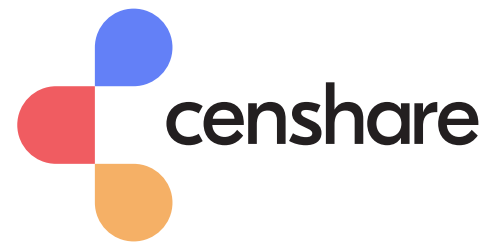# Cleaning Up Content Management with a Flexible New Platform

censhare

BSH Hausgeräte GmbH now enjoys better coordination and control of its content, transforming its productivity and bringing its customers the product information they need, thanks to a bespoke project from censhare.

B/S/H/

master your content

"Attractively presented products turn shopping into an experience and have a lasting effect on purchasing decisions. This applies to both the real and the digital world. A crucial requirement for the highest quality here is efficient and easy-to-use content management, and with the use of the censhare platform, BSH has created an essential prerequisite for accompanying BSH's digital consumer journey."

Joachim J. Reichel, CIO, BSH

> "We needed a completely new, integrated, and comfortable to use content management system which is fast and ready for future needs, as well as flexible and meeting the requirements of the digital world."

Daniel Correns, Senior Project Manager, BSH

At a glance

Industry

Home appliances

Products

• Digital Asset Management

• Product Information Management

Business need

Selling home appliance products all over the world, BSH needed to update its content management system, making it easier to use and tell stories about product features that integrated a wide range of different content.

BSH Struggled with an Outdated Content Management System

As one of the world's leading companies in the home appliance market, BSH Hausgeräte GmbH (BSH), sells its products globally through more than 10 different brands, including Bosch and Siemens, as well as Gaggenau and Neff. Offering hundreds of different products, with versions marketed to a large number of countries and requiring text translations, BSH requires a content management system that is both capable and easy to use.

Unfortunately, its previous systems were failing to support the new way BSH's marketing teams needed to work. The legacy Product Information Management (PIM) system was cumbersome, based on a dedicated data base, a text editor, and a Media Asset Management (MAM) solution. The text editor used complex user interfaces which were difficult for inexperienced users to navigate. They needed intensive training if they were responsible for localizing product information.

This localization is a major part of BSH's marketing efforts, with home appliances being very specific to a local market — for example, different countries will want different features on a cooker, as they use them in contrasting ways, or place more or less importance on characteristics such as energy efficiency. Product managers must therefore localize the content for their own markets, with final release and collateral printed locally.

With the incumbent systems, everything was managed around a products queue in SAP. Until a product was created in SAP, marketing tasks could not start. This led to a very short notice period before product launch, meaning marketing was always facing time pressures and tensions arose caused by the differing schedules and priorities of the marketing and product teams.

Another issue was that a variety of systems were used for content management. One of the systems would import content from all the platforms across the globe. However, people working on the content would not see the result until it appeared in the Product Information Center. They did not know the project progress, for example the status of their text, and could spend many hours aligning and looking for information in different systems.

BSH also wanted to take a more feature story based approach. For example, a product feature such as the 'PerfectBake Sensor' would form part of a range of different products. The feature story approach allows marketing information for these features — such as texts, images, videos and icons — to be produced independently of the products.

It was clear that the legacy systems were outdated and no longer able to effectively support BSH's changing needs. To BSH, it did not make sense to invest further in the existing systems — the company clearly needed a completely new solution that could combine all information in one place.

Proof of Concept Showed What censhare can Achieve

BSH had a clear vision for the project and at first looked at the larger content management vendors. However, while BSH believed these 'big names' could deliver a reasonable quality solution, they would not be able to achieve the high degree of customization that it was looking for.

What BSH Wanted in its New Content Management System

One integrated solution for text and media assets	• 360° view of products and features • Improved data quality • Fewer tools and interfaces
Improved user acceptance	• Better usability • Higher performance • Working application for tablet devices
Strengthen inhouse capabilities	• More flexibility to configure the system • Expandable platform
Advanced responsibilities and processes	• More transparency for data governance • Automated completeness check
Integrated translation and terminology management	• Optimized processing time • Improved data quality and consistency
State-of-the-art reporting and KPIs	• Automated data monitoring • Transparency across regions

So BSH approached censhare, which provided a first proof of concept to show what its solution could look like in practice. "Looking at the potential of censhare, we could see there was good integration of Product Information Management (PIM) and Digital Asset Management (DAM), an attractive user interface and good performance," says Daniel Correns, Senior Project Manager, BSH. "There was still a lot of functionality to create but we agreed a common commitment to develop this. We liked the fact that integration was already very visible in censhare's proof of concept."

censhare was able to cover all BSH's requirements in one central system, including the importing of picture and content information. It was also able to provide a user interface to maintain data and show the context of the information, implement complex logic to export to downstream systems, and create processes.

Although many vendors have strong offers in DAM, PIM, or content management, censhare showed that its strengths were in bringing all these components together into a fully integrated system. Traditional isolated solutions have a much smaller functional scope, leading BSH to opt for censhare because it met its wider needs.

Working Together, Ironing out the Requirements

From the beginning, the project adopted a collaborative approach, with agile scrum-like contact with censhare project management and developers.

"Overall, the collaboration was very good and despite some challenges caused by the complexity of the project, there was never a lack of commitment or understanding of pain points from censhare, and collaboration remained high throughout," says Correns.

The user requirements were defined through a series of workshops, where users were able to contribute ideas and request features. The workshops helped define the user experience, the user interface, and workflows and processes such as the creation of feature stories.

