



**Integral software for retail,
Content & Communication**

August 2024

WHAT IS CORIZN?

Integral software for commerce, content & communication

Unique combination

The most important functionalities from commerce, content and communication software

Hybrid software

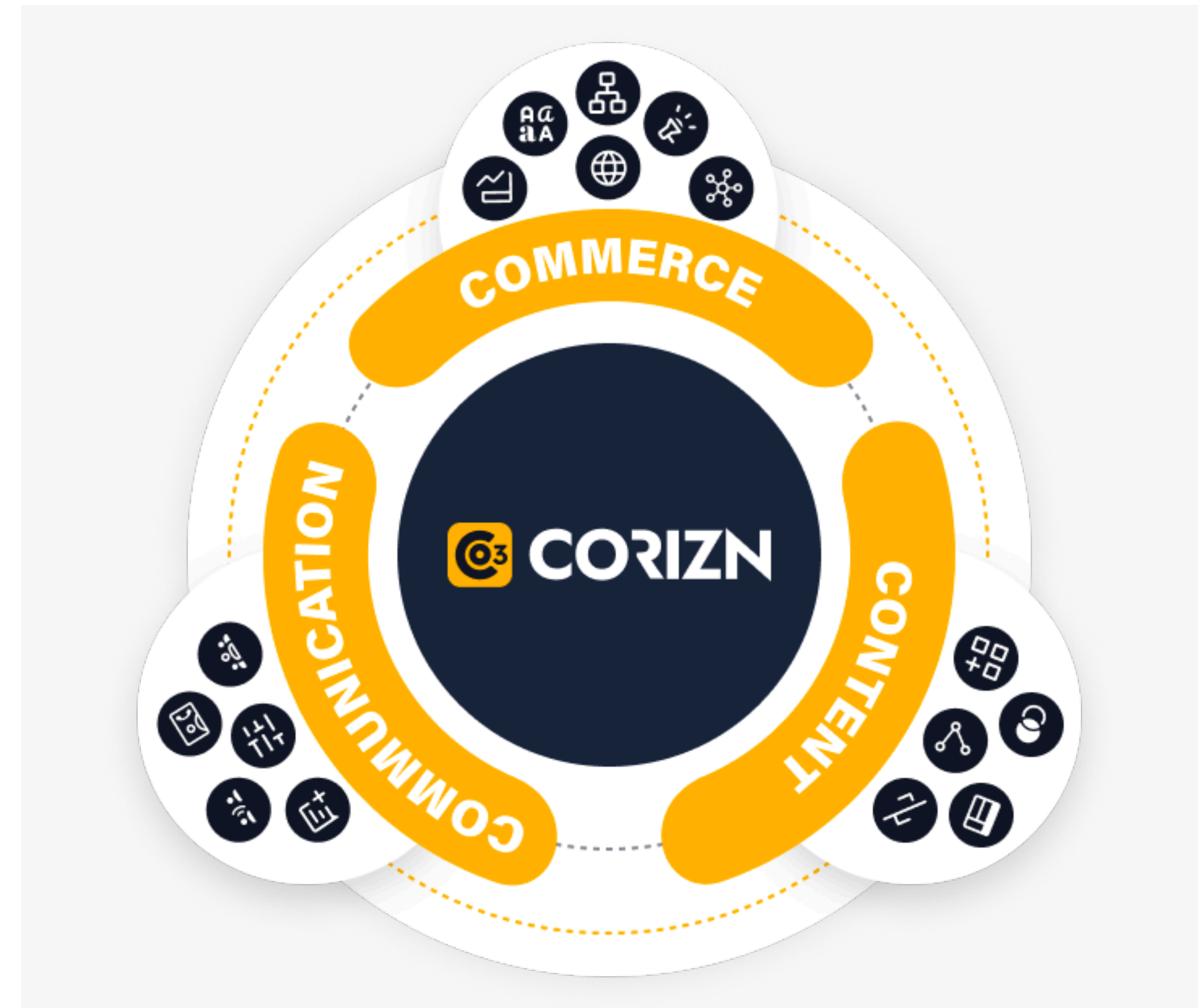
Executable modules as a basis for the development of individual applications

Integral according to your needs

A software or code basis for all relevant user stories

Browser & App

Available on all end devices -
also as a mobile app



COMMERCE

More than just a checkout!



Presentation, inquiry or sale
of your products

Transaction or subscription
- based business model

International business
with different assortments, prices, taxes, etc.

