

Corporate Publishing and Content Management

Manage staff magazines, customer magazines, business reports and brand communities through InterRed with a central and convergent tool of Corporate Publishing.

The Content Management System InterRed does not only provide the basis for easily storing and managing all journalistic and editorial content of a company, but also the possibility to make this available to the respective reader in the desired format, with the purpose of strengthening the Corporate Identity and standardizing the brand management. This could, for example, be in the form of a staff magazine for active and past employees, or in the form of automatically integrating the content of the staff magazine into the in-house intranet. You want to increase the customer loyalty by a respective magazine, while at the same time using the content for other purposes in a cross-medial way. Or you want to standardize the process of generating business reports, with having the flexibility of using various output channels. No matter if you want to optimize editorial processes, or if you want to integrate these in terms of strengthening the corporate identity – at all times, with the InterRed Content Management System you can be sure to have found the ideal product for the convergence of your Corporate Publishing Channels, due to its more than 10 years of operating experience and its optimal applicability for industry and publishers:

- Staff magazine - print and online
- Cross-medial customer magazines
- Investor Relationship Management
- Brand communities