mediacockpit: AI-Enhanced PIM/DAM

Your Product Content Engine, Supercharged by Artificial Intelligence

mediacockpit

The future of product information management isn't just storing data – it's making data work for you. mediacockpit combines enterprise-grade PIM and DAM with cutting-edge AI to automate the tedious, accelerate the complex, and unlock possibilities you didn't know existed.

From auto-tagging thousands of images in seconds to having AI agents write product descriptions in 47 languages overnight – this is product content management reimagined.

AI Across Your Entire Content Value Chain

mediacockpit doesn't just bolt AI onto existing features. We've rebuilt the entire content workflow around intelligence:

Media Intelligence & AI
Transform how you handle digital assets

- **Auto-tagging & Classification:** Automatic label, text, and color extraction from images and videos
- **Smart Media Conversions:** AI-driven rendition generation for images, video, PDFs, Adobe CC, and Office formats
- **Generative Media:** Create product images, backgrounds, and variations using leading AI models
- **Intelligent Metadata Extraction:** Comprehensive analysis and searchability across all media types

Product AI & Content Generation
Create content at scale, in any language

- **Agentic Content Translation:** Context-aware translation that understands product terminology
- **Prompt-Driven Content Creation:** Generate descriptions, marketing copy and technical specs from simple prompts
- **AI-Powered Data Onboarding:** Smart field mapping and automatic data quality checks during import
- **Enrichment & Expansion:** AI suggests missing attributes, enhances product data completeness

AI-Powered Automation & Workflows
Eliminate repetitive work, focus on strategy

- **Watched Import Folders:** Automated media ingestion with AI-driven preflight pipelines
- **Dynamic Content Generation:** Real-time image transformations via URL parameters
- **Workflow Intelligence:** AI-triggered tasks and state transitions based on data quality
- **Quality Monitoring:** Continuous data validation and enrichment suggestions

Intelligent Integrations & Ecosystem
Best-of-breed AI strategy, seamlessly connected

- **MCP Server for LLM Agents:** Native integration with Claude, ChatGPT and other AI assistants
- **n8n Workflow Automation:** Visual AI workflow builder with drag-and-drop simplicity
- **B2B Classification Partners:** Direct integration with e-proCAT and 0711 for compliance and enrichment
- **Creative Cloud & Stock Platforms:** Integrated access to Adobe CC, SharePoint, OneDrive and stock libraries

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Featured AI Capabilities: Where Intelligence Meets Impact

AI-Supported Field Mapping for Data Import

What it does:
Automatically maps columns from Excel/CSV imports to the correct product attributes in mediacockpit.

Problem solved:
Manual import profile setup is time-consuming and error-prone.
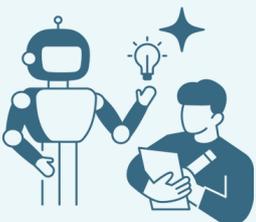Wrong mappings lead to data chaos and hours of cleanup.

Business impact:
- **80% faster onboarding** of new suppliers and data sources
- **95% accuracy** in field mapping, even with inconsistent column names
- **Multi-language intelligence:** Recognizes "Farbe", "Color", "Couleur" as the same attribute

Tech Highlight:
Intelligent attribute matching considers data types, multi-value fields, identifiers, and synonyms across languages. The system learns from your data model and improves with every import.

MCP Server: Talk to Your PIM Like It's Human

What it does:
mediacockpit speaks Model Context Protocol (MCP), allowing Claude, ChatGPT, and other AI agents to directly access and manipulate your product data.

Problem solved:
Traditional APIs require complex coding. Business users can't easily extract insights or perform bulk operations without IT support.

Business impact:
- **Natural language queries:** "Show me all products without images in the outdoor category."
- **Agentic workflows:** Let AI agents update prices, generate descriptions, or create reports
- **Secure & authenticated:** Full user permission system applies to AI interactions

Tech Highlight:
API-first architecture evolved into AI-first. Your LLM agent gets access to resources (products, media), tools (search, listings, details), and your complete data schema. Extensions for editing and workflow automation in progress.

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Featured AI Capabilities: Where Intelligence Meets Impact

n8n Visual AI Workflow Builder

What it does:
Create complex, multi-step AI workflows using drag-and-drop — low to no coding required.

Problem solved:
AI is powerful, but building automated workflows usually requires developers. Business teams have great ideas but can't implement them.

Business impact:
- **Visual workflow design:** Connect AI services, PIM operations, and external systems graphically
- **Any LLM, any service:** Integrate OpenAI, Claude, custom models, cloud storage, email, webhooks
- **Rapid prototyping:** Test AI-driven content workflows in minutes, not weeks

Tech Highlight:
Open-source n8n integration based on our REST API. Pre-built nodes for media and product endpoints. Deploy workflows in cloud or self-hosted environments.

Agentic Translation & Content Generation

What it does:
AI agents understand your product context and create translations and content that actually make sense – not just word-by-word translations.

Problem solved:
Generic translation tools produce awkward copy. Manual translation doesn't scale. Technical terms get lost in translation.

Business impact:
- **47+ languages** with context-aware translation
- **Content at scale:** Generate product descriptions, SEO texts, marketing copy from prompts
- **Brand consistency:** AI can learn your tone of voice and terminology

Tech Highlight:
Prompt-driven generation with full access to your product data, category context, and existing content patterns. Integrates with leading generative AI solutions while maintaining your data sovereignty.

