

# **Product Information Management Category**



## Product Information Management Category

Product Information Management (PIM) is a set of tools and processes that centralize and handle an e-commerce company's product information to provide a single, accurate overview of product data. PIM software is a centralized platform that helps you to manage data on an e-commerce firm's services and products in a cost-effective manner. The solution enables you to maintain quality and consistent product info and data.

PIM software helps to automate data and the business processes of e-commerce entities. They typically have a functional filtering tool or search bar and a useful search engine. You can use the application to create categories to organize items. Finally, you can push information/products out to sales, marketing, social media, or retail channels.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- ▢ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▢ Customer reference rating score
- ▢ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▢ Total # of profile views on FeaturedCustomers platform
- ▢ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ▢ Social media followers including LinkedIn, Twitter, & Facebook
- ▢ Vendor momentum based on web traffic and search trends
- ▢ Organic SEO key term rankings
- ▢ Company presence including # of press mentions

## COMPANY SCORE

- ▢ Total # of employees (based on social media and public resources)
- ▢ Year-over-year change in # of employees over past 12 months
- ▢ Glassdoor ranking
- ▢ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2020 Customer Success Awards

Check out this list of the highest rated Product Information Management software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS



### TOP PERFORMERS



### RISING STARS



\* Companies listed in alphabetical order





#### ABOUT AKENEO



Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management. Leading global brands, including Sephora, Fossil, Staples Canada, and Jabra, trust Akeneo's solutions to scale and customize their omnichannel and cross-border commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity.

73

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The product data quality and the time-to-market had to be massively improved.”



MARVIN MICHAELIS  
TEAM LEAD, PIM, ADAM HALL

“Akeneo PIM's workflow allows us to be more efficient. We can exchange product information more easily, and have a product enriched before it even arrives in our warehouse.”



ALEXANDER KARELIN  
CTO, SBS MOBILE

“Thanks to Akeneo PIM, our product information is compelling, consistent, and contextualized across all our channels.”



ANTHONY LE COURTES  
CIO - PROJECT MANAGER, LEGALLAIS

“Thanks to the usability and web environment of Akeneo PIM, the team was quickly brought up to speed! Today the team directly integrates product data in the PIM, which drives high productivity and provides much better control over data quality, a critical requirement for Eram.”



JULIEN PAILLAT  
E-COMMERCE MANAGER, ERAM

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#### ABOUT CONTENTSERV



ContentServ's leading software solutions provide retailers and brand manufacturers the ability to organize and optimize their product content centrally. In doing so, they enable customers to provide a unique, emotionally-engaging product experience across all touchpoints. The Product Information Management (PIM) system by ContentServ ensures efficient, appealing product communication and digitalizes marketing processes, which increases data quality and meaningfulness. The innovative Contextual MDM specializes in managing extensive product ranges including those with local differentiations, enabling unique, tailor-made product experience in real-time across all channels.

32

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Leifheit has a very large product range. ContentServ's solution enables us to not only effectively create and manage our product data but to also export it easily and directly across all relevant channels.”



KIM SCHIEFER  
HEAD OF DIGITAL BUSINESS DEVELOPMENT, LEIFHEIT AG

“We are thrilled to finally have a solution for our need to create a core repository of all product data that will ultimately support our strategy to strengthen the Tuthill brand. ContentServ met our initial requirements for a PIM solution and the team proved to be very helpful as they educated us on many features that will improve our internal processes. This is the start of a complete digital transformation and we are very excited about Tuthill's future.”



TRACI LOUVIER  
DIRECTOR OF VISION BRANDING, TUTHILL CORPORATION

“It was our goal to merge all of our information centrally in order to be able to have up-to-date information, save time and reduce the maintenance effort. ContentServ enables our employees to be well-informed at all times while consistently being provided with up-to-date product data.”



MAXIMILIAN HABISREUTINGER  
CHIEF EXECUTIVE OFFICER, FRANZ HABISREUTINGER GMBH & CO. KG

“ContentServ constitutes a great reduction of the workload for our product maintenance and product marketing. Thanks to a truly central system, we are now able to ensure that our product communication is quick, up-to-date and of the highest quality.”



