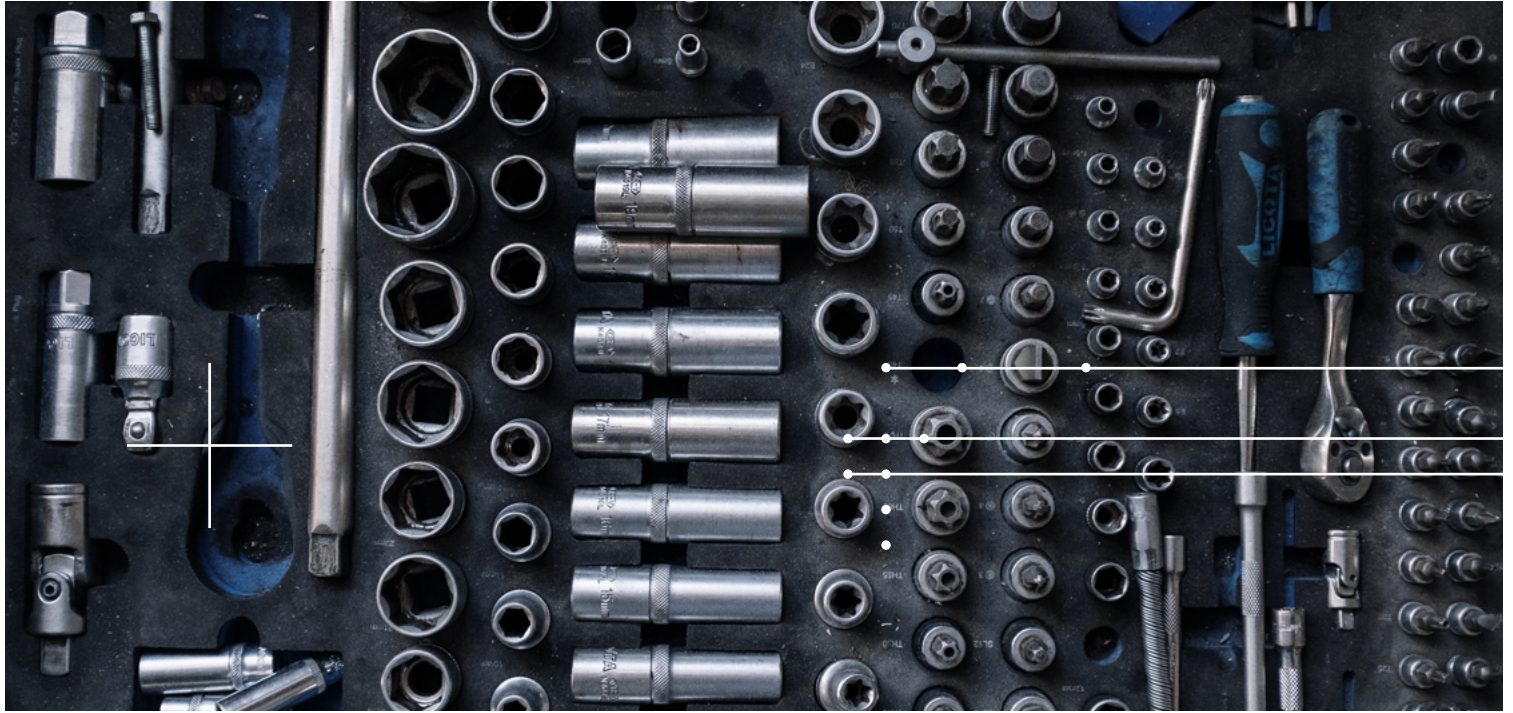




Parsionate



# Increased Sales Performance Around the Globe

ROTHENBERGER Improves  
Data Management Strategy

+ CASE STUDY

# Key Facts about ROTHENBERGER



## INDUSTRY

Industrial equipment and tools

The ROTHENBERGER Group is a leading international supplier of pipe tools and machines for sanitary, heating, refrigeration, air conditioning, gas, and environmental technology. A manufacturer in the field of pipe processing, ROTHENBERGER has a track record of more than 70 years of providing top quality and innovation worldwide. ROTHENBERGER tools offer professional users efficient solutions that meet the highest demands and cover any HVAC and refrigeration applications.



