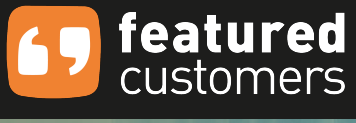
2018 SUMMER CUSTOMER SUCCESS REPORT

PRODUCT INFORMATION MANAGEMENT SOFTWARE CATEGORY



PRODUCT INFORMATION MANAGEMENT SOFTWARE OVERVIEW

Once your organization's system for keeping track of product inventory becomes inefficient, it's time to turn to a Product Information Management (PIM) solution. By offering a centralized platform, PIM software manage an e-commerce's services and products and consolidates data that might be spread across multiple channels, duplicated, or simply inaccurate. The result is essentially a virtual catalog for the entire organization to reference, utilize, and update. Not only will your organization then be able to improve high level of quality and performance, but also reduce manual processes, prevent inaccuracies, unify product content in a single system, and ultimately, improve customer conversion.



CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (85 - 90)

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 (81 - 84)

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 Leader.



Rising Star (75 - 80)

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.

ALL VENDORS

MARKET LEADERS	riversand, inRiver, SALSIFY, PIMCORE Own the Digital World
TOP PERFORMERS	akeneo, Agility Multichannel
RISING STARS	Perfion

riversand



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. Our customers, partners and analysts recognize us as a trusted partner, visionary and a leader. Visit Riversand.com for more information, and follow us @RiversandMDM on Twitter @RiversandMDM on Instagram, @Riversand on Facebook and Riversand on LinkedIn.

TRUSTED BY:

Burlington · Kingfisher · NORDSTROM · Schneider Electric · ULTA BEAUTY

"Trying to integrate it all together and provide accurate, timely product information to additional corporate systems it is really the back bone of what we are trying to accomplish with the MDM system."

Scott Mastricola
Director of Pricing and Product Information, Schneider Electric

"We truly believe that we made the right decision about the PIM/DAM platform and the system has proven itself very capable."

Siamak Baharloo
VP of Digital Platforms, Sartorius

"Dedicated partnership from executive and PM teams. Robust support from the implementation team. Flexible, configurable data model. Easy to integrate."

John Campbell
Director of Global MDM, Brightstar Corporation

"Riversand's MDM solution for VF Corporation simplifies, standardizes and automates processes through a collaborative environment."

VF Corporation

CONTENT	SOCIAL	COMPANY
91	80	89

TOTAL WEIGHTED SCORE: 89

READ ALL 25 CUSTOMER SUCCESS REVIEWS FROM RIVERSAND USERS





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.

TRUSTED BY:

CONSORTIO FASHION GROUP

CYCLEUROPE

Office DEPOT

stadium

KEY Manutan FAMILY MEMBER OF

”When we compare the way we made changes in the past to how we do it today, we are more than 30% faster…To this day, inRiver PIM provides great value and ROI.”

Peter Clark
VP of Information Systems, Jordan’s Furniture

“Before inRiver, we sometimes wondered how we actually managed to put products online. We had no way of really seeing what the status of our enrichment was. The QA used to be so difficult. We rarely had a clear picture of where we were within one season.”

Marie-Noel Gervais
VP of eCommerce and Marketing, La Vie en Rose

“We are experts at what we do, and now we do it even better. Product managers now input data into the system and marketing people make sure it reaches the right channels.”

Reidun stalberg
Marketing communications specialist, LK Group

“We save hours by using the PIM system. What previously took many hours to input now takes just a couple of hours.”

Gioele zanzico
Web project manager, Manfrotto Group

CONTENT	SOCIAL	COMPANY
89	74	100

TOTAL WEIGHTED SCORE: **88**

READ ALL 33 CUSTOMER SUCCESS REVIEWS FROM INRIVER USERS

SALSIFY

MARKET LEADER

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.

TRUSTED BY:

Barilla BOSCH DR PEPPER SNAPPLE GROUP Energizer Rubbermaid

"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
V.P. Ecommerce Division, Drive Medical

"We saved a person's worth of time using Salsify. Their built-in digital asset management capabilities let me use my people on more productive tasks."

Yoram Weinreich
Founder, Simpli Home

"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

"Our old format wasn't consistent across all our products. Salsify has allowed us to structure our data in a more useful way."

Sally Vandegrift Yeast
VP, Customer Experience & Analytics, Rawlings

CONTENT	SOCIAL	COMPANY
88	72	88

TOTAL WEIGHTED SCORE: 86

READ ALL 27 CUSTOMER SUCCESS REVIEWS FROM SALSIFY USERS

PIMCORE®
Own the Digital World



ABOUT PIMCORE

Pimcore is the leading open-source enterprise software platform for PIM, CMS, DAM & Commerce. By setting the benchmark with an open-source software platform for creating outstanding user experiences across all channels, Pimcore is dedicated to helping enterprise businesses innovate and succeed through the power of open-source, enterprise-ready, technology solutions.

