



# The Analyst Atlas of Product Information Management

2024 | Comprehensive Market Report | Detailed Vendor Profiles | Forecast



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# **/** **The Analyst Atlas of Product Information Management**

In this comprehensive market report, the analysts of TGOA shed light on the dynamics, trends, and most relevant vendors of the product information management market. In addition, the report contains a forecast of the market's growth.

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# The Analyst Atlas...

The challenges that organisations face today are more complex than ever. Changing regulatory conditions, economic uncertainties, and increasing expectations of customers, business partners, and employees require companies to become more agile, more flexible, and much faster in adopting new strategies.

The foundation of such responsive organisations is a well-defined and perfectly implemented information supply chain. There are three main pillars to an optimal information supply chain. The first pillar constitutes the company's culture. Modern organisations are driven by data – so there has to be a common understanding of the importance of data, how to interpret it, and how to use it properly. The second pillar covers the data processes within an organisation. Today, we still see lots of room for improvement in this regard. Business units and their workflows are often isolated instead of integrated, which can lead to multifaceted inefficiencies. The third pillar constitutes the system landscape. When considering their main business processes, companies should outline a sustainable and future-proof IT architecture that helps them achieve their strategic and operational goals while adapting flexibly to changing conditions.

That said, it is important for organisations today to stay informed about the current status of the most relevant software markets. Technological advances such as artificial intelligence, machine learning, robotic process automation, and augmented/virtual reality provide increasing potential to optimise business and data processes, become a more efficient organisation, and make better decisions on a daily basis.

At the same time, software solutions can be replaced more easily today than a couple of years before thanks to the widespread use of APIs. Therefore, the information supply chain can be aligned much more quickly to new requirements.

However, there is a lot of noise in today's software markets, which makes it difficult for decision-makers to conduct thorough research, assess the individual tools objectively, and make truly well-informed decisions. Our Analyst Atlas series takes on the job of gathering all relevant information about dedicated software markets and their most relevant players, thereby providing comprehensive and in-depth insights that offer orientation, clarity, and transparency.

*Temel Kahyaoglu,*  
Founder, CEO, and Chief Analyst at TGOA

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2024 | Comprehensive Market Report | Detailed Vendor Profiles | Forecast

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*17 out of the 65 vendors have a clear focus on data in the context of PIM/MDM, providing customers a complementary offering through integration or microservices from cloud platforms in addition to their PIM/MDM software.*

**17 OUT OF 65**

**63%**

*The vendors included in this year's Analyst Atlas of PIM achieved 63 per cent of the maximum points for marketing performance.*

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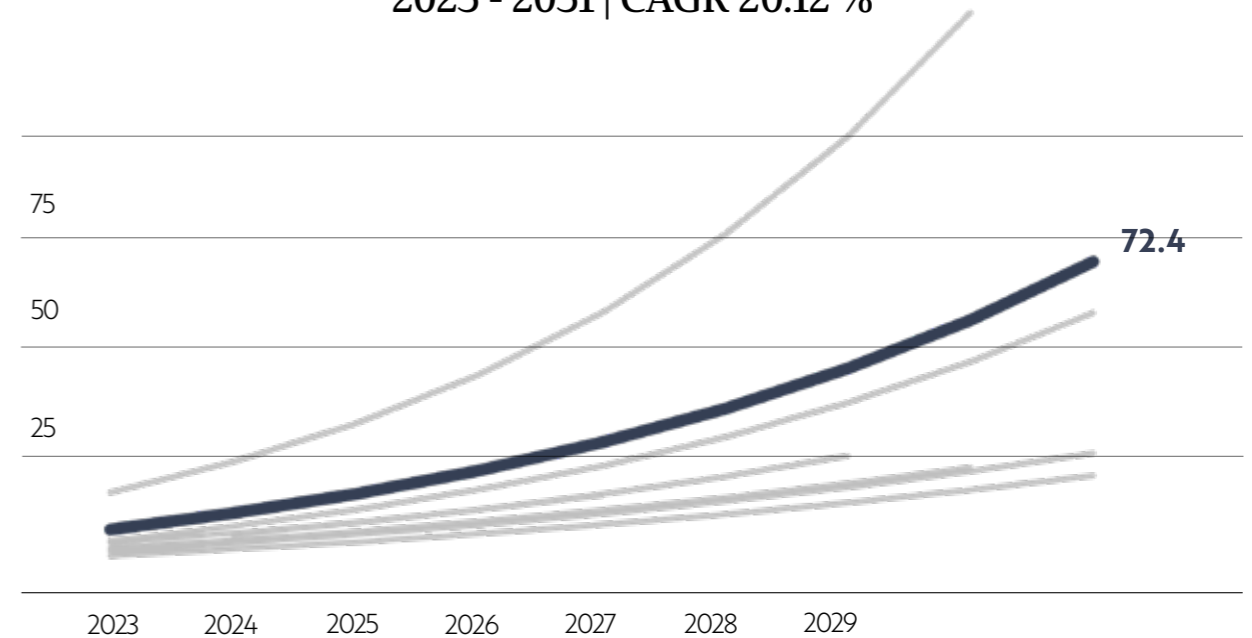
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**Graphic: PIM Market Size Forecast 2023-2031.** Forecast from TGOA is highlighted and set into context to the estimates from other analyst firms worldwide (grey).