## DOMAIN

Product information

To maintain a lead in an increasingly digitalized market and create additional customer benefits, ROTHENBERGER decided to consolidate its existing software infrastructure and introduce a more efficient, scalable PIM solution.



## CATEGORY

Operational efficiency  
Customer experience

The PIM implementation primarily aims at providing retail partners and users with comprehensive, up-to-date, and accurate product data, including classification standards, with a higher degree of automation. In the future, product information will be distributed across all contact points efficiently and completely in a media-neutral approach. This setup offers the best support for the purchasing process along the entire customer journey. Another goal in optimizing the processes for content creation and product maintenance was to increase operational efficiency.

+ [rothenberger.com](http://rothenberger.com)

## Initial Situation

In the past, ROTHENBERGER already relied on PIM systems for product data maintenance. The previous approach saw data transferred from the ROTHENBERGER Group's leading SAP ERP system to the PIM

system via interfaces, if available. Product managers in different departments and national subsidiaries would then handle data enrichment and marketing information.

Missing information entailed research activities and internal coordination, which frequently caused a higher workload and delayed the time-to-market.

The need to map product classifications in the system, both those established in the tool industry and those newly added on a continuous basis, could not be resolved in a viable manner in the existing PIM system. In the past, this special additional information was generated through extensive customization or via alternative systems and documents that were not integrated in the process.

Requests from trading partners for product information meant that data first had to be compiled across different systems, often with certain data submitted later, which resulted in an error-prone process. Data exports

for trading partners had to be created on a case-by-case basis, which overcomplicated processes and was very time-consuming.

The existing PIM system and established procedures were increasingly reaching capacity limits as the company continued to grow. To maintain its market positioning in an increasingly data-driven global market and gain further competitive advantages, the Group needed a digitalization strategy that offered standardized business processes, a sustainable data inventory, and a single point of truth.

## Approach

The first step on the joint path to an efficient, customer-oriented system solution was for Parsionate's data management experts to conduct a comprehensive inventory of the existing system landscape and established business processes. Numerous workshops were run to examine and evaluate existing product information, workflows, and processes in various departments. In addition to an objective evaluation of the data quality, these also yielded information about the

infrastructure, with the key finding that the existing PIM system was no longer capable of covering company-specific requirements. There was no way of optimizing already inefficient data flows for the long term. It was time to invest in new technologies. Therefore, ROTHENBERGER decided to replace the existing system with a modern one geared toward future market and customer requirements.

BASTIAN SEIB, ROTHENBERGER WERKZEUGE GMBH

„Contentserv and Parsionate immediately understood our requirements and proposed suitable solutions for our use case. We are pleased that in the future we will be able to maintain content much more easily and deliver it more efficiently across all marketing channels.“



Bastian Seib, Head of Product Data Management / Head of Marketing Technology

The subsequent process of selecting the best system was also supported by the Parsionate Consulting team, which handled the entire communication and tender process with software providers. The previously determined findings and target requirements from the PIM health check were presented as use cases to provide

suitable provider comparison metrics. Based on a vendor longlist, a shortlist of three software providers was created who were invited to present their solutions in a video call. System provider Contentserv presented targeted showcases like the defined use cases, competent solution approaches to open questions, and

a user-friendly interface to convince ROTHENBERGER of their PIM solution.

