

Customer Success Story

Simplified workflows & improved product data management - STÜBBE's success with mediacockpit



STÜBBE

Customer Success Story Stübbe

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The customer

About Stübbe

STÜBBE is an internationally established manufacturer of pumps, valves and measurement and control technology. For over 60 years, the company has been active in environmental technology, surface technology, chemicals and mining & metallurgy and employs around 250 people.

The large number of articles and associated media presented STÜBBE with the major challenge of efficiently managing this product information. Not only the data maintenance and enrichment, but also the product data transfer to various target systems while maintaining consistently high data quality are not easy to accomplish.

STÜBBE therefore opted for mediacockpit from Bertsch Innovation – a system with a core competence in both product data handling and the management of associated media assets.

STÜBBE

Initial situation

Inconsistent data handling

Various data stored in different locations - this was the initial scenario at STÜBBE. The goal was to establish a central location to be able to provide always up-to-date product information required by the customer in all the necessary languages. In other words, to have a single data source for all product information and for all distribution channels such as data sheets, websites or web stores. A necessity with over 80,000 products and 5,000 media assets.

Challenge

Inefficient data processes

The processes prior to the introduction of mediacockpit as a central solution were inefficient and time-consuming, since data such as product information and associated images were stored in different locations and had to be tediously compiled as needed.

Problems: Various data sources + time-consuming collation

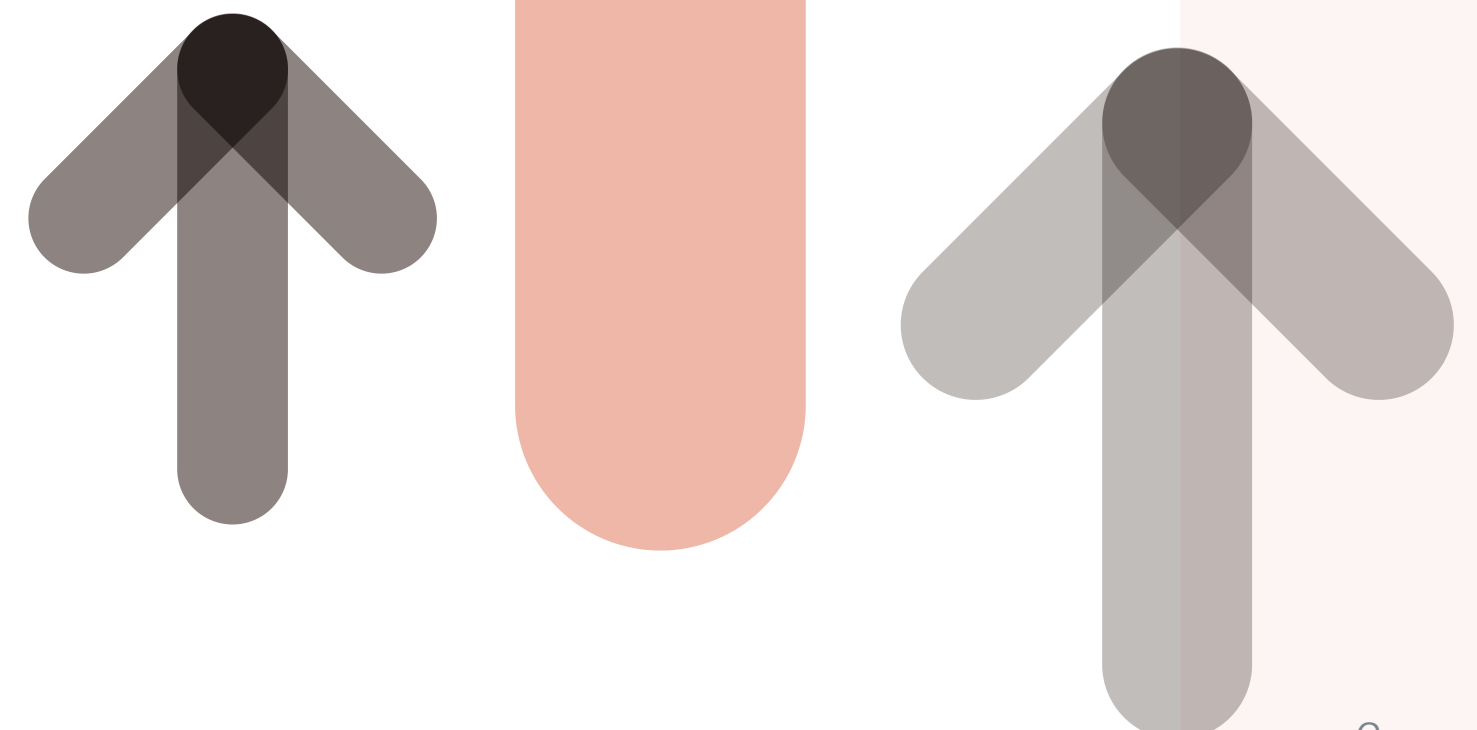
Objective: A golden record for data & media assets for all products

