CORIZN

Integral software for retail, Content & Communication

July 2024

WHAT IS CORIZN?

Integral software for commerce, content & communication

Unique combination

The most important functionalities from commerce, content and communication software
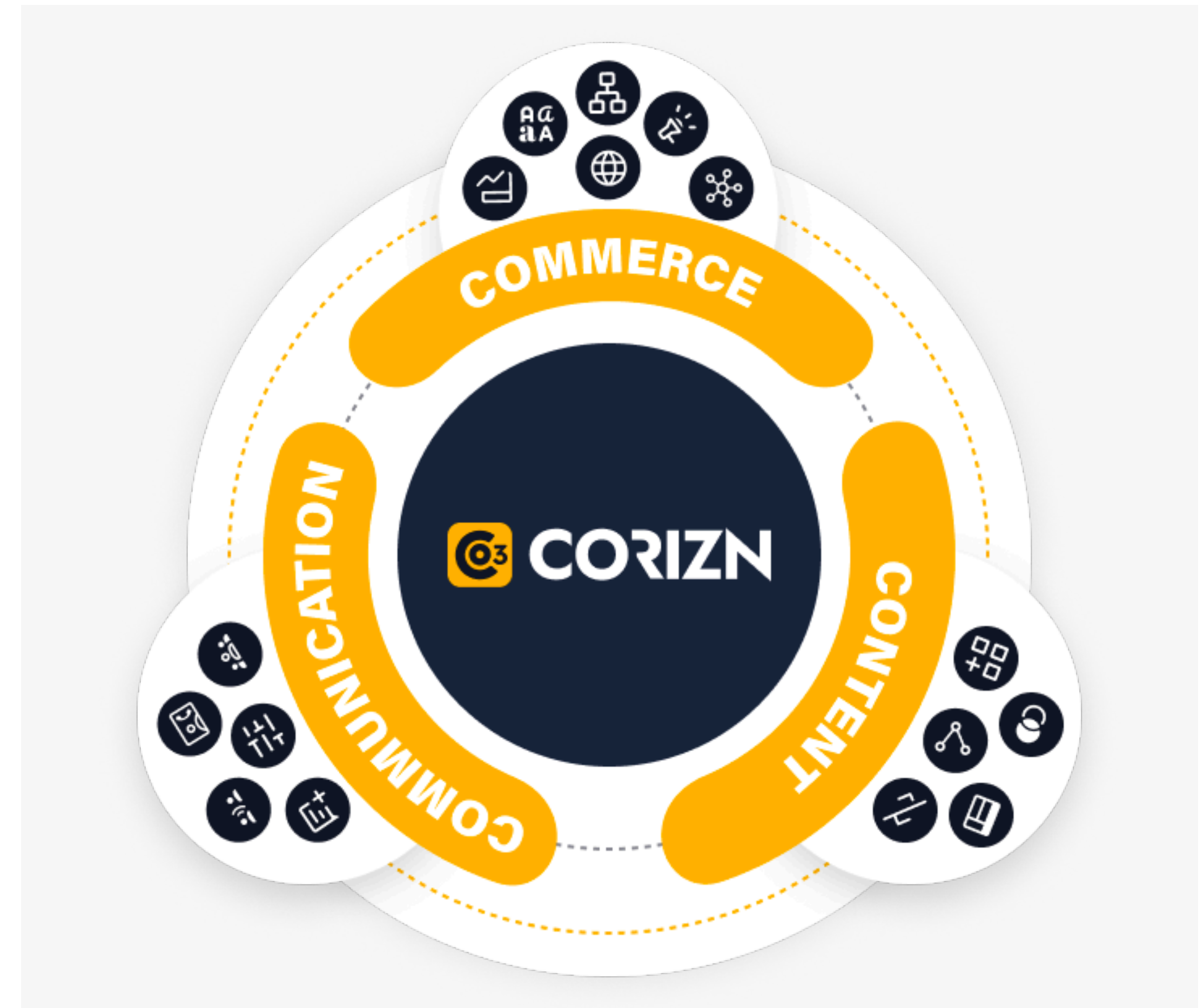
Hybrid software