Multiple requirements
for different brands or target groups

Increase sales
through customer loyalty programs and promotions

Unlimited connectivity
with other tools

CONTENT

More than just a CMS!

Modular CMS

for your storytelling

Fusion

of content and commerce

Shared content

within all existing units

Landingpages

for different brands or target groups

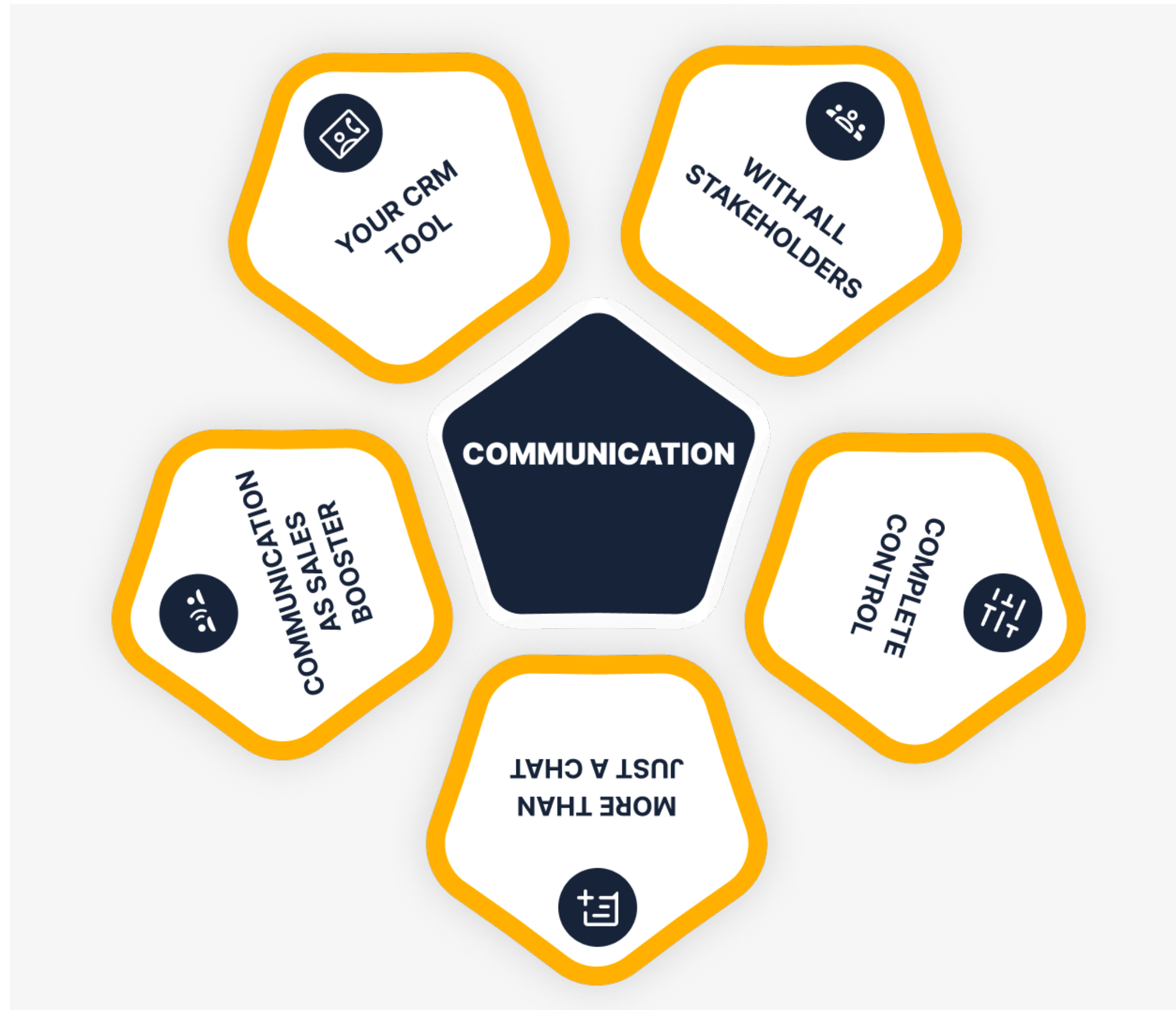
No designers or developers

to create unique pages



COMMUNICATION

More than just a mailbox!



