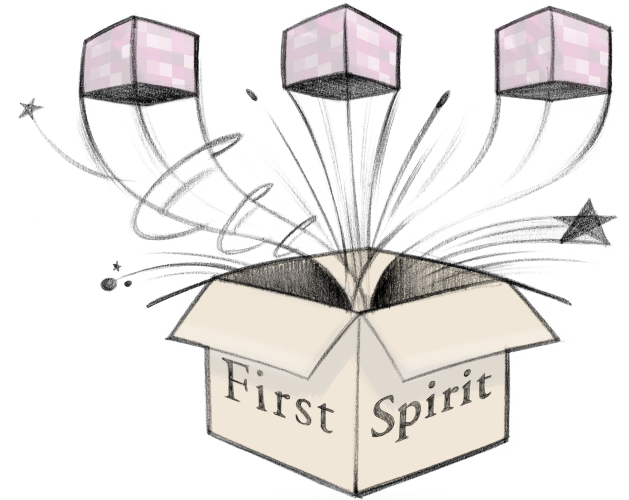
**FS CaaS is a product extension
enabling customers to integrate content
fast and effortless into any given
3rd party application or device**







Caas allows to integrate content into any 3rd party environment with extremely low effort



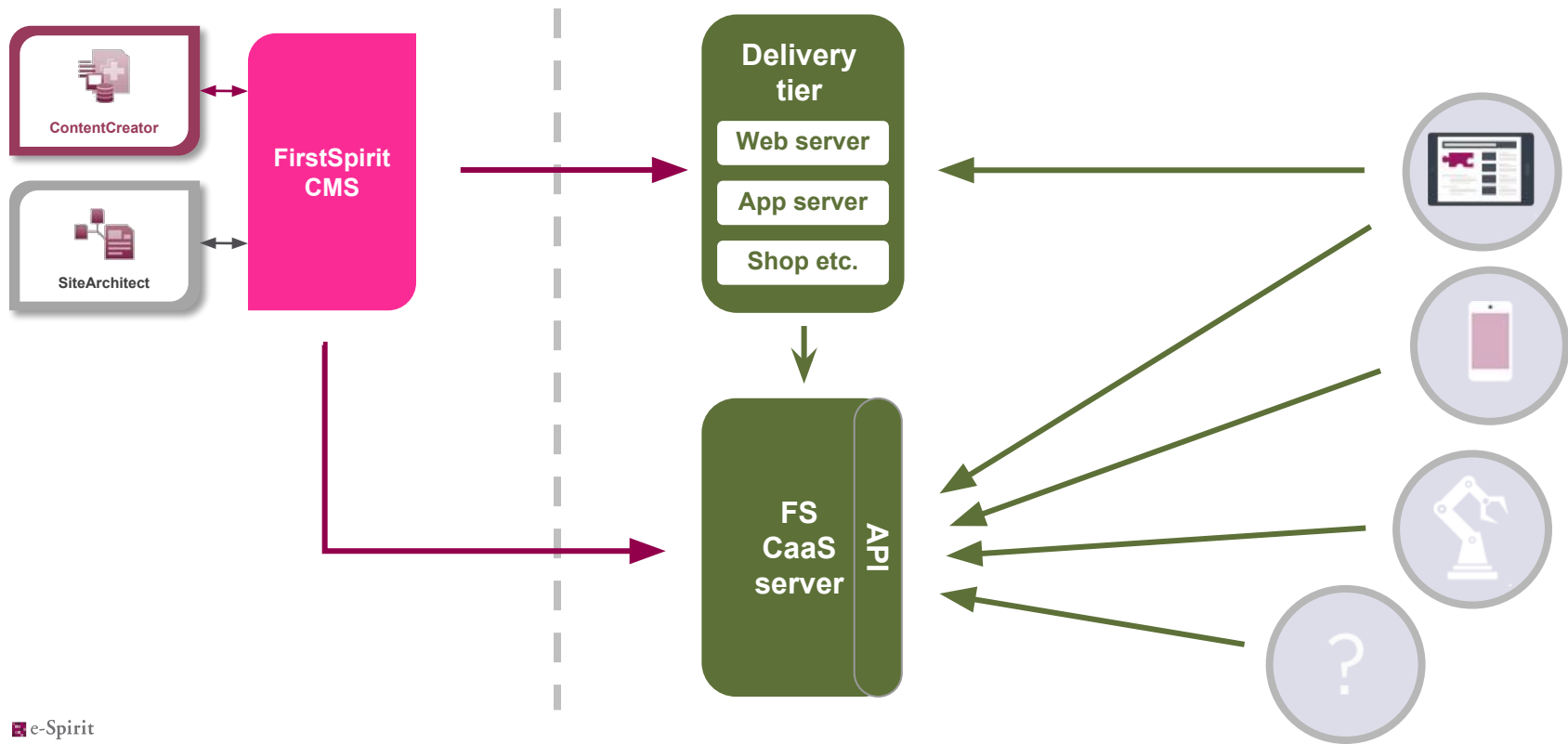
Why FirstSpirit CaaS?