Goals

Increased efficiency & improved collaboration

The primary goal was to consolidate decentralized workflows. Before the introduction of a central PIM system, data collections were created on an event-driven basis, for example for a new data sheet or a new website. With the introduction of mediacockpit, the entire database is now maintained continuously and in one place.

At the same time, STÜBBE now has the option of translating all product information into all relevant languages - automatically within the PIM. From here, it is also possible to export to all relevant channels and in all required languages - which now already include 9 languages.



Solution & benefits

Central product information system

Using mediacockpit from Bertsch Innovation, STÜBBE has implemented a central system for managing, maintaining and distributing all relevant product information - such as product descriptions and associated images and videos.

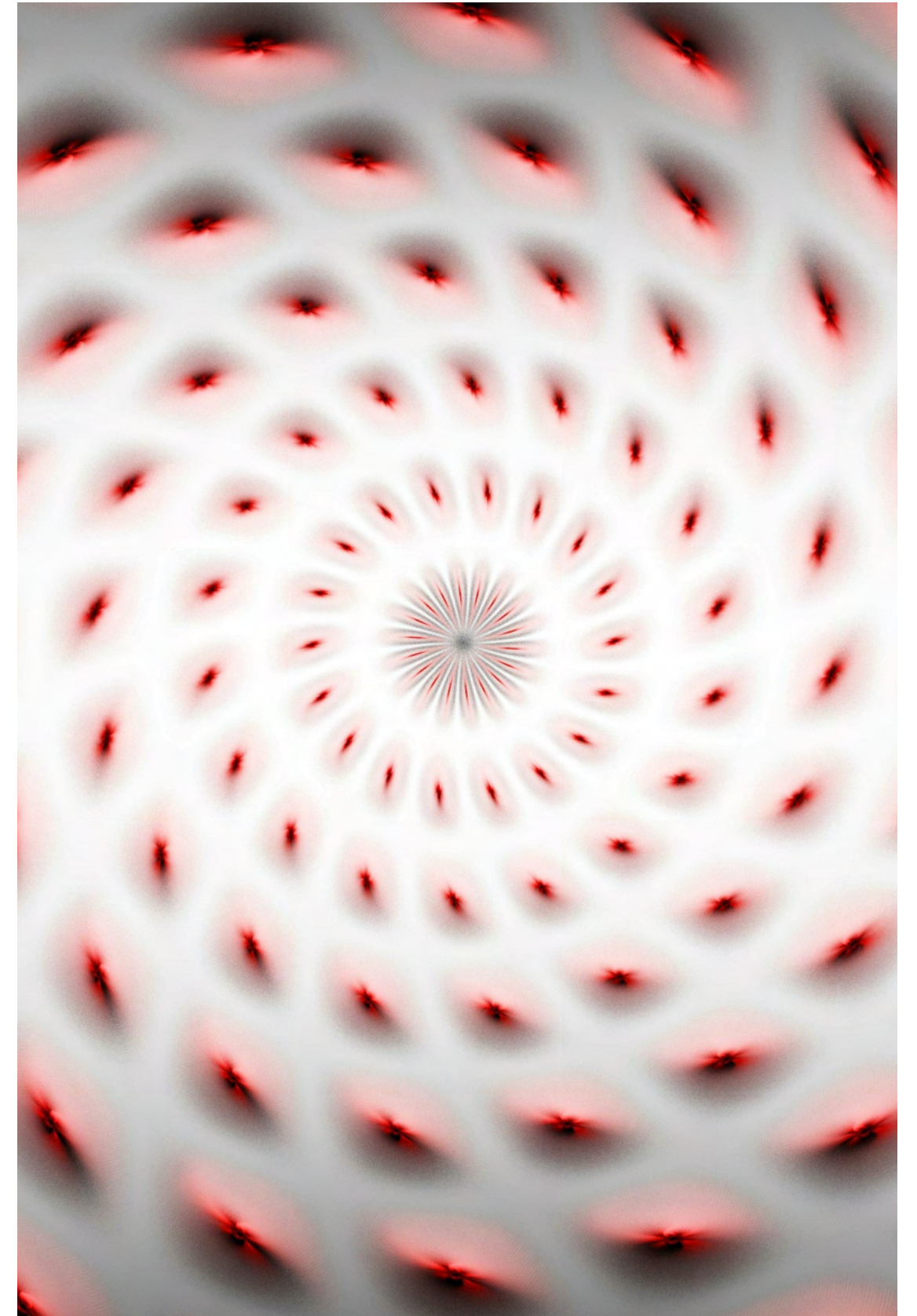
This “single source of truth” has resulted in significantly improved and more consistent product information quality.


