

media**cockpit** – your product and media
process digitalization platform

**Enterprise Product Information Management &
Digital Asset Management**

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Bertsch Innovation What we do

Product communication

- Multi-Channel Publishing – e-commerce, marketplaces, apps, catalog production

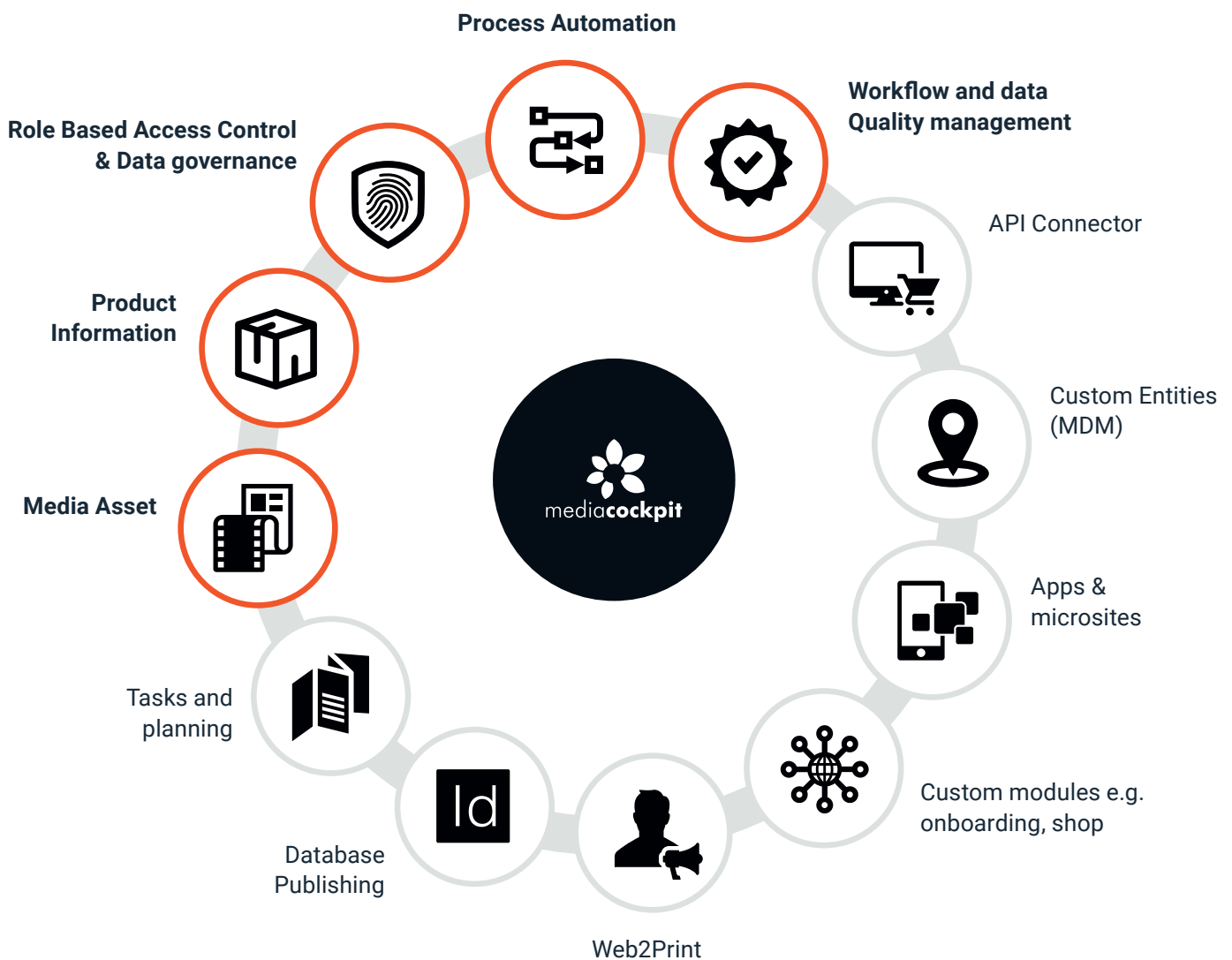
Standard software and systems

- Product Information Management (PIM/PCM)
- Digital Asset Management (DAM/MAM)
- Master Data Management (MDM)
- Product Classification (ETIM, ECLASS, GS1XML, Tecdoc...)

