



Success Story: Bürkert

How Bürkert increased its marketing and sales efficiency with a content delivery portal

Bürkert Fluid Control Systems is a leading global manufacturer of measurement, control, and regulation systems for liquids and gases. The family-owned company, which is over 70 years old, has a sales network in 36 countries and employs over 3,400 people worldwide.

Responding to customer inquiries quickly and precisely — with intelligent information management

Bürkert faced the challenge of providing its customers and internal team with quick and easy access to the most relevant, up-to-date, and accurate product information. Traditional approaches had fallen short here. The product descriptions are too different from the point of view of the customer and the company, the customer's requirements are too varied, and the way the product information is stored is too complex.

The question was: How can Bürkert's comprehensive product portfolio, with hundreds of possible product applications, be best brought together to serve the customer? At the same time, it was important to make it easier for employees to compile relevant content and prepare for the next interaction with Bürkert's customer base.

The answer was a content delivery system consisting of:

- A backend in which marketing managers can automate and create media-neutral content. The backend also delivers rule-based import into different types of media, like brochures, customer presentations, and internal sales briefings.
- A frontend in which the sales department can quickly retrieve information.
- At the heart of it all, a sophisticated logic (i.e., semantic network) for linking information units (e.g., snippets) and for generating modular customer documents.

The Bürkert content delivery system was set up in just nine months. Its initial impact, including an increase in internal process efficiency, is already noticeable.



THE STARTING POINT

Cumbersome processes due to information islands

Bürkert, like many companies, had several different silos of information. There was no connection between the projects, the people responsible, and the solutions. As a result, employees almost exclusively used their

personal, internal network to obtain the necessary information. This made creating and customizing sales documents and preparing for business meetings time-consuming for both marketing and sales.

THE PROCESS

Restructuring the information landscape: consolidating, connecting, and automating

Together with the Bürkert project team and an expert from the Institute for Information and Content Management (I4ICM), we started by analyzing the existing system landscape. Specifically, we looked at the interaction of different software in the areas of: marketing resource management (MRM), digital asset management (DAM), content management, and collaboration & workflow management — along with the processes behind each, like searching for and finding information.

The modular information the sales staff needed to respond to new inquiries was often hidden in different documents, making it difficult to locate the individual pieces of necessary information. There were also no obvious connections between the information and no mapping between clients, projects, and product info. For the project managers at Bürkert, this made it difficult to prepare for business meetings in an efficient way.

Upon completing the analysis, we started to develop the solution, worked on its implementation, and began training Bürkert employees on it to move toward the project's goals.

Those goals included

- Simpler and more structured content creation and, above all, the networking of the required information for it
- Ease in searching for and speed in finding information
- The breakdown of information silos
- The production of relevant sales documents
- Increased transparency by bringing together projects, contact people, and customer experiences
- Greater success through faster preparation and delivery of relevant customer documents

Centralizing information, functionalities, and processes on one platform

Today, in the Bürkert content delivery system, marketing managers can easily create format-neutral content. Within a fixed structure, various text modules are linked and information gaps are closed. Clearly defined workflows (e.g., review & approval) lay the foundation and ensure efficient collaboration between marketing, product management, and sales.

Even the translation process is now directly integrated into the system. This is essential for Bürkert as the company is represented in 36 countries. Thanks to the content

delivery system, documents can be generated easily and quickly in over 30 languages.

While marketing works in the backend of the content delivery system, sales has access to a user-friendly portal. There, employees can easily access information, compile the right documents in a shopping cart-like manner with just a few clicks, and pull them directly from the system. The sales employee enters the customer's need in a search field and the AI-supported search function compiles the correct text content and assets. At a glance, the salesperson can see which documents are relevant, as well as which projects or other clients are related to the search.

Sales staff can also display the modularly compiled documents directly on a convenient landing page that they can share with clients. What's more, the system allows the salesperson to check which documents have been read or downloaded at any time. Sales staff can use this data to prepare for upcoming business meetings and provide their customers with the best possible advice.

The results

Bürkert benefits from more efficient workflows and increased customer satisfaction through:

- The centralization and pre-sorting of information for more efficient sales call preparation
- An AI-based, high-performance search function for the fast retrieval and compilation of relevant information and documents
- Multi-use content that can be easily delivered on different channels
- Rule- and workflow-based, agile document creation for marketing managers within the backend of the solution
- The creation of landing pages directly from the platform, providing clients with personal sales documents like solution proposals and offers
- A central platform for success stories, reference projects, and testimonials
- Greater transparency and time-savings through the consolidation of projects, contact people, and customer experience

“When we compare the two ways of working – previously with information islands and today with the central platform – it’s worlds apart. For our teams in marketing and sales, the workflows have been significantly simplified by the new platform. While information had to be painstakingly searched for in the right version before, now, the required content is up-to-date and can be found with just a few clicks. This means that not only can our customers be served more quickly, but our employees are also pleased with the simplification of their work.”

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