

BERTSCHINNOVATION
smart product information

FROM PRODUCT DATA TO PRODUCT CONTENT

Enterprise PIM & DAM for B2B Manufacturers



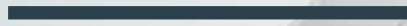
For faster content workflows
and higher data quality

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01

**The Commerce World has
Changed. Has your product
data strategy kept up?**



The Product Data Explosion

A growing number of SKUs, ever more channels and markets, additional languages, and increasing regulatory requirements. Complexity is rising, but processes aren't scaling with it.

- » Every new channel places new demands on the format, language, and completeness of data
- » International markets multiply complexity exponentially: measurements, standards, translations, legal requirements
- » Pressure on time-to-market is increasing while data quality is declining
- » Product portfolios keep growing – the teams behind them don't

What's Going Wrong Right Now

Product content chaos is costly, even if it never shows up on the balance sheet. The four invisible cost drivers are:

- » **Fragmented systems:** Product data in the ERP, assets in Dropbox or SharePoint, copy in Excel – no system knows the others exist
- » **Manual work as a silent productivity killer:** Hours every week spent on copy-paste, version reconciliation, and manual translation coordination
- » **Inconsistent content as a cause of returns:** Incorrect product data on one channel leads to returns, complaints, and loss of trust
- » **Delayed market launches as a competitive disadvantage:** New products taking weeks longer than necessary because data isn't ready



How many of your products are, right now at this moment, **fully available on all channels – complete, accurate, and up to date?**

02 The Gap in the Market: Why Existing Tools aren't Enough

The Five Dead Ends

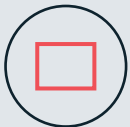
Individual, standalone tools are not the solution. Often they make the data chaos worse.



01 – ERP-SYSTEMS

Transaction, not communication

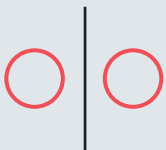
ERP manages transactions, not product communication. No data model for marketing attributes, no asset management, no channel logic.



02 – EXCEL & SPREADSHEETS

Error-prone, not scalable

Error-prone, not scalable, no versioning, no workflows, no interfaces. Yet still used for data management in the majority of companies.



03 – SEPARATE PIM & DAM

Duplicate maintenance, higher TCO

Two systems instead of one: duplicate data maintenance, inconsistency between product data and assets, endless integration projects, higher total cost of ownership.



04 – SHARED DRIVES & CLOUD STORAGE

Media without structure

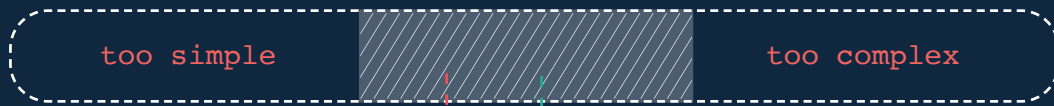
Media without structure, without assignment to product, campaign, or brand. Expired links and access difficulties.



05 – E-COMMERCE-CENTRIC PIM SOLUTIONS

Optimized for simple structures, overwhelmed by complexity

Optimized for simple product range structures. Reaches its limits when it comes to technical hierarchies, variant logic, print publishing, multilingual support, and industry classifications.



The Missing Middle

There is a gap between "too simple" and "too complex": companies with serious product complexity need enterprise depth – but without the long implementation times, IT overhead, and rigidity of a massive MDM project.



That is precisely where mediacockpit comes in

Built for companies where complexity isn't the exception – it's the norm.

PIM + DAM + Publishing in one system. Freely configurable and fast to implement.

mediacockpit – Product Content Management for Complex Organizations

03

The Platform Promise

mediacockpit unites Product Information Management (PIM), Digital Asset Management (DAM), and Omni-Channel Publishing in a single, user-friendly, web-based application. Freely configurable data models, workflows, and processes enable your team to manage, localize, and distribute relevant information across all channels, departmental boundaries, and locations.

mediacockpit in one sentence

PIM + DAM + Publishing united in one platform for optimal Product Content Management. So product data doesn't stop at the database – it's usable, publishable, and scalable everywhere.

More than just management: Product Content that works for you.

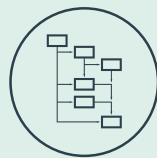
mediacockpit combines PIM and DAM at enterprise level with cutting-edge AI to automate tedious tasks and accelerate complex processes – from automatically tagging thousands of images in seconds to AI assistants that generate product descriptions in many languages. Because that's what Product Content Management looks like today.

