

Customer Success Story

# IHI Turbo relies on AutomotivePIM from Bertsch Innovation

Global turbocharger manufacturer benefits from high level of automation throughout the organization

**BERTSCH INNOVATION**  
smart product information

**IHI**

## Customer Success Story

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## The customer

# About IHI Turbo

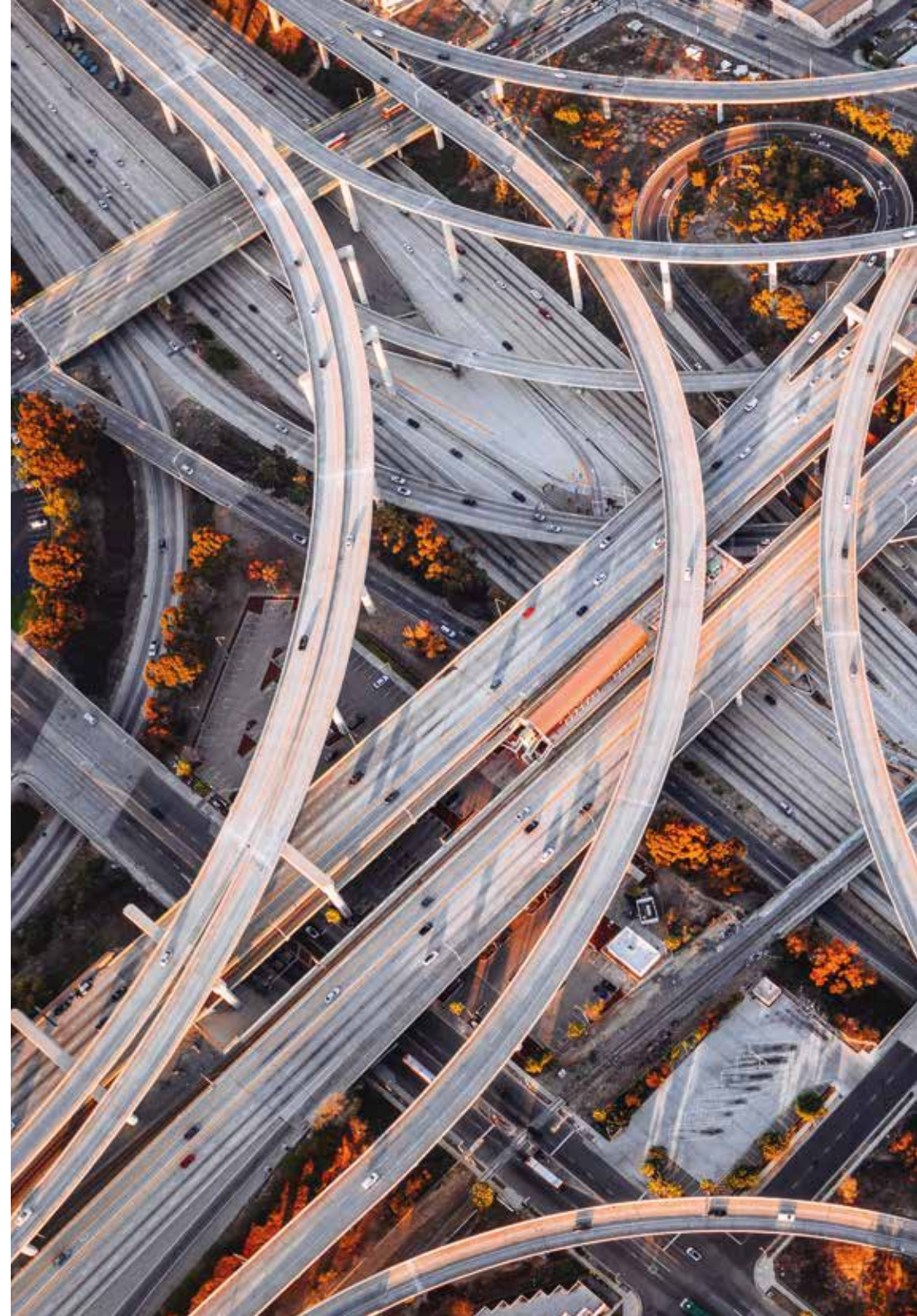
IHI Turbo is the independent automotive aftermarket turbocharger division of the Japanese IHI Corporation. In addition IHI is an established global supplier in the turbocharger original equipment segment. Worldwide customers include major car manufacturers such as Volkswagen Group, Toyota, Mercedes-Benz, BMW, Stellantis and Ferrari. In addition to the automotive segment, IHI also develops turbochargers for various industrial customers like commercial vehicle and marine manufacturers.



Initial situation

# Complex data structures

IHI Turbo is active in numerous regions such as EMEA, Asia, North and South America and maintains its product data regionally in different ERP systems. In addition, there is OE data, inventory data, and TecDoc and AutoCare master data from external providers such as TecAlliance. The relevant data is therefore not only available in different formats, but also at different levels of detail, which makes it difficult to maintain and use the product information. The consequence is that certain processes such as the go-to-market for new turbochargers involve considerable - in many cases - manual effort.





