Customer Success Story

From Excel Chaos to Efficient Data Management: How Miller AG Drives Long-Term Growth with mediacockpit

Miller A G

mediacockpit

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smart product information

Customer Success Story

Content

The Customer

About Miller AG

Miller AG is a family-owned company headquartered in Schlier that encompasses several mid-sized businesses across a variety of industries:

- **Miller Reisen:** The go-to expert for travel to Latin America, the Caribbean, and the South Seas.

- **Miller Incoming:** A travel agency catering to guests from Latin and North America as well as Spain and Portugal, with destinations throughout Germany and Central Europe.

- **Miller Forest Investment AG:** Home to its own reforestation project in Paraguay, focused on sustainable forest investments and CO_2 offsetting.

- **Miller Holz:** A provider of products for garden and landscaping as well as consumer goods, ranging from outdoor loungers to grilling charcoal.

- **Global Plus:** A software company specializing in management solutions for the tourism and social services sectors.

Disorganized File Storage & High Search Effort

Like many companies, Miller AG's day-to-day operations were dominated by **Excel, Word, and files scattered across shared drives.** Searching for and editing information and images on an individual basis had long been the norm.
However, this highly individualized approach came with significant challenges:

- **Long processing times due to a lack of structure in file storage and folder hierarchies**

- **Media files that were difficult to locate or existed in duplicate**

- **High storage demands driven by redundant data**

- **Heavy reliance on folder structures within Adobe InDesign**

With over **13,000 products** and **50,000 media files**, the disorganization grew increasingly unmanageable.

When the COVID-19 pandemic hit, tourism came to a near-complete standstill – and Miller AG was no exception. Yet the company turned the crisis into an opportunity: the time freed up was used to tackle the long-overdue digitalization efforts. As a result, Miller AG emerged from the pandemic in a stronger position.

Disorganized Data Management

From the outset, the company faced a number of significant challenges, including:

- **Disorganized data management:** Scattered files, redundant workflows, and high time investment.

- **Crisis-driven pressure:** The standstill in the travel industry during COVID-19 forced a fundamental rethink.

- **High dependencies:** Reliance on individualized workflows and manual processes.

Faster Processes & an Optimized Image Database

By implementing a **PIM/DAM system**, Miller AG set out to achieve the following:

↗ **Increased efficiency** in catalog creation through integration with the ERP system and mediasuite

↗ **Automated image usage** of defined derivatives for web and print through connecting the website to mediacockpit

↗ **Optimization of the image database** through automated keyword tagging

↗ **Centralization of all product and media data** as the foundation for cross-departmental collaboration

„For us, mediacockpit was the ideal balance of cost and performance. What ultimately tipped the scales were our positive experience with the product and the outstanding consulting and support expertise from Bertsch Innovation."

Armin Graber – Head of Marketing at Miller AG

mediacockpit as a Central System for all Information and Media

Miller AG currently uses mediacockpit for:

Centralized management of all information and media

A secondary data source, fed through integrations from the ERP system (Eco at Miller Holz) and TOURProfi (at Miller Reisen)

Filling in missing attributes directly within the system

Multiple output channels are connected to mediacockpit, ensuring a seamless workflow across the board:

- Catalog production is handled via priint:comet for Miller Reisen catalogs as well as the Miller Holz catalog and price list

- The new Miller Reisen website, planned for 2026, will be powered by mediacockpit

- Media assets are distributed to Axolot (the „extranet" portal for travel agencies within the AER cooperative) via the ERP and mediacockpit

- Additional integrations with external portals are currently in the works

mediacockpit as a central system for all information and media

The following modules are in use:

→ **mediapim:** For managing all product information

→ **mediasuite:** For managing all media assets

→ **mediapublisher:** For channel-specific distribution of all information

→ **mediaadmin:** For permissions and role management within mediacockpit

→ **mediaimport:** For importing Excel/CSV and JSON files, with subsequent mapping of cells to data fields in mediacockpit
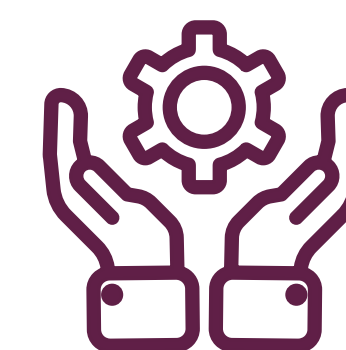
This translates into direct benefits:

A significant acceleration of catalog production

Initial steps toward consistent image management

Ongoing support from Bertsch Innovation during internal transition processes

Enormous simplification of work

The company has seen numerous improvements since adopting mediacockpit PIM & DAM:

Time savings & error reduction: Up to 40% time savings in catalog production, with the potential to reach up to 70% going forward.

Improved data quality: Consistent data maintenance across print and web.

Better cross-functional collaboration: Strengthened exchange between departments.

New level of flexibility: Information is always up to date and centrally accessible.