JENS KÜGLER  
PRODUCT INFORMATION MANAGER, KÖLLE-ZOO GMBH

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#### ABOUT PIMCORE



Pimcore is an award-winning 100% Open Source platform (recently named Gartner Cool Vendor 2018), which delivers significant business value. Enterprises choose Pimcore because it seamlessly integrates and consolidates Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), Customer Experience Management (CMS/UX) and eCommerce.



# 296

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Setting up a Pimcore database combined with automated database publishing was the shortest path to data accuracy. We add product updates to hundreds of documents in most world languages in a snap.”



MARC VAN OERS  
MARKETING MANAGER, VAN IPEREN

“Our new Pimcore database allows us to enrich our product data in order to interface to our new website, catalog system and marketplaces like GS1 or Amazon.”



WILLEM VAN DIEST  
CHIEF TECHNOLOGY OFFICER, VADIGRAN

“Pimcore meets all our expectations in terms of flexibility, scalability and central management of all product-related data in one system. It fits perfectly.”



KEVIN HARTMANN  
HEAD OF PIM, FRANZ MENSCH

“Pimcore can meet many of our customers' needs in product information management, content management and multi channel publishing. No other open source system has previously been able to solve all these problems in a single solution.”



PHILIP RYOTT  
COMMERCIAL MANAGER, YOUWE

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#### ABOUT RIVERSAND



Riversand's cloud-native master data management solutions are designed to support customers' digital transformation journeys through improved business agility, faster adoption and improved collaboration across the enterprise. Riversand has a vision of helping companies know their customers better, move products faster, automate processes, mitigate risk and run their businesses smarter. Their customers, partners and analysts recognize them as a trusted partner, visionary and a leader.

57

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Being the world's largest supplier of loose colored gemstones, our customers should count on us for the best information on the product. Riversand's PIM solution is already helping us deliver on this vision quickly and without the cost of an internal application development effort.”



CHRIS MEYSTRIK  
CHIEF TECHNOLOGY OFFICER, JEWELRY TELEVISION

“We chose Riversand and Comma after a detailed analysis of numerous solutions. They impressed [us] with their understanding of this complex area and use of new technologies to address challenges that the digital age presents for the flexible and ubiquitous provision of product information. We look forward to working with them in the implementation of our new PIM solution.”



US MARKETING TEAM  
BODEN

“Riversand's solution enables us to easily access product marketing and technical information to provide rich product content. Also, images are stored and tagged by country along with supporting text in 23 languages so we can offer a truly localized experience.”



CARRIE GODWIN BARNWELL  
GLOBAL WEB MARKETING & DIGITAL MANAGER, ESAB

“Riversand PIM enabled us to bulk change products and add or remove information from product profiles easily. The rules that we are able to customise for PIM block changes from happening on the site without review.”



JESSICA LOWDEN  
ECOMMERCE OPERATIONS SUPERVISOR, BURLINGTON STORES

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75

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT SALSIFY



Salsify's Product Experience Management (PXM) platform combines the power of product content management, a broad commerce ecosystem, and actionable insights empowering brands to deliver compelling shopping experiences for consumers across every digital touchpoint.

### Featured Testimonials

“What's great about sharing a Salsify catalog with buyers is that the relationship extends beyond the life of the tradeshow. We can give buyers access to the most up-to-date product information.”



BOB LAND  
VP CONSUMER ENGAGEMENT, DOREL JUVENILE

“Grocery shoppers rely on product content - titles, descriptions, images, ingredients - to make informed choices when shopping online. With Salsify's Albertsons direct connection, our suppliers get the tools they need to take ownership of their product pages and thus their ecommerce business, increasing conversions and reducing buyer's remorse.”



KENJI GJOVIG  
VP ECOMMERCE MARKETING & MERCHANDISING, ALBERTSONS

“My favorite aspect of Salsify is the ability to quickly see what information is missing from a given product. The image tools are also very powerful. Salsify devs are constantly working on the features that are likely to be used by our company and they often anticipate needs.”



ADAM M.  
VICE PRESIDENT, ECOMMERCE, JS PRODUCTS, INC.

“What's key for us is while all our product information is in one place in Salsify, we can automatically generate and maintain customized product feeds appropriate to every channel.”