Typical CaaS use cases:

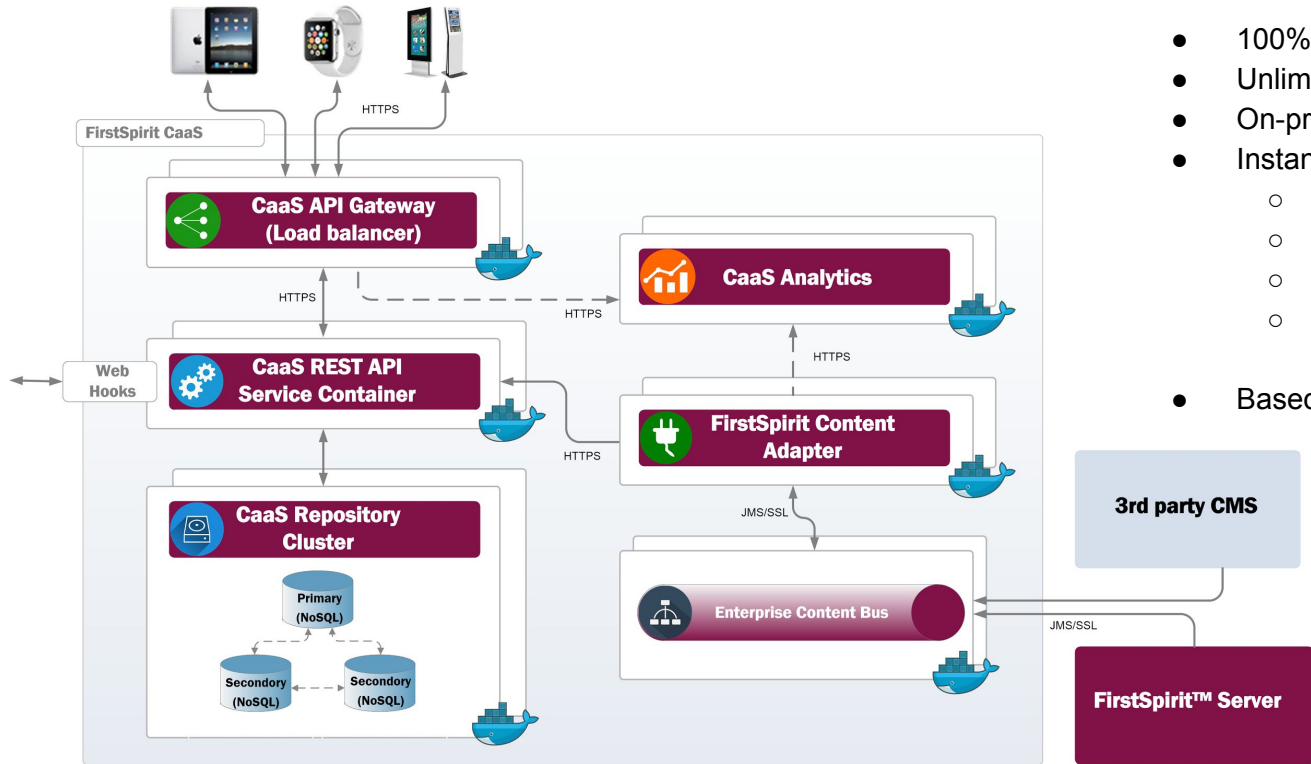
- **Omni-Channel content delivery**
- **Perfect User-Experience on each touchpoint**
- **Micro-Services strategy**

How does CaaS work?

