

Customer Success Story

Powerful Product Information Management and Process Optimization – with mediacockpit

INDUSTRY: CONSTRUCTION CHEMICALS



BERTSCH INNOVATION
smart product information



Customer Success Story

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The customer

About the Company

With nearly **90 years of history** and locations across the globe, this customer has built a reputation as a reliable manufacturer of construction chemicals, offering a wide range of products for the building industry.



Initial situation

Data Management Challenges – Potential for Greater Efficiency

For many years, compiling product information was a time-consuming process.

Data was spread across multiple departments: while engineers had access to technical details, the marketing team managed brochures. Anyone searching for specific information first had to track down who was responsible – a process clearly in need of improvement.

Creating technical data sheets was also handled manually, which was a demanding task given the vast amount of information. In some cases, multiple versions of the same document were created, depending on how carefully data maintenance was done. This made it difficult to identify the valid, up-to-date version.

The situation made one thing clear: a **centralized, transparent, and reliable data management system would not only improve internal workflows but also strengthen information security for all stakeholders.**





Challenges

Different data sources & time-consuming searches

The focus was on **reducing time-intensive tasks** while also **minimizing errors** in the creation of data sheets and other materials.

Example: Technical Data Sheets

Originally, technical data sheets were formatted as continuous text, making it difficult to quickly extract key information. To enhance application safety and prevent potential complaints, there was a strong need for a clearer structure and more user-friendly document design.

Example: Information Sharing to External Partners

Providing external service providers with the necessary information required pulling data from multiple sources – employees, the ERP system, or the chemical-technical department. Here it became clear how valuable a centralized, easily accessible data hub could be.

Core Challenge: Different data sources with sometimes conflicting information, combined with a time-consuming search process.

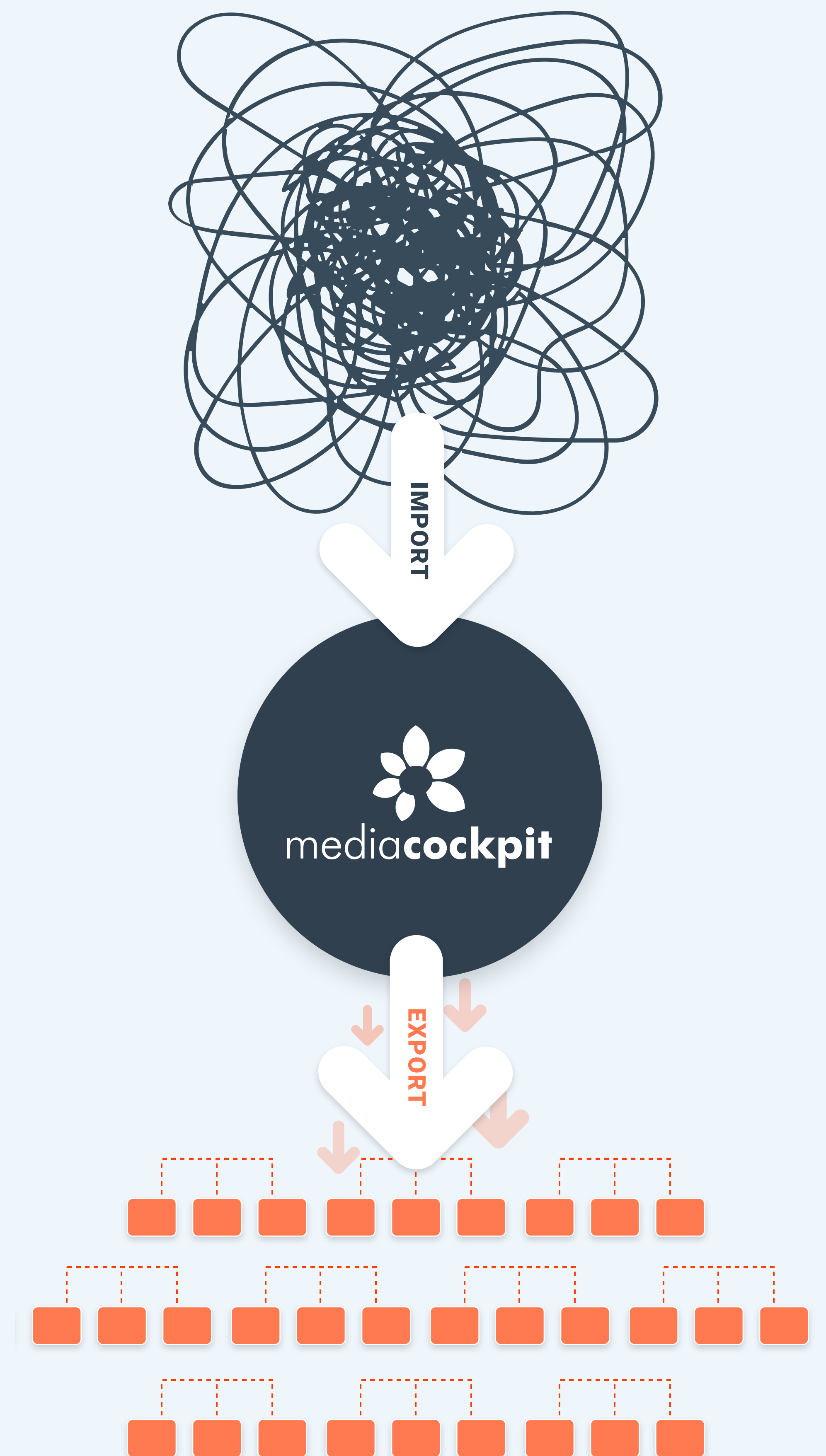
Objective: Establish a centralized source of truth to guarantee correct data while reducing effort – with the ability to export everything in one go.

