Parsionate

BIZERBA

```
function string _ reverse(string)
{
// reverse the string
// return the reversed string
}

somestring = string _ reverse(somestring)
```

No More Data Silos for Bizerba

PIM system paves the way for a digital future

How Bizerba is using a new PIM system to get rid of data silos and increase efficiency

Bizerba has been a pioneer of weighing and slicing technologies for businesses and trade-speople for over 150 years. Now the company is pursuing a holistic digitalization strategy to strengthen and expand its position as a market leader. A key building block of this strategy involves modernizing its product information management (PIM) system to streamline work-flows. The first phase of the implementation of the new Syndigo PIM system by Parsionate has been successfully completed.

The Company

Bizerba is headquartered in Balingen, Baden-Württemberg, and has around 4,500 employees. A provider of weighing and slicing technologies, the German company has production plants all around the world and a global network of sales and service locations. Bizerba serves international trading and manufacturing companies, retailers, and the butchery and bakery trades. Present in 120 countries, it is run by the fifth generation of the Kraut family, which owns Bizerba in its entirety.

The brand is among the leading specialists in the field of industrial weighing and labeling technology. Bizerba demonstrated its pioneering spirit early on, particularly regarding digitalization: the company has been investing in its in-house software development since 1987. The ongoing expansion of this department is a fundamental concern when evolving from a hardware provider into a software provider. This means that efficient data management and the processes that come with it are key strategic assets for Bizerba.

Business Case

In order to strengthen its position as an innovative, data-driven business and implement efficient processes in line with demand, Bizerba needs modern IT infrastructure. An aggressive digitalization strategy will help guarantee the business remains sustainable in the future. As part of this new strategic direction,

Bizerba has planned and initiated several subprojects on important focus topics. One key project is the modernization of the PIM system, which aims to restructure and harmonize the product information management both within the company and in its partnered distributors.

Heterogeneous Data Landscape

Previously, Bizerba has managed all its product data in a decentralized way using different systems, which led to redundant and partially incomplete data records. The maintenance of product information on the website, in the customer portal and on price lists was mostly carried out manually in a very labor-intensive way. In addition, processes were not clearly defined and there was a lack of accountability in relation to the systems used and the business divisions. As a result, a central system needed to be implemented to efficiently amalgamate and present the product data on a single platform.

Selecting the Right Partners

Having enjoyed a fruitful collaborative relationship for many years, Bizerba opted to bring Parsionate on board for this project. First and foremost, the partners carried out a feasibility analysis to define their expectations for the future PIM system. After a detailed evaluation process of potential PIM systems, Bizerba selected the provider Syndigo, one of Parsionate's technology partners.

ALEXANDER NAGL, PARSIONATE

" As part of the feasibility analysis, we agreed with Bizerba to structure the implementation project in several expansion phases. Our aim is to enable the PIM system to be adopted and integrated efficiently. Each expansion phase will bring with it a tangible economic benefit. We have set up this project in a very pragmatic and agile way. As the strategic partner, we didn't just implement the PIM system. We were also responsible for planning and structuring, as well as training Bizerba employees. "

Alexander Nagl, Director Presales Consulting at Parsionate

The Process Steps

After the official launch of the project, Bizerba was able to move straight to the implementation phase thanks to Syndigo's SaaS model, which takes away the need for traditional software installations on local systems. To maximize efficiency and adhere to the strict timeline, Bizerba and Parsionate opted for an agile system and work structure, which were ideally suited to the focused team. The team worked in sprints, prioritizing specific topics and implementing them iteratively. Careful onboarding and regular feedback loops were crucial to making this approach a success.

Once the first phase of the project had been successfully completed, the next was the "envision phase", during which the partners began implementing the first step of the PIM system (minimum viable product, MVP). This involved laying the conceptual and technical groundwork for the core areas – namely the data model, workflows, roles and rights, user interface, and business rules – for the product data domains. The objective of the MVP was to furnish the Bizerba website and customer portal with product information from the Syndigo PIM.

YVONNE HEINZ, BIZERBA

" Data migration was a huge challenge for us. It wasn't easy to transfer the data from the website into the PIM and check for any structural imprecision. But this effort paid dividends. We now have a central system in which product data can be maintained and updated across the board and presented to our target channels. "

Yvonne Heinz, PIM System Owner at Bizerba
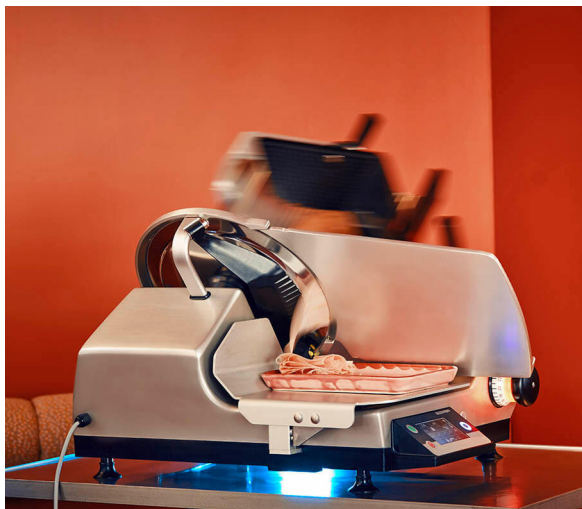
Bizerba's aim with this initial expansion stage was to create a direct economic benefit. The company achieved this aim when the product information from the PIM system was successfully displayed on the Bizerba website and customer portal.

