censhare

BEGA consolidated 12 data sources into **one source of truth,** saving thousands of hours

BEGA North America, a leading provider of architectural outdoor lighting, and furniture solutions, needed to address data inconsistencies in over 70% of products across 12 different data sources.

The company needed a single source of truth for data, ERP system integration, and seamless connection between DAM and PIM platforms, all geared toward maintaining quality of data and improving productivity.

a censhare **success story** with

BEGA

Challenges

Impact

After conducting a SWOT analysis and gathering customer feedback, the BEGA team realized that technical information contained data inaccuracies 70% of the time with no revision control, lack of remote work readiness and unsustainable process times.

BEGA marketing and product teams used over 12 unique sources of truth for data mining which led to confusion and room for human error.
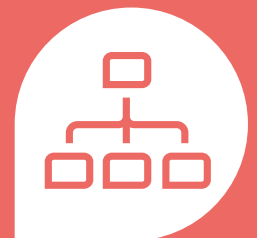
Together with their integration partner Avyre, BEGA implemented censhare DAM and PIM to support various use cases, including print template creation for product specification sheets and a modular content strategy allowing single changes to be reflected everywhere across the product and marketing asset ecosystem.

Benefits include:

- Saved months worth of work in creating and reviewing spec sheets and product pages for faster activation of new product portfolio
- Went from 70% of products having some inconsistency to a single source of truth with current, accurate data across products
- Saved 1,500+ hrs annually within sales & marketing department

Why censhare?

BEGA's use of censhare has enabled their product and marketing teams to improve data quality, access and reuse across systems and assets, ultimately saving time, increasing productivity and building brand equity. The team assigned and maintained data fields that apply to thousands of products so there is a single place for that standard statement to be stored in the system and it only needs to be updated once for that statement to change on all relevant products.

"Working with censhare helped us deliver a better customer experience and achieve faster time to market."

Katie Teman, *Product Manager, BEGA North America*