All stakeholders

on a platform (e.g. customers, employees or dealers)

Complete control

on content and distribution

Not only textual

e.g. contract creation and document exchange

Communication as a sales booster

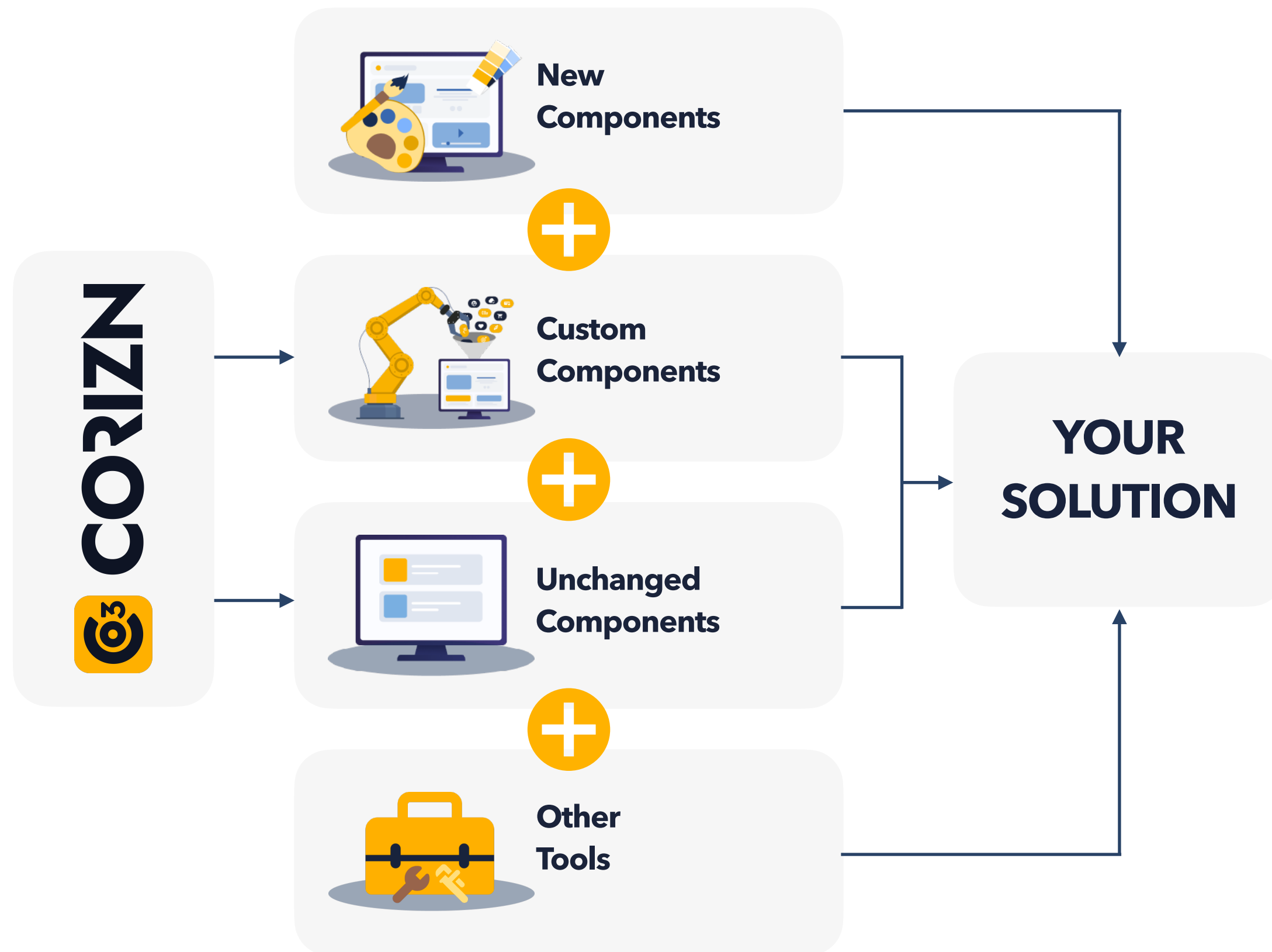
All assets in one place

Your CRM tool

Can be easily connected

HOW DOES CORIZN WORK?

Advantages of customized solutions & standard software



Hybrid platform software

Existing modules/components are used as a basis for the development of individual applications - and yet CORIZN can be run directly!

Integral according to your needs

A software or code basis for all relevant user stories - for maximum utilization of synergies or merging of functionalities. Software that optimally adapts to your needs - and not the other way around!