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
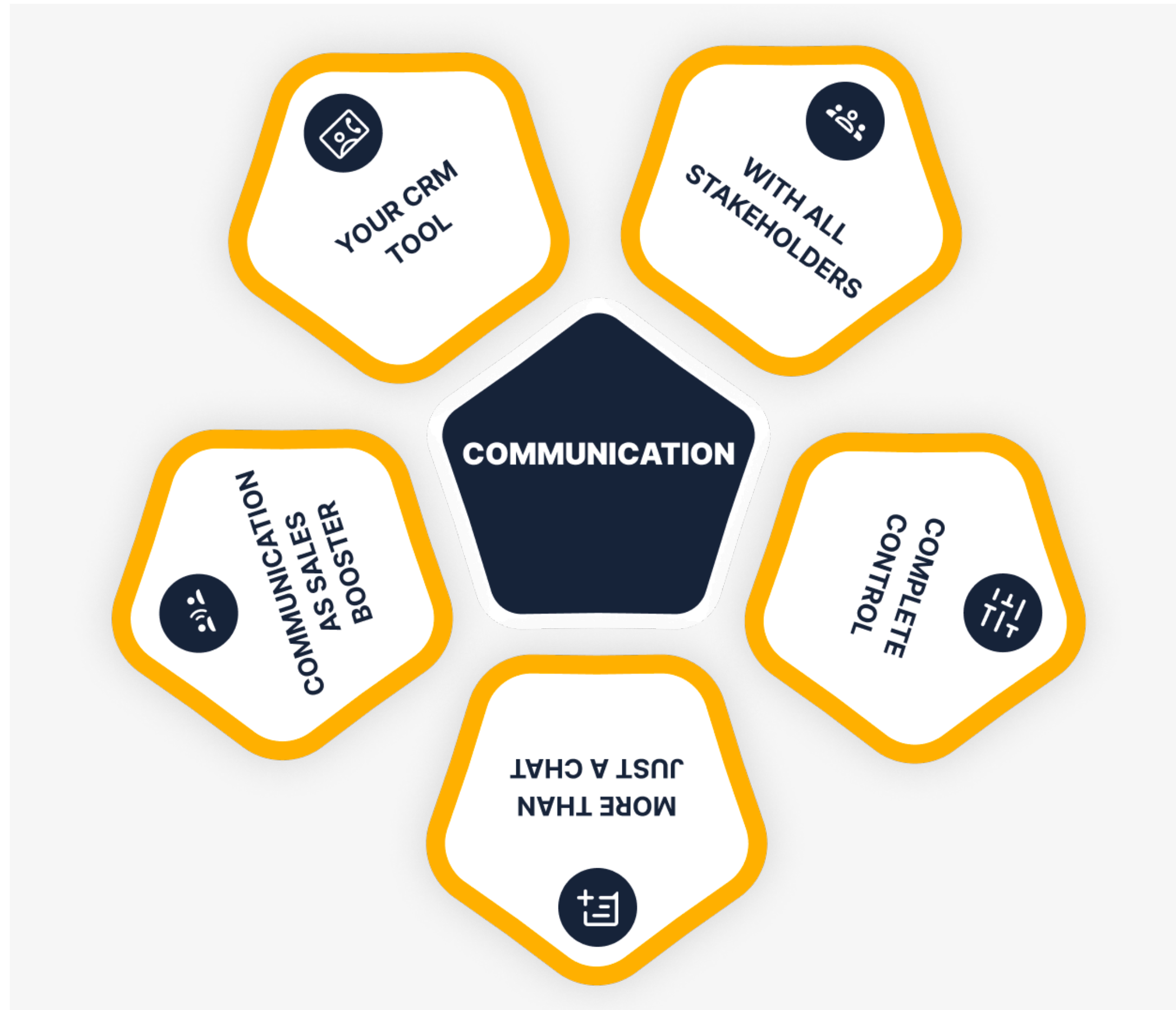
No designers or developers