## Goals

# Central product data maintenance for different regions

Bertsch Innovation's AutomotivePIM was implemented as a central product information system for the maintenance and management of all product data, media content and relationships between vehicles and parts. The system automates the import, maintenance and enrichment as well as the output of data to the various output channels.

For instance, links between product and engine can be automatically transferred to vehicles, and appropriate restrictions can be applied to vehicles that are only possible with certain engine types. It is also possible to automatically transfer properties and links to connected products, significantly reducing the effort required for data maintenance. This significantly simplifies day-to-day work with product data and ensures both excellent data quality and global accessibility.

# In conversation with IHI Turbo, Mr. Kindinger-Ding

Team Leader Product Management Independent Aftermarket

*„The AutomotivePIM now enables us to have everyone on the same level of knowledge and to make this information available to everyone easily and quickly.“*

## Interview

# In conversation with Mr. Kindinger-Ding



*Teamleiter Produktmanagement Independent Aftermarket*

### Bertsch Innovation

#### Mr. Kindinger-Ding, how is AutomotivePIM used at IHI Turbo?

#### IHI Turbo, Mr. Kindinger-Ding

The AutomotivePIM is used in all global regions by the responsible product managers. Their task is to transfer the turbocharger from original equipment to the aftermarket and as a result convert it into an IAM product. In AutomotivePIM, the articles are already created for this purpose, enriched with external data such as market information, relevant inventory data from the various locations is assigned, and the links to our IAM product are already prepared at that point. In the next step, the respective market potential of the IAM product in the various regions is determined and a decision is made as to whether or not to develop it into an IAM product.

If we then launch the product in the respective market, further technical information on the turbocharger is maintained in AutomotivePIM so that all the necessary product data is available to the other regions. In addition, images and data sheets are created and this information is ultimately passed on from the PIM system to our customers.

## Interview

# In conversation with Mr. Kindinger-Ding

### Bertsch Innovation

#### Are there any specific benefits you can name?

#### IHI Turbo, Mr. Kindinger-Ding

We started out without such a system - we shared information via Excel and email, which created major inefficiencies because the production sites manufacturing the OEM products are responsible for providing the distribution regions with the appropriate information. The AutomotivePIM now enables us to have everyone on the same level of knowledge and to make this information available to everyone easily and quickly. As a result, all queries and time-consuming information gathering via e-mail or telephone with frequent delays due to different time zones are a thing of the past. This means, of course, a significant reduction in workload and time savings.

### Bertsch Innovation

#### How was AutomotivePIM able to convince you in the selection process?

#### IHI Turbo, Mr. Kindinger-Ding

The modular structure of AutomotivePIM convinced us. Depending on the scope of our daily work, more functions can be added later, such as the workflow module or data quality checks.

Another important decision criteria was the fact that AutomotivePIM enables us to make changes to the system and the data model ourselves, without any programming knowledge.

### Bertsch Innovation

#### Can you also say something about the cooperation with Bertsch Innovation?

#### IHI Turbo, Mr. Kindinger-Ding

The collaboration was very pleasant right from the start and there was a very close exchange, so that we were able to express many wishes from our side, which were implemented in a very customer-specific way during the course of the project - also thanks to the flexibility and freedom that the system brings with it.

**„This means, of course, a significant reduction in workload and time savings.“**





## Problems: Multiple standards, markets, regions and products

*„The modular structure of AutomotivePIM convinced us. Depending on the scope of our daily work, more functions can be added later, such as the workflow module or data quality checks.“*



## Plan/Design: Flexibility, intelligent connections and automation

## Problems

# Multiple standards, markets, regions and products

### Data complexity

The central challenge for a global player in the automotive sector like IHI Turbo is to keep the enormous complexity of the data under control. Procured data is available in different standard structures, has specific characteristics for different markets, and is highly interdependent and interlinked.

### Product content

At the same time, the independent automotive aftermarket is also feeling the increasing expectations of customers and partner companies to provide transparent, correct and complete product content in the shortest possible time. This applies to the exchange of data and the transfer of finished product content to the various output channels such as PDFs, catalogs and product data sheets.

### Data base

Transparency is also becoming increasingly important internally: companies need to understand their products, the markets in which they are active, and their business processes in order to be able to act sustainably and strategically. Without a controlled and correct database, it is impossible to obtain this information.



# Flexibility, intelligent connections and automation.



## AutomotivePIM

Companies can only cope with such complexity by extensively automating maintenance processes. With the help of AutomotivePIM from Bertsch Innovation, IHI Turbo can centrally maintain and manage all product data and links, import and export inventory data as well as TecDoc and AutoCare data, generate a wide variety of reports, output product content to different output formats, and simultaneously manage the media content associated with the product data, such as product images, drawings, calculations and approvals in mediacockpit, Bertsch Innovation's DAM system.

## Automation

AutomotivePIM also enables automated transfer of OE and inventory data. New and updated data are compared and the changes are automatically determined. The data is also automatically cleansed and brought into a uniform structure, which makes daily work with product information much easier. The system also recognizes linked vehicles and products, allowing the potential and possible combinations to be transparently highlighted. These insights can also be delivered in reports or Excel spreadsheets, which can be generated for internal analysis or for passing on to customers.