4 types of components

Our individual solutions usually consist of four types of components:
Existing components that are available and ready to run at no additional cost. Existing components that are customized according to your needs.
New components and third-party tools (e.g. CRM or HR).

WHAT IS CORIZN FOR?

One software - many use cases



Diversity

The combination of individual and standard software, paired with the most important functionalities from Commerce, Content & Communication, offers unparalleled flexibility. CORIZN can therefore cover a wide range of use cases 100% according to your needs!

Business relevance

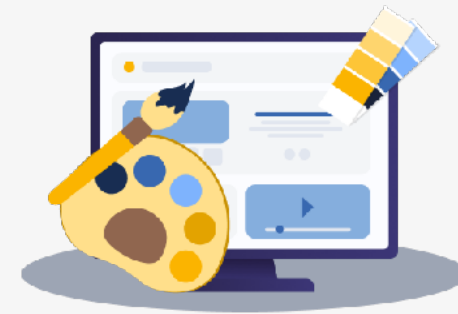
CORIZN can be used to achieve goals, which is why the software is suitable for the digital mapping of relevant business processes. Increase sales, boost productivity, save costs or promote communication - the main thing is business relevance!

FEATURES

Highlights



Modular CMS



Multiple designsets



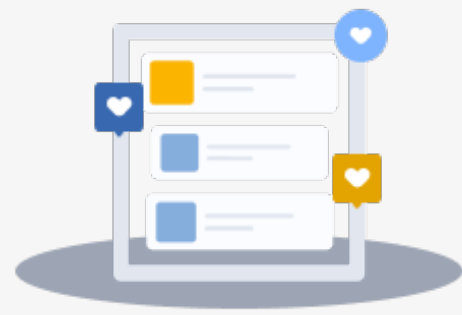
Internationalization



Customer loyalty program



Virtual currency



Newsfeed



Quickshop



Product-feed



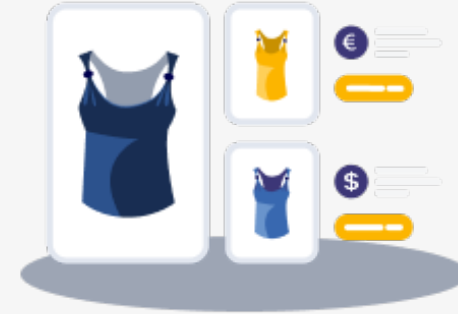
Rights and roles system



Automated filters



Chat-function



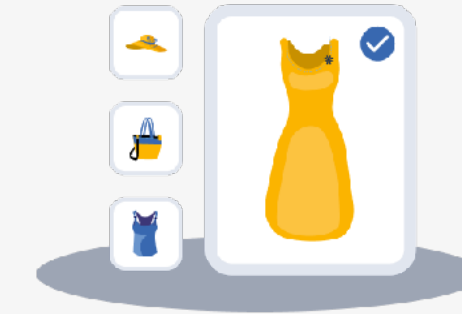
Variant management



Flexible voucher system



Promotion product



Auto product suggestions

INTEGRATIONS

Highlights

Klarna.

 **emarsys**

TRUSTYOU
Authorized Seller


PayPal

 **FACT
FINDER**

 **DeepL**

SelectLine
BUSINESS SOFTWARE


advarics


Google Maps

 **Pay**

 Google Tag Manager

 **amazon pay**

Brevo
Formerly **sendinblue**


mailchimp


MIRAKL

 **Calendly**


Riddle

 **ChatGPT**


Typeform

 **indeed**

ADVANTAGES

CORIZN convinces all along the line!



Marketing

- Jumpstart - Short time-to-market
- Plug & Play - Directly executable
- Low internal personnel costs

Finance

- Cost advantage (initial & during operation)
- Lower personnel costs
- Low costs for homogeneous infrastructure



IT

- High data security
- Influence on roadmap from provider
- Less dependence on providers

USPs

- unique combination
- High product flexibility
- Sustainability - from MVP to global enterprise solution with one software



WE HAVE A STORY

CORIZN is a product of K&W

Focus Individual Software

Foundation 2014

Location Hamburg

Customers 50

Employees 25



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OUR CUSTOMERS

Highlights

Telefonica



SIEMENS
Siemens Home Appliances

Junge
DIE BÄCKEREI.