TRUSTED BY:

Audi · Bloomberg · Burger King · gogo · IKEA

"Pimcore is capable of easily handling 2 million page-views we have on our website per month."

Suzuki

"We needed a place for placing and promoting our own content and products. We are very pleased with how Pimcore helped us achieve this."

T-Mobile

"The Pimcore platform makes our new website extremely robust and amenable to all devices."

Andreas Birrer
Board Member, HerzStarkes Sursee

"The team did a tremendous job in translating our vision into a fantastic looking website."

Rich Schweiger
CEO, Space Racers

CONTENT	SOCIAL	COMPANY
89	93	77

TOTAL WEIGHTED SCORE: **85**

READ ALL 82 CUSTOMER SUCCESS REVIEWS FROM PIMCORE USERS

akeneo



ABOUT AKENEO

Akeneo is the CRM for product data that marketers love! Nowadays, marketers have to deal with an increasing number of sales channels. They need flawless product data to provide an uniform customer experience across all those channels. But they are struggling with archaic and ineffective tools. Akeneo help thousand of manufacturers and retailers across the globe to maintain their competitive advantage by establishing one single source of truth for product information. More productivity, faster offering expansion and accelerated time-to-market, Akeneo PIM is an intuitive and open source software that brings instant results. Their enterprise platform is the most agile and scalable in the market.

TRUSTED BY:

AutoCustoms · DOCTIPHARMA Mes pharmacies en ligne by Doctissimo · Frankfurt Airport · VillaVerde · Steal a Sofa

"We needed a user-friendly, efficient, flexible and fast solution. That is why we chose Akeneo."

Clara Ozawa
Brand Product Content Manager, Lagardère Travel Retail

"Availability, speed of integration and open-source: these are the three Akeneo key factors of success that allowed us to accelerate time-to-market!"

Renaud Montin
Marketing and Digital, Eram

"We went from an archaic and manual catalog management system to a fast and automated solution."

Pauline Laurent
E-commerce Manager, Lancaster

"Before, we only updated our products on the website 4 times a year, now we can do it on a daily basis, so the website is really up-to-date!"

Patrick Dijkhof
Content marketer and responsible for the PIM system, Deventrade BV

CONTENT	SOCIAL	COMPANY
89	50	56

TOTAL WEIGHTED SCORE: 84

READ ALL 18 CUSTOMER SUCCESS REVIEWS FROM AKENEO USERS

Agility Multichannel



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.

TRUSTED BY:

AVON · ml MARKETLAB · specialist CRAFTS ART DESIGN · STANLEY · the consortium education

"We're super satisfied with our enterprise PIM solution. Agility has made a significant contribution to our efficiencies and workflows."

Dean Mueller
VP of Marketing & Business Intelligence, Kele, Inc.

"Agility is a fantastic product, with a great team of people behind it."

Andrew Parkhouse
Operations Director, Axminster

"The richest meaning of 'multichannel' refers to using individual channels to support the success of all channels. We want to make it easy and enjoyable for customers to find the products they want at Allied. Agility has been central to a strategy focused on our customers' experience."

Picky Malhotra
Director of Catalog, Content & Data Management, Allied Electronics

"We recently invested in Agility to enable us to turn our product information into a strategic asset and to distribute it faster. Megger is growing at a steady pace, and it's important for our sales teams to have ready access to accurate information. We're already seeing the benefits in the improved consistency of our data."

Nick Hildtich
Marketing Services Manager, Megger

CONTENT	SOCIAL	COMPANY
89	69	86

TOTAL WEIGHTED SCORE: **81**

READ ALL 12 CUSTOMER SUCCESS REVIEWS FROM AGILITY MULTICHANNEL USERS

Perfion

RISING STAR

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.

TRUSTED BY:

bodum · DORN BRACHT · eisenfischer · HAMPTON Delivering Peace of Mind by Design · LIBERTY WINES

"With Perfion PIM we manage the data of 50.000 products in an easy structure. New items and data can be added really fast. Perfion is a high-performing and reliable solution."

Jef De Meutter
CEO, dmlights

"With Perfion, the quality of the information will increase. We will also be able to bring new products to market faster and reduce the time required for gathering data. Perfion will become the central hub of all our product and item data."

Ronny Scholz
Commercial Director, erfal

"The best thing about Perfion is the inheritance functionality. When we create a new product, we only have to fill in four data fields. The rest of the information is already given automatically through inheritance. It saves us huge amounts of time not having to re-enter all data from scratch every time."

Marc Aron Bøgh Barnholdt
IT Manager, Trollbeads

"When you start working with the Perfion PIM system, you have to think thoroughly about the way you structure and organize your items. But soon it becomes like preparing your favourite food or driving a car: You just do it on autopilot."

Mario Van Swalm
Purchasing Manager, Tridis

CONTENT	SOCIAL	COMPANY
85	66	78

TOTAL WEIGHTED SCORE: **80**

READ ALL 34 CUSTOMER SUCCESS REVIEWS FROM PERFION USERS