SETH DIAMOND  
VP OF E-COMMERCE, DRIVE MEDICAL

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Rubbermaid



Energizer





46

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT SYNDIGO



Syndigo's family of companies together represent the industry's only trusted single-source provider of consumer product information and content from supply chain to end customer utilization, offering a powerful end-to-end product content experience across multiple industries. Today, their clients can create accurate, verified product content, build and publish enhanced content, access data validations and standards across the GDSN network, and access comprehensive nutritional information.

### Featured Testimonials

“We elected to move our GDSN data to Syndigo in order to integrate all our product content in a single platform. The Syndigo team was very patient and simplified the process of uploading, managing and syndicating the content to my recipients. I was able to advance my knowledge much quicker because of the Syndigo team's guidance during each step, and I really appreciate it!”



BRIAN GOODMAN  
ODL

“Syndigo's CXH has removed major barriers in the item setup process, by bridging the gap between a PIM (or whatever internal data source a company uses) and the Customer to ultimately impact the experience for the consumer. Syndigo has provided the tools to help ensure data consistency, and CXH has allowed for a shift in focus to data quality vs managing templates (which are always evolving, becoming increasingly complex, and are more widespread than ever).”



NATALIE JOHNSON  
DELTA FAUCET

“The Shadefinder tool exceeded expectations, and has become an invaluable part of our purchase cycle. We built versions of the tool for all retailers, and because the app is mobile-enabled, consumers can use it in-store at the critical point of purchase. Consumers can now find the right products in our line so that they are satisfied and become loyal Neutrogena fans.”



JENNY STINGLE  
COSMETICS BRAND MANAGER, NEUTROGENA

“One of the biggest advantages we're seeing is that we're able to enter an item one time, and then we can use that same data for several of our retailers. Instead of doing something four times for four different retailers, we only have to do it once.”



RYAN WILSON  
SENIOR COMMUNICATIONS SPECIALIST, KOHLER

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Neutrogena

**EPSON**  
EXCEED YOUR VISION



**GENERAC**

 **PEPSICO**



# 257

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT WIDEN



Help your marketing and creative teams get the right content, to the right people, at the right time. Recognized as the Leader for digital asset management, Widen serves mid-to-large organizations with a data-driven platform, the Widen Collective. Widen's five integrated applications encompass brand management, video management, and creative operations solutions, integrating with over 30 apps from creative suites to project management, AI, and marketing and sales tools. Power your content management needs with award-winning tools and service beyond compare. Request a demo today.

### Featured Testimonials

“[The Widen Collective® is] easy to use and has an intuitive interface and features for our diverse user base across countries. The ability to customize and use features based on our needs was paramount, too.”



FINCA INTERNATIONAL

“The Collective provides a better, more consistent experience for our customers, as well as creates efficiencies within the organization. Today, it allows us to power multiple customer touch points (websites, catalog, social media, email, web applications) with the same assets without worrying about version control.”



MEGAN LEONARDI  
MANAGER, DIGITAL STRATEGY AND TECHNOLOGY, HARVEY PERFORMANCE COMPANY

“I can't imagine not having a single place for all our retailers to go to for all of our images. As a global company that's trying to support our retailers and help them do the best business they can, we have to have a place where they can come and get the assets they need to do the marketing they should be doing.”



JEREMY MCKINLEY  
RETAIL BRAND MANAGER, TREK BICYCLES

“Widen's team is always looking for the next best feature to add – whether with video, collaboration, or analytics. They are great people to work with and their product is representative of that.”



SEAN DAVIES  
MARKETING TECHNOLOGIST, MESSER

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#### ABOUT INRIVER



inRiver is the market leader for simplifying Product Information Management (PIM). They help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Their powerful inRiver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 900 brands around the world rely on inRiver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized brands.



