mediacockpit

mediacockpit is the universal integration platform for marketing services and processes, publishing and e-business with powerful interfaces and integrations in numerous standard systems.
mediacockpit, the standard software solution for product information management (PIM) and digital asset management (DAM), is a central, media-neutral data management tool that supports and optimizes the publication of product data in all channels and touch points.
Bring your product data and media objects together seamlessly with mediacockpit.

First installation: 2001

Provider

Bertsch Innovation GmbH
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Reference customers

Assa Abloy, Bette, Krones, Mahle, Ravensburger, Schaeffler, and many more

Application

✓ Business-to-Business	✓ Business-to-Consumer	✗ Consumer-to-Consumer

Operator

✓ Media service providers	✓ Companies	✓ Publishers

Integrations

✗ Standard API	✗ Converter
✗ Connector, Plug-in	✗ Data Hub

Products

✓ Advertising material, office equipment	✓ Books, teaching aids	✗ Mercandises, promotional items
✗ Large formats	✓ Catalogues, price lists	✓ Packaging
✓ Newspapers, magazines, press material	✓ Technical documentation	

Media channels (internal / external)

✓	✓	Print	✓	✓	Apps	✗	✗	Messenger
✓	✓	Website, webshop	✓	✓	E-books	✓	✓	Office applications
✓	✓	Online, Mobile	✓	✓	Video/Audio	✗	✗	Search engines
✗	✗	Out-of-Home	✗	✓	E-mail	✓	✓	Online marketplaces
✓	✓	E-paper	✓	✓	Social media			

Additional informations on media channels

Internal processing:

Using assortments and publication profiles, the output for publications is \defined and transferred to third-party/publishing systems via API (e.g. Comet) or in the form of XML, JSON or published with the system's own InDesign plug-in. Output is manual or can be automated to run at defined time intervals.

Connectors to content delivery networks (CDN) and select social media networks (e.g. YouTube).

Pinboard for user notifications by e-mail including links to products and media.

System's own leightweight shop module incl. (external) payment interface.

External processing:
Also via publication profiles (incl. data structures, media renditions, etc.) exports to e.g. TYPO3, SharePoint, Magento or other third party/publishing systems. Active interface (API) in the form of our documented JSON or XML based REST API

Preparation:
Availability of eBooks (mediaepaper) based on printable PDFs or InDesign for mobile applications (kiosk apps).

Features

- ✓ Closed shop
- ✓ Open shop
- ✓ E-shop in-house development
- ✓ E-shop standard system
- ✓ Printed file upload
- ✓ Print on demand
- ✓ Individualisation
- ✗ Personalisation
- ✓ Creation of publications

- ✓ Database publishing, programmatic printing
- ✓ Online data check
- ✓ Correction workflow
- ✓ Technical workflow
- ✓ Commercial workflow
- ✓ Media/Digital Asset Management, MAM, DAM
- ✓ Product information management, PIM
- ✗ Web content management
- ✓ Text database

- ✓ Editorial system
- ✓ Translation management
- ✓ Marketing automation, marketing management
- ✓ Media planning, media booking
- ✗ Customer relationship management
- ✓ Cross-media management
- ✗ Content marketing management, newsroom
- ✓ Communication

Modules

mediasuite

Core component for Enterprise Digital Asset Management
Standalone applicable

mediapim

Core component for product information management and multichannel publishing
Standalone applicable

mediaepaper

Central generation and administration of online flip catalogs including multimedia and e-commerce integration
Standalone applicable

mediamobile

Mobile apps (iOS, Android) for mediaepaper (kiosk function, shop interface, InApp Purchase, subscription modules, etc.)

mediapublisher

Central components for assortment maintenance and multi-channel publication (XML, DTP, CSV, XLS, ...) in combination with mediapim and mediasuite

web2print

Fully integrated solution with one2edit (1io)
Standalone applicable

Adobe Creative Suite Plug-ins

Plugins for seamless integration between mediacockpit and Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Microsoft Office Addin

Addin for the seamless integration between mediacockpit and MS Office.

e-proCAT

e-proCAT lets you create electronic catalogs according to BMEcat and GS1 XML standards
Standalone applicable
Standalone applicable

More modules

REST API and jQuery plugin for seamless integration between mediacockpit and 3rd party systems. Mediacockpit Java

SDK, documented software development kit for customizing and extending mediacockpit for new use cases, customer specific requirements, realization of microsites and more.

System basis

Frontend devices	Desktop, Tablets, Smartphones
Frontend operating systems	Windows, Mac OS, Linux
Frontend web browsers	Edge, Firefox, Chrome, Safari
Frontend technology	JavaScript, HTML
Server operation systems	Windows, Linux
Server technology	Java, JEE, CDI, Hibernate, Lucene, Apache Wicket. Optional InDesign Server and other 3rd party software for converting, publishing, etc.
Webserver	Redhat WildFly or EAP Application Server, Java OpenJDK
PDF engine	iText, InDesign Server, other Publishing-Tools, i.e. Comet, InBetween
Database system	MS SQL, mySQL, Oracle, Postgresql
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Integrated media supply of editorial systems, e.g. for daily newspapers and other publications
Order systems	Flexible connection or API integration to SAP, Navision, SharePoint, various engineering systems
Databases	mediacockpit offers extensive import and export interfaces as well as powerful, proven and documented APIs for content and system integration
Other	Various payment systems, e-commerce, CDN e.g. Amazon S3/CloudFront, and social networks e.g. YouTube

Licence models

Costs for system setup	Depending on customer requirements - BYOL via AWS Marketplace, SaaS offering possible
Buying license	✓ beginning from 5.000 EUR
Rental license	✓ Monthly, per user + storage units (GB), depending on customer requirements and expansion levels

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Bertsch Innovation GmbH

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. Our experienced team of over 80 employees has successfully implemented systems for over 1000 customers in the past 20 years.

Provider information

Founding year	1996
Total number of employees	90
Number of employees in Germany, Austria and Switzerland	
Locations	HQ in Stuttgart, further offices in Friedrichshafen, Freiburg and Tunis (Tunisia)
Industry specialisation	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, automotive, and more
Certificates	Cert+, PUR 2023 Champion PIM Software, PUR 2024 Champion PIM Software

Systems and services

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