Product Information Management Software Category

Product Information Management Software 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 information and data.

The difference between PIM and the similar catalog management software is that PIM encompasses more and goes further than just data enrichment. PIM garners information from several data formats and sources, and merges them into one source of master data. In addition, PIM enables you to spot and correct inconsistent or problematic data, and exports data out to chosen distribution channels. PIM tools can integrate with data quality, business process management, and catalog management platforms.

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

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.

2021 Customer Success Awards

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

MARKET LEADERS

akeneo   contentserv   inriver   PIMCORE Own the Digital World   Plytix

propel   riversand a Syndigo company   SALSIFY   STIBO SYSTEMS MASTER DATA MANAGEMENT   syndigo right data. right now.

WIDEN AN Acquia COMPANY

TOP PERFORMERS

MAGNITUDE AGILITY   censhare   Perfion   sales layer   WINSHUTTLE

RISING STARS

4ALLPORTAL   amplifi.io   pimberly   Quable

* Companies listed in alphabetical order

2021

FALL 2021

Product Information Management Software Category

MARKET LEADERS

featured customers

MARKET LEADER

ABOUT AKENEO

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.

96

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *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

" *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

" *The way Akeneo PIM has made our product data management processes more smooth and seamless has been a key factor in our success, and was essential to meet our digital objectives.* **"**

EMILIEN CHAREYRON
ECOMMERCE MANAGER, BABOLAT

TRUSTED BY

CITY FURNITURE   Lagardère TRAVEL RETAIL   Norauto   SHOP APOTHEKE   SHOP•COM powered by marketsingapore

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featured customers

ABOUT CONTENTSERV

contentserv
FUTURIZE EXPERIENCES

Contentserv enables retailers and brands to develop the groundbreaking product experiences of the future by fully exploiting the potential offered by advanced technologies. Its vision is to make the daily lives of marketers and product teams easier by providing them with a sophisticated, complete, business-focused platform emphasizing time to value. www.contentserv.com

37

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *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

" *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

" *Villeroy & Boch has a wide variety of content that must be distributed on websites and e-commerce, marketplaces and in catalogs. The company has chosen Contentserv's Product Experience Platform to improve the quality of product information and automate the transfer of this data to the appropriate channels.* "

ALINE MATTES
HEAD OF PRICING & MARKETING OPERATIONS, VILLEROY & BOCH

" *The PIM and DAM system of Contentserv serves the Betty Barclay Group as a basis for a consistent database and is an important component for the further development and optimization of our customer journey. The system offers us flexibility, speed and scalability to adapt to the dynamic conditions on the market and to further increase our turnover - in online as well as in stationary trade.* "

BETTY BARCLAY GROUP

TRUSTED BY

Tuthill
PUMP YOUR HEART INTO IT

Bauknecht

edding®

BELIMO®

LACOSTE

ABOUT PIMCORE

PIMCORE®
Own the Digital World

Pimcore is an award-winning Enterprise Open Source platform (recently named Gartner Cool Vendor), which delivers significant business value. 100k+ companies around the world have already chosen Pimcore because it seamlessly integrates and consolidates Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), Customer Experience Management (DXP/CMS), Customer Data Platform (CDP), and digital commerce in a single stack.

521
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *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

" *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

" *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

" *Thanks to the implementation of PIM, we have a highly developed tool with a high level of flexibility and configurability, with native functions on the one hand and highly personalized features on the other. The solution significantly organizes and broadly makes available the data, which are consolidated, standardized and properly aggregated, to other platforms and product information recipients.* "

KRYSTIAN STAWINSKI
GROUP INNOVATION MANAGER, SELENA GROUP

TRUSTED BY

Bloomberg   **Carrefour**   **IKEA**   **Schweppes**   **SUZUKI**

ABOUT PLYTIX

Plytix

Plytix is Product Information Management (PIM) software. Plytix is the most popular PIM on the market among small and medium businesses worldwide because of the user-friendly interface, low price point, and their whiteglove approach to onboarding and customer support.