Custom-built solutions, powered by mediacockpit

- Brand asset portals
- Flyer configuration and order process
- Product information portals
- Merchandising shops
- Mobile Apps

mediacockpit Product Overview



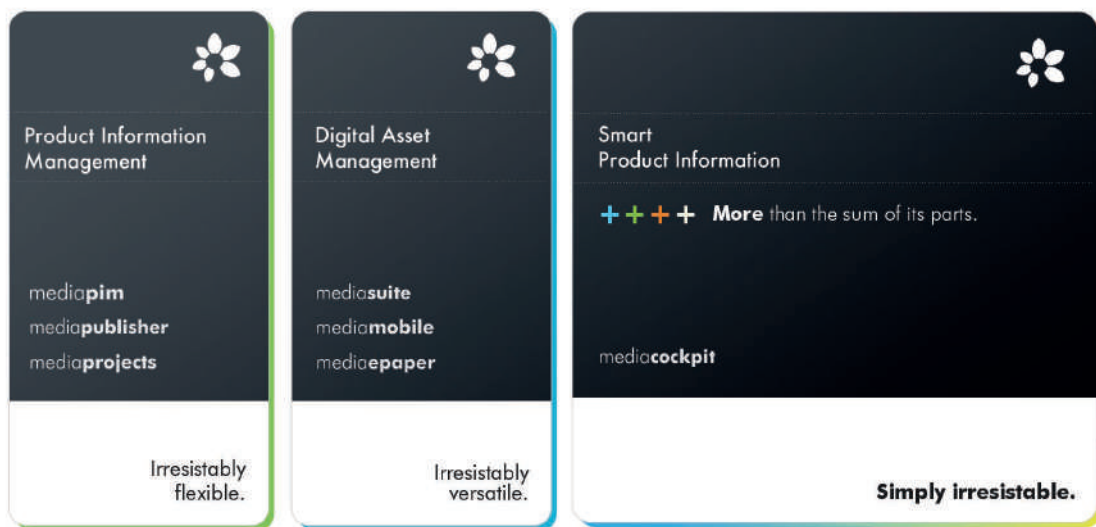
mediacockpit – your product and media process digitalization platform

mediacockpit unifies our products for Product Information Management (PIM), mediapim, Digital Asset Management (DAM), mediasuite, and Omni-Channel Publishing, mediapublisher, in a single, easy to use, web-based application. mediacockpit simplifies and digitizes your media, product information maintenance and communication processes and workflows.

mediacockpit offers standardized import and export interfaces and APIs within an established information security model, has configurable rights, roles and permissions to integrate with your data, systems and users, whether in the product team, marketing department or other important stakeholders like sales, customers, partners and suppliers. mediacockpit allows you to provide your target audiences with the right information at the right time. Freely configurable data models, relations, workflows and processes will allow your team to manage, localize and distribute the relevant information appropriately. If desired, the system will even notify stakeholders pro-actively when content changes or is updated.

What is the goal of your enterprise digitalization journey?

To optimize the ratio of costs to benefits: regardless whether your focus is on rethinking workflows, further automating your product information processes or integrating your content in existing or up and coming channels. No matter where your journey begins and where the path leads, mediacockpit has the tools you need to more quickly achieve all your goals: our system is truly more than the sum of its parts.



