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The Next Level of Product Supply Chain: How Turck Automated Its Path to the Cloud

Hans Turck GmbH & Co. KG is one of the world's leading providers of automation solutions. Headquartered in Mülheim an der Ruhr, Turck has evolved from a component manufacturer in the 1960s into a global system provider. With a portfolio of over 100,000 products, providing structured and scalable product data posed a strategic challenge — and sparked an ambitious cloud transformation project.

Turck: From complexity to digital clarity

Turck's vision was to build a fully automated, end-to-end digital product information supply chain – from suppliers to international channels.

The project's main objective was to replace the existing PIM system with a modern cloud solution that would improve the quality and availability of product information and standardize and automate global processes.

The following project goals were defined:

- Replacement of the previous PIM system (Asim)
- Selection and introduction of a future-proof, cloud-based PIM system and introduction of CELUM as a global DAM system
- Concept design and data modeling as well as complete migration from the legacy system
- Integration of existing SAP ERP systems (Turck & Turck USA)
- Optimization of translation management and connection to the SDL Language Cloud
- Automation of media and asset transfers between existing systems

Systems, interfaces, languages

Turck and communicode chose Contentserv as their central PIM system, impressed by its modern information supply chain management and highly automated workflows. This laid the foundation for efficiently orchestrating complex data streams and system landscapes.

One component, for example, was the integration of the SDL Language Cloud to enable translation processes to be automated and media-consistent in conjunction with Contentserv Translation Management.

In addition, several ERP systems and DAM platforms had to be synchronized and connected, in particular SAP ERP via Boomi and CELUM DAM with automated derivative transfer. Data provision for external systems such as the Cloud CDN and nexoma Catalog-Express also placed high demands on interface architecture and data quality

Digital transformation: From plan to platform

Before the project, Turck's system landscape was fragmented: an outdated PIM system (Asim), parallel ERP systems in Europe and the US, manual translation processes, and unlinked media management. The flow of information was frequently interrupted, slowing down global product communication.

The project therefore had a clear focus: automation, integration, and scalability. The new PIM system (Contentserv) was introduced in three agile phases and fully integrated into the Turck's IT ecosystem.

Key milestones:

- **Migration from Asim** – including intensive data cleansing, harmonization of data models, and resolution of legacy structures.
- **SAP integration** – connection of the ERP systems of Turck Germany and Turck USA via Boomi middleware.
- **Automated media management** – seamless connection to CELUM DAM for automated derivative generation and asset maintenance.
- **Optimized translation workflow** – SDL Language Cloud replaces manual CSV processes and delivers speed, transparency, and scalability.
- **Modern and efficient interface infrastructure** – including to cloud CDNs and nexomaCatalogExpress – for consistent data across all channels. Non-transparent, bilateral interfaces are a thing of the past. The available product and media data are known and the data flows are transparent.

The result: a powerful, media-break-free system that can be flexibly expanded – whether for e-commerce, supplier onboarding or AI-supported applications.

Key figures & highlights

- Around **300,000 products and variants** in the system (including Turck USA)
- **15 actively supported languages**, dynamically expandable
- Presence with over **30 national subsidiaries**
- **Wide range of media types:** technical data, product images, videos, BMEcat, marketing material
- **Approximately 40 active users** at project launch

With this platform, Turck is laying the foundation for automated, standardized, and internationally consistent product communication – while also creating the basis for future digitization and e-commerce initiatives.

Timeline and implementation partners

The project kicked off on January 10, 2024 and went live on schedule at the end of May 2025. The implementation was carried out in collaboration with several partners:

- **communicode** (consulting, project management, translation interface coordination, and implementation of PIM/DAM/middleware Boomi)
- **Contentserv** (PIM system)
- **CELUM** (digital asset management)
- **RWS** (translation service provider, migration of SDL systems)

A digital edge in product communication

Turck now benefits from significantly more efficient maintenance and distribution of product data and media – worldwide and across all channels. Translations are automated, content is consolidated and available for a wide range of applications. The new infrastructure enables the use of modern AI technologies, creates the basis for international e-commerce connections, and is prepared for future expansions such as classifications or supplier onboarding.

Partnership with perspective: an outlook

Turck has relied on communicode as its partner for PIM, DAM, and e-commerce for over 25 years. This project is a strategic milestone based on a proven, technology-neutral collaboration that paves the way for growth, innovation, and new markets.

Thanks to the integration of leading technologies such as Contentserv, Boomi, SDL, and CELUM, processes have been standardized and new potential tapped – from automated translation workflows and AI-supported data maintenance to globally consistent product communication.

Turck is now ideally positioned to actively shape the digital Industry 4.0.

Next steps:

- Expansion of e-commerce integrations
- Nexoma integration for classifications
- Supplier onboarding
- SLA-based operation and continuous platform development

„Migrating an outdated PIM environment with historical data and interfaces was a major challenge. We are glad that we took this step and can now look back on a successful project together with our partner communicode.“

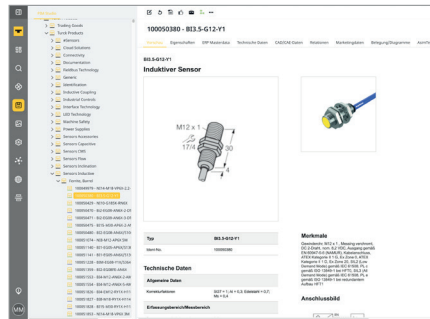
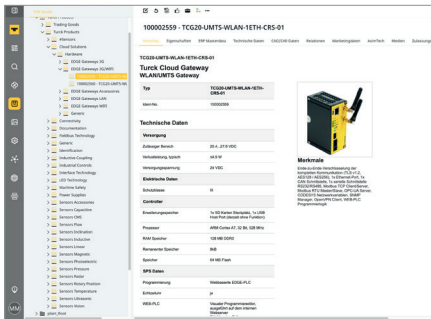
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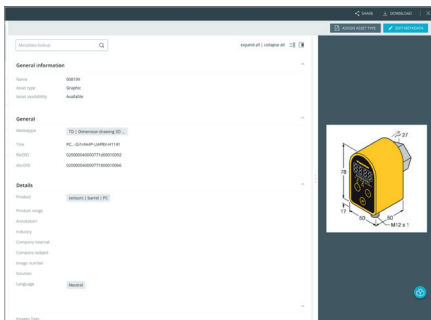
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1. Product view in ContentServ
2. Product view in ContentServ
3. Detailed view in CELUM



communicode
building digital bridges