



Using a Centralized PIM for Global Product Communication in Medical Technology

B | BRAUN

As a global leader in medical technology, B. Braun SE faces the challenge of consistently communicating information about thousands of products across numerous channels, countries, and formats. At the heart of this strategy is a powerful Product Information Management (PIM) system that centrally manages product data, takes regulatory requirements into account, and serves as the foundation for successful omnichannel communication.

Opportunity

B. Braun SE needed to manage ever-increasing product complexity, with over 5,000 products and approximately 120,000 variants. Diverse regulatory requirements, numerous touchpoints, and heterogeneous IT systems made it difficult to maintain consistent product communication. The goal: centrally manage product information, deliver it in a country-specific manner, and simultaneously provide efficient support to marketing, sales, and international subsidiaries.

Solution

B. Braun SE chose to establish a central PIM as the core of its product communication. Existing systems such as SAP, PLM, classification systems, master data governance, and several document management systems were integrated. Today, approximately 20 endpoints are supplied with structured product data as needed via APIs. The result is a scalable architecture that combines regulatory compliance, consistency, and omnichannel capability.

Advantages

- ✓ **Central data sovereignty**
Management of approximately 5,000 products and 120,000 variants via a central PIM.
- ✓ **Automation at record levels**
Over 95% automated catalog production saves time and resources.
- ✓ **High system performance**
More than 10 million product data views in only 30 days.
- ✓ **Global cooperation**
Approximately 1,000 active content contributors from marketing and sales worldwide.
- ✓ **Consistent touchpoints**
Consistent product messaging across more than 150 digital channels.



Centralized product data as the foundation for consistent omnichannel experiences

By using the PIM as its central data service, B. Braun SE ensures that all channels—from websites and B2B stores to catalogs and CRM systems—have access to up-to-date, verified, and relevant product information at all times. This also reduces the workload on international subsidiaries and provides them with targeted support for customer-specific product communication.

Product communication within a regulatory framework

The medical technology sector is governed by strict regulatory requirements, such as those set by the FDA (U.S. Food and Drug Administration), the European Medical Device Regulation, and other country-specific regulations. These requirements affect not only products but also the content of catalogs, websites, and digital applications. For B. Braun SE, it was apparent that the multitude of stringent requirements could only be met efficiently and reliably with a centralized, structured database.

The PIM as the central nervous system

At the heart of this architecture is the PIM system, which consolidates product information from various source systems. These include, in particular, the PLM (Product Lifecycle Management) system—which contains data from development and engineering—operational SAP systems, and document management systems.

The integrated data includes, among other things, global master data, classifications, product attributes, and governance requirements for master data maintenance.

By consolidating these systems and data, a central “single source of truth” is created for all product-related content.

Omnichannel strategy with a clear system architecture

For traditional channels such as websites, online stores, and catalogs, data is sourced directly from the PIM. Other endpoints, including apps, CRM systems, and the GDSN (a global data network for the standardized exchange of product data between companies), access the information via APIs.

A consistent customer experience across all touchpoints

To ensure a consistent user experience, SAP Commerce Hybris was migrated to a headless architecture and integrated with Adobe Experience Manager. A unified UX ensures that customers and users can navigate seamlessly across all touchpoints—regardless of channel or region.

Support for the regional subsidiaries

B. Braun SE assumes central responsibility for product data, thereby reducing the workload on its regional organizations. The company collaboratively defines which attributes are relevant for specific product categories. Texts are automatically generated from these attributes and are then translated—a process that is significantly more efficient than manual text creation. Filter logic for digital touchpoints is also provided centrally.

Print remains an important channel

Despite the rise in digital technology, print continues to play a central role. The world-renowned Aesculap catalog, featuring approximately 6,300 instruments, can now be generated automatically, tailored to specific target audiences, and available in multiple languages. The catalog comprises about 1,700 pages across 33 chapters and is rendered directly from the PIM—without any manual finishing.



Surgical instruments catalog



Pediatrics product catalog



Solution Partner

Agentur mp²

Agentur mp² is an owner-managed communications agency based in Kassel and serving mid-sized companies. Since its founding in 2002, a team of roughly 15 experts has developed tailored B2B strategies that help companies actively shape digital change. Sustainable brand strategies, effective communication, and reliable execution, across both digital and analog channels, are at the core of their work.

One focus is on database-driven processes and publications. Whether catalogs, data sheets, or digital touchpoints, mp² designs efficient workflows and templates for every channel. With more than 20 years of experience in Database Publishing, vendor-neutral consulting expertise, and a strong network of PIM and DAM partners, the agency ensures smooth processes. Its comprehensive production network delivers scalability and reliable timing.

As a trusted partner, Agentur mp² handles the conception, implementation, and continuous optimization of data-driven publishing projects.



“For us, the PIM is the cornerstone of our ability to provide complex product information consistently, efficiently, and in compliance with regulations worldwide.”