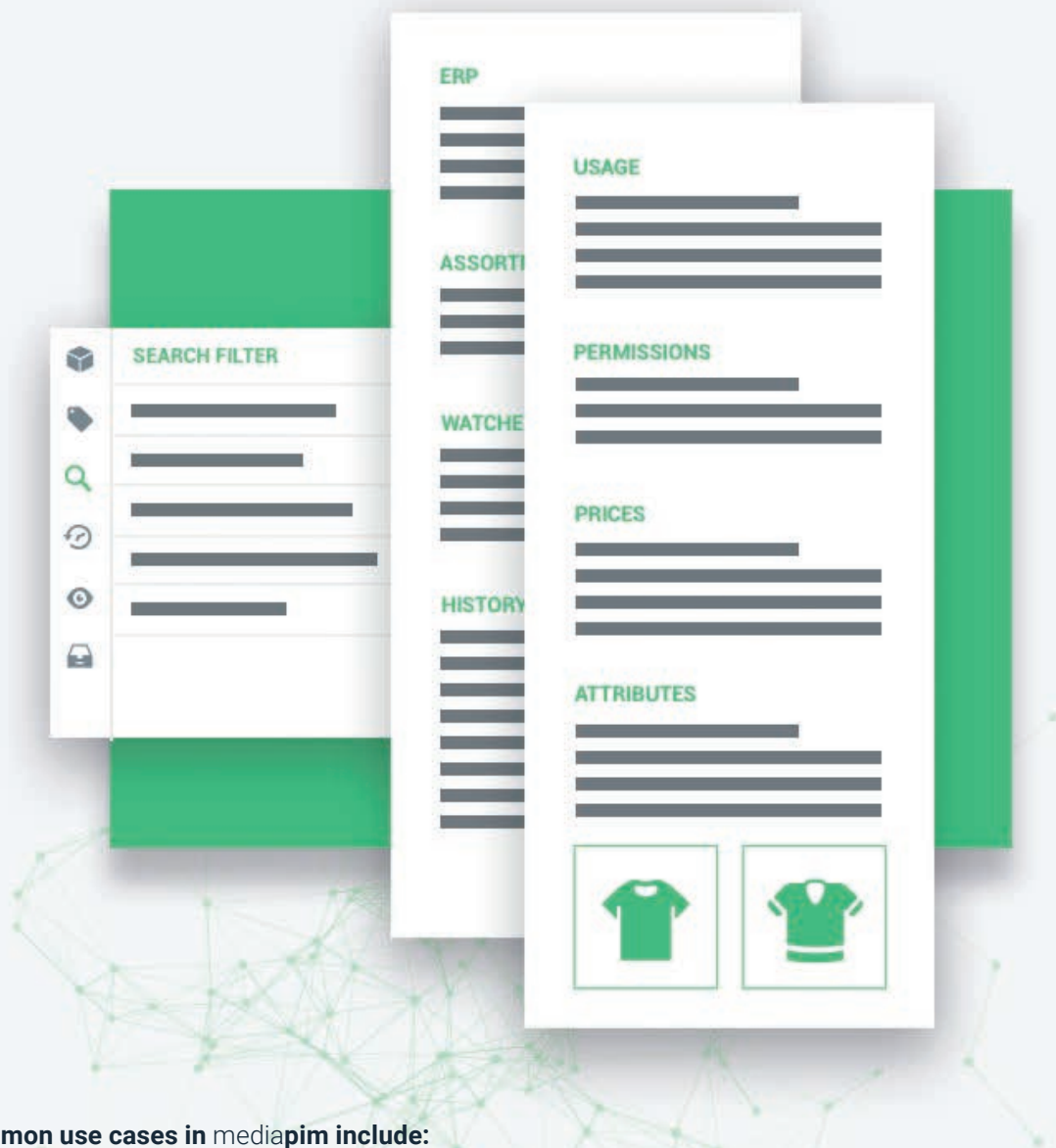
mediapim

Enterprise product experience management

mediapim is your central hub for enterprise product data (Product Information Management – PIM, Product Content Management – PCM, or Product Master Data Management – MDM). mediapim allows you to intuitively onboard, find, maintain, localize and release your product information. Our easy-to-use browser-based-software provides you with a wide range of data types to model and maintain your product master data.

mediapim supports you in your day-to-day work with all aspects of product information management, from modeling to acquisition and maintenance, translation and publication. mediapim is extremely flexible and can be easily integrated into your system landscape via modern, well-documented interfaces. Starting out with product base data, mediapim turns this data into rich product information: the system brings structure into your product content, mapping nameless excel columns to specific, well-defined product features and attributes. mediacockpit can automate tasks such as product linkages or defining regional pricing strategies, making previously complex tasks quicker and easier to perform.

Export your product information or publish to a wide variety of sales channels as required: either in its entirety or by creating specific assortments and filters for sending the right information (and only that information) to the right channels, whether print catalogs, online shops, e-commerce marketplaces or mobile apps.



Common use cases in mediapim include:

- Manage product information quickly and efficiently, no matter how many items you have
- Connect your Enterprise Resource Planning (ERP) or Warehouse Management System (WMS) for even more transparency and a 360-degree perspective
- Reduce the number of errors in data processing while decreasing manual workloads
- Automate processes like importing product data, verifying the data completeness and content localization in any number of languages
- Monitor the quality of your product data and be notified of errors, missing information, duplicate products, and other issues
- Manage and localize information in multiple languages and reduce time to market in new regions
- Export product Data sheets directly to HTML or PDF
- Import, manage and export product assortments as XML, Excel or CSV
- Classify products, maintain and publish customer-specific price lists for print or electronic catalogs in combination with e-proCAT

media**suite** Enterprise Digital Asset Management (DAM)

media**suite** is the central hub for your digital media assets. media**suite** provides easy to use digital media asset management and handles the classic DAM tasks with flying colors.

