








All-in-one solution for efficient management of product data

Steinberg Media Technologies is a leading global manufacturer and supplier of professional software and hardware for the digital production and editing of music and sound. The Hamburg-based company's portfolio includes products for music composition, mastering, audio restoration, broadcast production, sound design, audio post production as well as license management and copy protection solutions. Steinberg has been part of the Yamaha Group since 2005.

Initial situation

All product and company-relevant data was located on a file server with numerous folders and subfolders. The complex structure meant that employees sometimes had to search for a long time to find the information they needed. Various custom modules for product and customer data management were developed for the **Website**. The **Webshop** was preceded by a backend in which product features were maintained manually and thus largely redundantly.

Goals

-  Create a central infobase for employees, partners and dealers
-  Build a scalable, reliable product data structure
-  Error-free & always up-to-date product data for employees, customers & partners
-  Facilitate search of products, multimedia data and dealers
-  Optimize website infrastructure
-  Minimize time-to-channel
-  Improve/individualize target group approach

Challenges

- Manage different channels such as homepage, webshop, product factsheets, press releases, social media (e.g. YouTube)...
- Efficient and individualized content delivery for target groups (product data, performance data, media data, texts, etc.)
- Consistent data in all channels/avoid errors
- Consolidate product data/reduce data silos and redundancies
- Minimization of system breaks/interfaces

Special features:

Wide variety of product features

Complex text model

High modularity

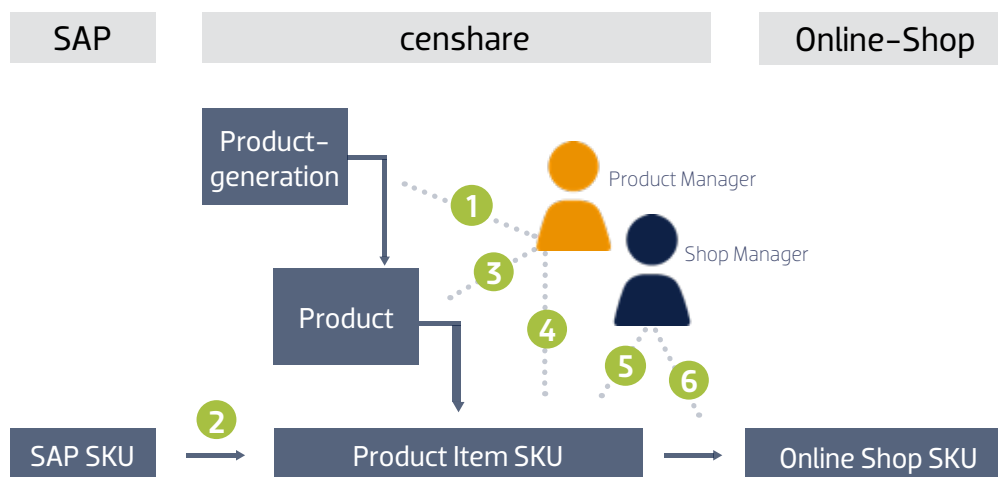


Implementation

With the introduction of **censhare**, the maintenance of product data was significantly simplified and partially automated. The SKUs flow directly into the censhare system via an interface from SAP. They are assigned to a product and, for the most part, automatically enriched with additional data via inheritance of characteristics (such as general product features and system requirements).

The data is then reviewed and is only transferred to the store system once the completeness check has been finished. For this purpose, censhare automatically checks whether all relevant characteristics required by the store have been maintained. The data is transferred to the store service provider via a REST interface. In the event of an error message, the store manager automatically receives a notification.

The translation memory function automatically generates translation variants and orders in English and up to six other languages. A complex keywording simplifies the maintenance and search of your own stock material.



- 1 Product Manager maintains features at the product generation level (e.g. Cubase 9) and product level (e.g. Cubase Pro 9).
- 2 Nightly, automatic import of SKUs from SAP generates SKU (Product Item) in censhare (e.g. Cubase Pro 9 update from version 8).
- 3 Product Manager establishes relation between product and SKU. SKU inherits characteristics from product generation and product.
- 4 Product Manager maintains other characteristics on the SKU.
- 5 Store Manager maintains shop-specific features on the SKU.
- 6 Store Manager transfers to Online Shop via workflow.

Selection of the system and integrator

Steinberg worked with the consulting company **Xtentio** to select the right system. The requirements analysis focused, among other things, on core functions, costs, the future viability and performance of the technology, and the mapping of process workflows.

The analysis revealed that the censhare data model, with its asset structure and semantic network, offered an optimal basis for managing the very extensive and detailed content. All the data can thus be correlated with each other, resulting in new, semantic information layers. In this way, for example, the high text content can be managed in the form of reusable and combinable building blocks for website, webshop, product factsheets, etc.

"With censhare, you can map products and customers and model a great deal. That's what makes this all-in-one solution so charming for Steinberg Media."

- Dirk Jurkowski, Managing Director Xtentio -

The early involvement of the project team in the selection and conception phase, as well as the user-friendliness of the censhare web client, have made training on the system unnecessary.

Results

- More than 200 users use censhare as a central information platform
- Product data is maintained centrally, consistently and in part automatically
- Product marketing managers have current SKUs and data from all systems available in aggregated form
- Simple search for contacts, media, dealers, distributors and training centers in the various sales regions
- Just two interfaces (SAP x censhare | censhare x store provider)
- More efficiency and freedom for creative tasks
- Secure and transparent processes
- Optimized cross-selling
- Relevant & individualized information and recommendations for Steinberg customers



Assets in the system
58 k



Asset volume
125 GB



Client since
2017