Goals

More efficient use of resources and transparent data structure

After an intensive phase in which compiling information required considerable time and effort, the focus shifted to **optimizing internal processes**. A key objective was to specifically **relieve employees** – particularly from repetitive, manual tasks – in order to free up capacity for value-adding activities.

At the same time, the company aimed to establish a **centralized, consistent data** base that not only ensures **structured and always up-to-date data sheets**, but also sustainably improves the overall quality of information across the organization.



Solution & Benefits

mediacockpit as a central system for all information

The company chose **mediacockpit from Bertsch Innovation** – a comprehensive solution for managing product data and related media. All product-related information, whether text or images, is now stored centrally in one place and is easy to find.



Uniform and Automated technical data sheets

Data sheets are no longer created manually by individuals but are generated directly within the PIM system. This prevents multiple versions and ensures the content is always correct.



Efficient Translation Process

Thanks to a bidirectional interface with the translation office, texts can be exchanged for translation faster and more easily.



Custom Exports for Partners

Individual exports can be created for different partners – for example, building material distributors – who now receive the required documents and product data directly. Even responsibility lists are managed and distributed through the PIM system.

Why mediacockpit

mediacockpit from Bertsch Innovation offered everything the company needed:

„Other providers couldn't deliver what we required. Plus, we preferred the UI of mediacockpit over the others. The overall concept is simply optimal – it includes everything we need.”