„The exceptional service and top-tier consulting truly won us over. With **mediacockpit**, we are investing in a proven system and a reliable partner that guarantees we stay future-ready – a decisive advantage when it comes to significant investments and process changes like these.“

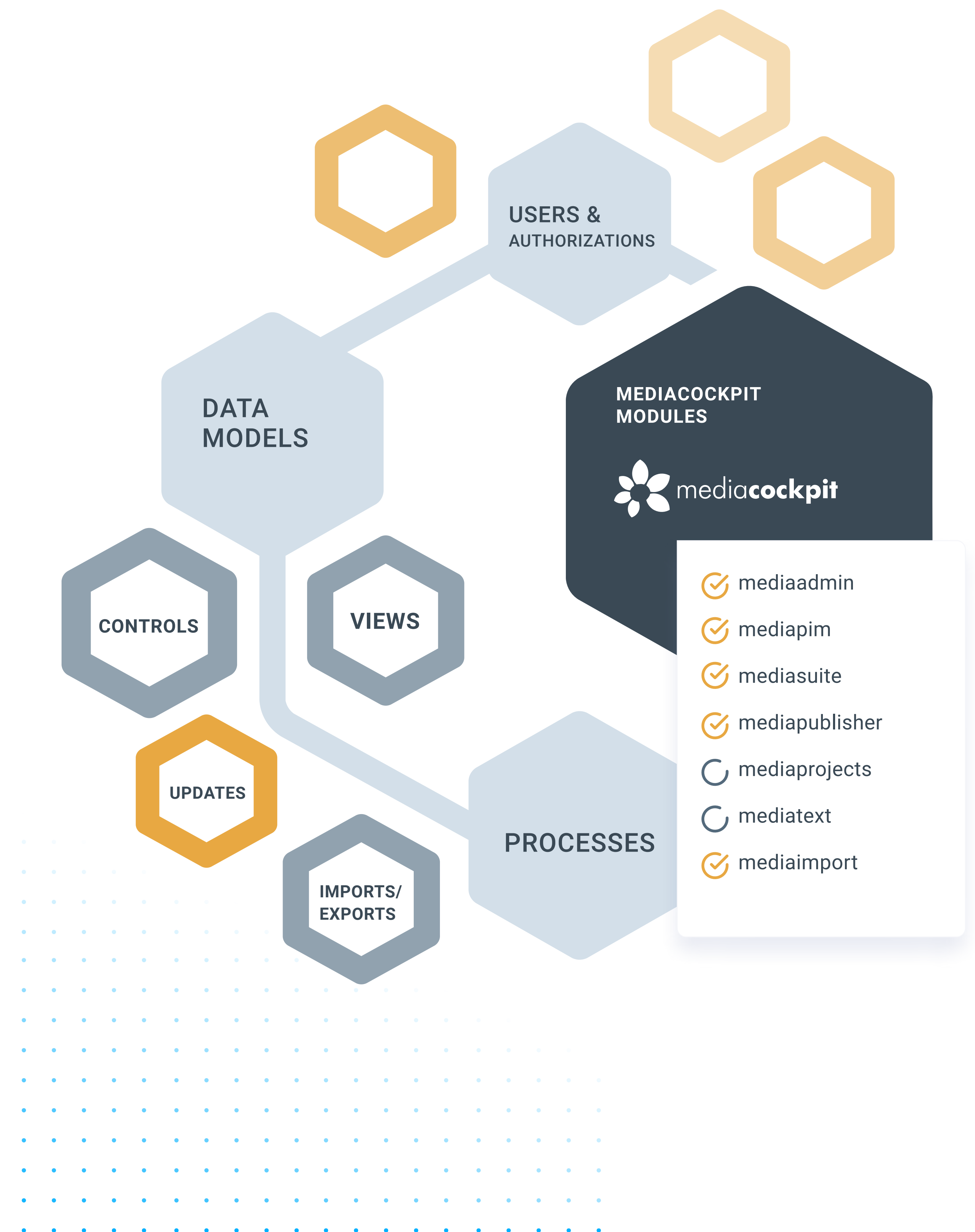Armin Graber – Head of Marketing at Miller AG

Further Development and Expansion of the System

The positive experiences with mediacockpit so far have set the stage for further developments at Miller AG. The company has ambitious plans for the road ahead:

- Finalizing the internal organization of media usage

- Improving performance for travel imports, including dates and pricing

- Optimizing the data structure at Miller Reisen

- Integrating Miller Incoming into mediacockpit with automated catalog production

With these steps, Miller AG is well-positioned to shape its future **efficiently, sustainably, and with a focus on the customer** – backed by a modern approach to data and media management.

USERS & AUTHORIZATIONS

DATA MODELS

MEDIACOCKPIT MODULES

mediacockpit

CONTROLS

VIEWS

- mediaadmin
- mediapim
- mediasuite
- mediapublisher
- mediaprojects
- mediatext
- mediaimport

UPDATES

IMPORTS/ EXPORTS

PROCESSES

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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