



Smart
content
repository
boosts
ecommerce



To underpin further rapid growth, Steinberg relies on censhare as a central company wide information management hub.



master your content



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Jonas Baumbach, Head of Digital, Steinberg Media

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Max Pusch, CTO, MSP

At a glance

Industry

Music and media production

Products

- Digital Asset Management
- Product Information Management
- Content Management

Business need

Steinberg was facing a decision that would affect its very existence: The company urgently needed a modern system of product information management in order to continue to exploit its content and underpin the headlong growth in ecommerce with efficient processes and technologies.

As one of the world’s leading producers and suppliers of professional software and hardware for digital music and audio production and processing, Steinberg Media Technologies sells over 50 different products across the world both directly and via distributors. The company’s website and online shop are available in five languages, with product information and interfaces offered in some cases in eight or nine languages.

From a copy and paste nightmare to a smart content repository

As long ago as 2014, however, Steinberg began to ask a question that was vital to its survival: “Just how can we continue to do our job?” Looking back, Jonas Baumbach, Head of Digital at Steinberg Media Technologies, recalls that “it wasn’t a matter of being three percent more efficient, it was a question of how to remain viable in the face of rising complexity and ever increasing numbers of languages and products.”

The content processes were complicated, partially redundant and above all too slow. Information was spread across various silos, located on file servers, personal laptop hard disks and slips of paper.

“Can we fit in another language on the website? The answer was clearly, no. Every product release in the online shop and on the website already felt like open heart surgery, with the surgeon working with one hand tied behind his back just to make things even harder,” explains Daniel Röper, Director of Digital at Steinberg Media Technologies.

Business Results



100
websites automatically
driven using censhare



5
minutes for product
updates, reduced
from 4 hours



1
hour for products to
go live in the online
shop, previously 3 days



10
seconds per picture
search, down from
30 minutes

At the same time in comparison with the company's overall sales, revenues from online shop transactions were growing at a headlong pace. "As a result, online processes at Steinberg were acquiring an ever greater business value, but without the adequate tools and instruments required to underpin them," Daniel Röper continues.

Semantic data structures provide food for corporate thought

Steinberg carried out an internal inventory, and in 2016 in close collaboration with software integration specialist MSP, and after comparing several suppliers, the company commenced implementation of the censhare product information system.

The following goals were paramount:

- a central content repository (the "single source of truth") for Steinberg's extensive content
- a scalable, reliable product data structure comprising data that are error free and always up to date
- the optimization of content processes aimed at accelerating content publication and increasing content reusability
- a reduction in the demand on employees' time to enable the latter to concentrate on their own jobs
- personalizing the approach to individual target groups

In practice it rapidly became clear that censhare is capable of far more than just the efficient management of product information. The product data structure

was supplemented by metadata and inheritances and all assets now have a semantic relationship with one another, which automatically leads to fresh possibilities. For example, it is now possible to link well known artists who appear on the Steinberg website as influencers with various assets such as products, music styles or regions. As a result, Steinberg is now far better able than in the past to leverage context and user related content. This intelligent asset structure tailored precisely to content and processes was developed by Steinberg in intensive cooperation with MSP AG and integrated into censhare. Individual workflows have been simplified and in some cases abolished entirely.

"Thanks to censhare we now have access to digital data structures and no longer need to compile data in Excel spreadsheets before editing them. As this realization has filtered through, it has also provided internal food for thought in various directions. We therefore intend to pursue this aspect even more intensively in future," says Daniel Röper.

An end to end process for our most important channel: A dream come true

November 2018 saw the introduction of the censhare online channel. Steinberg opted for implementation using headless Web CMS in order to ensure a future proof solution which thanks to a REST interface is able to supply a lean and fast website comprising several hundred pages and five languages with content sourced directly from censhare.

Jonas Baumbach is delighted, “The great thing is, thanks to censhare we now have an end to end process for our most important channel, our website. All information is entered, processed, approved, structured, where necessary translated and leveraged via censhare — without a single copy and paste. For us it’s a dream come true.”

In the near future more than 200 internal and external users at Steinberg will be using censhare as a central information platform — with substantial efficiency gains.

For example, with the previous manual method of data maintenance, for every operating system update, the system requirements for Steinberg products also had to be updated individually using copy and paste. With 50 products and five language versions, that meant 250 manual entries which it took one person a good half day to complete. Nowadays thanks to inheritance and automation, the process takes just five minutes.

The creation of new product details (SKUs) has also been substantially rationalized. Where in the past due to replication cycles three days elapsed between creation in SAP and publication in the online shop, these processes are now completed in an hour — which also serves to reduce the potential for error.

censhare also supports the more efficient reuse of content and images. Given that thanks to metadata, it is possible to create a relatively good description for

all photo shoots, in a matter of 10 seconds anyone can check whether an image of a home studio with laptop and guitar is available which can then be used immediately. In the past this required a time consuming search through various folders which frequently lasted an hour or more, or until the searcher gave up in frustration because no one knew where the original was to be found.

The website and online shop form the backbone of the business

Success has proven that Steinberg was right: In the three years since the company began its digital transformation, ecommerce as a proportion of overall sales has grown at a headlong pace. Max Pusch, CTO at MSP, sums up the successful digital transformation at Steinberg succinctly: “When one considers that the information on the Steinberg website plays a decisive role in a customer’s decision to purchase expensive software, the website and online shop together now form the backbone of the business.”

“As the importance of direct sales via the online shop increases, the Digital Unit at Steinberg has acquired a key function in continuously driving the implementation and support for business processes via censhare,” adds Daniel Röper. “This ultimately creates value for the company and allows us to exploit sales potential.”

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About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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