What Sets mediacockpit Apart



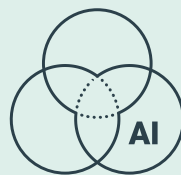
01 PIM + DAM in one system

- » No integration tax between two systems
- » Product data and assets in a single interface
- » A single source of truth for the entire organization



Extreme complexity as a design principle

- » Deep hierarchies, variants, classification by ETIM / ECLASS / UNSPSC
- » Multilingualism: unlimited languages, market-specific variants
- » Workflow management & approval processes at enterprise level



AI as an integrale component

- » No isolated AI add-on module – AI is part of the platform architecture
- » From automatic tagging to agent-based content generation
- » MCP server: AI assistants access PIM & DAM natively



Implementable in weeks

- » SaaS, API-first, cloud-based, configure-to-play – no multi-month project
- » No vendor lock-in thanks to open interfaces and standards
- » Single Sign-On, Office/Adobe integration, and enterprise REST API included

03

**What We Deliver –
Breadth of Solutions
on One Platform**



Product Information Management

PIM/PCM & MDM

- » Product Informations Management (PIM)
- » Master Data Management (MDM)
- » Product classification: ETIM, ECLASS, GS1XML, TecDoc
- » Optimized Product Content Management (PCM)

Digital Asset Management

DAM/MAM

- » Centralized media management for all formats
- » Adobe CC Extension & MS Office Integration
- » Rights and license management

Multi-Channel Publishing

Omnichannel

- » eCommerce, marketplaces, mobile apps
- » Catalog production, database publishing
- » Dealer portals, microsites

Customized Solutions

Powered by
mediacockpit

- » Brand asset portals
- » Flyer configuration & ordering process
- » Product information portals & microsites
- » Merchandising shops & mobile apps

AI Throughout the Content Value Chain

- » Automatic identification of media content
- » AI-powered translation & content generation
- » AI-powered data onboarding
- » Generative media creation
- » AI-driven workflows