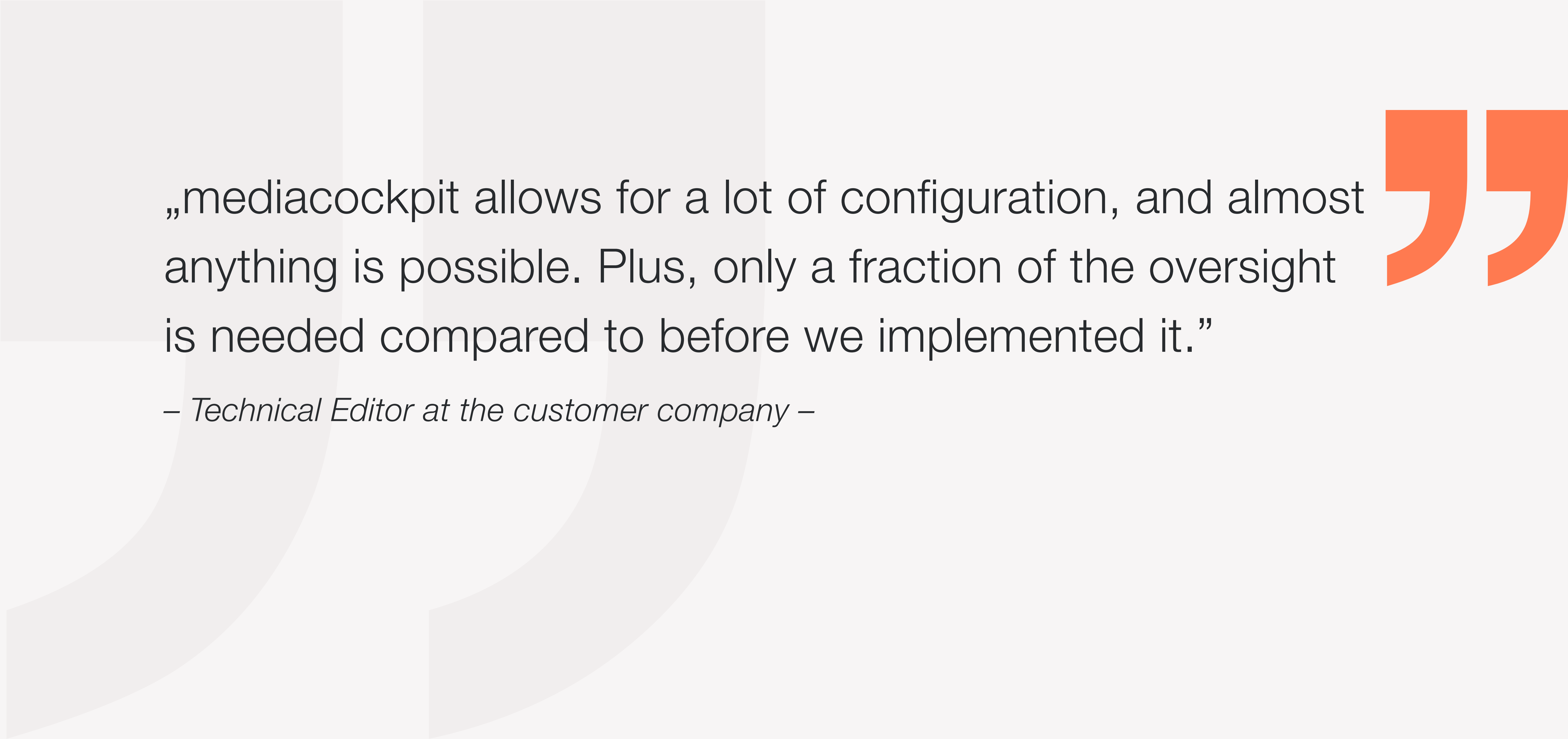
– *Technical Editor at the customer company* –

Results

More efficiency through automated processes and workflows

The introduction of mediacockpit as a central PIM system achieved significant positive outcomes:

- ✓ **Single Source of Truth:** All product data and related assets (photos, brochures, test certificates, technical data sheets) are consolidated in one place.
- ✓ **No more data chaos:** The time-consuming collection of data and assets has been eliminated.
- ✓ **Improved product data quality:** All texts and technical data sheets are always up-to-date and consistent.
- ✓ **Work relief and time savings:** Employees benefit from clear processes and fewer manual tasks.
- ✓ **Simplified collaboration with external partners:** Automated text exchange with translation offices.
- ✓ **Consistent data and wording:** Whether in internal programs or on the website – all content is uniform and consistent.
- ✓ **Automated translation processes:** Every two weeks, texts for translation are exported automatically. Previously, it required manual checks to see what had changed.
- ✓ **Additional information stored in PIM:** Sales programs, discontinuation lists, and shelf life data are now stored centrally instead of being searched manually upon request.
- ✓ **Automated workflows:** For new articles, all affected employees are automatically notified by email to update the necessary information in the PIM system.
- ✓ **Efficient data distribution:** Interfaces to CMS and customer systems streamline data and document delivery.



„mediacockpit allows for a lot of configuration, and almost anything is possible. Plus, only a fraction of the oversight is needed compared to before we implemented it.”