51

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

Plytix has allowed us to better organize our product information. We can now find our data easier, and distribute it to our customers in a more professional way. The platform has made us work much more efficiently, and is super time-saving.

COLOUR KIDS

This tool has been very handy for our clients and us! The most used features are Brand Portals, product management in bulk edit, asset organization, data export through Channels, and setting up product variation and relationships. These have all played a key role in creating and scaling commercial content for the horticulture industry.

MICHIEL KUIPERS
OWNER, FLORAL INNOVATIONS

We reviewed several PIM tools and the scale (and cost) of them was just way too much for us. Plytix offered a cost-effective tool with all of the core functionality we needed and we didn't have to take out a loan to afford it.

BRIAN ZAWISTOWSKI
SENIOR MANAGER, GLEMCO

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.

TRUSTED BY

roccamore   evasolo   Mai COPENHAGEN   CHAMPION POWER EQUIPMENT   bObles

MARKET LEADER

ABOUT PROPEL

propel

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.

41
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

I've used PLM systems for more than 20 years, and Propel continues to be a leader with its flexible and easy solution. Propel is helping Desktop Metal manage very complex and advanced products that will change how engineers bring products to market. 99

> MATT VERMINSKI
> VP ENGINEERING, DESKTOP METAL

You'd be surprised at the differences with other PLM systems - Propel is very easy to customize, easy to use and easy to train. 99

> KRISTA HUNTER
> HEAD OF ENGINEERING OPERATIONS, PEAK DESIGN

Flexibility, the ability to add fields, and change things were personally the biggest things for me and Propel gives us all of that. 99

> YAN KARASIK
> HEAD OF QUALITY & TECHNICAL OPERATIONS, OWL CAMERAS

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. 99

> NEIL MAGUIRE
> CEO, ADARA POWER

TRUSTED BY

Sentient ENERGY

riverbed   XIRRUS

JUUL

S'well

samsara

ABOUT RIVERSAND

: riversand

a Syndigo company

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.

68
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *Saint-Gobain engaged Riversand to implement a Product Information Management (PIM) system to minimize manual work and provide timely and accurate data.* 99

HENRIQUE BONORINO
CHIEF INFORMATION OFFICER, SAINT-GOBAIN

66 *Beiersdorf, a world leader in the skincare industry, implemented Riversand's PIM solution to improve data analytics, reduce marketing costs and shorten time to market.* 99

BEIERSDORF

66 *The largest beauty retailer in the United States chose Riversand's browser-based PIM solution to automate their labor-intensive product on-boarding and updating processes.* 99

ULTA BEAUTY

66 *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.* 99

JESSICA LOWDEN
ECOMMERCE OPERATIONS SUPERVISOR, BURLINGTON STORES

TRUSTED BY

Kingfisher   Burlington   ExxonMobil   ConocoPhillips   ULTA BEAUTY

featured customers

MARKET LEADER

ABOUT SALSIFY

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.

106

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" 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

" 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

" It's really easy to go into Salsify and make changes and do things on the fly when you need to. And the great thing is, once you do it there, it goes everywhere. It's helping us with our speed to market on products because once we implemented this process, now our channel partners' sites can launch the day we launch. So our product launches go far quicker. "

SEAN DONOVAN
DIGITAL CHANNEL MANAGER OF THE AMERICAS, MSA SAFETY

TRUSTED BY

Energizer   hp   Samsonite   Rubbermaid   Walmart
Save money. Live better.

featured customers

ABOUT STIBO SYSTEMS

STIBO SYSTEMS
MASTER DATA MANAGEMENT

Stibo Systems is the global leader in Multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus, Denmark.