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**34%**

*Only 34 per cent of the maximum points have been achieved in the important area of tech partnerships.*

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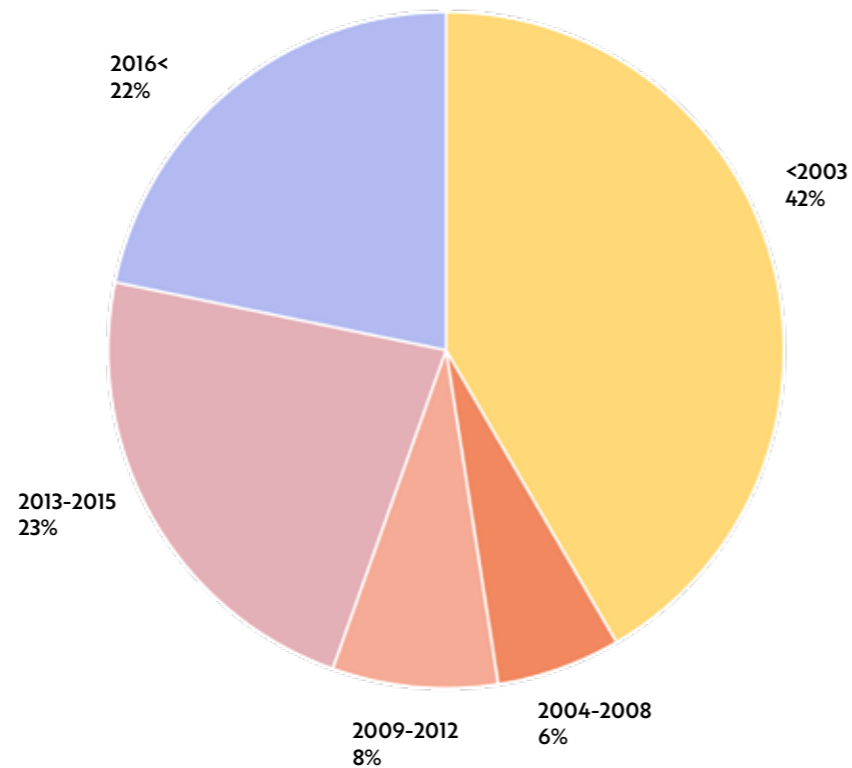
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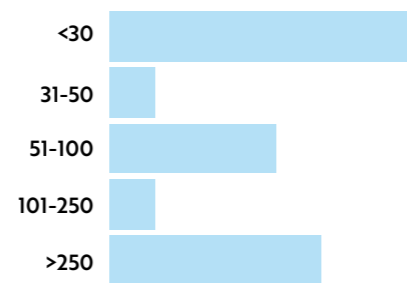
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## NUMBER OF EMPLOYEES



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*"Today's PIM market is remarkably heterogeneous and it continues to diversify with the increasing number of use cases product data is serving. This is why for this year's Analyst Atlas, we decided to take the big picture."*

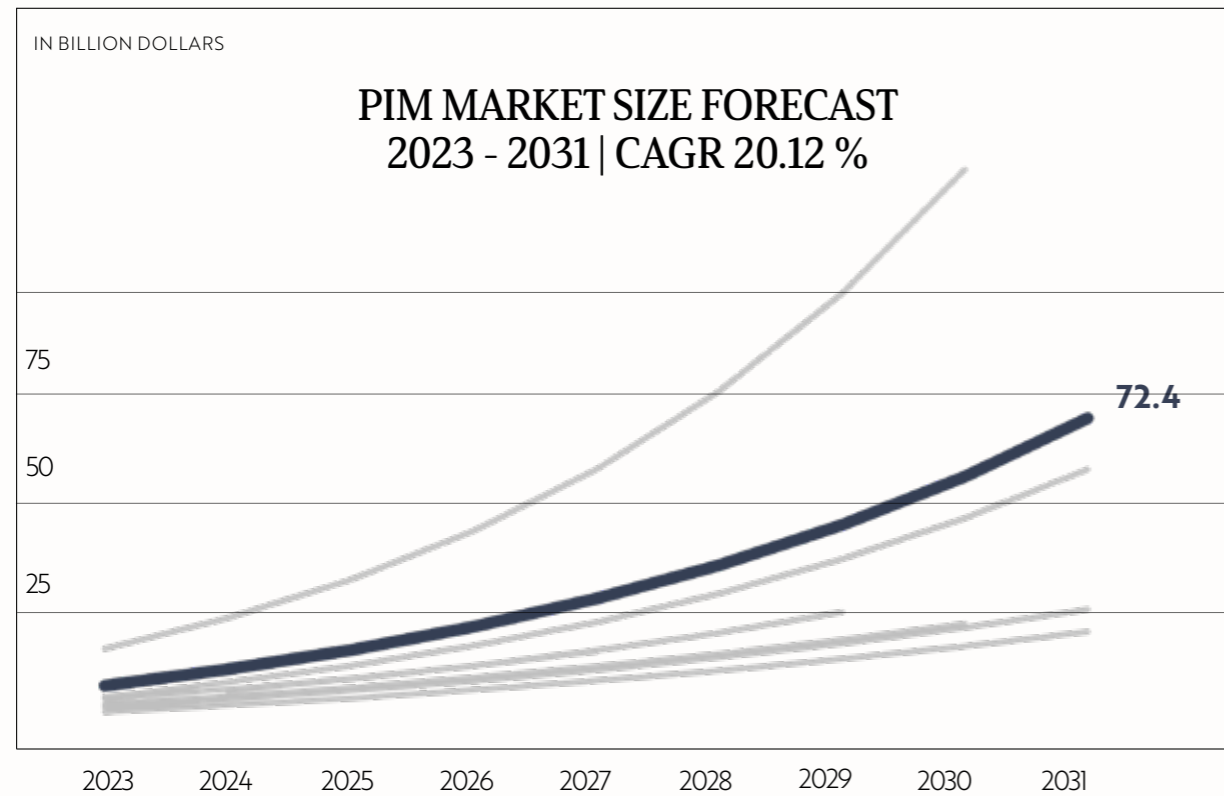
**Temel Kahyaoglu,**  
Founder and CEO of The Group of Analysts and Chief Analyst for Product Information Management