Your advantages summarized:

- save time and money through quick, intuitive media access and media reuse
- provide personalized media views, with tiered access rights for customers, partners and employees
- gain competitive advantage through shortened time-to-market cycles.

media**suite** provides powerful media capture and management tools. Efficiently use, bundle, channel and visualize the full range of media needed internally and externally. A variety of search and preview features deliver quick results when looking for image, text, sound and video files. Even better: link media**suite** with media**pim** and enrich your product information with your up-to-date media assets. Unified information management at its best!



Common use cases in mediasuite include:

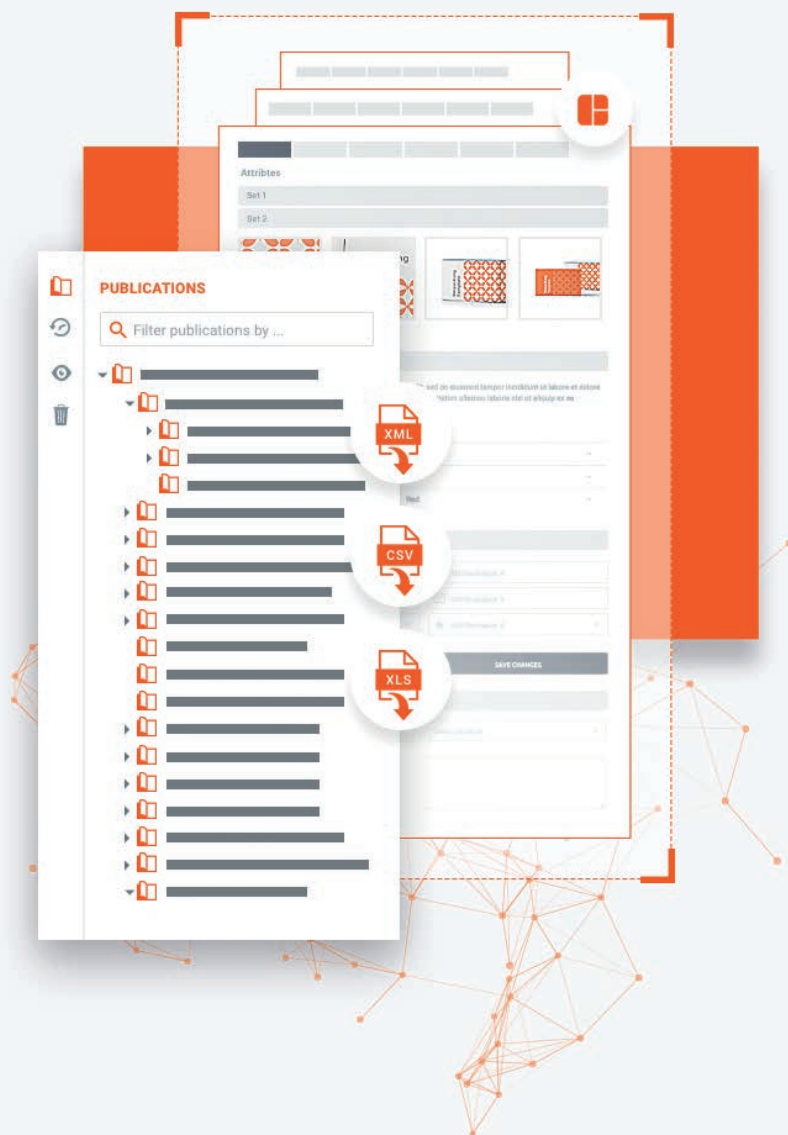
- Import, store and syndicate and distribute media of all kinds
- Link media assets to your products in PIM to enhance your product experience
- Manage brand assets to ensure corporate design guidelines
- Create custom media renditions from your original assets to fit the dimensions of your output channels like online shop, CMS, marketplaces or social media
- Enrich media assets with innovative cloud services like object and facial recognition, automatic tagging as well as geo tagging
- Search assets through objects, colors or tags
- Give access and collaborate with external agencies, press or business partners

mediapublisher Integrated Brand and Product Communication

mediapublisher is our powerful tool to manage and structure assortments and configure output into media channel-specific publications, whether file-based or using direct system interfaces. mediapublisher supports a number of output formats such as XML and JSON to ensure interoperability with virtually all tools for desktop and database publishing. These include Microsoft Office, Adobe InDesign, PDF formatting libraries, Web2Print solutions, Quark Xpress, and others. Automated transformations during publication are possible, as is manual post-processing in the tool(s) of your choice.