## Preconfigured data models

At the same time, the import and linking mechanisms are highly flexible and can be adapted at any time. Another advantage of AutomotivePIM is the data model, which is preconfigured for the automotive aftermarket, but can be adapted and extended as required. This means that new requirements from customers or partners can be implemented easily and directly in the interface.

# About the project

The automation of processes such as the generation of product IDs, which are important for compatibility labeling in the Automotive Aftermarket, was an important goal during the introduction of AutomotivePIM and was therefore one of the focal points during the implementation of the new system.

The central availability of this information was another important milestone and has since ensured noticeably greater efficiency for the global sites throughout the entire product lifecycle. In addition, the maintenance of inventory data has been optimized and now allows, for instance, a precise analysis of production information, such as the use of vehicles with turbochargers broken down by cities.

The automated derivation of TecDoc and AutoCare data is another important step towards greater efficiency in data maintenance and management. For instance, thanks to the IDP interface with TecDoc, the time-consuming quality check and publication of product data in TecAl-

liance will be automated. In addition, however, it is still possible to export the data from the AutomotivePIM in TAF format for delivery to TecAlliance or directly to customers.

Thanks to the close cooperation and the flexibility of the system, individual adaptations and requirements could be realized directly in the implementation project. The intuitive usability of the system also enables IHI Turbo to make adjustments to the data model itself after only a short training session and as a result to design its own processes and work methods autonomously.

**Noticeably greater efficiency for the global sites throughout the entire product lifecycle.**

Future Goals

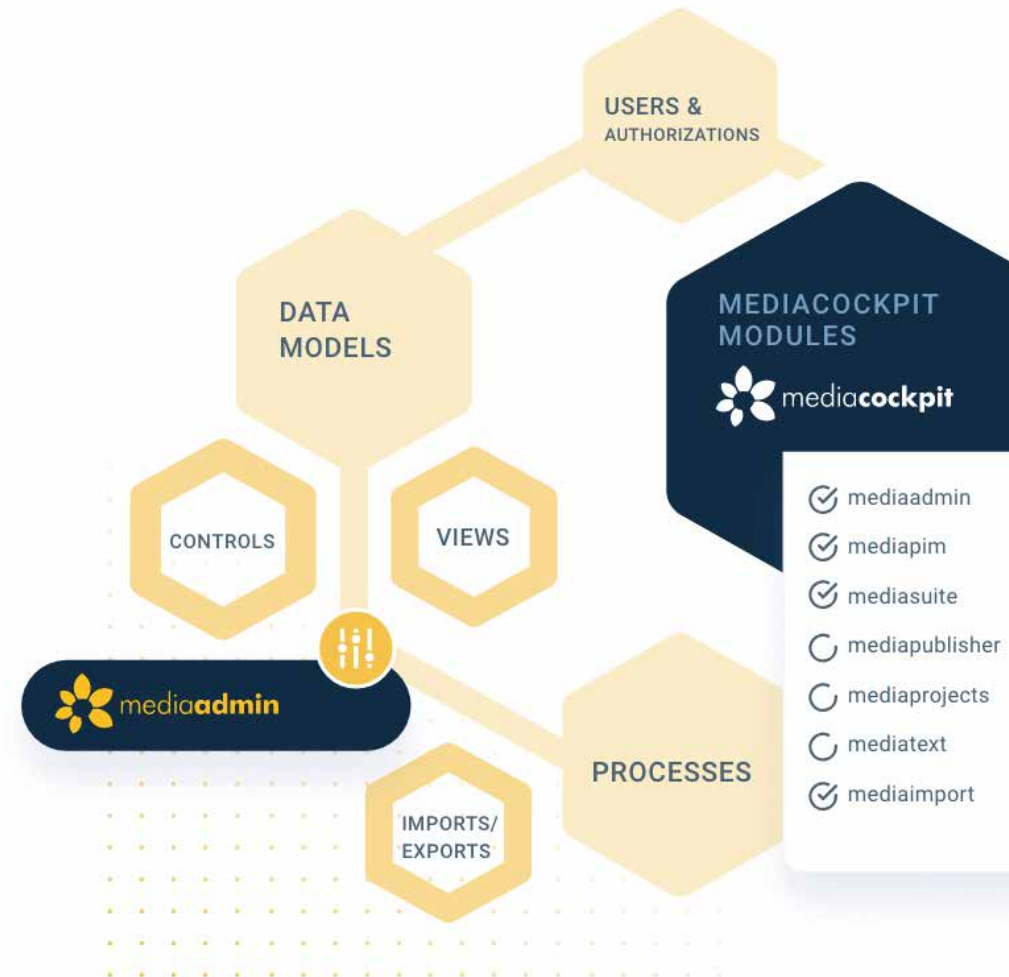
# Future plans



## Future Goals

# Future plans

In the next step, AutomotivePIM is to be expanded to include a DAM component through mediacockpit in order to also manage digital content such as images or documents related to the products.



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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