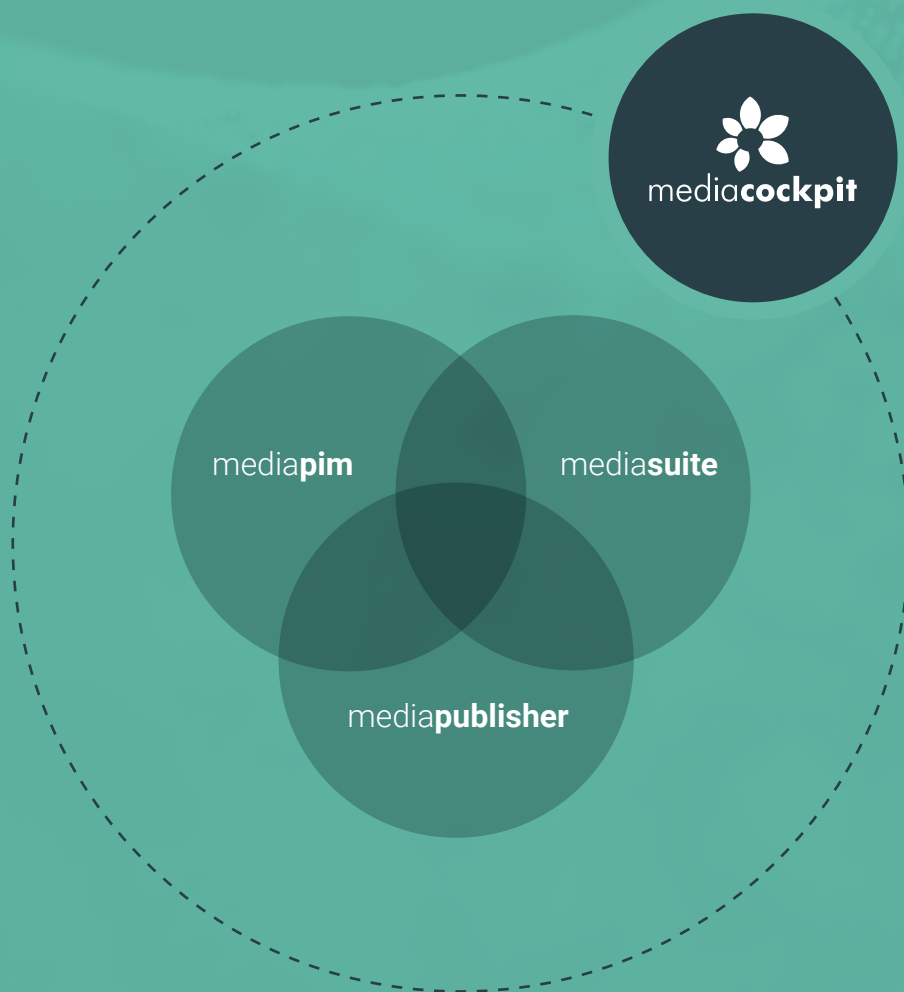
Integration & Ecosystem

- » Enterprise REST API & SSO
- » ERP, e-commerce, marketplaces
- » MCP server for AI assistants
- » n8n visual workflow builder

04

The Platform in Detail – Three Modules, One System

Each module is build to deliver a clear outcome.
The result always comes before the function.



mediapim – Product Information Management

A single source of truth for all product data that the entire organization can trust.

mediapim is the central hub for your product data. As the foundation for optimal Product Content Management (PCM), mediapim enables intuitive integration, creation, editing, and search of your product information. The system structures your data into a hierarchy and maps all data fields to your product attributes.

mediapim supports you across all areas of product information management – from modeling through acquisition and maintenance to translation and publication of your product information. It integrates flexibly into your system landscape via modern, documented interfaces.



CORE FEATURES

- » Product hierarchies, variants, technical attributes at any depth
- » Classifications: ETIM, ECLASS, UNSPSC, GPC
- » Validation rules & completeness checks
- » Workflow management & approval processes
- » Multilingualism: unlimited languages, market-specific variants
- » ERP/WMS connectivity for a 360-degree perspective

Typical Use Cases in mediapim

- » Managing product information quickly and efficiently, regardless of the number of items
- » Connecting Enterprise Resource Planning (ERP) or Warehouse Management Systems (WMS) for greater transparency and a 360-degree perspective
- » Reducing the number of data processing errors while decreasing manual workload
- » Automating processes such as product data import, completeness checks, and localization into any number of languages
- » Monitoring the quality of your product data: get notified about errors, missing information, duplicate products, and other issues
- » Managing and localizing information in multiple languages and shortening time-to-market in new regions
- » Exporting product data sheets directly to HTML or PDF
- » Importing, managing, and exporting product assortments as XML, Excel, or CSV
- » Maintaining and publishing classified product data and customer-specific price lists in print or electronic catalogs in combination with e-proCAT

mediasuite – Digital Asset Management

Every asset instantly findable, usable, and linked to the right product.

mediasuite is the central hub for your media. It provides consistent and structured media management and handles the classic tasks of Digital Asset Management. Versatile search and preview functions deliver fast results when searching for images, text, audio, and video.

Connect mediasuite with mediapim and enrich your product information with the associated media. That's holistic data management at the highest level.



CORE FEATURES

- » Images, videos, documents, and 3D models stored centrally
- » Linking of media assets to products in the PIM
- » Smart media renditions: tailored to online store, CMS, marketplaces, social media
- » Rights & license management for assets
- » Adobe CC Extension (InDesign, Photoshop, Illustrator)
- » AI-powered auto-tagging & metadata extraction

Typical Use Cases in mediasuite

- » Importing, storing, syndicating, and distributing all types of media
- » Linking media assets to your products in the PIM to create a unique product experience
- » Managing brand assets to comply with corporate design guidelines
- » Creating custom media renditions from your original assets (images, videos, PDFs, and Adobe CC and Office formats) to adapt them for output channels such as online stores, CMS, marketplaces, or social media
- » Enriching media assets with innovative cloud services such as object and face recognition, automatic tagging, and geo-tagging
- » Searching assets by objects, colors, or tags
- » Providing access and collaboration for external agencies, press, or business partners

mediapublisher – Integrated Brand and Product Communication

Every channel is automatically served from a single source: web, print, marketplace.

mediapublisher handles the publication of your media and content. XML as the standard output format ensures reliable data transfer into virtually all common tools for creating dynamic publications – Web2Print, Adobe InDesign, Microsoft Office, and more. Further processing is possible both automatically and manually.

mediapublisher supports file formats such as flat files (Excel, CSV, TXT) and native database exports (JDBC, MySQL, SQL Server, ...) to integrate and exchange information with your tools such as your ERP system, business intelligence software, online catalogs, and other applications and processes.