109  
Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

*“inRiver PIM is our information goldmine. For us, our detailed and rich product information is a gigantic competitive advantage that is clearly driving sales. Having a PIM is absolutely necessary for us. A PIM system is the most important marketing tool we have.”*



SVEN RYDELL  
MARKETING AND COMMUNICATIONS DIRECTOR, OEM INTERNATIONAL AB

*“inRiver is perfectly aligned with our online objectives. It is a user-friendly tool for efficiently managing product information and delivering multichannel publications.”*



LUC GISTELINCK  
COMMUNICATIONS MANAGER, UNIGRO

*“inRiver PIM really helps us to gather the information for the products and campaigns. It helps us to communicate to the customer in the same way in all channels. With the PIM platform we can now easily open new markets. inRiver is a great system, supporting us in our planning and execution of marketing activities.”*



MARIA SKUTBERG  
PROJECT MANAGER, LINDE

*“Everything's better with inRiver. We have a user-friendly product information source for our content team to manage, and it's easier for them to manipulate the data and check consistency across product categories. We can export product data in a way that really takes advantage of new functionality in our website. The tool is very flexible and we can export data directly in the way the web structure needs it.”*



VICTORIA VAUGHAN  
E-COMMERCE MANAGER, KEY

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#### ABOUT AGILITY MULTICHANNEL



Agility Multichannel is a simple-to-use but highly sophisticated Product Information Management (PIM) solution that puts your most valuable product data at the stable core of a go-anywhere commerce strategy. They're the only major PIM vendor focused on fully integrating Product Management, Experience Management and Commerce. Customers include Adidas, Avon Products, Dunelm Group, Office Depot, and Stanley. Offices in Chicago, US; York, UK; and Malmö, Sweden, with integration and reseller partners throughout the world.

39

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Agility® is an integrated PIM solution that has helped us to improve data quality and given us greater control over data usage for our multi-channel marketing.”



JULIE GIORDANO  
MULTI-MEDIA MANAGER, STANLEY

“For people that are starting their journey and looking at a PIM solution, I would say definitely look at Agility. It has the interfaces to work with the majority of systems. Like us, it could solve your problems.”



STEPHEN MCINTYRE  
CHIEF MARKETING OFFICER, NYCOMM GROUP

“We are fortunate to have a very collaborative team across Office Depot Inc. and Agility Multichannel that is working on our Product Information Management solution project with the Agility Modular Interface (AMI). Orchestrating a project that merges the product information from two large companies into one unified content portal is of significant magnitude. The overall integration is helping us streamline getting products to market, and improve the search and shopping experience for our customers.”



CYNTHIA RODGERS MAIGNAN  
DIRECTOR, E-COMMERCE CONTENT STRATEGY & MANAGEMENT, OFFICE DEPOT

“Implementing Agility PIM has streamlined processes and vastly improved our data governance and workflow, ensuring that we capture all the various components when deploying products to our e-commerce website.”



PICKY MALHOTRA  
DIRECTOR DIGITAL CONTENT STRATEGY, CED

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32

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT ENTERWORKS



EnterWorks is a Multi-Domain MDM & business process automation solution provider that powers 2400+ brands including Fender, GSK, Thomson Reuters, Mary Kay, IDEA, US Foods, Ecolab, Carhartt, Rich Products, and many more. The EnterWorks platform is highly ranked by industry analysts as a Multi-Domain Master Data Management hub with deep Product Information Management (PIM) and Digital Asset Management (DAM) capabilities. Our flexible platform enables customers to deliver high-quality data and experiences across systems, channels, and audiences.

### Featured Testimonials

“Fender wanted to play to an even larger audience, so we picked EnterWorks.”



MICHAEL SPANDAU  
CHIEF INFORMATION OFFICER AND SENIOR VICE PRESIDENT GLOBAL IT, FENDER MUSICAL INSTRUMENTS

“Now that all the data resides in one place, the revision time will be cut significantly and merchandising, layout, and production times will speed up for all the catalogs we produce.”



SCOTT KOELLNER  
W.B.MASON

“We recognize that the demands of today's food consumer require us to deliver compelling, quality content for commerce. We've made a promise to our customers to provide superior product quality and innovation, and we must work together with our wholesale and retail partners as well as our technology partners to achieve this ongoing challenge. We chose EnterWorks because the platform is best suited to help us achieve information and technology excellence while driving both efficiency and revenue growth.”



JACK BILLIEL  
SENIOR BUSINESS TECHNOLOGY LEADER, HP HOOD LLC

“Providing rich and accurate content on our products is critical to our business. Our Members and Customers rely on our product content; in HVAC distribution when something breaks you've got to locate the right part quickly! With EnterWorks Enable, we collaborate with suppliers using the Vendor Portal to create and enrich our data for a consistent customer experience across our print and digital publication channels.”