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
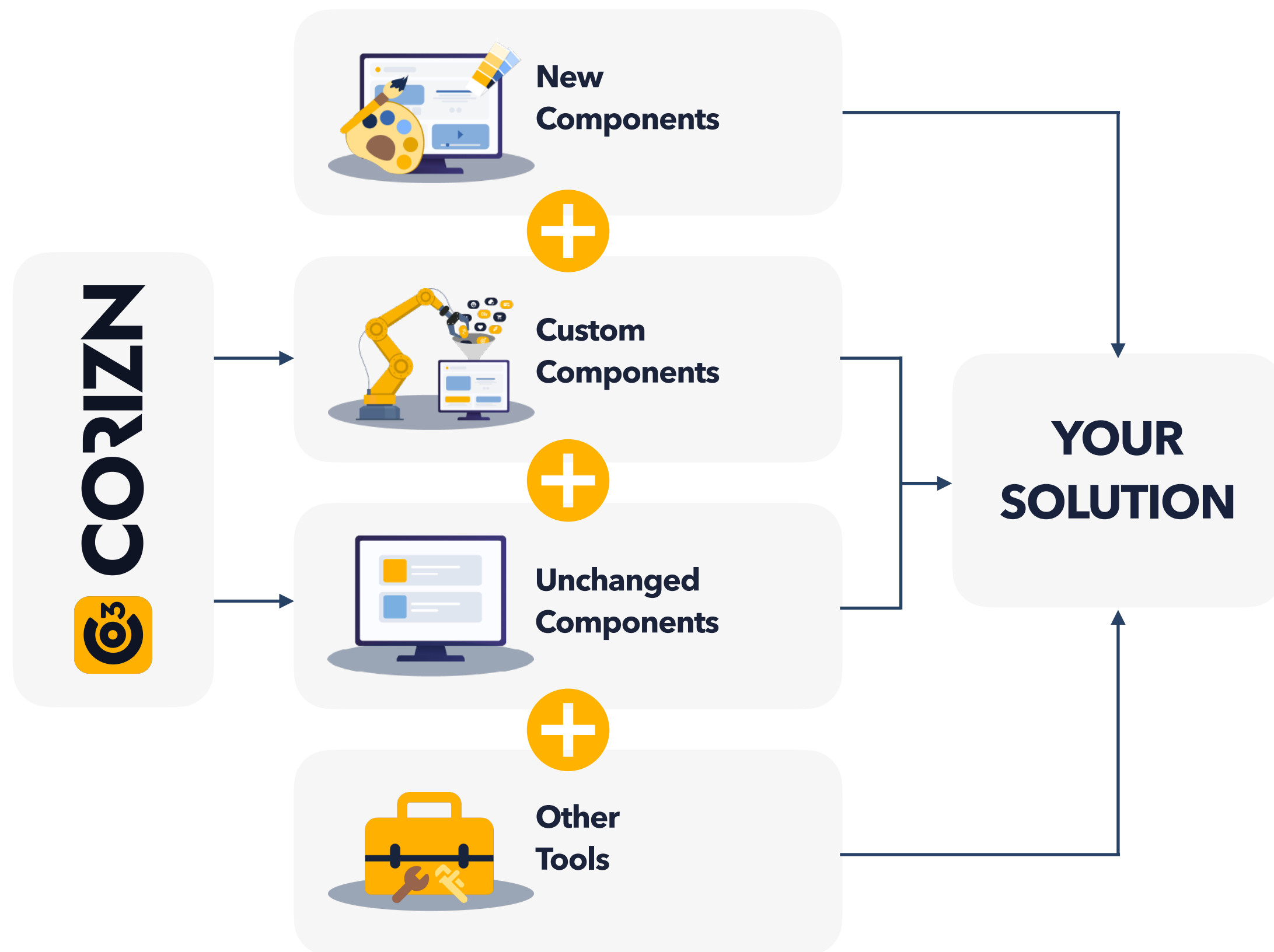
Communication as a sales booster

All assets in one place

Your CRM tool

Can be easily connected

HOW DOES CORIZN WORK?