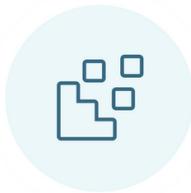# Your Product Content Engine, Supercharged by Artificial Intelligence

The mediacockpit AI Ecosystem

We don't believe in vendor lock-in. Our „best-of-breed" AI strategy means you get:

Native AI Features

→ Field mapping intelligence

→ Media auto-tagging

→ Data quality scoring

→ Workflow automation

Partner Integrations

→ **Claude & ChatGPT** (via MCP)

→ **n8n workflow automation**

→ **e-proCAT** (B2B classification)

→ **0711** (compliance & enrichment)

→ **Adobe Creative Cloud**
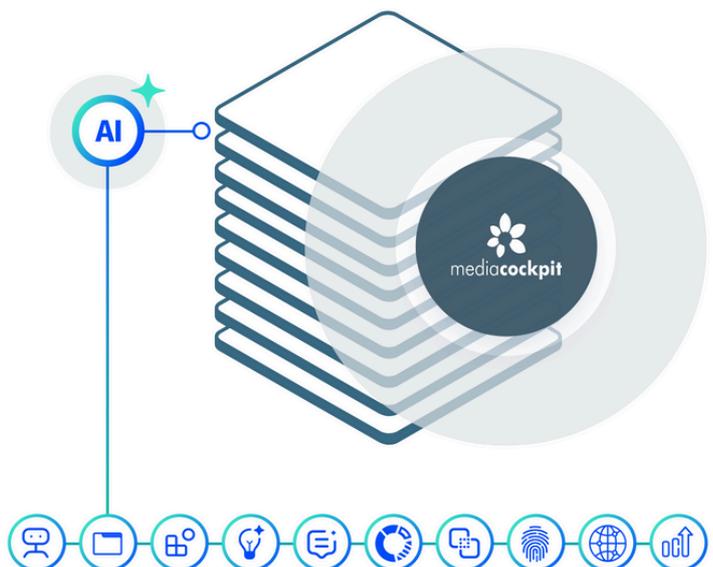
→ **Leading generative AI platforms**
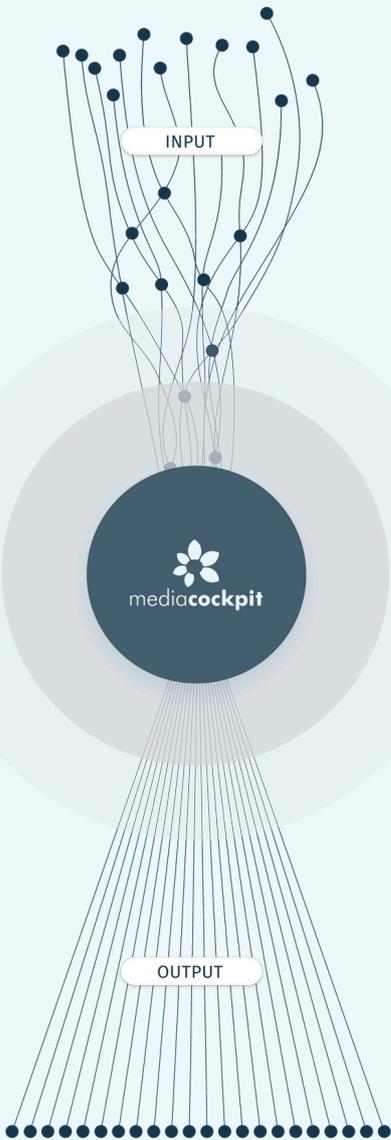
Developer-Friendly

→ REST API for custom integrations

→ MCP server for AI agent access

→ Open-source workflow nodes

→ Comprehensive documentation

Why mediacockpit's AI Approach Is Different

☑ **AI-First, Not AI-Bolted-On:** Built from the ground up with intelligence in every layer

☑ **Your Data, Your Control:** Cloud-based but you choose your AI providers and data residency

☑ **Best-of-Breed Strategy:** Integrate leading AI services while maintaining flexibility

☑ **Enterprise-Grade Security:** Full authentication, permissions and audit trails apply to AI operations

☑ **Continuous Innovation:** MCP, n8n and partner integrations keep you at the cutting edge

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INPUT

mediacockpit

OUTPUT

Real-World Impact: AI in Action

Example 1 · **Multilingual Content at Scale**

Before: Translation agency charges €0.12/word, 2-week turnaround
With mediacockpit AI: AI agent translates 10,000 products overnight, context-aware

> **Result: €50,000** saved per content cycle, launch in new markets **90% faster**

Example 2 · **Media Asset Management**

Before: Manual tagging of product images, inconsistent metadata
With mediacockpit AI: Auto-tagging of colors, objects, text; instant searchability

> **Result:** Find any asset in **seconds**, reduce duplicate media **by 60%**

Ready to See AI-Enhanced PIM & DAM in Action?

See how mediacockpit AI can transform your specific workflows
Explore the possibilities. Book your personalized demo.

→ **Book your demo now**

About Bertsch Innovation

Bertsch Innovation is the company behind mediacockpit, a Digital Experience Platform unifying PIM and DAM in one central solution. With mediacockpit, companies manage their product and media data in a structured, connected and efficient way.

With over 25 years of experience and more than 1,000 completed projects, Bertsch Innovation delivers integrated solutions connecting product information and media content intelligently—helping organizations digitize their product communication holistically and future-proof their operations.

BERTSCH INNOVATION
smart product information

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