

Customer Success Story

Product data under control: How companies achieve optimal data quality with mediacockpit

INDUSTRY: SECURITY TECHNOLOGY



BERTSCH INNOVATION
smart product information



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The customer

About the customer

The customer, with around 700 employees, is active in the locks and hardware industry. The company develops and produces mechanical and electromechanical locking systems, master key systems, and access control systems.

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



Initial situation

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

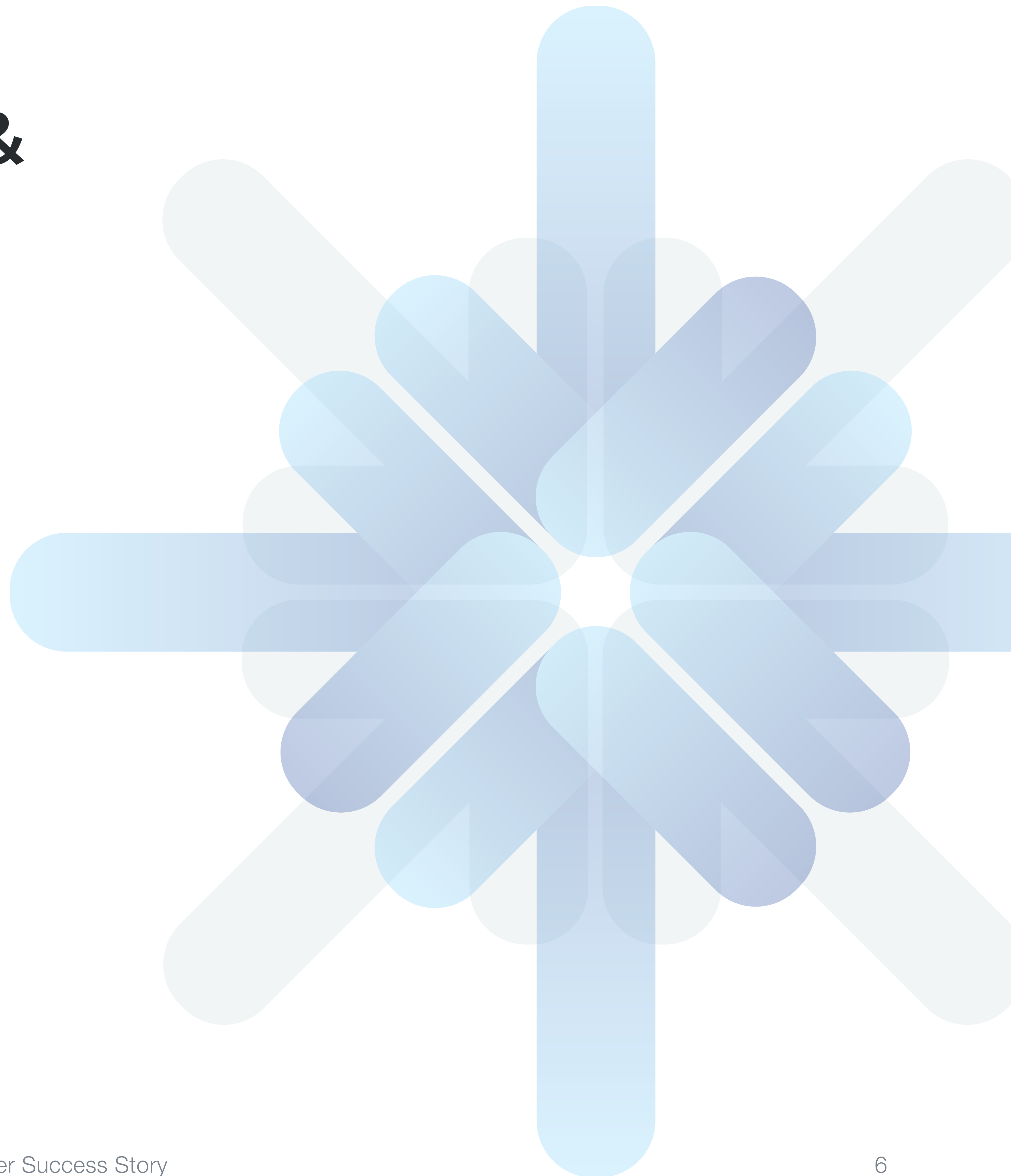
Goals

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.

