

Customer Success Story

Data Integrity and Scalability – Driving Business results with mediacockpit

INDUSTRY: SECURITY TECHNOLOGY



BERTSCH INNOVATION
smart product information



Customer Success Story

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The customer

About the Company

Founded more than a century ago, the company has established itself as a leader in security technology, serving as both developer and manufacturer of advanced mechanical and electronic access systems. With a workforce of roughly 700, it is recognized as a trusted partner in safeguarding people, assets, and facilities.

As the **product portfolio and volume of related data** – especially product-specific images – continued to grow, effective data management became essential. Implementing a modern information management system was therefore a strategic priority. With mediacockpit from Bertsch Innovation, the company can now **manage, enrich, and distribute high-quality product information** with far greater efficiency and ease.



Initial situation

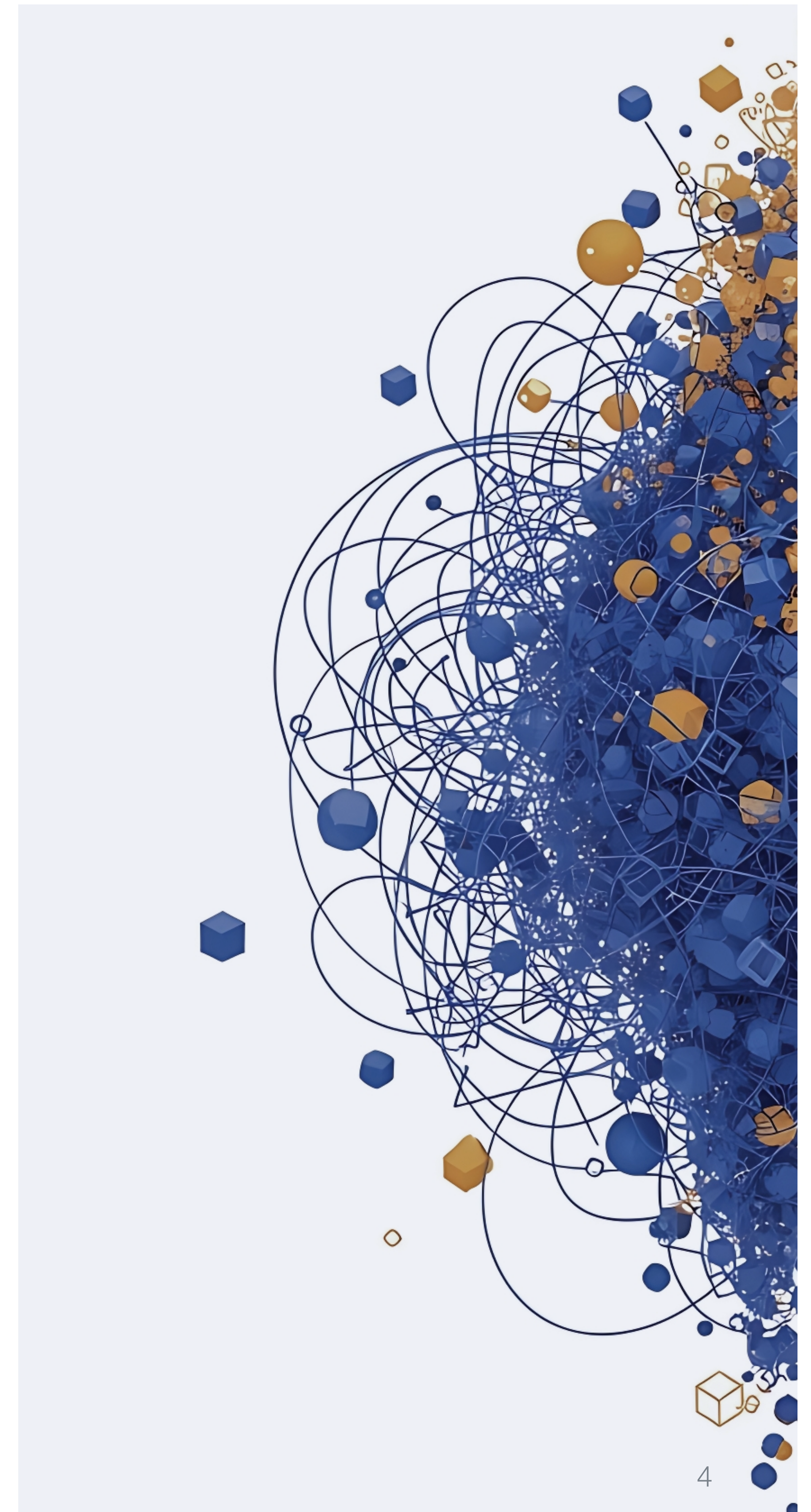
A Patchwork of Data

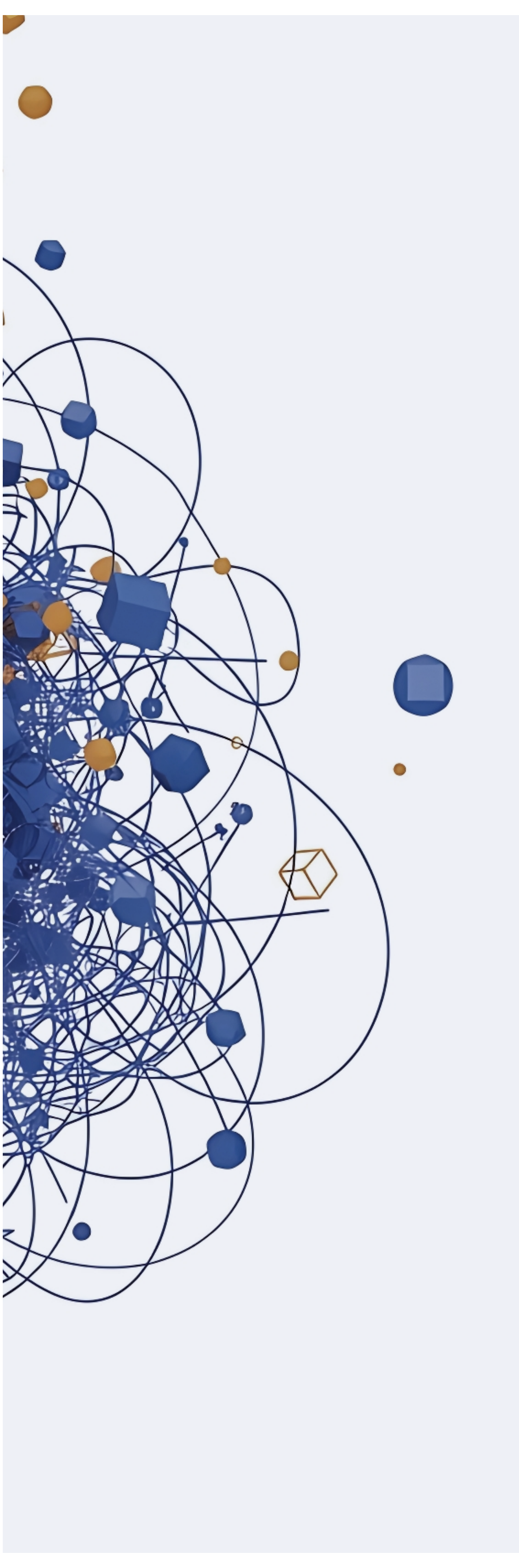
The company's reliance on **multiple data silos and Excel spreadsheets** led to **uncontrolled data growth and inefficiencies**, making it necessary to rethink its data management strategy.

The priority quickly became establishing a **Single Source of Truth** – a central system that **ensures structure, consistency, and reliability of product** information.

Transitioning away from Excel toward a dedicated Product Information Management (PIM) system was the logical next step to prevent data instability and **strengthen quality control**.

