Customer Success Story

Product data under control: **ASSA ABLOY relies on mediacockpit for optimum data quality and efficiency**

mediacockpit

ASSA ABLOY

BERTSCHINNOVATION
smart product information

Content

About ASSA ABLOY

ASSA ABLOY Sicherheitstechnik GmbH is active in the lock and hardware industry with around 700 employees. The company develops and produces mechanical and electromechanical locks, locking systems and access control systems under the brands IKON, effeff and KESO.

The company has been **a satisfied user of mediacockpit, the PIM & DAM platform from Bertsch Innovation,** for over 10 years. With a large number of products and associated media assets, the use of such software is a clear necessity for ASSA ABLOY.

ASSA ABLOY

Large amounts of data

Constantly reinventing the wheel - that was the reality in the company for a long time. Every new catalog and every price list meant that vast amounts of data had to be painstakingly compiled. With **over 70,000 products and around 20,000 media assets in various formats**, this was a never-ending, time-consuming process. Preparing everything for all output channels made it even harder. A solution was needed to finally simplify this recurring and thankless task.

Challenges

Various data sources

Time-consuming and inefficient work processes relating to data management needed to be streamlined and simplified.

Problems: various data sources leading to poor data quality

Objectives: create one central data source, reduction of time and effort

Central data source & improved workflows

After years of Sisyphean work, the clear goal was to create a **central source for all product information**. Centralizing all marketing-relevant product data significantly simplifies the work. This approach allows even never-before-sold variants to be mapped. Additionally, **producing price lists and catalogs should be possible** „at the touch of a button."
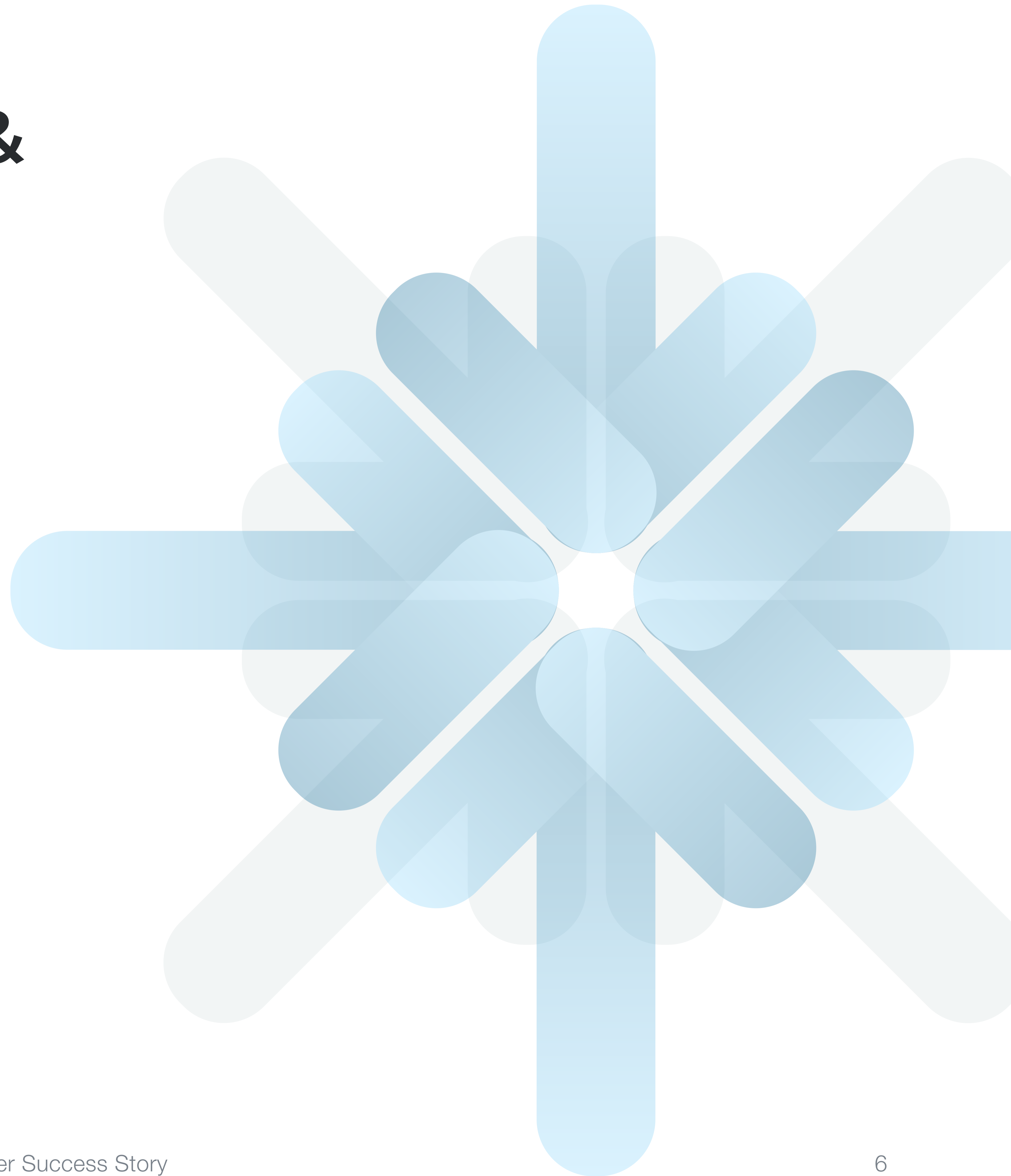
mediacockpit as the central source for all product information

