

Customer Success Story

Consistent data management & process optimization - Bette's transformation with mediacockpit



Customer Success Story Bette

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About Bette

Bette GmbH & Co. KG, a family business with around 400 employees, has been revolutionizing the sanitary appliance market with its innovations since its founding in 1952. The company exclusively produces washbasins, bathtubs, and shower trays from natural materials like glass and steel, all proudly Made in Germany.

As the number of products and associated descriptions and images grew, manual product data management became increasingly challenging. Implementing an efficient data management system was a logical next step. With [mediacockpit from Bertsch Innovation](#), Bette found the perfect solution.

Bette has been a satisfied mediacockpit customer since 2016.



initial situation

Enormous amounts of data scattered in silos

The existing internal options for generating individual data records were very limited. Displaying the **highly configurable products** with a vast selection of materials and colors in all their different variants and dependencies is an enormous challenge for any system. With **over 130,000 articles** and a rapidly growing **image database of over 45,000**, this need became even more urgent.

The top priority was to create a structured overview of the **complex data and product variants**, breaking down the individual data silos and consolidating their diverse information.





challenges

Highly configurable product portfolio

The time required to view and collate article information from the numerous data sources was immense, making the need for improvement clear.

Problems

Enormous amount of product information and associated media assets to manage complex, highly configurable product portfolio

Objectives

Establish a single data source, reduce effort, ensure consistent mapping of the complex product range

goals

Consolidating and managing data consistently

Bette's extensive product line is linked to **large amounts of information and media files**. Consolidating and managing this data consistently was a top priority for the company.

A suitable PIM software was also required to:

- Create a single, secure data source that can serve a wide variety of target systems and formats
- Reduce data maintenance efforts significantly through automation
- Ensure that all dependencies and product combinations are displayed consistently and securely
- Feed the [product configurator](#) with all underlying logic, relationships, and attributes

All these requirements were successfully implemented with mediacockpit from Bertsch Innovation.



solution & benefits

mediacockpit as central system for all information

Using mediacockpit as a central system for all product-related information has significantly streamlined Bette's operations.

Managing all data records and media assets **in one place** simplifies numerous processes. The entire complexity of product dependencies and combinations is now clearly displayed with **mediacockpit as a data hub**.



solution & benefits

mediacockpit as central system for all information

Distribution Channels

From mediacockpit, all data records can be distributed to **various customers and target systems**, either directly or via an interface. Output channels include the website, the company's web store, price lists, and dealer portals.

Data Sources

In addition to connecting distribution channels, it was important for Bette to easily **integrate various data sources** such as ERP, production databases, and development systems.

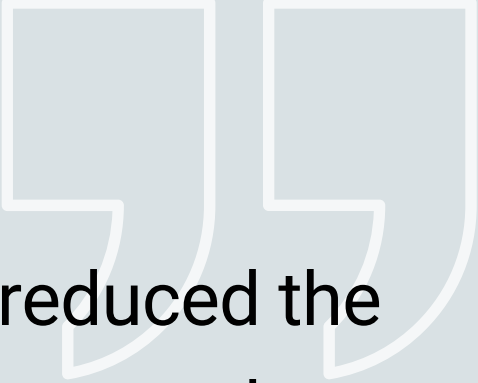
Graphics

The **graphical presentation of products** using drawings, images, videos, and 2D and 3D CAD drawings directly from the system is now also possible.

Generating Price Lists

With mediacockpit in place, generating **price lists in multiple languages** and regularly updating them with new products has become much easier compared to the previous process. The graphic implementation is handled directly by Bertsch Innovation's partner, InBetween.





„With mediacockpit, we have significantly reduced the time and effort required for data maintenance and greatly simplified the operation of various channels. I am very satisfied”

Benjamin Dreier – Master Data Manager Bette GmbH & Co.KG

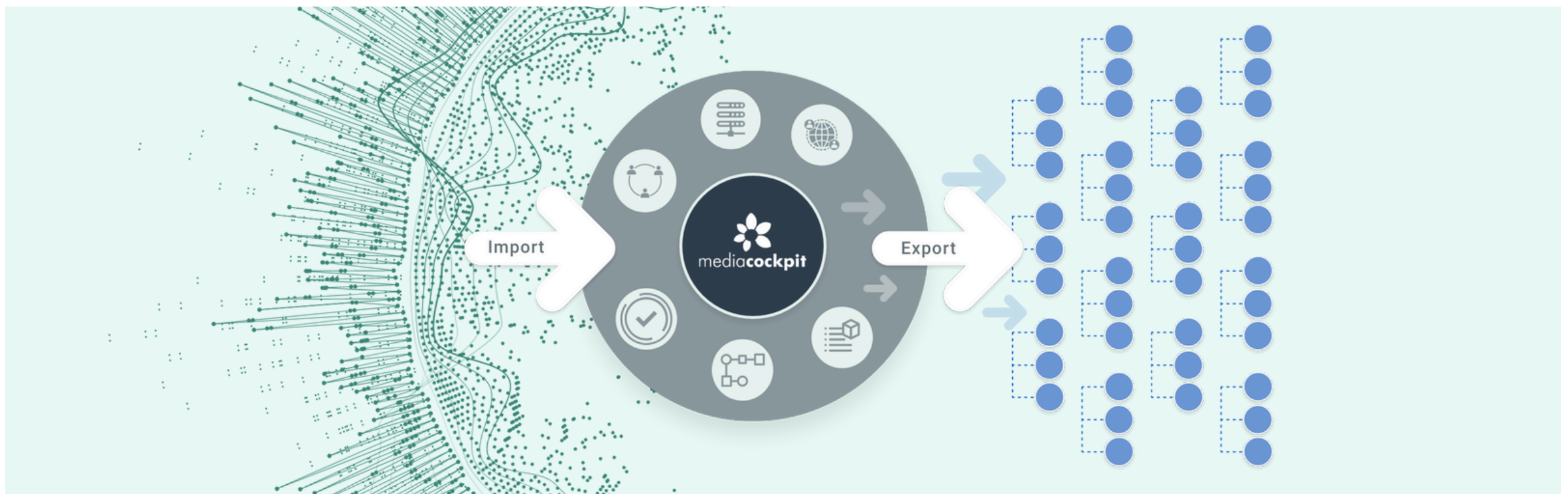
result

Workload reduction & process optimization

Numerous employees now work in mediacockpit, spanning **many countries and nine languages**.

By using this tool, Bette has been able to **streamline numerous processes** and simplify operations significantly.

Data maintenance processes are now highly automated, and transfers to various channels can be carried out easily with minimal effort. This results in **considerable time savings** overall.



smart product information

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.

BERTSCH INNOVATION
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