At the same time, the company required a solution capable of managing a rapidly growing volume of media assets. With nearly **7,000 digital assets** already in use – and numbers climbing – implementing a dedicated system for media management was just as critical as consolidating product data.





Challenge

Existing inefficient and time-consuming processes

Existing processes around data management were inefficient and therefore time-consuming. The need to change this through a clear and holistic solution was obvious.

Problem: isolated data silos, unstable data, and an increasing number of media assets.

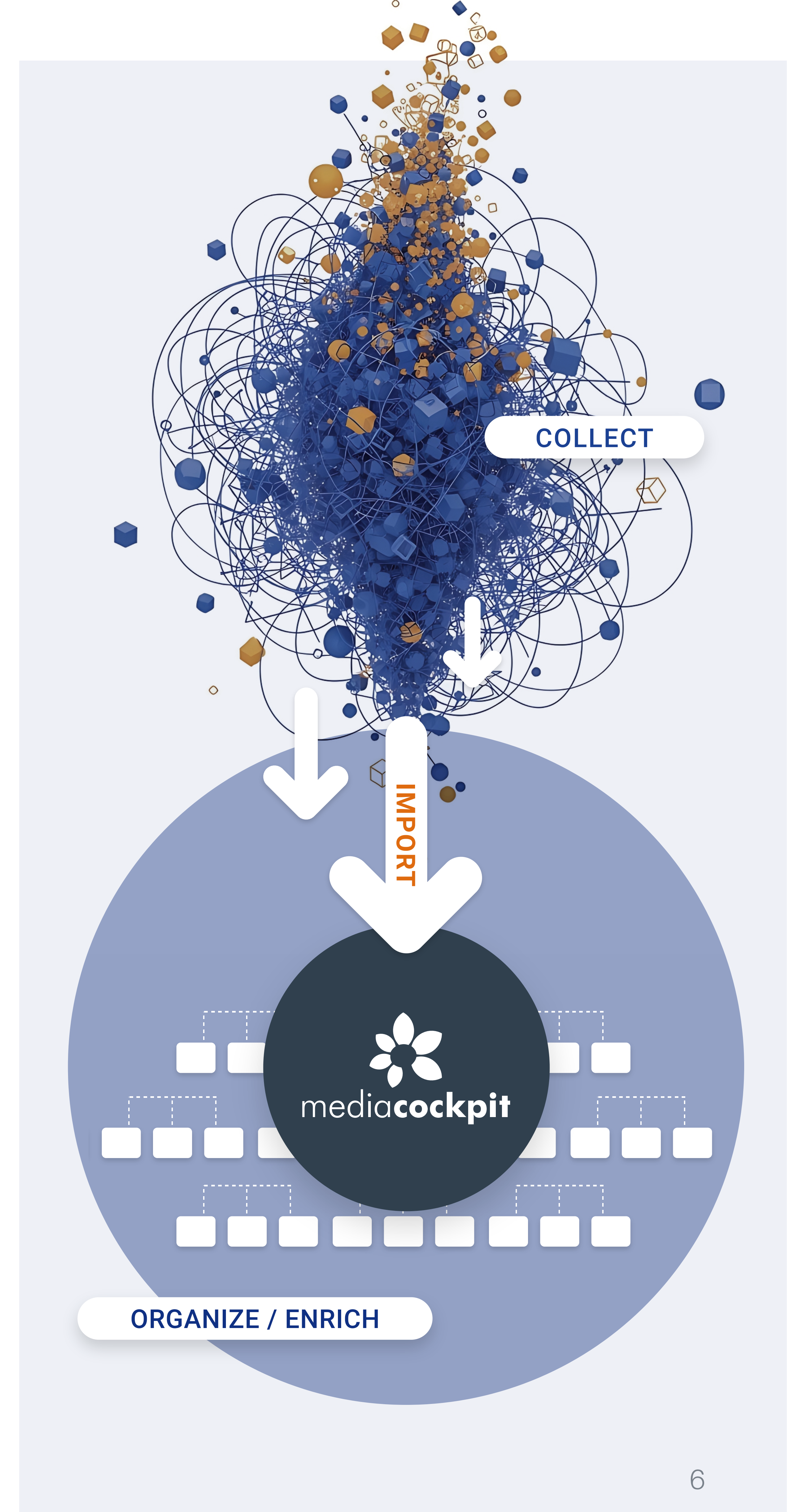
Goal: centralized management of all product data in a single database, replacing Excel, and ending data instability and uncontrolled growth.