mediapublisher also supports flat file formats (Excel, CSV, TXT) and a dedicated Database Export (JDBC, MYSQL, SQL Server, ...) to integrate and exchange information with your tools and processes, including ERP systems, business information (BI), online catalogs, and more. Our industry leading software for electronic catalogs, e-proCAT, can be connected to mediapublisher for catalog creation, automated classification, and distribution as BMEcat or GS1-XML.

mediapublisher also supports distributing your data and media directly via API interfaces and online. Realize your omnichannel publications on the platforms relevant to you at the touch of a button: from social media to your own website and online shop to digital marketplaces. Define and provision retailer portals or electronic catalogs with customer-specific product ranges with mediapublisher.



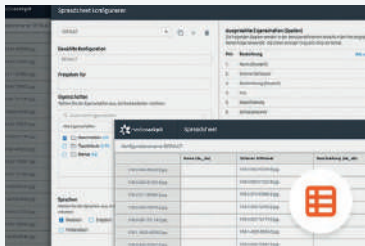
Common use cases in mediapublisher include:

- Creating Excel sheets, CSVs, or PDFs for a list of media or products
- Structure products into assortments and categories for publishing to online shops or print catalogs
- Define attributes per channel, even transforming data on the fly
- Build dynamic publications based on search filters
- Run publications manually or schedule them to run on timers or triggers via APIs
- Generate and distribute content based on validity or status via SFTP and other modern protocols
- Create customer-specific price lists for print or electronic catalogs in combination with e-proCAT
- Publish datasheets, brochures and catalogs for specific regions using DTP software like Adobe InDesign

mediapublisher combines our intuitive assortment editor and publication profile planning views. Product assortments and selections, whether manually curated or created automatically combined with flexible publication profiles and output management functionality, build the core of mediapublisher.

Technology

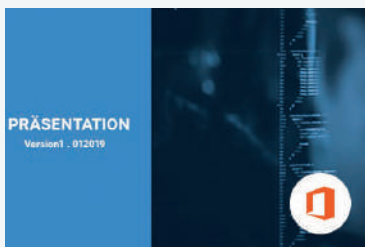
Plugins & Engines



Spreadsheets

Edit your product data as you would in Excel.

Flexible editing of product data including mass data processing, no more export / import to edit and having to switch between software. Product comparisons (your own or competitors) have never been easier for sales and consulting.



Office Engine

Process and convert Office documents automatically!

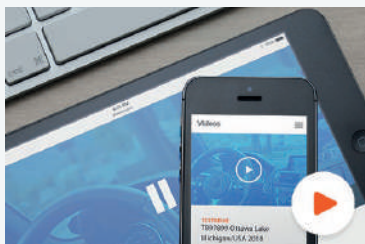
Generate preview media and derivative formats (PDF, ODF, JPG), extract document text for online search, supported formats: DOC, DOCX, PPT, PPTX, ODT, ODP, XLS, XLSX, and more!



Image Converter

The motor to power your graphic format requirements.

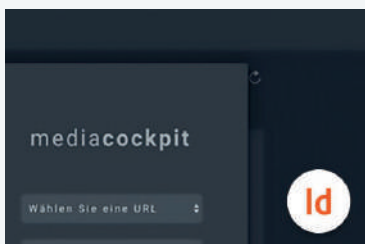
Generate preview media and derivative renditions in all relevant graphic formats: JPG, PNG, PSD, EPS, TIF, WebP, etc.



Video Engine

Powerful video conversions for all your channels.