The involvement of key users and business stakeholders helped to ensure the final system would meet expectations.
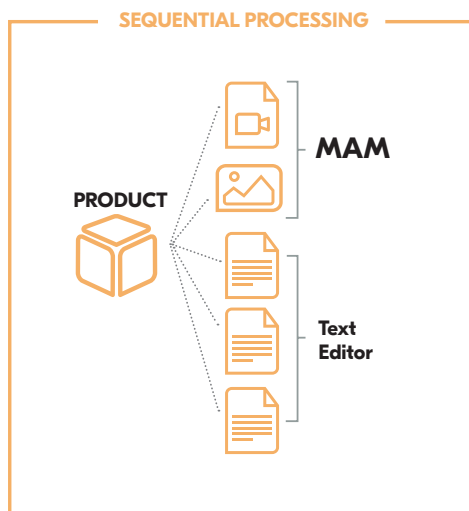
censhare also developed innovations that increased system performance still further and adapted its processes to allow the creation of feature stories. The BSH project has helped censhare to improve the capabilities of its platform, such as reusing text elements and feature stories, that have become available to other customers.

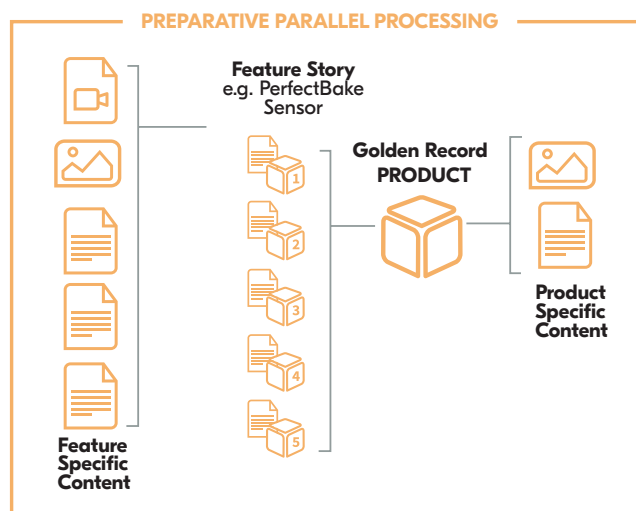There were some challenges along the way but overall the process worked well.

Pilot Phases Give Users a Chance to Taste the System in Action

Three pilot phases were undertaken to prove the system in real world conditions, in Spain, Turkey and the USA. The exercise produced invaluable feedback. Some users proved reluctant to change and expectations on content had to be managed. In contrast, other stakeholders were pragmatic and used the system differently, in a less rules-based way. Overall, the pilots went very smoothly — users liked the system and were keen to see it go live.

Former Product-Driven Approach

SEQUENTIAL PROCESSING

PRODUCT

MAM

Text
Editor

New Flexible Feature-Driven Approach

PREPARATIVE PARALLEL PROCESSING

Feature Story
e.g. PerfectBake Sensor

Golden Record PRODUCT

1
2
3
4
5

Product Specific Content

Feature Specific Content

This illustration shows the creation of a feature story about an oven, with highlights of the product, for example, the PerfectBake Sensor. These feature stories can comprise icons, descriptions, and sometimes a video.

With the previous solution, BSH started to describe features when they created the product — now they create a feature story even before the product information is available. There is a sharp focus on the re-use of content to maintain consistency, especially for feature stories. censhare also offers a good balance between ease of use and sophisticated features that give the ability to change and edit content, and know what the consequences of these changes will be.

"It was extremely important to have these pilots as it would be a headache to adopt a 'big bang go live' approach," says Correns.

2019 saw the start of the final phase for production for three smaller brands, with a plan to onboard more than 3,000 users onto the system. BSH needed to understand fully how the system and users behaved. By December 2019 all brands were live, and the system is now serving the expected 3,000 users via two data centers, one in Europe and another in Asia.

"The flexibility of the tool is really great," says Correns, "with good ability to configure and customize content. For censhare some of this was new but we achieved what we needed through a good partnership."

For the training regime, BSH adopted a self study approach, with the last go live affecting 2,000 users — the company had mixed experiences with external

trainers on other projects so wanted to keep training in house. "We adopted a 'train the trainers approach', show and tell and remote training — if people can use eBay and Amazon then they should be able to use the new system," says Correns. censhare supported the training program by running a series of online conferences through the censhare academy — staff can learn by role, by key words, or by topic.

Adds Correns: "censhare use is higher in terms of the amount of data, while concurrent users are also higher now — because we made a more attractive product that is more fun to work in for PIM data, it should lead to better quality of content."

Early feedback is already very positive. Says Correns: "My perception is that, without question, the tool is a big step forward — nobody is asking for their old system back."

Business Results

3,000+
users around the world

11m+
assets managed

150
workshops held with key
users and stakeholders

1,500+
user stories created

An Essential Ingredient for Future BSH Marketing Success

BSH does not track Key Performance Indicators (KPIs) for characteristics such as time spent or cost savings — the project was not based on a required Return on Investment (ROI) but was instead intended as a strategic infrastructure project.

"We convinced our management we needed it, otherwise we were out of the game," says Correns. "Everyone can see that the new system is far better than what we had in the past. Although some heavy users miss some specific functionality they had previously, we decided not to implement these functions in order to reduce complexity — the tool is very intuitive."

Although the solution already offers many capabilities, BSH sees scope for further developments like the integration of translation and terminology management. BSH considers managing content such as recipes to take account of the different capabilities of products as well as a tool for marketing to maintain content, recipes and connect articles.

"BSH is just at the start of a marathon. In the future, we plan to add way more business cases to the system," adds Correns "We will build a central point for PIM and marketing information, and for creating, maintaining and publishing information."

"We are happy with our choice of censhare and now have a product and process to enhance and continue in a very productive way."

Daniel Correns, Senior Project Manager, BSH

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

www.censhare.com