As one of the few consulting companies that specializes in data management, the Parsionate Group is a one-stop service provider for both strategic business consulting and the implementation of the required IT infrastructure. After this convincing collaboration on the requirements analysis and system selection, ROTHENBERGER extended its contract with Parsionate to include the implementation of the Contentserv PIM system. The Parsionate implementation specialists for

the Contentserv technology stack were further able to score points over alternative potential implementation partners by offering the most extensive experience in Contentserv PIM Cloud Edition implementation.

The project management was taken on by a member of Parsionate's Business Consulting team who coordinated the internal handover of health check results, requirement catalogs, as well as use cases and went into the next round of remote workshops with ROTHENBERGER and the Parsionate Implementation team.

Compared to the previous maintenance process, product data maintenance at ROTHENBERGER is **now 60-70% faster.**

## Effort That Pays Off

As early as the requirement analysis, ROTHENBERGER decided on a cloud-based implementation of the new PIM system, allowing the company to benefit in the long term from advantages such as reducing internal expenditure and ensuring future viability through easy scaling. In the first step, the ROTHENBERGER brand was the first ROTHENBERGER Group brand (which unites eight strong brands under its umbrella) to go live in the Contentserv Cloud.

The goals set for the ROTHENBERGER and Parsionate team were ambitious:

- Reduced internal maintenance efforts in terms of processing time and costs through a system that supports the holistic maintenance process in day-to-day operations;
- Reliable and complete product information for trading partners and distribution channels;
- Increased data quality through process-controlled data maintenance and regular, system-supported checks;

- Fast adaptability of new classifications and attributes;
- Frictionless internationalization and data maintenance;
- Accelerated time-to-market.

By using the Contentserv PIM solution as a central source for all product information and digital assets, ROTHENBERGER has significantly reduced the effort for data maintenance in line with the goals of cutting processing time and costs.

The new targeted use of automated inheritance structures and a data model-specific class model will also reduce the error rate in data maintenance in the future and thus increase the data quality of the product information.

The new targeted use of automated inheritance structures and a data-model-specific class model will also reduce the error rate in data maintenance in the future, further increasing the data quality of product information.

The previous procedures were put to the test across departments in the implementation project, and the system-supported collaboration within the team was specified by defined workflows. A uniform understanding of the maintenance process helps to generate product data more efficiently and with a high level of

data quality throughout the company. For example, translations from national subsidiaries are now translated and released directly in the system. This way, the responsibility lies directly with native speakers in the relevant countries and content always remains within the PIM system.

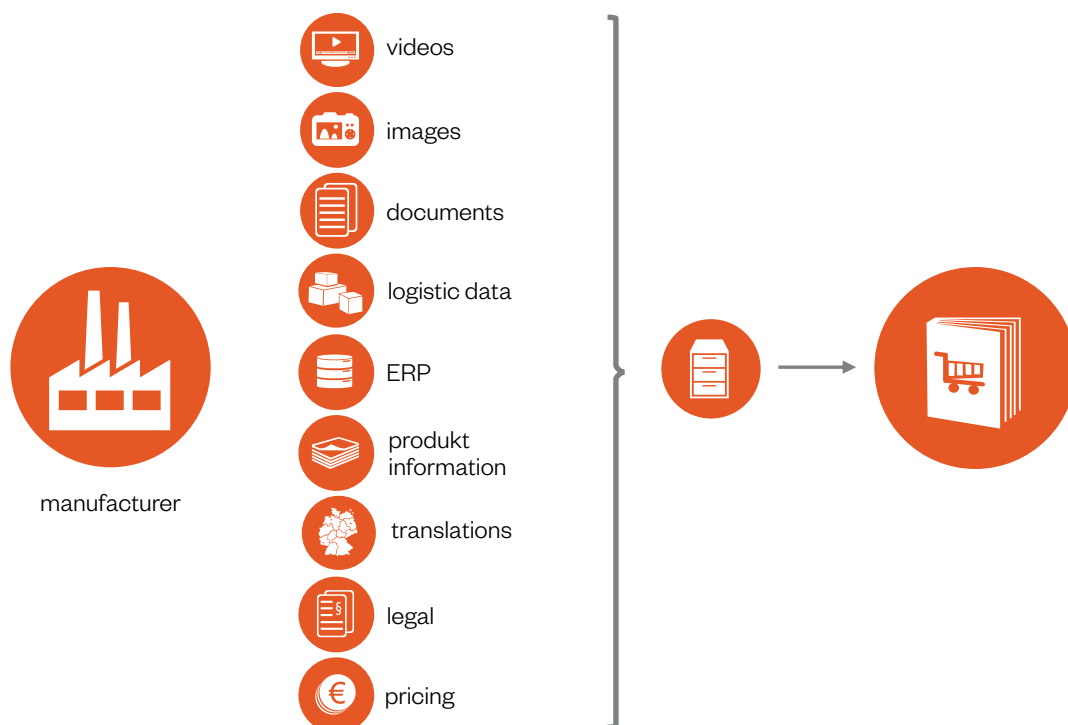
More than **4,000 articles and approx. 50 GB of assets** were migrated from the old system and the product maintenance process was revised.