LAURA SCHULTZ  
DIRECTOR IT AND PMO, JOHNSTONE SUPPLY

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88

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT PERFION



Perfion is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.

### Featured Testimonials

“We are enhancing our eCommerce capabilities using Perfion as the backbone for all product information. All our product data will be extended within Perfion to our main website and additional unique online markets, such as Amazon and eBay. Perfion helps us segment our data very easily without creating new instances of the data. This is a huge component to our success.”



CRYSTAL ASHBY  
MARKETING DIRECTOR, CHAPARRAL MOTORSPORTS

“To us, the best thing about Perfion is the seamless integration with Microsoft Dynamics AX. And, of course, the dynamic table designer. I consider our cooperation with Perfion to be very positive and professional. They are always keeping focus on the customer's needs and continue working on finding a solution until a given problem is solved. Their support is excellent, and emerging issues can actually be solved - really fast.”



GRÉGOIRE ZELENKA  
CHIEF EXECUTIVE OFFICER, MAISON TRUFFE

“Perfion has proven to be the perfect solution for us. Today we have a central source of product information for all our sales marketing material. Perfion has already made it possible to produce and update our price list catalogue for our different markets “on the fly” with live and up to date country specific prices from Microsoft Dynamics AX.”



THOMAS PEREZ  
PRESIDENT, BODUM USA, INC.

“The best [thing] about Perfion PIM is the way it is configurable and how easy it is to do this. The 100% seamless integration between Perfion, Dynamics NAV and Sana Commerce was exactly what we wanted. Perfion has made us able to structure product information and make it available for everyone.”



MARCEL DE GROOT  
BUSINESS UNIT MANAGER PARTS, EXALTO

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LIBERTY WINES

LABELMASTER  
SOFTWARE PRODUCTS SERVICES



Merrill  
LAVAZZA





30

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT PLYTIX



Plytix is the perfect solution for small and medium-sized businesses who are looking for a single source of truth for their product data and easy syndication to multiple marketplaces.

### Featured Testimonials

“Amazing! It is easy to use/quick to access all our data. We love the catalog function and being able to link the database to our systems for quick update of the information.”



V-TAC

“Plytix is very user-friendly and the support they offer is fantastic. We vetted several PIM options before signing on with Plytix. We have never second-guessed our choice.”



CAROLYN HURST  
CHIEF EXECUTIVE OFFICER, BARKER CREEK

“The ease of editing product attributes is my favourite part of this software. It makes feeding product information into our systems so easy. Also, I really value Plytix for its reliability.”



KESHAN SINGH  
COMPUTER TECHNICIAN, CHROMEBOOK PARTS

“Very intuitive and easy to use cloud-based PIM System. The team is very responsive and implements needed updates quickly. When there is a feature required, they listen very well and either provide a solution or add it to their roadmap. The best thing is their support - the team is very responsive and happy to help you through hurdles you may encounter as well as suggestions on other channels/ideas that may benefit your business.”



NORTHERN WIDE PLANK CORP.

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Packaging Group  
INNOVATION | SUSTAINABILITY | CREATIVITY

roccamore

Mai  
COPENHAGEN

eva solo



66

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT PROFISEE



Profisee is a leading master data management technology company that makes it easy and affordable for any size organization to ensure a trusted data foundation for every user across your enterprise. Profisee is a true multi-domain MDM platform featuring multiple MDM implementation styles, Golden Record Mastering, data governance and stewardship, high performance matching, data quality and workflow. Profisee may be deployed on premise, or in the cloud. Independent analysts regularly find Profisee customers to be among the happiest in the industry.

### Featured Testimonials

“Profisee has an ‘accelerator programme’ which fast-tracked training and development, and the support we got was fantastic, and it wasn’t just throwing dollars at services fees. Upfront, we didn’t have a lot of MDM experience. Profisee guided us through the implementation process – this was a big help.”



BRYAN GUENTHER  
PROGRAM MANAGER, RIGHTSHIP

“As one of the largest membership organizations in Alberta, AMA helps our members protect the things they care about the most. As such, we want our members to have a great experience when they do business with AMA. Our data management strategy including the Profisee Platform is the key to achieving a single view of members and how we can best meet their ongoing needs.”