Goals

Ensuring Data Quality

The overarching goal of introducing mediacockpit was:

- To **eliminate the data chaos**.
- To maintain all data in a single, purpose-built database with a **user-friendly interface**.
- To **ensure the level of data quality** required for distributing product information across various customer channels.
- To **integrate existing IT systems** – such as ERP, document management, and TYPO3 – with mediacockpit.



Solution & Benefits

PIM and DAM in one system as a “Single Source of Truth”

With mediacockpit from Bertsch Innovation, the customer selected a system that met all requirements:



The **combination of PIM and DAM** in one software as a “Single Source of Truth” enables collaborative work across all teams in the same system. The days of scattered data silos and spreadsheets are over.



Product data is now maintained at **high quality and consistency** in one system and distributed to all relevant customer channels. mediacockpit supports this through its **powerful interfaces**.



Collaboration within and between departments has become significantly **more efficient**.



Support in creating and maintaining ERP items and increasingly in **monitoring data quality**.

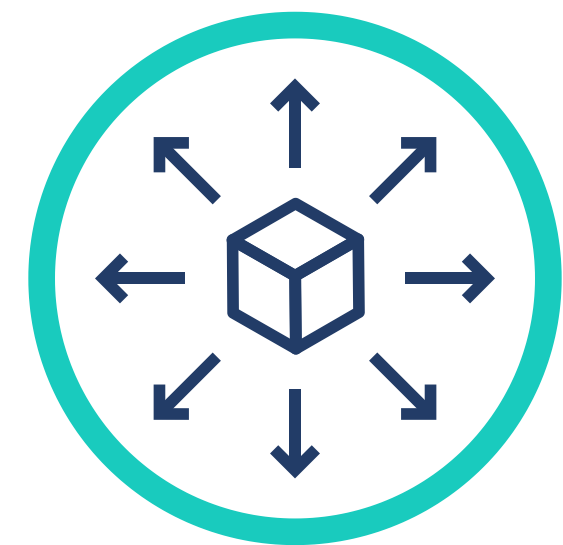


“In a multi-stage evaluation process, mediacockpit came out on top because it offered the most features relevant to us. Even in terms of cost comparison, mediacockpit is an attractive choice.”

– Partner and Sales Marketing at the Customer –

Result

Scalability and Cost Reduction



Scalability / Improved Data Quality

Using a configurator, the company can now dynamically generate articles – turning **roughly 20,000 PIM objects into even more ERP items.**

New processes have also strengthened awareness of the need for consistent product information, ensuring that data is no longer represented differently across departments.

With mediacockpit, **data quality is improving continuously** while also providing a solid foundation for the company's broader digitalization efforts.

Today, 10 employees across multiple countries and languages actively work with mediacockpit, embedding it into daily operations.



Time Savings / Cost Reductions

Early positive effects quickly became visible, such as **significant simplification and time savings** in media management. Looking ahead, the company expects a substantial increase in publications with the same effort, as well as **cost savings in translations.**

The interplay of mediapim, mediasuite, and mediapublisher within mediacockpit **creates synergies** that are unbeatable for managing and distributing both product and media data across different channels.

“Poor product data is an absolute no-go today. Thanks to the introduction of mediacockpit, we’ve achieved what is self-evident for our products: the highest quality.”



– Partner and Sales Marketing at the customer –

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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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