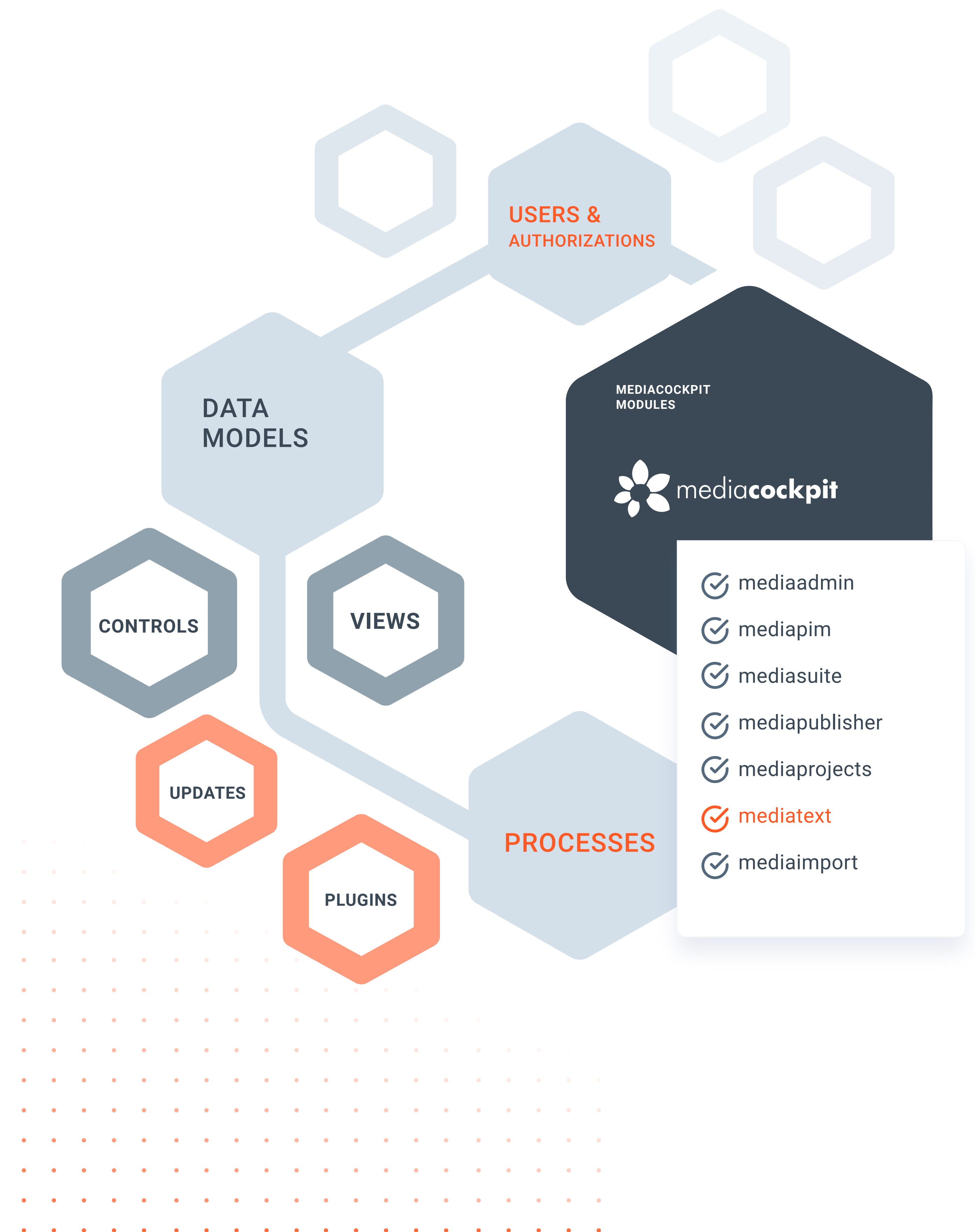
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Future Plans

Further development of the system and processes

The company has ambitious goals moving forward:

- » Gradual expansion to **up to 20 languages per product**
- » Introduction of an **plugin for Adobe InDesign**, enabling designers to work directly in Adobe InDesign within the PIM system
- » Technical data sheets in **additional languages** to cover all markets
- » **Integration of subsidiaries**, allowing them to create and manage technical data sheets for their own product ranges



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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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Bertsch Innovation GmbH
Kronenstrasse 25
70174 Stuttgart
Deutschland

Fon +49 (0) 711 9688-160
Fax +49 (0) 711 9688-1610
info@bertschinnovation.com
www.bertschinnovation.com