COLLIN MOODY  
VICE PRESIDENT AND CHIEF INFORMATION OFFICER, ALBERTA MOTOR ASSOCIATION

“Our company typically grows by acquisition. As anyone knows, those transitions can be difficult. Now that we have a Master Data Strategy in place, we handled two major acquisitions in the last 12 months including easily integrating accounting, customer, employee and product data.”



ELSA GUDBERGSDOTTIR  
MDM MANAGER, OSSUR

“Once we decided to make the change, and got into the Profisee Platform implementation, we realized that we got a much better solution that would more effectively suit our needs.”



STEVE LABORDE  
MDM PROGRAM DIRECTOR, OCHSNER HEALTH SYSTEM

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#### ABOUT PROPELPLM



Propel is the platform for tomorrow's brands. Propel offers cloud Product Lifecycle Management (PLM), Product Information Management (PIM) and Quality Management Software (QMS) solutions that help engineers, marketing, sales channels, partners, customers, and everyone else share all the information needed to get products from concept to customer. Built on the Salesforce platform, Propel's SaaS-based software helps everyone collaborate better, takes just weeks to get up and running, and can easily scale with changing business requirements.

42

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

*“The collaborative parts of Propel are going to help us a lot. The fact that we can easily turn things into tasks is going to make us more efficient as a company.”*



BRIAN BEACH  
PROJECT ENGINEER, YUKON MEDICAL

*“The look and feel of Propel is so much better than our previous platform. We love that we are able to have our contract manufacturers and key suppliers come into the system through third-party vendor portals to approve changes and give context to what changed.”*



JEFF HUDGENS  
PROGRAM MANAGER, SENTIENT ENERGY

*“Propel ensures that all our employees can see the latest updates for our customer projects. Unlike traditional PLM systems, which are primarily designed for engineers, Propel makes it easy for everyone to get on board.”*



TONY OLIVO  
LEAD SYSTEMS ENGINEER, FLEXGEN

*“Because it's built on a robust cloud platform, Propel makes it easy for us to collaborate on the latest product updates with our community of developers, partners, installers and customers.”*



NEIL MAGUIRE  
CEO, ADARA POWER

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#### ABOUT SALES LAYER



Sales Layer is a Product Information Manager in the cloud that centralizes product information and synchronizes it in all sales channels (print, web, mobile, and product feeds for retailers) automatically. Forget about inefficient spreadsheets - with Sales Layer, you can upload the information that you have in whatever format you have - with only a simple click!

26

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Using Sales Layer has been one of the best possible experiences for Quilicura. In Chile we are pioneers in the use of this solution for product information management, and thanks to their support we've been able to acquire further knowledge about PIM technology for the country's retail sector.”



SERGIO MOLINA SOTO  
PRE-PRESS TECHNICAL SUPERVISOR, QUILICURA IMPRESORES

“Sales Layer is a leading tool for our customer service teams and a great platform to convert product data into more attractive online content.”



CAM ROUSE  
TECHNOLOGY COORDINATOR, BOBUX

“Thanks to Sales Layer we have mechanisms to extract product information quickly and in standard formats. Our work has been streamlined and allows us to keep our content fully updated.”



TERESA SANZ  
PROJECT LEADER, FERMAX

“We love Sales Layer because it's the most flexible, easy-to-use, first-class and caring PIM system. We have found an enterprise level service accessible to SMEs.”



ÍÑIGO LÓPEZ  
COMMERCIAL DIRECTOR, ARDESA

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13

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT 4ALLPORTAL



4ALLPORTAL

4ALLPORTAL spent the last 15 years doing what they do best: using their products and services to help other companies and organizations achieve success. As a specialized software developer and IT service provider, Cross Media – Die Daten & Netz GmbH - has been providing innovative software solutions, high-powered IT components and expert IT consulting since 2001. For many years now, countless brand-name customers have turned to their core product, 4ALLPORTAL, when they need to improve workflows and organize, manage and sort large volumes of digital assets (like photos, videos, Office documents, graphics and PDFs, etc.).

#### Featured Testimonials

“It's really easy to coordinate our work with external service providers and partners using the 4ALLPORTAL MAM. We can give all project participants access to the necessary files, thus securing the database for everyone – whether for data management and maintenance, file sharing, or task management. The software has greatly reduced our workload, while also providing added security regarding the correct use of our data.”