111
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *Stibo Systems PIM is the best tool to manage all products. It's easy to modify, and we can add more functionalities as we need. This makes it possible to sunset several legacy systems and reduce the complexity of our data infrastructure.* **"**

MICHEL DESHAYES
MDM MANAGER, AUCHAN RETAIL

" *The application made the process of launching products streamlined and efficient. The system is clearly designed with the end-user in mind, and their team provided responsive step-by-step training and guidance throughout the entire process.* **"**

ANDREA BRENNEMAN
SENIOR ECOMMERCE CONTENT MANAGER, MOEN

" *Product Information Management is a strategy and business process that was identified by the Digital Marketing and ecommerce team as a foundational requirement to succeed online. With the Digital Team at Halyard leading the implementation of the Stibo STEP system and owning the strategy and direction, we were able to make this a priority within the business which made our PIM implementation with STEP so successful.* **"**

MICHAEL JOHNSON
ASSOCIATE DIRECTOR, DIGITAL MARKETING & ECOMMERCE, HALYARD HEALTH

" *Our information initiatives all start with product information, which is a corporate asset. Stibo Systems is how we maintain the quality and value of that strategic asset and the primary solution we use to maximize our return in multiple ways.* **"**

MEG HULME
DIRECTOR OF APPLICATION DEVELOPMENT AND E–COMMERCE, BLUELINX

TRUSTED BY

RITUALS...

SIEMENS
Building Technologies

MOEN
Buy it for looks. Buy it for life.®

Kellogg's

BlueLinx
America's Building Products Distributor

ABOUT SYNDIGO

syndigo
right data. right now.

Syndigo enables commerce by supporting the efficient transfer of product information through its network of brands and their customers. The company provides descriptive product and nutritional information, images and other digital media, powered by deep analytics to empower engaging brand experiences online and in store. Through Syndigo's integrated platform, Content Experience Hub, clients can publish, manage, syndicate and audit product content across the largest trading network of brands and recipients in the world. Syndigo serves more than 12,000 manufacturers and 1,750 retailers and distributors globally in many important consumer industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, and healthcare products.

52
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *[Syndigo] is constantly working to expand their services to allow their customers to streamline their product data processes by meeting all our needs through a single portal.* "

MELISSA SAWMILLER
ECOMMERCE COORDINATOR, MR. HEATER

" *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

" *We have over 40,000 products, and managing that is overwhelming. Since coming to Syndigo, it's been much easier. I love the integrated relationships you put forth, because it is so difficult to manage non-integrated partners. You have been great.* "

ROB ANDRIS
PRESIDENT, ALLIED BRASS

" *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 consistancy, 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

TRUSTED BY

amazon   Target   Google   Walmart   BEST BUY

MARKET LEADER

ABOUT WIDEN

WIDEN

AN **ACQUIA** COMPANY

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 50 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

❝*As a partner, Widen has been incredibly attentive, very understanding, [and] very comprehensive.*❞

JEFFREY KRIGSTEIN
GLOBAL BRAND AND CONTENT SPECIALIST, CANON

❝*Widen has really beat my expectations in terms of responsiveness. Their customer experience manager provides quick answers, and if she doesn't know the answer, she finds the person who does. I would definitely recommend Widen. I like to think of it as this partnership where when we're successful, so is Widen.*❞

CASSIE FOSSUM
BRAND MANAGER, BALSAM HILL

❝*[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

❝*Our creative services department has been using this software for a long time to host art files and data for sharing across the organization and with business partners. The data is hosted off-site and is available readily anywhere there is an internet connection. The user interface is intuitive, and a user can be up and running with very little training. Analytics provided are very useful for the administrators.*❞

R. SHAH
BUSINESS SYSTEMS ARCHITECT, SPECTRUM BRANDS

TRUSTED BY

BAIN & COMPANY   Carnival   KOHLER.   TREK   SARGENTO

132
Total Customer References

VIEW ALL REFERENCES

ABOUT INRIVER

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.