During the new financial year, which will begin for Bizerba in 2024, the project teams will start on the next implementation phase. This will aim to connect the PIM system to the SAP ERP system along with other target systems. The results and findings gleaned from the early sprints will inform the planning process for subsequent iterations, increasing efficiency and promoting continuous learning.

The Benefits of the First Phase

Following the successful completion of the MVP project phase, Bizerba is now in a position to work in a more productive and efficient way thanks to Syndigo and its new automated processes. The PIM system, which delivers product information centrally to the website and the customer portal, allows content to be managed in all the different languages used in the various target channels. This enabled the use of spreadsheets to be phased out. The product data from the website CMS has now been efficiently consolidated in the PIM system.

Consolidating products in one place and centrally managing them from there allows data errors to be reduced, ensuring consistency and precision. This improved data quality promises more reliable data reports and KPIs in the long term. The Product Management and Marketing teams can now collaboratively maintain and update product information in the PIM system. This shortens the time to market and allows for more streamlined collaboration: predefined workflows allow comments and notes to be passed on to subsequent processors to provide instructions, ensuring that no necessary steps are forgotten.

MARCEL STEINBERG, PARSIONATE

" It's important not to make processes unnecessarily complicated. Our motto should be: As complex as necessary, as simple as possible. "

Marcel Steinberg, Business Consultant at Parsionate

The Cornerstones of a Successful PIM Project

Integrating a new PIM system always poses a challenge for those involved. This makes it all the more important to establish workflows together with partners. Regular communication enables all stakeholders to have a shared understanding of the situation, which helps avoid mistakes caused by misunderstandings. "If you want to implement a successful data and IT project, you need to remain flexible," insists Steinberg. "It was important for us to set things up in an agile way so that we could react to changing requirements as the project progressed. Thanks to good communication and teamwork, we were able to successfully achieve this."

Technology Partner in This Project: Syndigo

Syndigo is the leading provider of MDM, PIM, and PXM, delivering data mastery and exceptional customer experiences across departments, organizations, and commerce platforms. With the largest integrated network for content distribution, Syndigo is the end-to-end solution on your journey to data confidence and success. Whether you need to achieve a "single source of data truth" inside your organization or distribute it to your network in pursuit of faster, more efficient commerce, we're here to make it happen.

Syndigo serves more than 14,000 manufacturers, retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, energy, and healthcare.

"Our team is like a terrier – small but tenacious. You can't allow yourself to be fobbed off, you have to remain flexible. Passion is the key to success."

Yvonne Heinz, PIM System Owner at Bizerba, shares insights into the digitalization of the IT-system landscape

PIM implementation of particular importance

For Yvonne Heinz, passion is the key to success. As PIM System Owner at Bizerba, she works closely with her team and the experts at Parsionate to oversee the implementation of a new product information management (PIM) system. The project is a key part of the company's holistic digitalization strategy and aims to do away with data silos and increase efficiency and reactivity. Here, Yvonne Heinz shares insights into the process and explains the importance of this project for Bizerba.

Ms Heinz, what challenges did Bizerba have to contend with before introducing a new PIM system?

Heinz: Our main problem was how to manage various disparate datasets. Product information had been stored in different systems, some of which were redundant, some of which were out of step because they were outdated, for example. This meant that it was taking a disproportionate amount of effort to make consistent information available on our website and customer portal, because we often had to do the work twice over.

What systems were you using?

Heinz: We were – and still are – using our systems and databases that we developed in house, as well as traditional Excel sheets. Many locations are using SAP as an ERP system, but not across the board, which created additional challenges for us. Basically, we had a patchwork of different systems that only partially interacted with each other. This led to a typical silo mentality in our IT structure.

What requirements does a new PIM system need to fulfill?

Heinz: We were looking for a centralized system to amalgamate, manage and enhance our product information. All Bizerba departments need to have easy access to our product catalogue and be able to rely on the data being accurate. It was also important to us to be able to distribute product information quickly and efficiently to our channels, our website and our customer portal. The Syndigo Enterprise PIM seemed like the ideal solution.

Are there any key performance indicators (KPIs) that are important to you?

Heinz: We don't yet have any traditional performance-driven KPIs for our product data quality. Instead, we have process optimization goals. We want to be able to act more quickly and efficiently and keep our data pools cleaner. Our processes need to be more stringent and minimize any redundancy.

You've been in the PIM team since the end of 2022. What were your first steps?