CORE FEATURES

- » Omnichannel output: webshops, marketplaces, apps, print, POS
- » Database publishing: priint:comet, InBetween, EasyCatalog
- » Automated catalog creation & price list production
- » Channel-specific product views and data transformation
- » Combinable with dealer portals and customer-specific assortments
- » e-proCAT integration for electronic B2B catalogs (BMEcat) und classification (ECLASS, ETIM, UNSPSC)

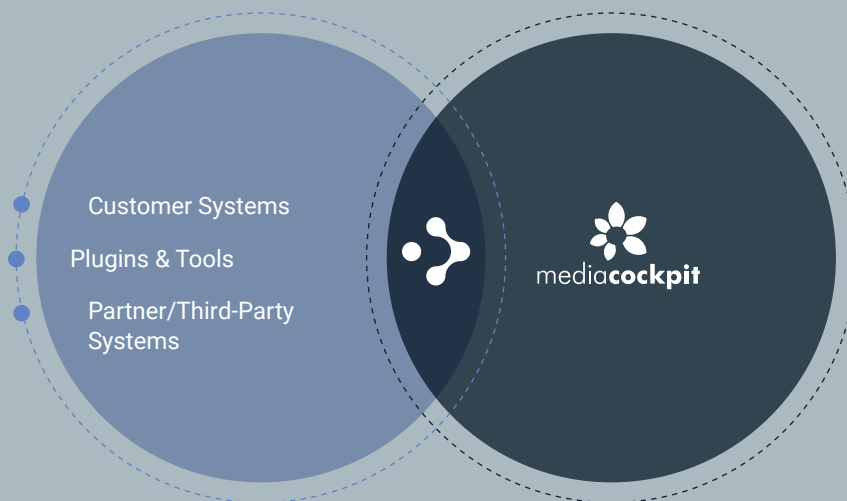
Typical Use Cases in mediapublisher

- » Creating Excel sheets, CSVs, or PDFs for a list of media or products
- » Structuring products into assortments and categories for publication in online stores or print catalogs
- » Defining attributes per channel
- » Creating dynamic publications based on search filters
- » Running publications – manually or scheduled with timers or triggers via APIs
- » Generating and distributing content based on validity or status via SFTP and other modern protocols
- » Creating customer-specific price lists for print or electronic catalogs in combination with e-proCAT
- » Publishing data sheets, brochures, and catalogs for specific regions with DTP software such as Adobe InDesign

05

Technologies & Integrations – Tailored to Your Existing System Landscape

mediacockpit integrates seamlessly into your architecture.



Plugins & Engines



Media Processing

- » **Image Converter** – Generate renditions in all graphic formats: JPG, PNG, PSD, EPS, TIF, WebP
- » **Video Engine** – Conversions for all channels: HTML5, AVI, MP4, MPEG, OGG, WMV, and more
- » **Office Engine** – Process and convert DOC, DOCX, PPT, PPTX, XLS, XLSX, and more



Productivity Tools

- » **Spreadsheets** – Edit product data directly in the system just like Excel, no export/import needed
- » **MS Office Add-on** – mediacockpit directly in Word & PowerPoint: drag & drop, assets, category navigation
- » **Adobe CC Extension** – InDesign, Photoshop, Illustrator: check-out/check-in, versioning, one-click updates

Enterprise Integrations

A selection of integrations we offer directly or together with our partner network, supplemented by many customer-developed connections via our APIs.



System Integration

- » **Single Sign-On:** OAuth 2.0, KeyCloak, Active Directory / LDAP
- » **Enterprise REST-API:** fully documented, enables custom frontends and system connections
- » **Image Media Service (IMS):** authenticated access to assets in mediacockpit for image transformations
- » **Middleware platforms:** Talend, Pentaho



Third-Party & Ecosystem

- » **E-Commerce:** Shopware, Magento, Inter-shop; Marketplaces: Amazon and others
- » **Cloud Services:** AWS, Azure
- » **AI Integrations:** DeepL, Clarifai – for translation, image/object recognition, ALT tags
- » **Database Publishing:** print:comet, InBetween, EasyCatalog, Codeware
- » **Creative Cloud & Stock Platforms:** Adobe CC, SharePoint, OneDrive & stock libraries
- » **Image optimization:** Amendo, ShortPixel, Optimizilla
- » **e-proCAT:** seamless bidirectional integration for catalogs & classification