Featured Testimonials

❝ *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, LINDEX

❝ *We did a major system overhaul to achieve our goals. Using the ERP strictly for product data, we are now using inriver PIM for making the products available and consumable for our customers through marketing and information, EPiServer Commerce for displaying the products and making them purchasable, and Apptus for personalizing the shopping experience for each one of our customers. We have been up and running with this combination of solutions for about two years, and we are right now finetuning the product management processes for achieving an efficient and optimized workflow for managing these systems.* ❞

DANIEL ANVELL
COO, INTERSPORT SVERIGE AB

❝ *PIM became the solution for us - the one place where the "single source of truth" can be found. One location for consistent and uniform product information for the entire organization. Although we still are at the beginning of the whole content enrichment, we have immediately noticed the great benefits of PIM. Especially the speed at which we can deliver content (images and product information) has greatly improved.* ❞

ROB DE LAAT
PRODUCT DATA MANAGER, CORAM INTERNATIONAL

❝ *inriver PIM contains marketing texts, USPs, digital assets, technical data etc, and dynamically populates the product pages in Sitecore for the website.* ❞

NICLAS KRISTENSSON
MANAGER OF MARKET COMMUNICATION, BEIJER ELECTRONICS AB

TRUSTED BY

ellos

•BORETTI•

AB KAROSSERITILLBEHÖR
ABKATI
PRODUKTER FÖR FORDON & INDUSTRI

ETHAN ALLEN

Office DEPOT
OfficeMax

2021

#1

FALL 2021

Product Information
Management Software
Category

TOP PERFORMERS

featured
customers

ABOUT AGILITY PIM

MAGNITUDE AGILITY

Agility PIM 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.

40
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" *We had siloed and inconsistent data. We used Agility PIM to enrich, govern and grade our data such as the ability to cascade block data down to the product data. We've now built a consistent model of success enabling us to work smarter, not harder.* "

> JESSICA ALLEY
> SENIOR SOLUTIONS ARCHITECT, HD SUPPLY WHITE CAP

" *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

" *Agility enables us to integrate our data from multiple sources and provides a single interface for optimizing rich product content and syndicating it to our branded websites and other channels, ensuring accuracy and consistency.* "

> STUART TAYLOR
> WEB & ETRADING MANAGER, THE CONSORTIUM

" *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

TRUSTED BY

ALLIED ELECTRONICS & AUTOMATION

lingo24

HD SUPPLY CONSTRUCTION & INDUSTRIAL WHITE CAP

STANLEY

Office DEPOT OfficeMax

TOP PERFORMER

91
Total Customer References

VIEW ALL REFERENCES

ABOUT PERFION

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 chose Perfion because it is the most flexible PIM system and also the easiest to work in. We are constantly expanding with new products and with Perfion we are future-proof because the system allows us to accomplish all the things that we want to do. Perfion saves us time and ensures a much better data quality. "

HENRIETTE LINDEROTH
TRADE MARKETING MANAGER, MERRILD LAVAZZA DENMARK APS

" Perfion PIM supports our eCommerce and Omni-Channel Strategy in every imaginable way. One of the best things is the quality of its API, ensuring a smooth, 100% integration with Magento, Dynamics AX and GfK Etilize. Later on we will have Perfion integrated with Targit, Amazon, eBay, our newsletter and a web/mobile application as well. Only our fantasy sets the limit of what we can do with Perfion. "

CHRIS ZIMMERMAN
CHIEF MARKETING OFFICER, EPOKA A/S

" We chose Perfion PIM because it works seamlessly with Dynamics NAV and because we can easily adapt it to our business. We can model our product data and create screen views and tabs ourselves as we please. Now we are no longer dependent on expensive consulting services. We created the first price list with Perfion in 2011 and the investment has long since paid off. "

HANNE SKOVBO
S&OP MANAGER, FREDERICIA FURNITURE A/S

" We considered several systems before we decided for Perfion PIM. The combination of shadow database and PIM system in one, as well as the ability to configure Perfion completely by ourselves, convinced us. But price was also a criterion - Perfion is inexpensive compared to other solutions. With Perfion we save 90% of the time that we used earlier to type up an article from analog data sources. The quality of the order data has improved significantly. In the catalog creation we will save a similar amount of time. "

MANFRED SCHEUNEMANN
MASTER OF SCIENCE IN INFORMATION TECHNOLOGY, EISEN–FISCHER GMBH

TRUSTED BY

ABOUT SALES LAYER

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!