Christian Broel, Head of Product Information Management and Information Architecture | B. Braun SE

Key Facts

- Agentur mp² is a certified Solution Partner
- Advellence is a certified Solution Partner
- Region: D-A-CH
- Region: D-A-CH, Nordics, Benelux
- <https://www.priint.com/en/partner/agentur-mp2>
- <https://www.priint.com/en/partner/advellence>

Solution Partner

Advellence

Advellence is a systems integrator for data-driven enterprises in the enterprise segment, headquartered in Wallisellen near Zurich and operating in the DACH region, the Nordics, and Benelux. The company integrates data, processes, and technologies to create high-performance digital value chains. Its holistic approach encompasses strategic consulting as well as the selection, implementation, and integration of PIM/PXM, MDM, and DAM solutions to ensure consistent product communication across all relevant channels.

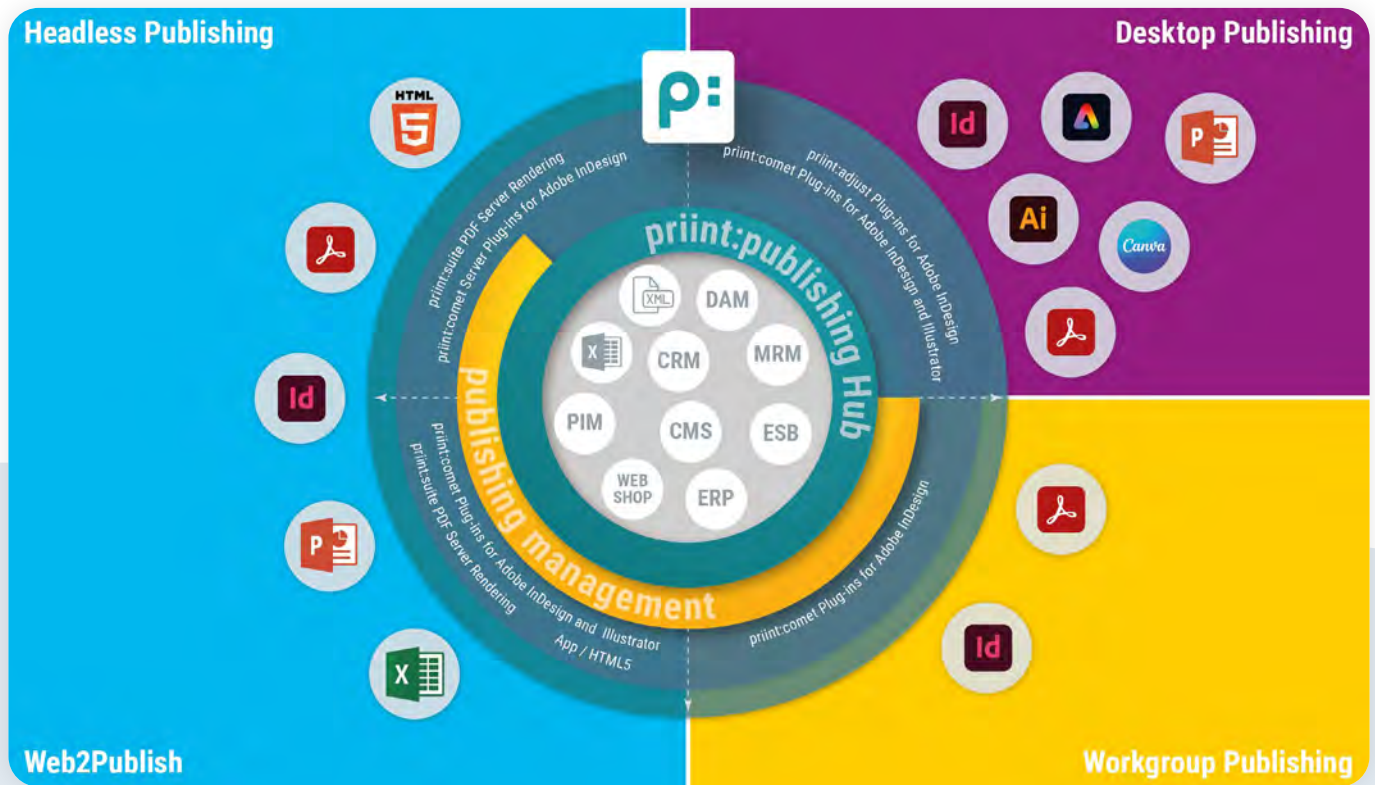
With over 25 years of experience, more than 140 experts, over 350 clients, and more than 2,500 successful projects, Advellence possesses comprehensive expertise in implementing complex data and integration initiatives. This enables product data, digital assets, and content to be interconnected and automated throughout the entire customer journey, making them available for consistent omnichannel experiences across print and digital touchpoints.

With a network of leading technology partners, Advellence identifies the ideal solution for every requirement and implements it successfully. As a reliable partner, the company supports clients from strategy through technical integration to operations and continuous optimization—with the Advantage of Excellence.



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