mediacockpit serves ASSA ABLOY as the central source for all product information, including texts, images and videos.

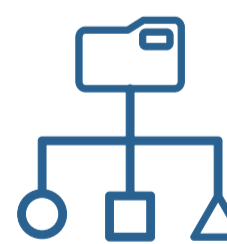| ASSA ABLOY currently uses mediacockpit for: |
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the maintenance of the entire database including translations into 4 languages

the creation of price lists, catalogs, technical drawings, etc.

the transfer of product information to all relevant channels such as print catalogs, web catalog, online store, Nexmart

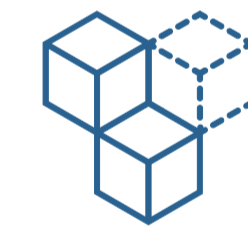Classification according to ETIM using the BMEcat interface

ASSA ABLOY uses the mediacockpit modules

mediapim: for managing all product information

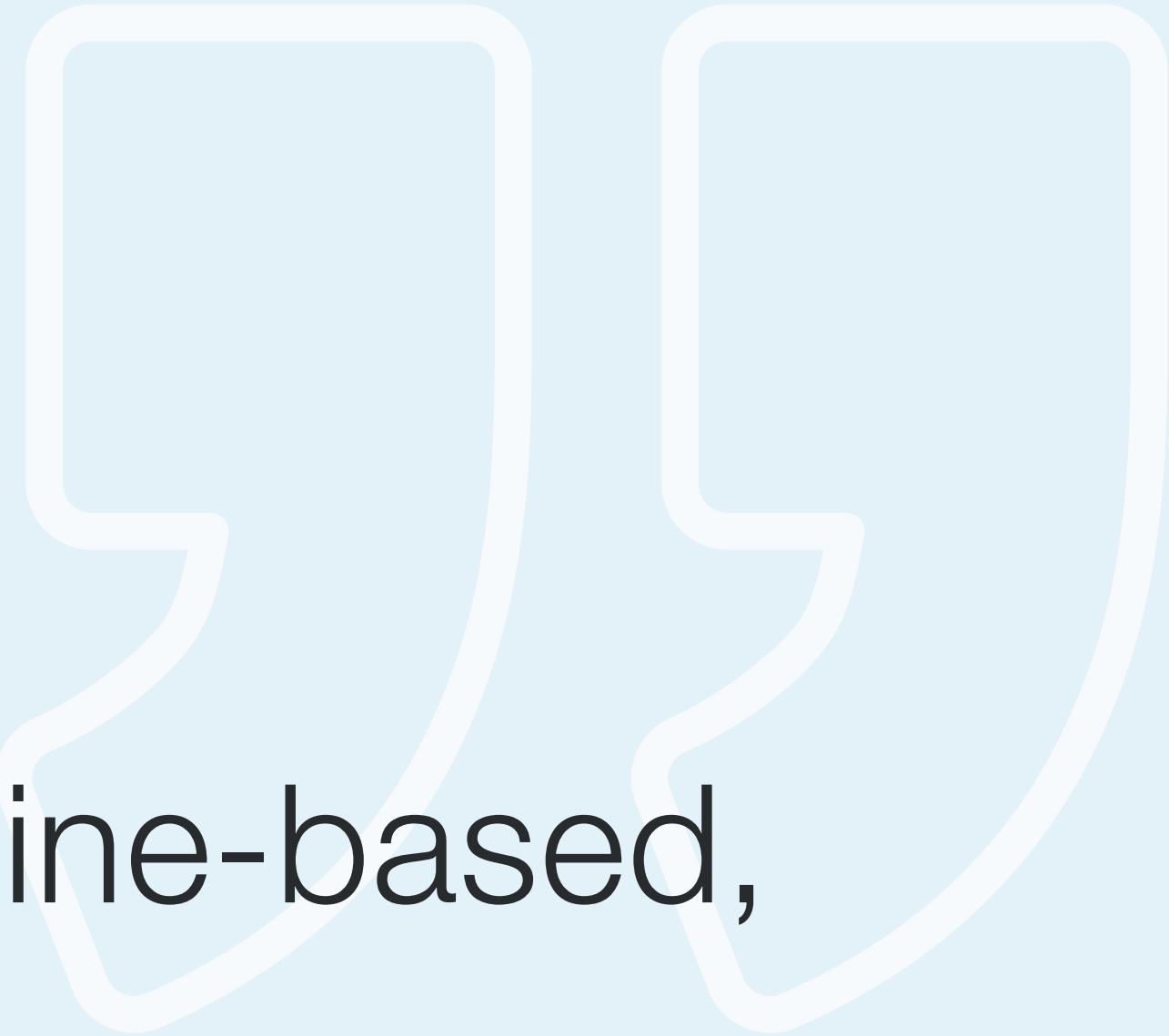**mediasuite:** for managing all media assets

mediapublisher: the channel-specific output of all product information

mediatext: for automated translation directly in mediacockpit

mediaadmin: for rights management in mediacockpit

"A big advantage is that **mediacockpit** is online-based, allowing anyone to work from anywhere. The system's flexibility is a clear plus."

**Marco Weber** – Team Lead E-Business at ASSA ABLOY Sicherheitstechnik GmbH -

Enormous work simplification

mediacockpit as a central system for all product texts and associated images and drawings significantly simplifies ASSA ABLOY's work.

By using mediacockpit, ASSA ABLOY achieves the following results:

- ✓ Significantly improved product data quality

- ✓ Significant reduction in production time

- ✓ Clear reduction in workload thanks to automated translation

- ✓ Generally more efficient processes & shorter time-to-market
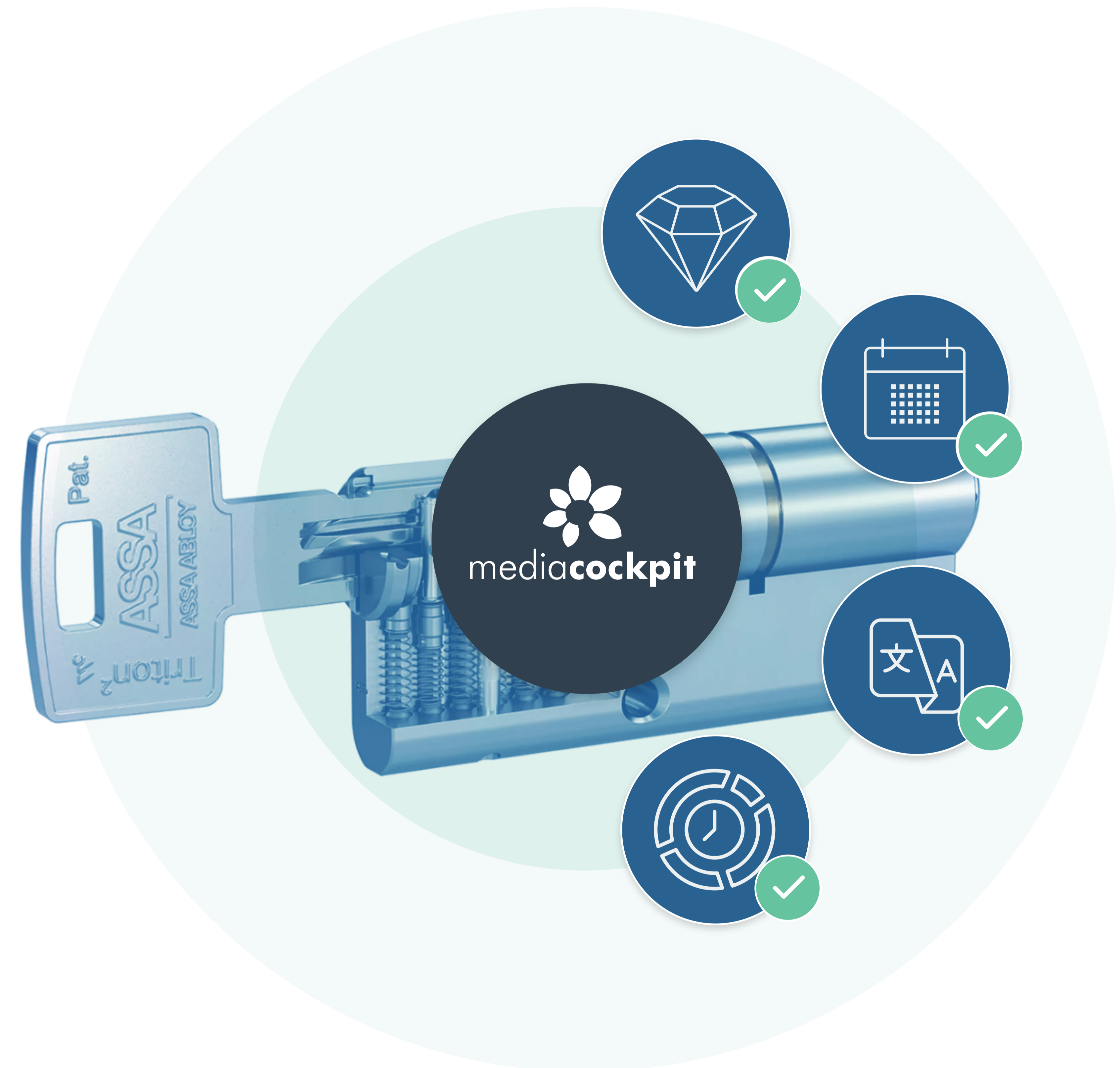
Continuous development of system and processes