Architecture, Cloud & Security



Technical Foundation

- » SaaS – Cloud-optimized (AWS/Azure), Docker/Kubernetes
- » API-first architecture with documented enterprise REST API
- » Custom workflows and actions freely configurable – retained across updates
- » Hotfolder import: pragmatic loose coupling without API integration



Governance & Security

- » Role-based access management & access control
- » Audit trail for all data changes
- » GDPR-compliant
- » SaaS reliability with defined SLAs
- » Unlimited guest access for external user groups

06

AI & Automation: mediacockpit as a Product Content Engine

Artificial intelligence in mediacockpit is not an isolated add-on module – it is an integral part of the entire platform architecture.

It helps organizations not just manage product data, media, and content, but also actively optimize, enrich, and automatically distribute them.

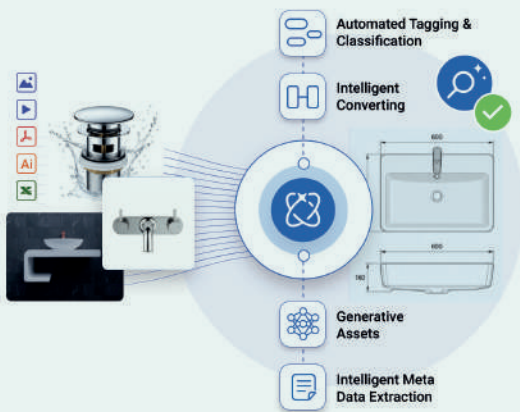
As a Product Content Engine, mediacockpit connects structured PIM, powerful DAM, and modern AI technologies into a seamless system. Content is created faster, maintained more consistently, and distributed more efficiently across all channels – while manual effort is significantly reduced.

Media Intelligence Turning Assets into Intelligent Content

- » Automatic tagging and classification: automatic extraction of keywords, text, and colors from images and videos
- » AI-powered variant creation for images, videos, PDFs, Adobe CC, and Office formats
- » Generative media: creation of product images, backgrounds, and variants
- » Intelligent metadata extraction: comprehensive analysis and improved findability across all media types

Content Generation At Scale and in Many languages

- » AI-powered translation: context-aware, terminology-safe, 47+ languages
- » Prompt-based, channel- and audience-specific content creation: product descriptions, marketing copy, technical specifications
- » AI-powered data onboarding with intelligent field mapping and automated data quality checks
- » Enrichment and expansion: AI suggests missing attributes

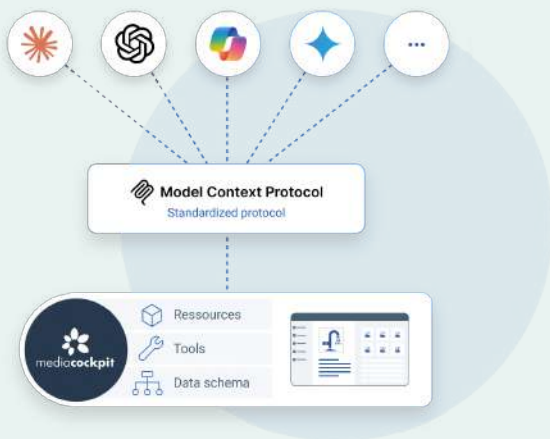




Automation & Workflows

Eliminating Repetitive Tasks

- » Monitored import folders: automated media ingestion with AI preflight
- » Intelligent workflows: AI triggers tasks and controls status transitions based on data quality
- » Continuous quality monitoring and data validation
- » n8n visual workflow builder to visualize and automate complex workflows – no coding required



Smart Integrations

Best-of-Breed AI Strategy

- » MCP server for LLM agents: native integration with Claude, ChatGPT, and other AI assistants
- » Creative Cloud and platform integrations: integrated access to common systems and content sources
- » B2B classification with ML-powered pre-classification
- » Agent-based content generation via open APIs



Measurable Value Concrete Results

- » Faster time-to-market through automation
- » Higher data quality through continuous AI checks
- » Scalable internationalization in 47+ languages
- » Less manual effort in content maintenance



Future-Proof Architecture Flexible, Open, Extensible

- » Best-of-Breed AI / no vendor lock-in
- » New AI models can be integrated without replatforming
- » API-first: AI agents access all data natively
- » Investment protection through modular design

07

Built for your Industry: Manufacturing & Complex B2B

mediacockpit is not a generic tool. It was developed for industries with genuine product complexity.