STÜBBE currently uses mediacockpit primarily to:

- Maintain the entire product database including all translations
- Reduce workload on the sales side thanks to automated processes within the tool
- Automatically create article data sheets and 3D models
- Automate quotation creation

STÜBBE utilizes the mediacockpit modules:

- **mediapim:** for managing all product information
- **mediasuite:** for managing all media assets
- **mediatext:** for automated translation within mediacockpit
- **mediapublisher:** for publishing product information to all channels





“mediacockpit is a reliable database for the structured creation of product information and allows us to operate a complex web store with around 80,000 products in various languages.”

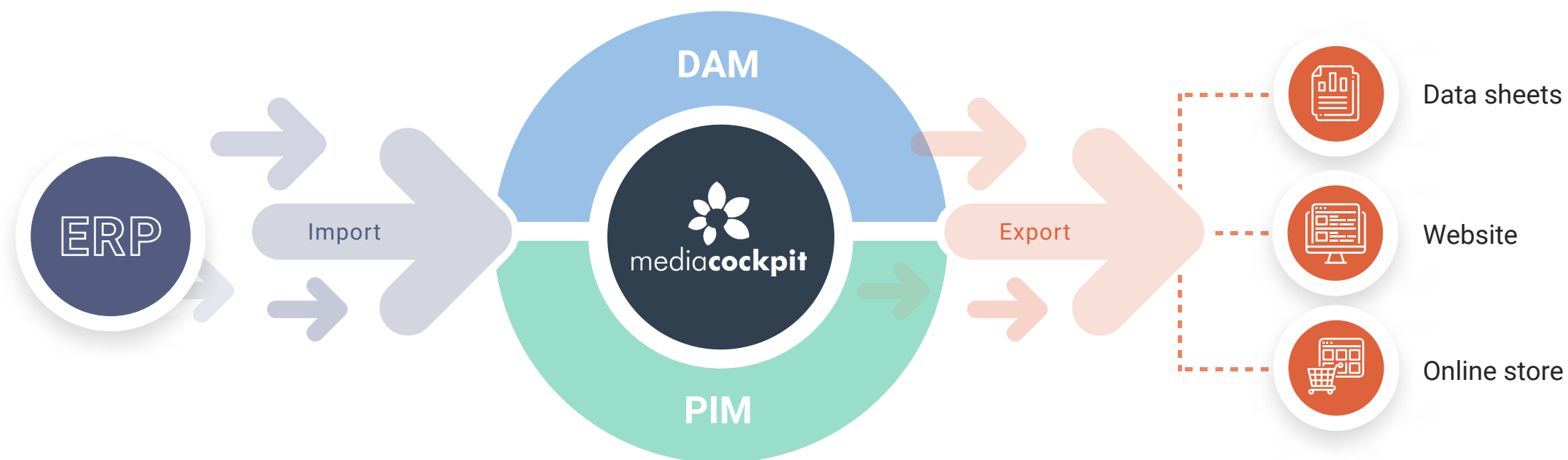
- Achim Kaesberg – Corporate data STÜBBE –

Result

Increased efficiency & reduced workload

Thanks to mediacockpit, managing and maintaining data and assets has become much easier and more efficient. With over 80,000 articles and more than 5,000 associated media assets, this represents an enormous improvement. By using the software as the source for all product data, working between departments and communicating with customers has become much easier.

In addition to the connected publication channels such as automated data sheet creation, the website and the web store, the connection to the ERP facilitates the entire workflow. This is because the product information can be quickly imported into and exported from the system. This saves internal company resources and decreases time-to-market.



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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