In order to always get the best out of the data and to continue to provide all channels with the specific information required in the future, ASSA ABLOY and Bertsch Innovation maintain close collaboration. This ensures continuous development of the system and processes, adapting to ever-changing conditions. Regular mediacockpit updates are also implemented as part of this ongoing improvement.
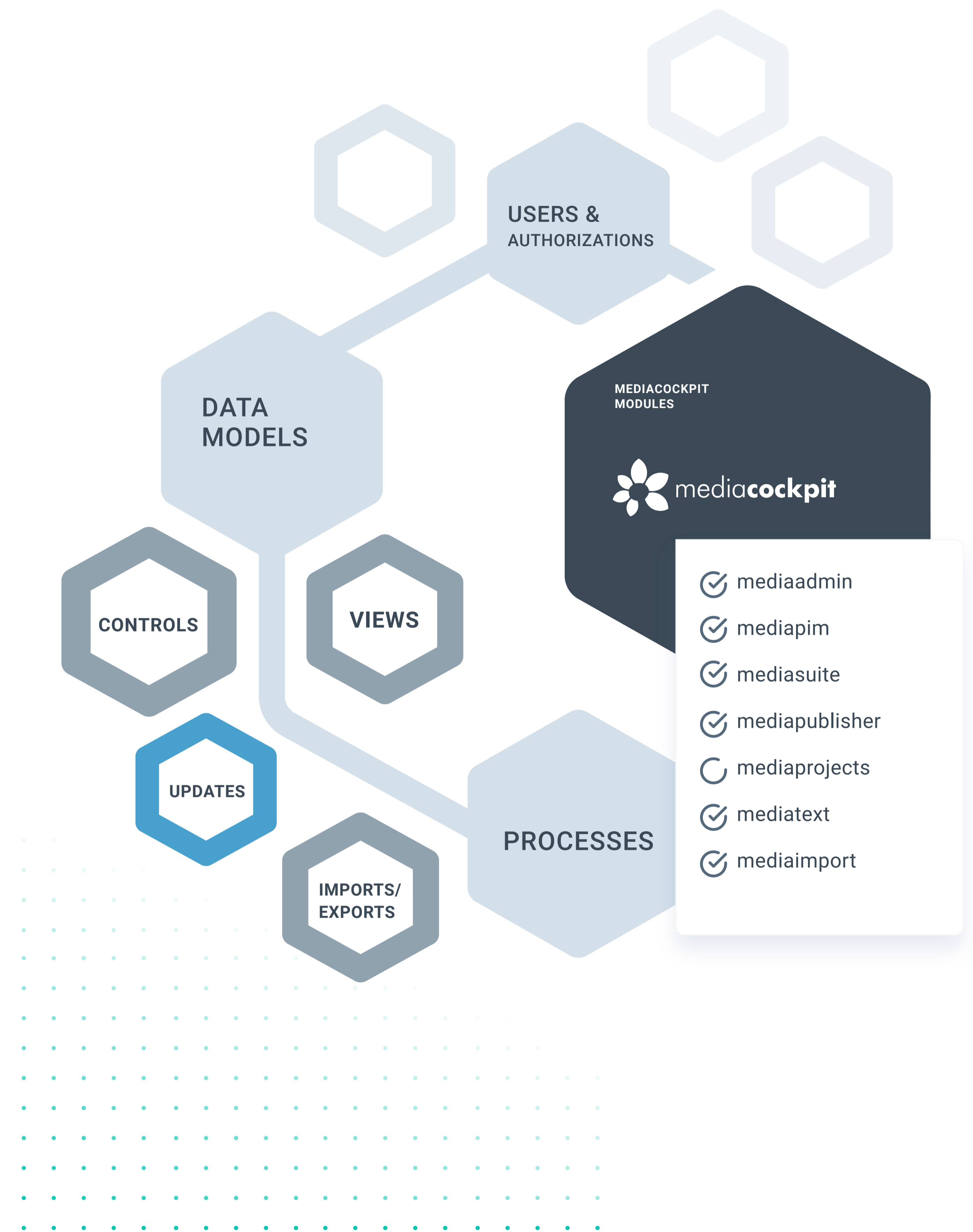
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About Bertsch Innovation

Bertsch Innovation is committed to connecting product information with creative content for more than 20 years now, with the goal to help companies communicate better and more effectively. The combined experience of more than 1,000 successful projects is transferred into the further development of technology to support companies in a comprehensive and sustainable way.

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