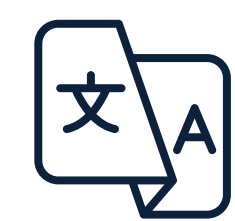
Additionally, **producing price lists and catalogs should be possible „at the touch of a button.“**



mediacockpit as the central source for all product information

mediacockpit serves the company as the central source for all product information – including texts, images, or videos.

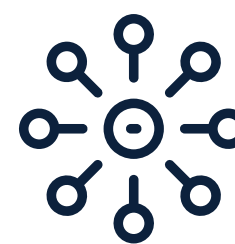
The customer currently uses mediacockpit for:



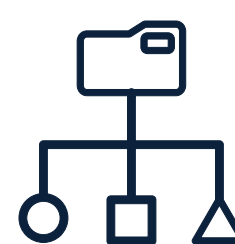
the maintenance of the entire database including translations into 4 languages



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

The customer uses the mediacockpit modules



mediapim: for managing all product information



mediasuite: for managing all media assets



mediapublisher: for channel-specific distribution 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.“

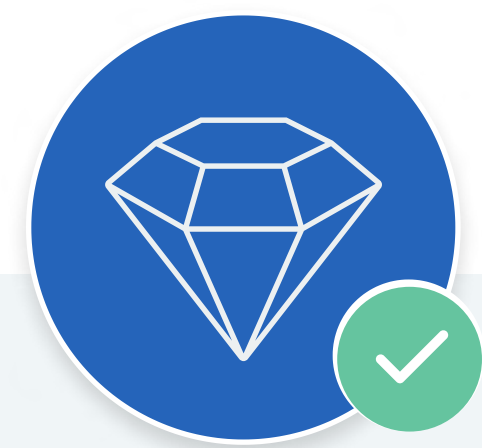
– Team Lead E-Business at the customer –



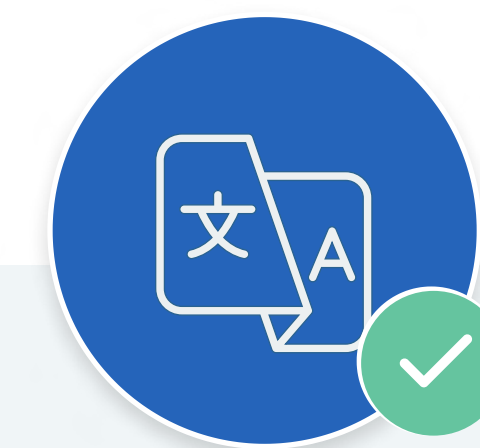
Result

Enormous work simplification

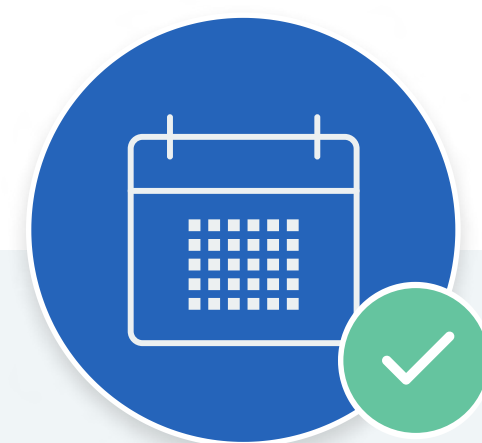
mediacockpit as a central system for all product texts and associated images and drawings significantly simplifies work for the company. By using mediacockpit, the customer achieves the following results:



Significantly improved
product data quality



Clear reduction in workload thanks
to automated translation



Significant reduction in
production time

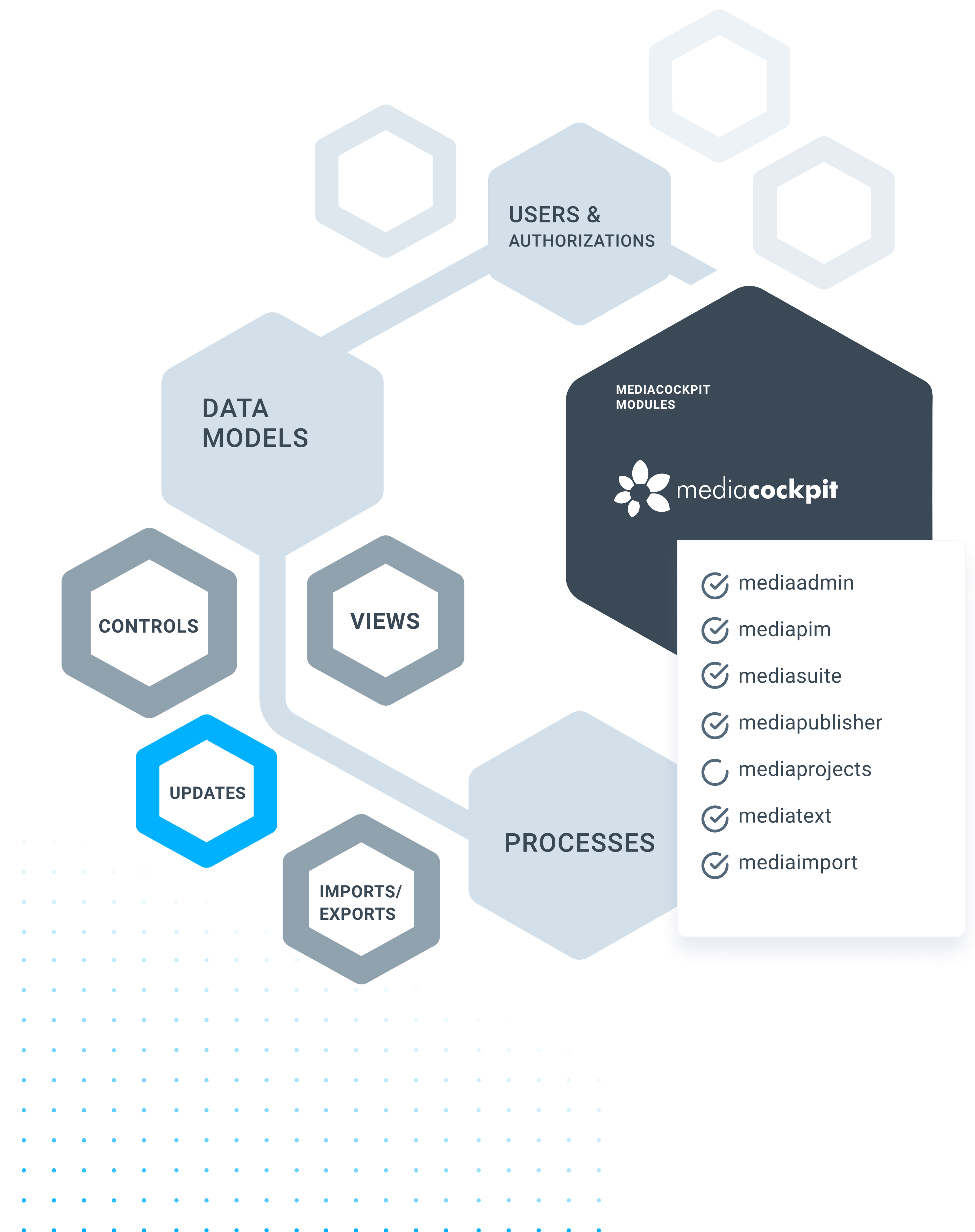


Generally more efficient processes &
shorter time-to-market

Future goals

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, the exchange between the customer and Bertsch Innovation remains close. 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.



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.

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