

NEWS RELEASE

## Faster, Smarter, Better: Brightspot Launches Its Next Generation CMS Solution for Swift, Seamless Content Creation

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Brightspot CMS 4.7 integrates with OpenAI to accelerate content creation. Other innovative features that improve the ability to build, manage, and optimize digital experiences include upgrades to the CMS search experience, new development tools, an enhanced alert system, and customized help guides.

RESTON, Va.--(BUSINESS WIRE)-- Brightspot, the leading provider of content management solutions, today announced a new version of its flagship product: Brightspot CMS version 4.7. Now, businesses can create, manage, and optimize content more quickly than ever before by using Brightspot's "connect and create" integrations with Shopify, SharePoint, Microsoft Drive, and Google Drive, enhanced search and collaboration tools, a new site health framework, and generative AI capabilities powered by OpenAI.

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"Brightspot aims to stand out as a content management system that empowers customers to

easily shape their digital experiences and deliver great experiences to their users," said David A. Gang, Co-Founder and Chief Customer Officer of Brightspot. "We are thrilled to launch version 4.7 of Brightspot, and to make Brightspot's unparalleled CMS technology available to businesses looking to get on the fast track to effective content creation, optimization, and distribution. Our latest innovations put flexibility and ease of use at the center of our platform and are part of our goals to continue to be leaders in redefining content management for an increasing number of use cases for our product and services."

By using Brightspot CMS 4.7 for their content management needs, businesses can:

**Easily craft stunning digital experiences with Brightspot's new design system:** Brightspot's Design System is flexible, making it easy to modify, extend, and fully customize a pre-built presentation layer so digital experiences perfectly fit the company brand and can be easily changed over time. The design system offers customers options of no-code, low-code, or fully custom front-end templates to make branded digital experiences possible regardless of development resourcing or timeline requirements. The design system features ready-to-use pages, modules and component templates, behaviors, interactions, and comprehensive styling options. For all content types in Brightspot CMS, there is a complementary front-end version in the design system.

**Access externally-created content directly inside Brightspot CMS, then leverage AI to auto tag and structure content to fit an existing taxonomy :** Brightspot CMS 4.7 builds on the most extensible content management platform in the market, so businesses can seamlessly integrate with their existing infrastructure however they like. New integrations with Shopify, Microsoft OneDrive, Google Drive, and SharePoint enable customers to enrich their existing infrastructure investments with Brightspot. Allowing customers to access externally created content while working in the platform fosters a more streamlined and efficient content creation process. Additionally, AI-driven auto tagging and taxonomy capabilities reduce the manual burden of content categorization, ensuring that content is appropriately tagged and organized for enhanced discoverability and user experiences.

**Create content faster with OpenAI-assisted content-generation features:** Brightspot CMS 4.7 integrates state-of-the-art OpenAI-assisted content capabilities that enable users to craft high-quality content more rapidly and efficiently than ever before. This industry-leading feature leverages artificial intelligence to assist content creators, helping them generate engaging and relevant content ideas, drafts, and even complete articles with just a few simple prompts. Say goodbye to writer's block and hello to a new era of creative freedom and productivity. All AI tools are offered as optional features of Brightspot CMS 4.7 that can be enabled by the customer.

**Quickly find the content they're looking for, and effortlessly monitor content, using robust search and collaboration tools:** Brightspot's search functionality is a powerful way for customers to manage an abundance of content within the platform. Enhanced search features make it easier for users to quickly identify the content they're looking for, by allowing quick view which shows users a preview of their asset directly from the search panel. With the addition of watcher tools, users can set up personalized content monitoring, ensuring that they stay updated on specific content pieces as they move through the workflow.

**Easily optimize site performance and minimize speed bumps with alerts and in-system guides:** Brightspot CMS 4.7's latest features help users to optimize their website's performance. The enhanced alert system

promptly notifies administrators of potential issues such as broken links, missing metadata, or content inconsistencies, enabling them to address these concerns proactively. Moreover, the inclusion of in-system guides offers field- and widget-level assistance for various features, allowing users to navigate the platform with ease and confidence.

Brightspot CMS 4.7 is now available to all current and new customers. To learn more about the latest features and how Brightspot is transforming the content management landscape, visit <https://www.brightspot.com/brightspot-cms/brightspot-4-7>.

About Brightspot:

Brightspot is a leading content management platform trusted by some of the world's most prominent brands and publishers to deliver exceptional digital experiences. By providing a flexible, intuitive, and powerful CMS, Brightspot empowers organizations to create, manage, and publish content efficiently across various channels. With a relentless focus on innovation, Brightspot continues to push the boundaries of what's possible in content management, helping clients stay ahead in an ever-changing digital landscape.

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