JANINE BLECHSCHMIDT  
PROJECT MANAGER FOR MARKETING, VISITBERLIN

“With 4ALLPORTAL and the digital asset management module, we finally have a central system that can be accessed by different departments as a data source. This allows us to maintain consistency in our use of image materials—guaranteed. As a result, 4ALLPORTAL is an essential part of our workflow today. In Cross Media, we've also found a partner with an in-depth understanding of our processes and a partner who offers dependable support.”



INES SCHWENDER  
TEAM MANAGER ADVERTISEMENT, HEITRONIC

“We were looking for a system that would bring order and structure to our flood of data but we have actually gained far more with the 4ALLPORTAL. Besides data maintenance and file management, we are now also using the system to handle a lot of our operating processes and the associated communication. And by integrating the full text search, we are able to find the proverbial needle in a text haystack. We can now obtain the quick overview that we need for our work at any time.”



HELEN KAMENDER  
MARKETING MANAGER, SHOPWARE

“The 4ALLPORTAL offers our company the perfect way to organise media data in real-time, whether internally or with our customers – who, incidentally, are also delighted with the intuitive user interface.”



MATTHIAS STEGGEMANN  
CHIEF EXECUTIVE OFFICER, LITHO NIEMANN + STEGGEMANN

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HEITRONIC\*





#### ABOUT AMPLIFI.IO



Amplifi.io is digital asset management (DAM) technology built specifically for today's fast-paced brands to rapidly organize, convert and share marketing media assets and other critical go-to-market content. Amplifi.io helps companies sell more by delivering media and marketing content efficiently and easily across internal people, external partners, and programs that rely on digital content. Amplifi.io focuses on automation and ease-of-use. They often replace cumbersome library style DAMs, cloud folders, and other homegrown or inefficient methods in use today. Amplifi.io is delivered as a SaaS, ensuring hassle-free implementation, infinite storage scalability, and ongoing compatibility with rapidly evolving digital media standards.



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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We recently switched from Sharepoint to Amplifi.io and it has been a game changer. The system interface is intuitive and beautiful. Our business is quite complex and Amplifi.io has been able to handle every request.”



DEDE SABEY  
MARKETING COMMUNICATION MANAGER, ROLAND DGA

“The interface is easy to navigate. The user can search for each items by their SKU numbers and not just by general model names, which eliminates confusion. I wish more manufacture sites were this well put together.”



MICHELE INTERRANTE  
IMAGE COORDINATOR, B&H PHOTO

“Amplifi.io has been a really solid solution for making imagery and information available to our employees and retailers. We have connected it to over a thousand retailers through our PlumRiver B2B portal. Huge improvement for everyone dealing with our brand.”



ANDY EARL  
PHOTO EDITOR, BLACK DIAMOND

“We are thrilled with the level of service. We chose the Amplifi.io solution because of its advanced functionality, as well as the unique and intuitive user interface. We started with North America and it has now grown to serve all of our global regions.”



CAROLYN PERRIER  
VP MARKETING, TARGUS

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#### ABOUT QUABLE

# QUABLE

Quable is deployed in more than 50 countries around the world and 30 employees are dedicated to the success of their customers. They help marketing teams embrace product data agility and build successful omnichannel presence. Their business-oriented platform allows marketers to collect, complement and send all information related to their products to their e-commerce platforms, marketplaces, print supports, and web portals.

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Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Quable PIM really improved our product catalogue’s agility. Using this solution has put the focus on data quality standards.”



DOMINIQUE W.  
CO-FOUNDER, YAKAROULER

“With the PIM we were able to ensure the quality and reliability of our product catalogue; contributors now save precious time, and time-to-market has been radically reduced.”



VINCENT DESREUMAUX  
HEAD OF IT COMMERCE & DIGITAL, JENNYFER

“Quable PIM allows us to strengthen the relevance of customer interaction with up-to-date information. It provides a rich and qualitative product experience.”



CLARISSE C.  
E-MERCHANDISER, BERLUTI

“Product information is diffused on the brand's multilingual e-commerce site and on marketplaces. The looks are updated in real time on sales' digital tablets in the boutiques. The product experience is truly omnichannel.”



BONPOINT

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Blanc Cerise

Jennyfer

HANES Brands Inc

BERLUTI

ClubMed