Typical customers

€ 100M
Revenue



Multichannel



Multilingual



Product Complexity



Print Publishing

Typical Customer Profile

Does mediacockpit fit your company? Typical characteristics of our customers:

- » Companies with \$100M+ in revenue and an extensive product portfolio
- » Multiple sales channels: webshop, marketplaces, dealers, catalog, field sales
- » Multiple markets and languages
- » Products with technical hierarchies, variants, and accessory logic
- » Print publishing still relevant: catalogs, price lists, data sheets
- » Industry classifications: ETIM, ECLASS, UNSPSC
- » Multiple teams collaborating on product data
- » Regulatory requirements across multiple markets

Typical industries



Electrical Engineering & Electronics



HVAC & Building Technology



Mechanical & Plant Engineering



Tools & Fastening Technology



Paints, Coatings & Chemicals



Pharmaceutical & Medical Devices

Customer Testimonials

Reference

Stübbe GmbH & Co. KG

Pumps, Valves, Measurement Technology

80.000 Products · 9 Languages

Challenge (Before)

- » Event-driven data assembly for every customer inquiry
- » No consistent data foundation across teams and languages

Solution (After)

- » Continuous Single Source of Truth
- » Automated data sheets, 3D models, proposal generation – ERP-connected

mediacockpit is a solid data foundation for structuring product information and allows us to operate a complex webshop with around 80,000 products in various languages.

Achim Kaesberg – Corporate Data, STÜBBE





Reference

Bette GmbH & Co. KG

Sanitary products

Customer since 2016 · 130.000+ Items ·
45.000+ Images · 9 Languages

Challenge (Before)

- » Highly configurable products with complex variant and dependency logic
- » Multiple portals, price lists, and sales channels had to be kept in sync

Solution (After)

- » mediacockpit supplies the product configurator, price lists, and dealer portals
- » Everything from a single, well-maintained data foundation

With mediacockpit, we were able to significantly reduce the effort for data maintenance and greatly simplify serving the various channels. I'm very satisfied.

Benjamin Dreier - Master Data Manager,
Bette GmbH & Co.KG

Reference

Construction Chemicals Manufacturer

Industry: Construction chemicals

Locations in numerous countries

Challenge (Before)

- » Product data distributed across various departments: technical, marketing, and ERP – with no shared data foundation
- » Technical data sheets were created manually – multiple versions in circulation, current version not clearly identifiable
- » Sharing information with external partners required high coordination effort

Solution (After)

- » All product data and assets centralized in mediacockpit: single source of truth for text, images, test certificates, and data sheets
- » Technical data sheets generated directly in the PIM – consistent, always up to date, no more version conflicts
- » Automated translation processes and fully automated individual delivery every two weeks to partners

There are so many things you can configure in mediacockpit, and almost anything is possible. Plus, only a fraction of the control is needed compared to how things were before mediacockpit was introduced. The overall concept of mediacockpit is simply perfect.

Technical Editor at the customer



08

What Changes after Implementation – Outcomes by Persona



Product Manager

- » From reactive firefighting to proactive data governance
- » Launch new products faster: data is ready and not the bottleneck
- » No more version chaos with data sheets and item master data
- » Classifications (ETIM/ECLASS) directly in the system



Marketing

- » No more manual asset searching – everything is versioned, tagged, findable
- » Catalogs and price lists at the push of a button
- » Consistent brand across every channel
- » Integrated translation workflow



IT / CIO

- » One platform instead of three: fewer interfaces, fewer error sources
- » API-first: fits into the existing system landscape
- » Defined SLAs, regular updates, professional support
- » No open-source risk: security and maintenance handled by Bertsch Innovation



C-Level / CFO

- » Shorter time-to-market: products enter the market sooner = earlier revenue
- » Fewer returns due to incorrect product data = direct cost reduction
- » Lower TCO vs. multi-system approach
- » Scalable: grows with the company



Sales / Key Account

- » All sales-relevant content centralized: data sheets, price lists, presentations available at the push of a button
- » Always up to date – no outdated information in customer conversations
- » Seamless data exchange without manual detours: direct supply of dealers and partners with quality-assured product data
- » Data-driven creation of personalized pitches and presentations: boost conversion, strengthen customer loyalty
- » Stronger negotiating position: competitive comparisons and unique selling points always at hand



Let us model the ROI for your specific scenario.
Book your personal demo now.

