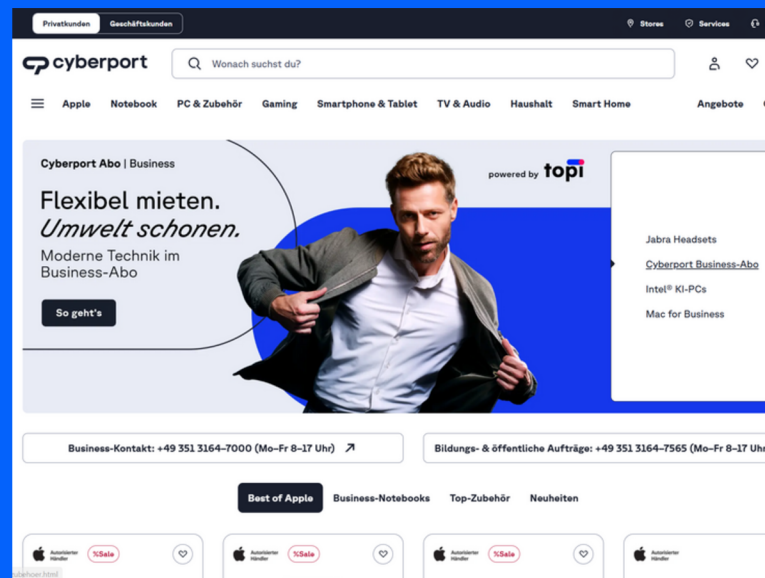# Powering a Seamless PIM Transition for Cyberport

K&C managed 2,700 test cases and multiple system integrations to ensure a risk-free launch of Cyberport's new product information system.

About Cyberport

Cyberport is one of Germany's leading retailers for consumer electronics and IT products. Founded in 1998 and now part of Hubert Burda Media, Cyberport evolved from an Apple-only online store to a multi-brand e-commerce powerhouse. With a strong digital backbone and a commitment to innovation, Cyberport continuously invests in its IT infrastructure to remain ahead of the competition.

Consumer electronics retail

>800 employees

Germany & Austria

5 Team member

Jira, Confluence & more

Challenge

- **Outdated product information system (PIM)** affecting agility and competitiveness
- Need for improved time-to-market and **pricing flexibility**
- Complex system architecture involving SAP, internal developments, and analytics platforms
- **Ensuring operational continuity** during system migration and integration
- 2,700 test cases requiring structured management and coordination

Solution

- **Full-cycle test management** and defect handling provided by K&C
- Organized and managed all test phases, including preparation and post-analysis
- Coordinated internal and external testers **across multiple systems** and teams
- Transparent reporting and stakeholder communication using JIRA and Confluence
- **Quality assurance across integrated systems** like SAP-ERP, SAP-CRM, Exasol/Tableau, and proprietary Cyberport platforms

Success Story

K&C played a key role in ensuring the successful launch of Cyberport's new PIM system. From day one, K&C took over the full test management process—from organizing 2,700 test cases to coordinating all defect management activities. Regular reporting and close collaboration with Cyberport's internal teams created a streamlined workflow that ensured business continuity throughout the transition.

The result: a stable and modernized system, delivered on time and with minimized risk —fortifying Cyberport's competitive edge in the fast-paced consumer electronics market.

Why K&C?

Proven Expertise in Complex System Integrations: With decades of experience in IT outsourcing, K&C ensures seamless management of intricate system landscapes, reducing risk and ensuring quality at every step.

Scalable Global Talent: Access to a highly qualified international talent pool enables fast team ramp-up and cost-effective resource allocation—without compromising on quality.

Process-Driven Quality Assurance: K&C's structured and transparent test management approach guarantees reliability, efficiency, and minimized disruption during critical IT transitions.

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.

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