44
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *The main advantage of Sales Layer is undoubtedly its speed, and how easy it is to update. We can now include products 10 times faster than was possible with the previous software.* 99

MANU SANTANA
HEAD OF MARKETING, EMUCA

66 *Sales Layer is the simplest way to have all your product information always up to date and in one place.* 99

HUGO RETTIEN
HEAD OF DIGITAL, NON-STOP DOGWEAR

66 *Sales Layer is a leading tool for our customer service teams and a great platform to convert product data into more attractive online content.* 99

CAM ROUSE
TECHNOLOGY COORDINATOR, BOBUX

66 *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.* 99

TERESA SANZ
PROJECT LEADER, FERMAX

TRUSTED BY

Reebok   REXEL   libris   acciona   MTRADING

ABOUT WINSHUTTLE

WINSHUTTLE™

Winshuttle software allows you to simplify SAP ERP data management by automating data collection, validation and movement. Business users can work directly from familiar interfaces like Excel and SharePoint, reducing the reliance on IT while maintaining governance and security. Virtually any department can use Winshuttle to streamline SAP business processes including master data, finance, data governance, IT, supply chain and more resulting in unprecedented productivity gains and tangible business value.

143
Total Customer References

Featured Testimonials

" *Winshuttle was a perfect fit in every way; every piece of the project we were trying to solve had a direct correlation and process fit with the toolset. The main business value was the ability to provide complete visibility into exactly where a request is sitting in the routing process, and we now have that capability. Knowing we were already installing Microsoft SharePoint and that we could just piggyback on that project made it make all the more sense.* "

GINA CARLSON
DIRECTOR OF ASIA PACIFIC CUSTOMER, RELATIONSHIP AND FINANCIAL SYSTEMS , MOEN

" *We expect solutions to deliver a full feature set, sophisticated auditing capabilities, and all-around rigor. Winshuttle met and exceeded our standards and expectations, and nothing else came close.* "

MARY FARMER
SUPERVISOR, APPLICATIONS AND TECHNICAL SOLUTIONS, CARESTREAM

" *The EnterWorks PIM design, coupled with Demandware framework and integration, has allowed us the opportunity to centralize our messaging, focus on SEO data, and better understand the habits of our consumers across the globe.* "

MICHAEL SPANDAU
CHIEF INFORMATION OFFICER AND SVP GLOBAL IT, FENDER

" *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 PIM, 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 INFORMATION TECHNOLOGY AND PMO, JOHNSTONE SUPPLY

TRUSTED BY

TOP PERFORMER

ABOUT CENSHARE

censhare

The censhare Digital Experience Platform pools all marketing and communications content within one information-centric system and a consistent user interface. The best-of-breed applications for Collaboration, DAM, PIM, Omnichannel CMS and MRM create for the first time relevant digital experiences from real-time information.

119
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

❝ *By integrating censhare, we have achieved significantly faster, simpler, and more flexible processes overall for data management and distribution.* ❞

CHRISTINE WÄLCHLI
BUSINESS ANALYST, ESA

❝ *Essential features of censhare include its great flexibility and power to work with all kinds of assets, to automate content processes and its strong capability to deliver content to all marketing systems.* ❞

SASCHA KÄMMERER
MARKETING TECHNOLOGY MANAGER, R+V VERSICHERUNG AG

❝ *Attractively presented products turn shopping into an experience and have a lasting effect on purchasing decisions. This applies to both the real and the digital world. A crucial requirement for the highest quality here is efficient and easy-to-use content management, and with the use of the censhare platform, BSH has created an essential prerequisite for accompanying BSH's digital consumer journey.* ❞

JOACHIM J. REICHEL
CHIEF INFORMATION OFFICER, BSH HAUSGERÄTE

❝ *With censhare's advanced product information and digital asset management software and EPAM's global expertise in end-to-end consulting, analytics and digital orchestration, our clients can employ digital marketing platforms that generate insights, streamline operations and speed time-to-market.* ❞

JASON HARMAN
SVP, HEAD OF GLOBAL BUSINESS DEVELOPMENT, EPAM SYSTEMS

TRUSTED BY

SPARK44   REWORLD MEDIA   Newmarket Holidays   BAUER MEDIA GROUP   argus

featured customers

2021

FALL 2021

Product Information
Management Software
Category

RISING STARS

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.).