09

Customers & Partners

Selected Customers

Electrical Engineering

- » ASSA ABLOY
- » Haupa
- » SNA
- » Cimco
- » Mafell
- » intercable

Chemicals

- » Fuchs
- » Schomburg
- » Axalta
- » Compo

Pharma & Medical Technology

- » Merck
- » Brasseler

Construction and Building Materials

- » Alfer aluminium
- » Bauder
- » Bette
- » Schell
- » Schuch

Plant & Mechanical Engineering

- » Krones
- » Stübbe

Automotive

- » MAHLE
- » Schaeffler
- » Corteco
- » Mercedes-Benz
- » UFI
- » Eibach

Other

- » Miller AG
- » L-Shop
- » Deichmann
- » Cybex
- » Käthe Wohlfahrt
- » Sport-Thieme
- » Winterhalter
- » Hornbach



Partner Ecosystem

Integration & Publication

- » 180grad.ch
- » Top 21 Systemhaus
- » 4 media selling GmbH
- » it compact
- » Hoerl
- » Dutch Data Masters
- » Quantum Digital
- » GAFICON
- » InBetween
- » Werk II
- » Speed4Trade
- » Calago
- » W&S

Standardization & Classification

- » ETIM
- » ECLASS
- » TecAlliance
- » BIM [systems]
- » BMEcat

Technology

- » AWS
- » smint.io
- » Adobe
- » Microsoft Partner
- » IBM
- » Red Hat
- » BRANDGUARDIAN



10

The mediacockpit Packages

mediacockpit is modularly designed. Depending on organizational complexity, integration requirements, and performance needs, we offer three clearly defined packages: **Growth, Advanced and Enterprise.**

The packages do not differ in their technological foundation, but in scope, scale, and organizational and infrastructural configuration.

The differences between Growth, Advanced, and Enterprise are as follows:

» Performance architecture	» Number of digital touchpoints
» Infrastructure resources	» Implementation scope
» Multi-entity and multi-brand capability	» Scaling options
» Integration density	

The mediacockpit Packages

Growth

Growth is aimed for growth-oriented companies with a clear digitalization strategy and the goal of centralizing product data and media and significantly accelerating processes.

Positioning

Focus on data centralization and faster time to market.

Characteristics

- » Unlimited concurrent users
- » Unlimited role and permission concepts including external access
- » Unlimited number of products, SKUs, and attribute structures
- » Entry-level structured performance architecture
- » One legal entity or brand
- » One defined market/territory
- » Separate production and test environments
- » One included inbound integration (e.g. ERP, MDM, supplier portals, external data feeds)
- » One included outbound integration (e.g. e-commerce platform, marketplace, dealer portal, print publishing portal)
- » One microsite for targeted digital distribution

Typical application

- » Central rollout of PIM and DAM
- » Digitalization of product and media processes
- » Building a scalable content platform

» "Growth" provides a structured entry point with a clear path to scale.

The mediacockpit Packages

Advanced

The Advanced package addresses companies with an international footprint, multiple brands, or more complex governance requirements.

Positioning

Globale Governance, high availability, and performance-critical processes.

Characteristics

- » Unlimitierte number of users with differentiated role and permission architecture
- » Unlimited product and attribute models with enhanced system performance
- » Extended performance parameters regarding parallel processing, CPU resources, and system capacity (RAM)
- » Up to 3 legal entities or brands
- » Up to 3 markets/territories
- » Separate production and test environments with increased system utilization
- » Extended number of inbound and outbound interfaces (2 and 3 respectively)
- » Up to 3 microsites for regional or brand-specific requirements

Typical Use

- » International rollouts
- » Multi-brand strategies
- » Integration into complex ERP, shop, MDM, or marketplace landscapes
- » Performance-critical publication processes

» "Advanced" creates the foundation for company-wide standardization with high operational flexibility.

The mediacockpit Packages

Enterprise

The Enterprise package is designed for globally operating organizations with high integration density and maximum performance requirements.

Positioning

Unlimited performance, mission-critical operations, and maximum scalability.