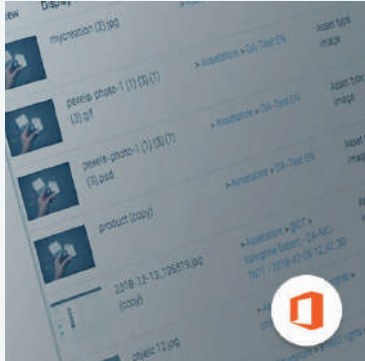
Generate HTML5 video previews and render additional media derivatives in formats such as AVI, MP4, MPEG1/2, OGG, WMV



InDesign Engine

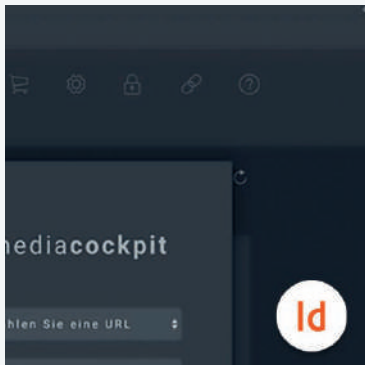
Server-based processing of Adobe InDesign files.

Generate preview media and renditions (INDD, PDF, JPG, ...) from Adobe InDesign files



mediacockpit add-in for Microsoft® Office Products Office Integration with a dedicated ribbon and plugin for MS Word and MS PowerPoint

The Office plugin will help you to work directly with media-**cockpit** in Microsoft Word and PowerPoint. The permissions and roles are respected and the plugin offers convenient integration of assets and renditions by drag and drop with a powerful search, access to your media selections as well as browsing the category tree.



mediacockpit Extension for Adobe® CC Integration into production processes with the Adobe Creative Cloud products

media**cockpit** content integrated directly into Adobe InDesign, Photoshop and Illustrator via our official media**cockpit** CC extension. After user authentication, content from media-**cockpit** can be edited in CC products, like Photoshop, with check-out and check-in and versioning. Your content can be searched and placed directly into InDesign documents within the extension interface. Updates to your assets are controlled by InDesign using the extension and version updates performed with a single click.



Cloud Integration with Amazon Web Services (AWS) Leverage Machine Learning and AI to increase the value of your content.

Integrate machine learning with media**cockpit** through cloud services. You can integrate services like AWS's Image Rekognition to automatically recognize objects, to train and detect faces, to extract colors and recognize texts in image files (OCR). All texts in media**cockpit** can be automatically translated using machine translation with the AWS Translate service.

Operation of media**cockpit** in the AWS Cloud and other cloud and container ecosystems using Docker and Docker Compose has been optimized and is officially supported.

Technology

Enterprise Integrations

Enterprise software like mediacockpit is not an island. And mediacockpit provides a number of specific integrations and documented integration points for connecting the dots.

This is a selection of integrations that we provide directly or together with our partner network. Customers, using our APIs and guidance, have developed many custom integrations independently as well. If a system you use is not mentioned here, that does not mean we have not integrated with it already. Contact us for more information.

Single-Sign-On

In addition to ActiveDirectory / LDAP authentication, mediacockpit supports OAuth 2.0 (e.g. to login using Office 365) and integrates with several SSO servers such as KeyCloak.

Enterprise (Rest) API

Our documented enterprise API provides rest-based access to all data in mediacockpit and the entire mediacockpit API. Using the API, customers can onboard data directly into mediacockpit, build custom front-ends and directly integrate different systems like online shops, middleware, marketplaces, database publishing software and more.

Image Manipulation Service

Our documented image manipulation service (IMS) provides authenticated access media assets in mediacockpit with the possibility to perform basic image transformations like resizing, cropping and format conversions.

Cloud Service Providers / AI Integration

We offer specific integrations with select cloud service providers (AWS, Azure, DeepL, Clarifai and others) to leverage innovative AI and other cloud services, for example for machine translation, image and object recognition and more.

Technology

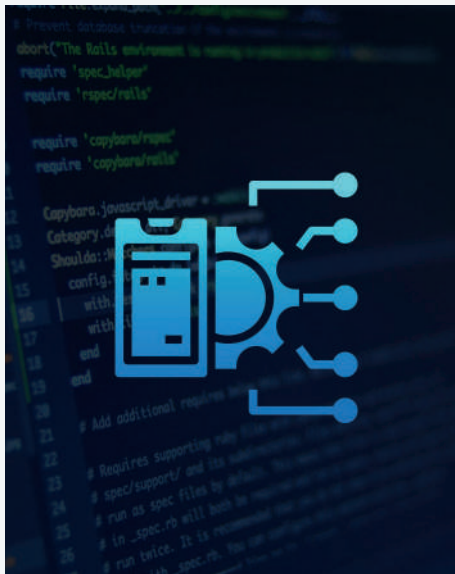
3rd Party Integrations

mediacockpit and our network of partners provide integrations with a variety of specialized software tools and systems to solve specific problems in the domain of product information management, digital asset management and more.