CaaS architecture



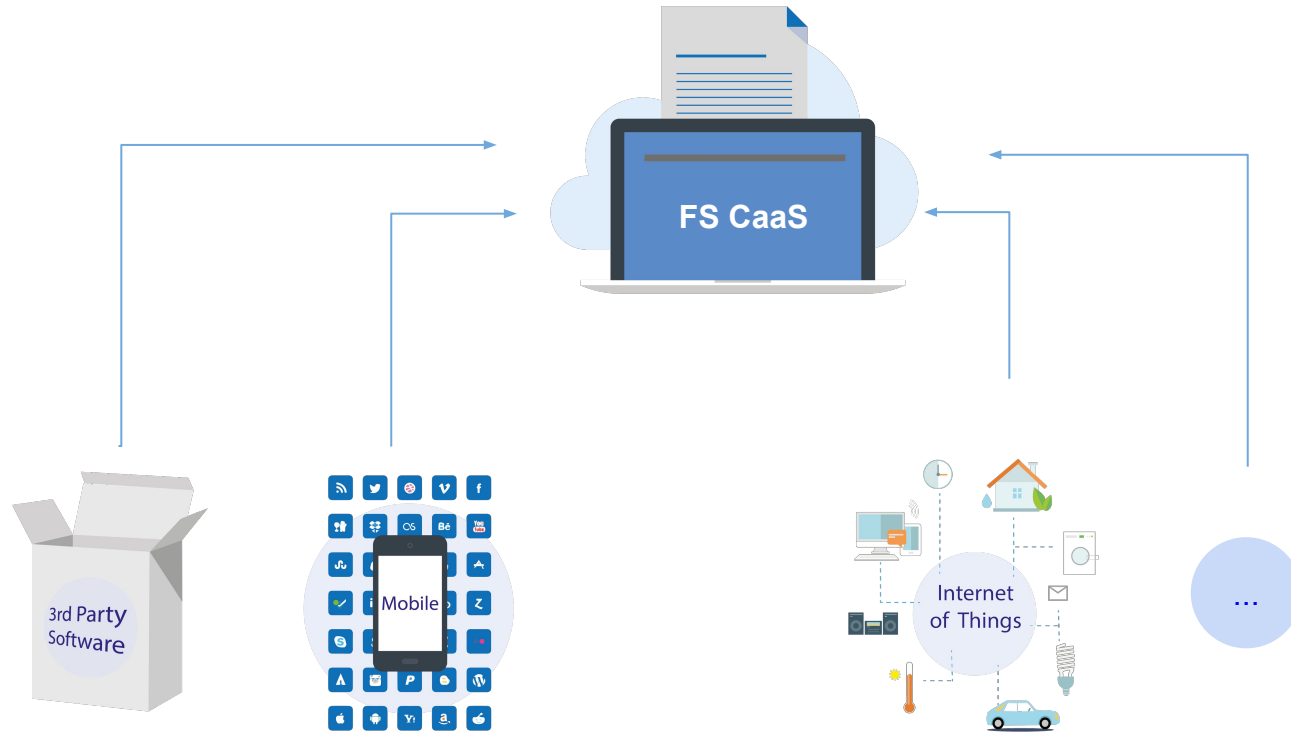
CaaS architecture - detailed view



- 100% Microservices-based Architecture
- Unlimited horizontal scaling
- On-premise or cloud-hosting
- Instant Cloud-deployment into
 - Amazon EC2
 - Microsoft Azure
 - Google Cloud Platform
 - And other platforms like Chef, Puppet, Vagrant or VMWare vSphere
- Based on Docker software container

**What is
FirstSpirit CaaS
good for?**

CaaS is the next evolutionary step of a Content Integration Platform



We're already doing IoT!



“By 2020, over 20 billion connected things will be in use across a range of industries; the IoT will touch every role across the enterprise.”

Gartner Internet of Things Primer for 2016



CaaS demo

Endless possibilities with FS CaaS

Fast, stable, cost-efficient integration into 3rd party products: Content Everywhere!

- Frontends (owned and foreign)
- Software / Tools
- Devices (IoT, Digital Signage etc.)

“Content-Shareconomy”

- no publishing into designated channels - content is ready for integration in open (but supervised) pull-repositories
- indirect monetization through maximum distribution of content

State-of-the-Art technology for

- microservice architecture
- hot frontend technologies (Angular.JS, REACT, etc.)
- lightweight frameworks instead of monolithic portals

Customer benefits

Customer benefits

Single source of content for all touchpoints

- management of just one content source for all content offerings (compliance)
- personalized and targeted content delivery per touch point based on metadata and custom content attribution
- Business-driven data model and API

No additional integration costs

- touch points can be integrated via common standards (REST-API)
- no FirstSpirit know-how necessary for frontend development

Best of both worlds

- Full-fledged CMS (Push) AND powerful content API (Pull)
- Atomic *and* pre-rendered content

PART 2:

**Open Q&A session:
What do you want to
know?**

Thank you!



United States | Germany | United Kingdom | Austria | Switzerland