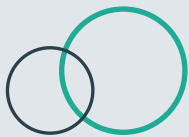
Characteristics

- » Unlimited users, roles, and permission structures
- » Unlimited product and attribute levels with maximum system performance
- » High-performance system architecture for large data volumes, parallel processes, and computing resources
- » For up to 5 legal entities and brands in complex holding structures
- » Unlimited market and territory coverage
- » Scalable production and test environments
- » Up to 4 inbound and 5 outbound integrations for extensive API and system connections
- » Up to 5 microsites to support global digital strategies

Typischer Einsatz

- » Globale Product Experience Management
 - » Highly integrated system landscapes
 - » Omnichannel distribution with high automation
 - » AI as a strategic productivity and governance lever
 - » Multi-tenant organizational structures
- » "Enterprise" is built for unrestricted scaling and supports complex governance models as well as global performance requirements.

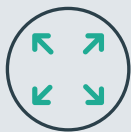
Overview of All Packages



GROWTH provides a structured entry point with a clear path to scale.



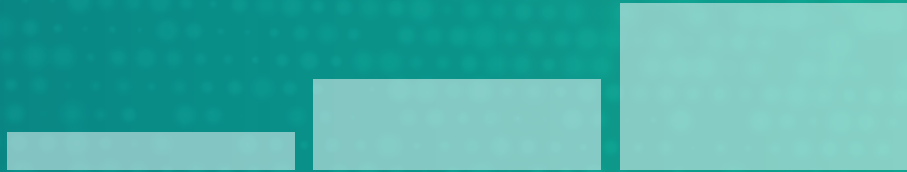
ADVANCED creates the foundation for company-wide standardization with high operational flexibility.



ENTERPRISE is built for unrestricted scaling and supports complex governance models as well as global performance requirements.



All packages are built on the same technological platform. The architecture is designed to enable growth without replatforming.



	GROWTH	ADVANCED	ENTERPRISE
Typical Use	Central PIM/DAM roll-out, digitizing product processes	International rollouts, multi-brand strategies	Globale PXM, highly integrated system landscapes
Performance Architecture	Standard	Enhanced	High-performance
Legal Entities / Brands	1	Up to 3	Up to 5
Markets / Territories	1	Up to 3	Unlimited
Inbound Integrations	1	2	4
Outbound-Integrationen	1	Up to 3	5
Microsites	1	Up to 3	Up to 5
Storage	1.000 GB	2.000 GB	3.000 GB
Traffic / Month	1.000 GB	2.000 GB	3.000 GB
CPU	8 Cores	16 Cores	32 Cores
RAM	32 GB	64 GB	128 GB

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Why Bertsch Innovation is the Right Partner

Who We Are

In brand and product communication, one thing above all else matters: supplying customers, dealers, suppliers, agencies, partners, and internal stakeholders with up-to-date, consistent information.

Bertsch Innovation GmbH makes it possible – with more than 25 years of experience in Product Content Management. With 90 employees and more than 1,000 projects, the Stuttgart-based company is owner-operated and financially independent. Secure through our in-house development at multiple locations, we stand for long-term partnerships with our customers.

Our PIM and DAM solutions support you in making product information, text, documents, images, and videos available wherever they are truly needed: from a central data source, with seamless workflows, across all online and offline channels, beyond departmental boundaries and locations, for all internal and external target audiences.

On top of that, AI as a productivity and quality lever: faster content creation, higher data quality, better findability of media, and future-proofing through a best-of-breed AI strategy with open integrations.

Designed in Germany, made with love in EMEA.

25 Years & 1,300+ Customers Worldwide

- » Experience in Product Content Management without the startup risk
- » Customers in 40+ countries
- » Long-term partnerships rather than short-term project thinking

What That Means in Practice

- » In-house development: roadmap is driven by real customer needs
- » Implementation in weeks – modular design, configure-to-play
- » No vendor lock-in: API-first, open interfaces, standardized formats

Ready to See mediacockpit Live?



Book a Demo

Live demo with one of our experts – tailored to your industry



Discovery Call

30 minutes – we understand your situation and show you whether mediacockpit is the right fit



Download ePaper

Product Content Management with PIM & DAM – free Download

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Our Products



mediacockpit

mediacockpit – PIM & DAM for B2B manufacturers



AutomotivePIM

AutomotivePIM – PIM & DAM for the automotive aftermarket

e-pro[®]CAT

e-proCAT – Electronic Ccatalogs & classification

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