- **(Online-) Shops, middleware platforms, marketplaces, etc.:**
in customer scenarios, we have integrated mediacockpit with a large number of e-commerce systems such as magento, Shopware, Intershop, and others. Our APIs and data formats integrate into middleware platforms like Talend and Pentaho, and our customers provide data to marketplaces like Amazon.
- **Smint.io:** Your buying center for stock content. Comfortable, license-safe, transparent and fully integrated. For companies and agencies.
- **Image optimization software** like **Amendo, ShortPixel, Optimizilla, etc.** does the optimization of your images fully automatically: after the analysis of the individual images, the image-specific optimization takes place.
- **Database publishing solutions** like **Comet, InBetween, Codeware, EasyCatalog** and others: database publishing in InDesign and other formats, directly integrated or loosely coupled with mediacockpit.
- **e-proCAT:** our own software for creating and managing electronic catalogs integrates seamlessly and bi-directionally with mediacockpit for importing articles into a catalog, classifying data (with ML support for pre-classification) and writing classifications back to mediacockpit.
- **One2edit:** The technology you need to manage your brand more easily, efficiently and consistently.

Technology

Architectures and APIs



Interfaces & APIs

mediacockpit offers extensive integration options and programming interfaces to interop with third-party systems. These API interfaces expose all relevant aspects of mediacockpit and are specified in Javadoc and further detailed in our technical documentation. Developer training is offered on a project-specific basis.

In mediacockpit, data exchange is possible even without API integration: Customers can import product information and media assets via monitored folders, allowing a pragmatic and loosely coupled integration with 3rd party systems.

Scheduled tasks and processes can be programmed in Java or scripted in Groovy to interact with other systems and integrate data (via both push and pull). System-specific background processes, such as asset conversion or publication are implemented using the same established and documented APIs and functionality.

Workflows and state transitions can be enhanced by numerous standard and custom actions (so-called state transition handlers) without compromising the system's ability to update.



mediacockpit deployment: Cloud, Containers, On Premise

mediacockpit supports multiple modes of operation. You can easily and quickly install and run a mediacockpit server in your own data center (on-premise) as a traditional application or via a docker container, like Kubernetes. We provide docker images to help get you started.

We have operated and managed mediacockpit systems for our customers for over 20 years. First we ran the servers ourselves, now we work with both boutique system houses and international cloud hosting providers alike.

You can run mediacockpit in the Cloud with providers such as Amazon Web Services, Microsoft Azure and others, who we worked with since many years, for maximum reliability, performance, accessibility, security and flexibility.

Bertsch Innovation

Selected Customers

ASSA ABLOY

winterhalter

MAHLE

SCHAEFFLER

Electrical Industry

Automotive

EvoBus



Mercedes-Benz

elringklinger



Automotive

RAU.
ARBEITSPLATZEINRICHTUNGEN

SCHULER

KRONES

BETTE

Industry

SCHUCH



Schneider
Electric

STÜBBE

Industry



Industry



Trade



Trade



Sanitary/Heating/AC



DEICHMANN

Lifestyle/Consumer Goods



More



Bertsch Innovation Partner



Integration and Publication



Integration and Publication



Integration and Publication



Standardization and Classification



Standardization and Classification



Technology



Technology



Technology

Bertsch Innovation

About us

Bertsch Innovation GmbH is a leading software manufacturer and professional services provider for omni-channel product and media communication.

Our innovative software for product information management (PIM) and digital asset management (DAM), **mediacockpit**, offers centralized information management enabling and optimizing omni-channel content syndication. This includes classic channels such as web and print, as well as modern client touch points like mobile and point-of-sale. Our experienced team of 90 employees has successfully implemented systems for over 1000 customers in the past 20 years.

Bertsch Innovation offers software and solutions for all industries handling product master data, digital media assets or service information. Our customers are active in retail, manufacturing, tourism, health, logistics, electronics, engineering, automotive and other industries.

Designed in Germany, made with love in EMEA.

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smart product information