BASLER
the power of sight

DAIMLER

Eurowings

 **Lufthansa**

seca
Präzision für die Gesundheit


MOTEL ONE

STATICS

KALO



LIEBHERR



 Mercedes-Benz

dpa

NICHE-BEAUTY.COM

STENFLEX

THIS IS HOW IT WOULD GO ON

Four steps to the next level

Next Steps

1. Identification

Status quo & requirements

2. Concept

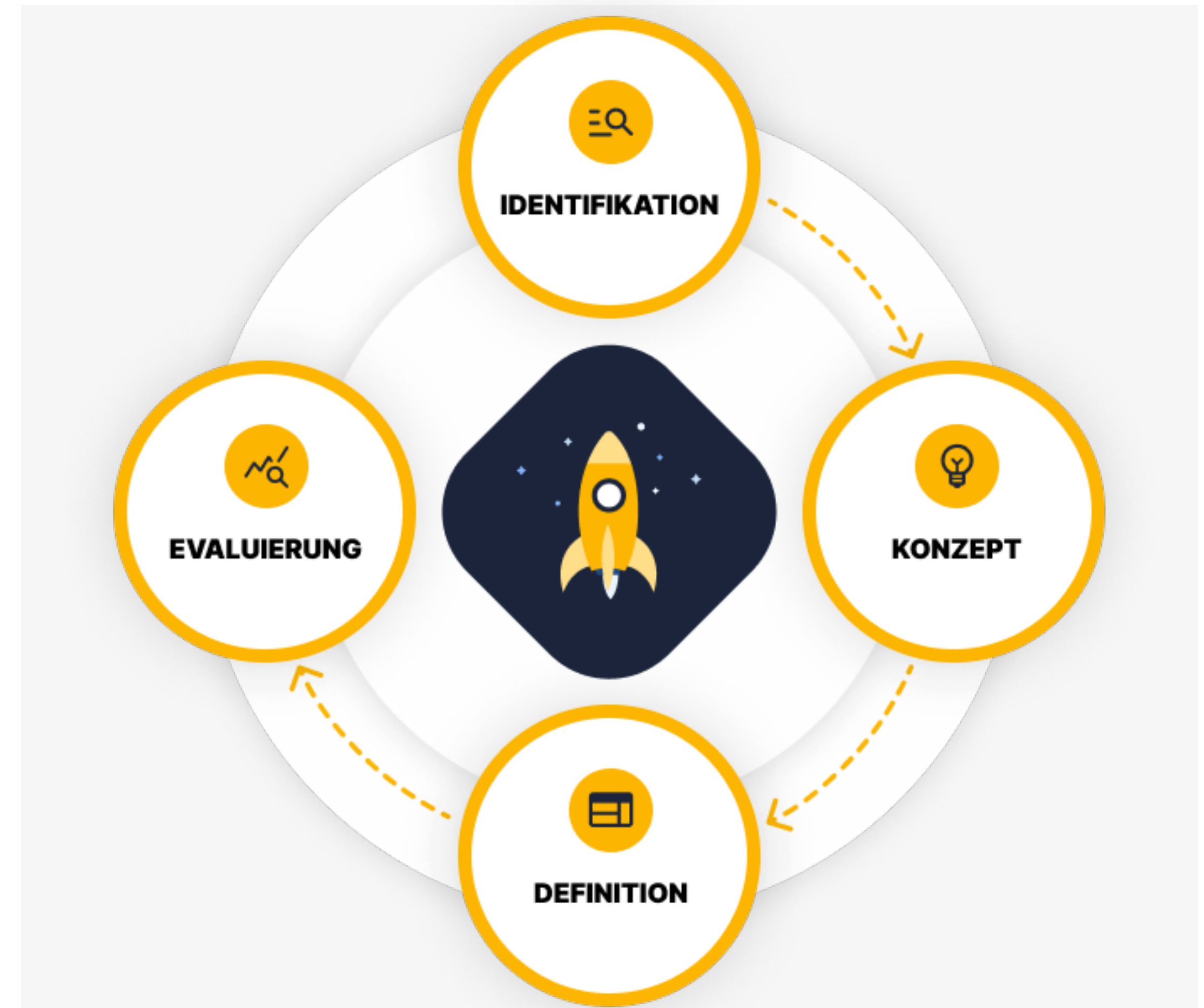
Integral solutions (functions & system landscape)

3. Definition

Relevant user stories via click dummy

4. Evaluation

(Technology) options incl. cost estimate





Find out now without obligation!

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