19
Total Customer References

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

❝ *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

❝ *For us, this is tantamount to a quantum leap in our workflows: Inefficiently handling assets and metadata cost us a great deal of time and caused no end of stress. That is now a thing of the past since combining 4ALLPORTAL and the programming software. When you consider how central the topic of image data management has become for TV broadcasters and that we are now able to cut our working time by around 30% in this regard, we have taken a huge step forward in digitization.* ❞

> MATTHIAS WIEDIGER
> PROJECT MANAGER, TELE 5

❝ *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

TRUSTED BY

visit Berlin Convention Partner   shopware   Schindler   energie360°   HEITRONIC

RISING STAR

ABOUT AMPLIFI.IO

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.

11
Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

" This portal has proven to be an excellent tool to gather all required media. Its amazing how easy it is to use it, and how effective you become, when all your media is store in one secure place, accessible from anywhere. "

ROBERTO PICADO
MARKETING MANAGER, TOSHIBA

" The highest adoption rate of any software program launched with our company. We were in desperate need of a simple but holistic way to share marketing and product assets. "

MCKENNA TAYLOR
MARKETING PARTNERSHIPS AND CULTURES MANAGER, SKULLCANDY

" 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

" 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

TRUSTED BY

Roland   Skullcandy   TOSHIBA   Targus   B&H PHOTO - VIDEO - PRO AUDIO

29

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *As our website portfolio has rapidly expanded Pimberly has allowed us to maintain the quality & integrity of product data across all of our stores easily. We can also update products & product assets and release new products across all stores in a fraction of the time it used to take us.* 99

CURRENT BODY

66 *Having our product information stored in Pimberly has allowed us to migrate all our webstores from Magento to Big Commerce extremely smoothly and quickly. We have removed so much duplicated effort and improved the quality of our data.* 99

OLIVER COLE
GLOBAL HEAD OF ECOMMERCE, GILL MARINE

66 *The Pimberly system has given us trust in our data. All the product information and images transfer with ease into the PIM, so we have one global view of our products.* 99

ANDREA MATTIONI
DIGITAL ASSET MANAGER, KIER

66 *We have found Pimberly to be extremely flexible, both as a tool and partner. It's the only true SaaS PIM and DAM solution out there which also has a direct API integration available; a huge win for our legacy platform integration.* 99

JEREMY
MOONPIG

TRUSTED BY

furniturebox   SIGMA SURPLUS   ellisbrigham MOUNTAIN SPORTS   REGATTA GREAT OUTDOORS   Bombinate.

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.

20

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

66 *Quable PIM really improved our product catalogue's agility. Using this solution has put the focus on data quality standards.* 99

DOMINIQUE W.
CO–FOUNDER, YAKAROULER

66 *Quable PIM allows us to strengthen the relevance of customer interaction with up-to-date information. It provides a rich and qualitative product experience.* 99

CLARISSE C.
E–MERCHANDISER, BERLUTI

66 *The Quable solution is a powerful PIM tool that allows us to easily manage more than 18,000 product references. The latest version with import/export functionalities is a great step forward!* 99

AYMERIC B.
AGNÈS B

66 *With the PIM we were able to ensure the quality and reliably of our product catalogue; contributors now save precious time, and time-to-market has been radically reduced.* 99

VINCENT DESREUMAUX
HEAD OF IT COMMERCE & DIGITAL, JENNYFER

TRUSTED BY

agnès b.   BERLUTI   Blanc Cerise   DELSEY PARIS   ClubMed