Another PIM system connection exists to ecatDesigner from Semaino Technologies, a software application that automatically creates electronic catalogs according to common classification standards, such as BMEcat, GS1, DATANORM. It enables ROTHENBERGER to derive product data in any classification format applicable now or in the future.

Data for different channels and specialized trade can thus be provided proactively instead of reactively with Contentserv's syndication functionality. Instead of the previous on-demand data search, all product data and assets can now be pooled and offered proactively through a one-time export.

Exports for trading partners are fully derived in the desired technology-based classification format.

- Automatically generated data sheets (Smart Documents) can be created depending on the workflow status, and product information can be passed on in a high-quality layout.
- The semi-automatic print output for catalogs, provided to the layout team in InDesign, has also already been implemented.
- The derivation of product information into the e-commerce channels was implemented by connecting Storyblok and has already been completed for 27 languages.



## PIM System Implemented in Record Time of 4 Months

By using an accompanied implementation model in which the customer contributed a large extent of the work tasks, ROTHENBERGER was able to work productively in the cloud-based system directly from the start of the project. The “train-the-trainer” concept also

meant that the ROTHENBERGER team was already capable of operating the system with confidence at a very early stage in the project. This allowed the company to train its own employees and handle the onboarding process on its own.

## An Outlook of What Happens Next

During the project, all departments involved were brought together and, with a Parsionate team member serving as the facilitator, the topics of product information and information distribution as well as the effectiveness of a new strategy were examined. Today, the system is designed to be media-neutral, enjoys a high level of acceptance among the departments, and is well-positioned for future market requirements.

Parsionate will continue to support ROTHENBERGER in its digitalization strategy.

Following the implementation of the Contentserv PIM system for the ROTHENBERGER brand, other brands and national companies from the brand group will be onboarded to the system shortly.

Working with Parsionate enables ROTHENBERGER to provide comprehensive support to optimize information flows and use data and process automation in a way that adds value – always with the goal of increasing efficiency through software-based automation.

## Technology Partner in This Project: Contentserv

Contentserv, a recognized technology leader, offers a solution to manufacturers, brand owners and specialized retailers looking for an easy way to manage and optimize product content across channels and build groundbreaking, highly converting product experiences.



For many marketers, IT and global product teams, managing product information can feel like utter chaos. Data is siloed and scattered across systems and

spreadsheets, wasting time and creating inconsistencies that hurt the customer experience. Contentserv’s Product Experience Cloud enables manufacturers, brand owners and specialized retailers to manage and optimize product content more easily — through one easy-to-use cloud platform. With product content optimized, businesses and IT teams can spend less time fighting fragmented data and more time focusing on delivering the rich, relevant and emotional product experiences that enhance their brand and ultimately delight customers.

Learn more at [contentserv.com/who-we-are](https://contentserv.com/who-we-are)



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 200 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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