Advantages of customized solutions & standard software

New Components

+

Custom Components

+

Unchanged Components

+

Other Tools

CORIZN

YOUR SOLUTION

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!
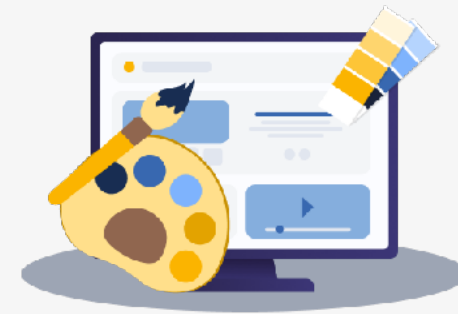
Business relevance

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

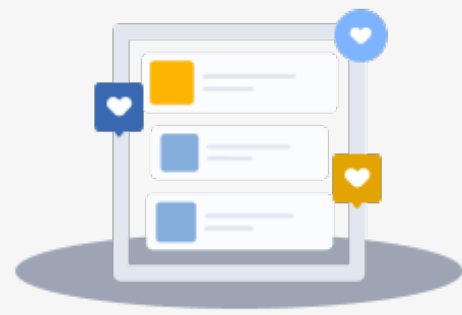**Modular CMS**

Multiple designsets

Internationalization
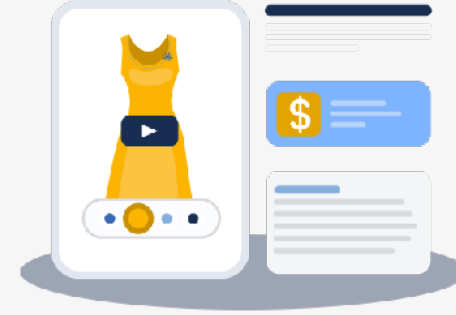
Customer loyalty program

Virtual currency

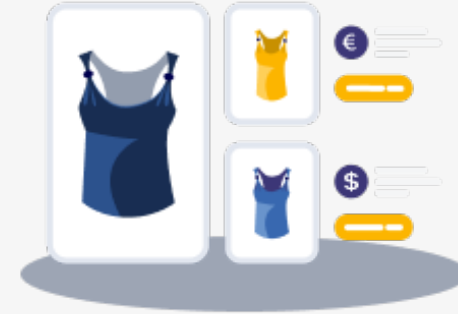**Newsfeed**

Quickshop

Product-feed

Rights and roles system
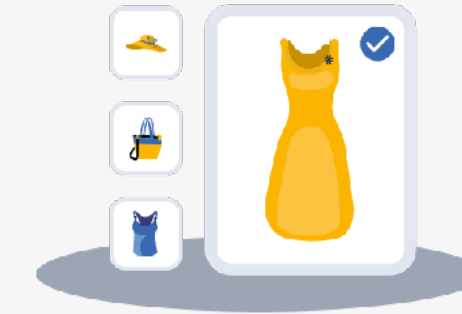
Automated filters

