## Link Technology Partner Web Content

As a Demandware Link Technology Partner, we will be featuring your company and products throughout a variety of marketing vehicles—from press releases and email communications to website copy and throughout our knowledge portal. In an effort to display your brand in a way that aligns with your guidelines, we ask that you provide the following content that may be used throughout the Demandware Link Community.

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| Company Overview | | |
| **Company Name:** | e-Spirit Inc. |
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| **Company Overview:** (1,000 character limit) | e-Spirit is a leader in enabling companies to unlock the value of digital content and transform the way they communicate with customers and deliver engaging experiences. Savvy companies in all areas of business rely on the FirstSpirit content management system to help them deliver a powerful online presence that leads to a healthy bottom line. User-friendly and intuitive to use, FirstSpirit helps organizations to connect all their people, systems and applications to the centralized, real-time data, assets and information necessary to publish content with total accuracy and relevancy across all channels and devices. Founded in 1999, e-Spirit operates in 16 locations in the United States and Europe. International clients include L’Oréal, Lancôme, s.Oliver, Airbus, BASF, Bosch, Urban Decay, Olympus, and Sterling Jewelers. |
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| Integration Information | | |
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| **Integration Overview:**  (1,000 character limit) | The seamless integration of the CMS FirstSpirit enables you to manage content for your Demandware storefront and to deliver richer, more engaging and personalized customer experiences that boost sales and drive repeat business.  FirstSpirit CMS, which supports a best-of-breed approach, offers certified out-of-the-box integration with Demandware coupled with the ability to quickly and easily integrate with virtually any other system or cloud-based service. By integrating these systems, you can address a broad range of target groups more consistently and efficiently at all touchpoints.  Content can be created, re-used and published across multiple channels, brands, languages and sites using intuitive, time-saving processes.  The flexible integration, editing and output options in FirstSpirit make it easier than ever before for employees in PR, marketing and functional departments to contribute high-quality and topical content to e-commerce websites. |
| **Integrated Product Names:** | 1. DemandwareConnect | FirstSpirit CMS Integration for Demandware |
|  |  |
| **Integrated Product Features:**  (1,000 character limit) | * Create 100% native content assets and slot configurations through user-friendly, intuitive WYSIWYG editing interfaces * Easily configure personalized content for your defined customer groups, campaign periods * Fully integrated multi-perspective live preview to control/optimize content and responsive storefront designs * Reuse content, templates, product information and media assets within and across Demandware sites using drag & drop * Full-featured media asset management w/ built-in editing tools * Graphical workflows to streamline content development and approval processes * Integrate individual 3rd-party services to your editorial backend to easily access external data repositories (e.g. YouTube channels) * Consistent search across FirstSpirit, Demandware and other integrated systems with user friendly designed results overview, filters * SiteGenesis Reference Integration w/ a selection of demo use cases:   + Homepage carousel slider   + Category banner   + Content pages w/ product information |
| Contact name and email address for profile questions and feedback | Robert Bredlau ([bredlau@e-spirit.com](mailto:bredlau@e-spirit.com)) |
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| Additional Resources |
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| Please select the category(ies) you would like to be listed under. |
| Address Verification |
| Advertising |
| Analytics |
| Comparison Shopping Engine |
| Continuity and Replenishment |
| Email Marketing |
| Fraud |
| Fulfillment |
| Gift and Promotional Programs |
| Live Chat |
| Loyalty |
| Marketing |
| Marketplaces |
| Mobile |
| Order Management |
| Payment |
| Personalization |
| Product Information Management |
| Ratings and Reviews |
| Rich Media |
| Search |
| Security |
| Shopping Cart Abandonment |
| Social |
| Tag Management |
| Tax |
| Testing and Segmentation |
| Translations |
| Other: **Content Management** |

**Collateral:**

In addition to the information above, we would like to offer visitors to your page the ability to download any relevant resources you may have created. This may include, but is not limited to, case studies, datasheets, webinars, podcasts or demonstrations. Please attach any documents you wish to have included to your email along with this document.

* Solution Paper: FirstSpirit integration for Demandware Commerce (attached)
* Video: Short demo tour of the FirstSpirit Demandware integration (not sure what sort of link is need to embed the video to our profile, therefore we send a selection, please let us know if you’d need something else:

**Javascript code:**

<script type="text/javascript" src="<http://www.edge-cdn.net/videojs_613796?playerskin=16735>"></script>

**Javascript code with div container:**

<div><div id="mijsvdiv613796"></div><div><script type="text/javascript" src="<http://www.edge-cdn.net/videojs_613796?jsdiv=mijsvdiv613796&playerskin=16735>"></script>

**URL:**

<http://www.edge-cdn.net/video_613796?playerskin=16735>

**Popup code:**

<a href="<http://www.edge-cdn.net/video_613796?playerskin=16735&ctp=1>" target=\_blank onclick="window.open('<http://www.edge-cdn.net/video_613796?playerskin=16735&ctp=1','Video','width=527,height=303,scrollbars=no,location=no,menubar=no,resizable=no,status=no,toolbar=no'>);return(false);">Video</a>

**Quote:**

Please provide a quote from a company spokesperson on the value of integrating your offering with the Demandware eCommerce Platform. This quote may be used in joint marketing material including, but not limited to, email communications, press releases and web copy. Quotes should be limited to 50 words or less.

“In the age of the customer, successful retailers turn to Demandware for a superior omni-channel commerce experience globally. Integration of the FirstSpirit CMS into Demandware makes it easy to extend that brand experience to content marketing and awareness building programs across web, mobile, social and print channels. e-Spirit is the first CMS provider to offer deep out-of-the-box Demandware integration.”

Christoph Feddersen, Vice President Product Management, e-Spirit

**Hi-Res Company & Product (if applicable) Logo:**

In order to display our partnership in a way that is in line with your branding, we require a hi-res logo. This logo may be used in joint marketing material including, but not limited to, email communications and web copy. Please attach the logos you wish to have included to your email along with this document.

ATTACHED