Heinz: I came to the PIM team at the end of 2022, when the partnership with Parsionate and Syndigo had already been established. We started with traditional workshops to identify what Bizerba's needs actually were. Together with Parsionate, we purposely opted for a small set to allow us to focus on what we really needed. We didn't want to jump straight to an all-in-one solution with all the bells and whistles straight away. We wanted to start by delivering product information to the website and customer portal.

## What is the project status currently?

Heinz: The PIM is already live. The interface to our website followed shortly after. The final preparations for connecting to our customer portal are underway. Internally, we are now entering a specification phase before we start the next implementation phase in the new financial year, which begins in April at Bizerba.

What does the implementation of the PIM system mean for Bizerba?

Heinz: We're working on several digitalization projects at the moment. But the PIM implementation is of particular importance. The project is highly valued within the company, because the PIM system means that we have a "single source of truth" for our product data. Everyone can check and edit the product information centrally before it is made available to our output channels. This means we can save valuable resources by creating more efficient processes and eliminating redundancies, which can then be used more efficiently elsewhere in the company. We can also wow our current and future customers with the high quality of our product data in our output channels, increasing our likelihood of more sales.

What were the biggest challenges?

Heinz: Data migration was a huge challenge for us. It wasn't easy to transfer the data from the website into the PIM and check for any structural imprecision. We also had to factor in the human components. It was important to convey to employees how this project would add value, which created a lot of additional work at the beginning. But it was worth it to win people over to the project and get its benefits across in the right way.
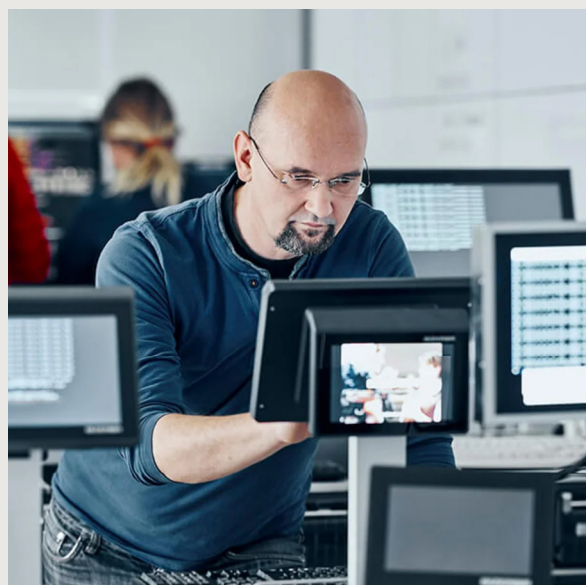
How did you manage that?

Heinz: Communication is the most important thing. We spoke to our colleagues, took their concerns on board, showed them a lot and supported them – and we even motivated them with cake at times!

What are your next plans when it comes to IT and digitalization?

Heinz: We are planning to expand our interface from SAP to the PIM system so that core data can be drawn from SAP when we add a product to the PIM system. We also want to be able to generate price datasheets and product marketing packages directly from the PIM. Another important next step will be to connect our CPQ configurator to the PIM system.

Can you sum up the main benefits of the new PIM system?

Heinz: We now have a central system in which product data can be maintained and updated across the board and presented to our target channels. At the same time, we can also use and harmonize existing marketing texts – despite them being in different languages. Finally, we are displaying our technical information in a much more structured way. This has also been standardized and redundancies have been minimized.

Do you have any advice for other companies facing a similar challenge?

Heinz: We took things step by step and tested what was working for us. We also always remained flexible and tried things out together. It's important to keep your goals in mind. But you should also be willing to reevaluate and adapt them if needed, or change the direction you're headed if you notice that the situation has changed. For example, we sometimes had to adapt our specifications because the needs of the Product Management or Marketing teams had changed. I highly recommend involving these departments at an early stage. This saves having to loop them in and change things later on in the process.

How did you manage to complete the project despite your team being so small?

Heinz: Luckily, our team is like a terrier – small but tenacious. You can't allow yourself to be fobbed off, you have to remain flexible, and you need to take those overtime hours during crunch times in your stride. That approach pays off. Passion is the key to success.

Parsionate

Enough reading. Let's talk!

Data is the foundation for many business initiatives. Take the opportunity to talk to experts about your specific challenges. Due to our long-term experience from numerous customer projects, we are able to assess even individual situations well and identify first steps towards a solution.

+ Get to know Parsionate

About Parsionate

Data is at the core of any digital transformation. Since 2013, Parsionate has been supporting companies determined to face the challenges involved head-on and leverage data's limitless potential. We bring our expertise to go all out, delivering the benefits and successes we generate for our customers and partners. And that's why Parsionate offers end-to-end services, from strategy development to full tech implementation.

We are the data leadership team. With our holistic focus on data and the opportunities it creates, we take on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Our vision is to help our clients harness the unique potential of data and analytics and empower them to use it more smartly and efficiently than the competition. Across our parsionate locations in Europe, we have more than 230 experts hard at work on just that for international market leaders like Hapag-Lloyd, the Hoffmann Group, Festo, Stihl or DEKRA.

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