Chat-function

Variant management

Flexible voucher system

Promotion product

Auto product suggestions

INTEGRATIONS

Highlights

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

Johannes Wickmann

Head of Sales/CEO

johannes.wickmann@kuwmc.com

+49 172 563 69 20

OUR CUSTOMERS

Highlights

THIS IS HOW IT WOULD GO ON

Four steps to the next level

Next Steps

1. Identification

Status quo & requirements
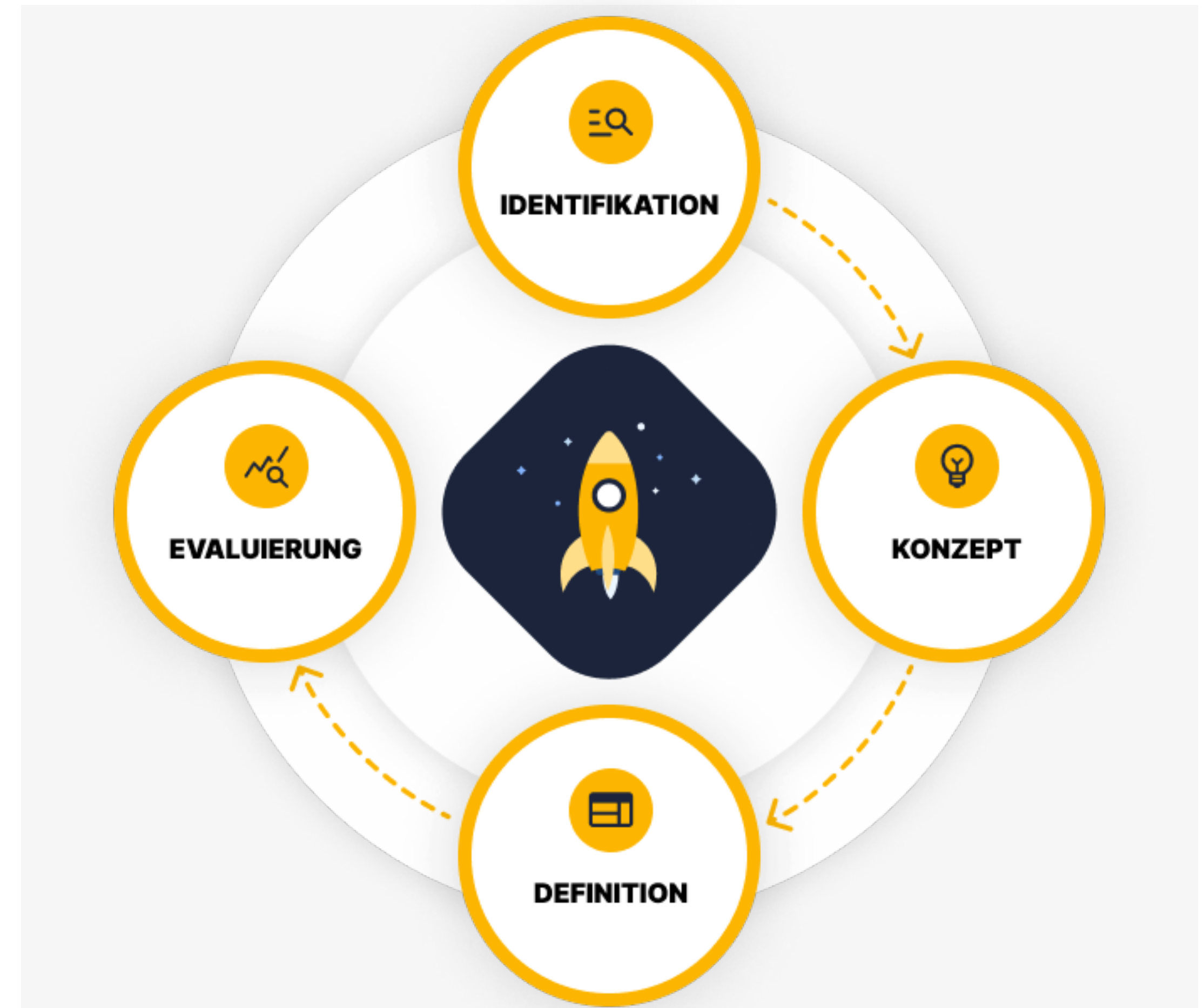
2. Concept

Integral solutions (functions & system landscape)

3. Definition

Relevant user stories via click dummy

4. Evaluation

(Technology) options incl. cost estimate

CORIZN

Find out now without obligation!

Johannes Wickmann | 0172 563 69 20 | johannes.wickmann@kuwmc.com