



**Integral software for commerce, content
& communication**

May 2024

PROBLEMS OF SOFTWARE SOLUTIONS

Area: Commerce, Content & Communication

Problems



High costs
for individualization



Compromises in
functionality & workflow



High costs for updates
without added value



Hardly any differentiation
from competitors



No double dependency on
providers



High personnel cost

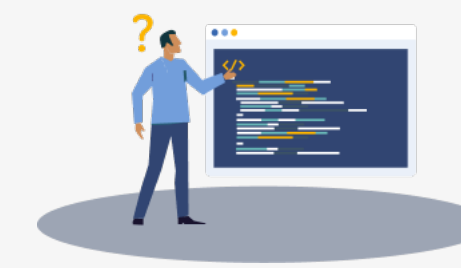
Reasons



Software type does
not meet the
requirements



Very few have an
integral system

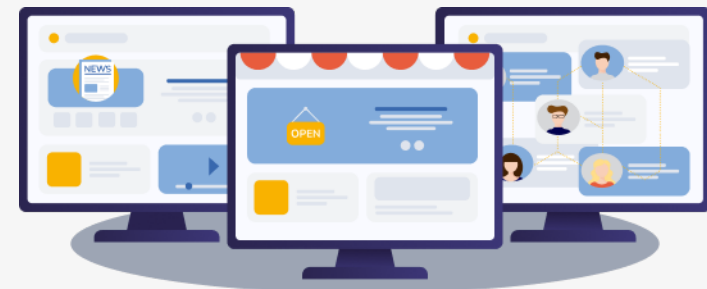


Software is usually not
from the manufacturer



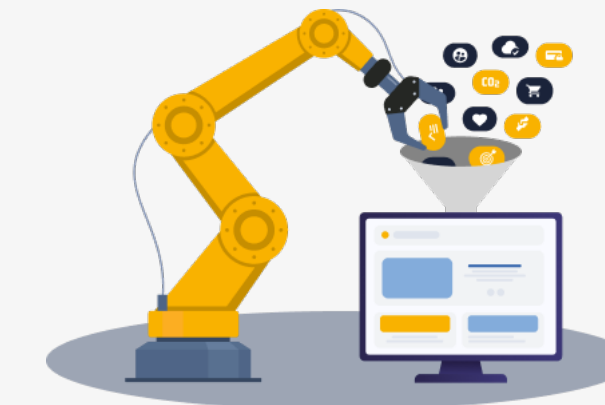
WHAT IS CORIZN?

Integral software for commerce, content & communication



Unique combination

The most important functionalities from Commerce-, content and communication software



Platform plus customization

Software that combines the advantages of standard software and customized solution



Flexibility

One software for many applications



Web & App

On all end devices

HOW DOES CORIZN WORK?

The advantages of customized solutions & standard software



A 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!

3 types of components

Your individual solution - for maximum target achievement - generally consists of three types of components: Existing components that are available at no additional cost and can be run directly. As well as existing components that are adapted or completely reprogrammed according to your needs.

WHAT IS CORIZN FOR?

One software for 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!

FUNCTIONS

Highlights



Modular CMS



Multiple design sets



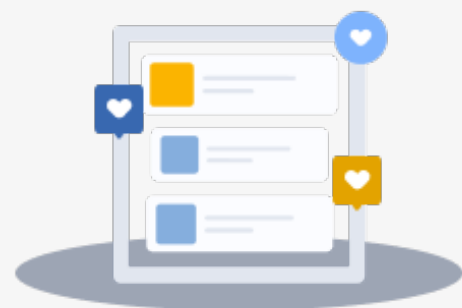
Internationalization



Customer Loyalty Program



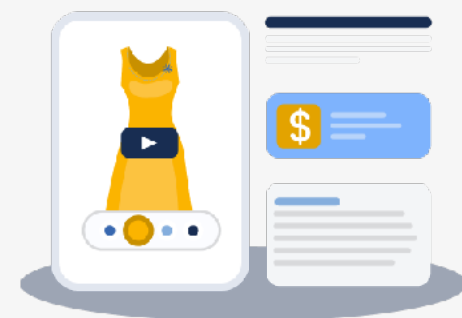
Virtual currency



Newsfeed



Quickshop



Product-feed



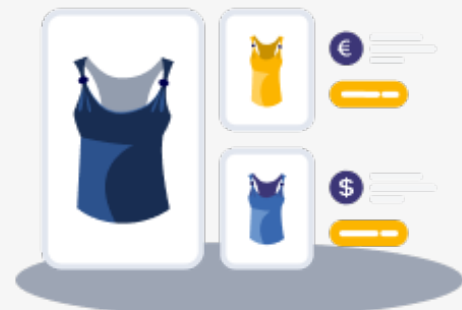
Rights and roles system



Automated filters



Chat-function



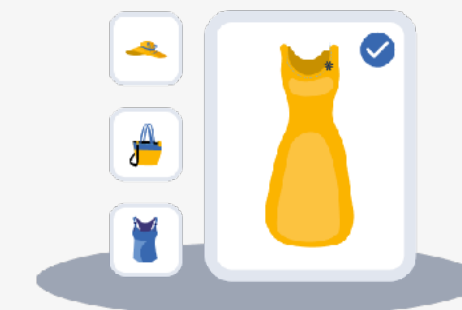
Variant management



Flexible voucher system



Promotion product



Automatic product suggestions

INTEGRATIONEN

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 department

- Jumpstart - short time-to-market
- Plug & Play - ready to run
- 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



CORIZN IS A PRODUCT OF K&W

We have a story

Focus Individual Software

Foundation 2014

Location Hamburg

Number of customers 50

Number of employees 25



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OUR CUSTOMERS

Highlights

Telefonica

ROWA GROUP

SIEMENS
Siemens Home Appliances

Junge
DIE BÄCKEREI.

GAGGENAU

NEFF

DAIMLER

Eurowings

 **Lufthansa**

seca
Präzision für die Gesundheit


MOTEL ONE

STATICS

KALO

GEFO

LIEBHERR

**NEW
WORK
SE**

 Mercedes-Benz

dpa ● ● ●

NICHE-BEAUTY.COM

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Find out now without obligation!

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