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The Group of Analysts	



**Graphic: PIM Market Size Forecast 2023-2031.** Forecast from TGOA is highlighted and set into context to the estimates from other analyst firms worldwide (grey).

## EXECUTIVE SUMMARY

The Group of Analysts (TGOA) estimates that the global product information management (PIM) market will reach USD 72.43 billion by 2031, growing at a CAGR of 20.12 per cent. This number includes PIM software products and services and reflects the growing importance of accurate product data for businesses across all industries and countries. In this research report, we analyse the drivers of this growth and take a closer look at the key areas of PIM that have a big impact on companies' vendor selection processes. We also discuss the overall performance of the vendors covered.

Given the increasingly important role of PIM for a multitude of business use cases, the diversity within the market is constantly growing. Niche players are flocking to the market while tech vendors from adjacent software disciplines have started to expand their PLM, syndication or e-commerce offerings with solutions for PIM. This is why for this report, our analysts decided to include a large number of market players and start conversations with them on their specific target groups, their market strategies, and their positioning. This growing heterogeneity is one important growth driver of the market.

Heavy investment in the market is another strong sign of a continuously growing market. To sum up, the main drivers the analysts at TGOA identify are:

**/ A WIDESPREAD NEED FOR PRODUCT DATA:** There is a multitude of different use cases where product data is required today. In fact, product data has become so ubiquitous that it leads to a tremendous diversification of software solutions tackling specific PIM needs and use cases.

**/ BUSINESS INTELLIGENCE AND ANALYTICS:** For business leaders, it has become crucial to get a more accurate picture of their business and make better decisions. Relevant tools are inevitable for becoming a data-driven company but, at the same time, these tools rely heavily on the quality provided by the data. This is where PIM solutions come into play.

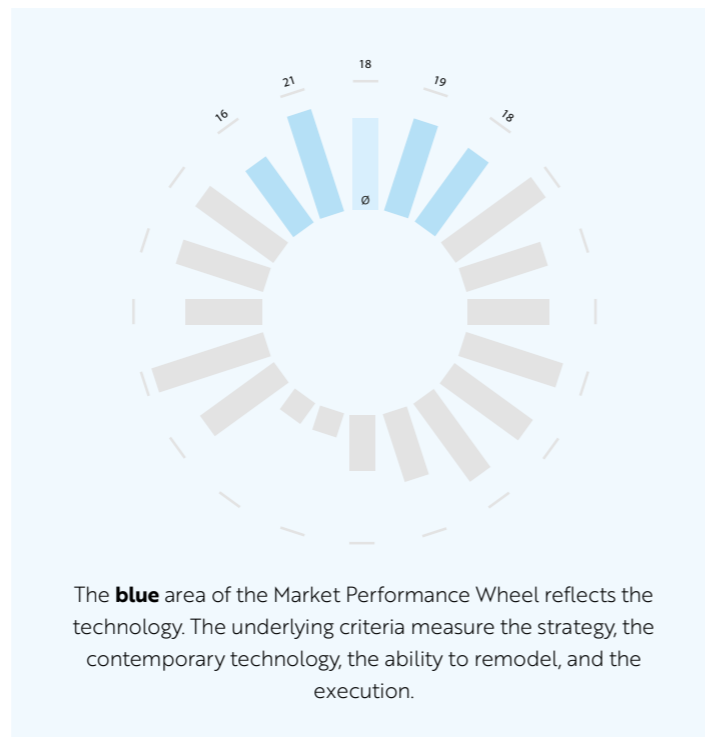
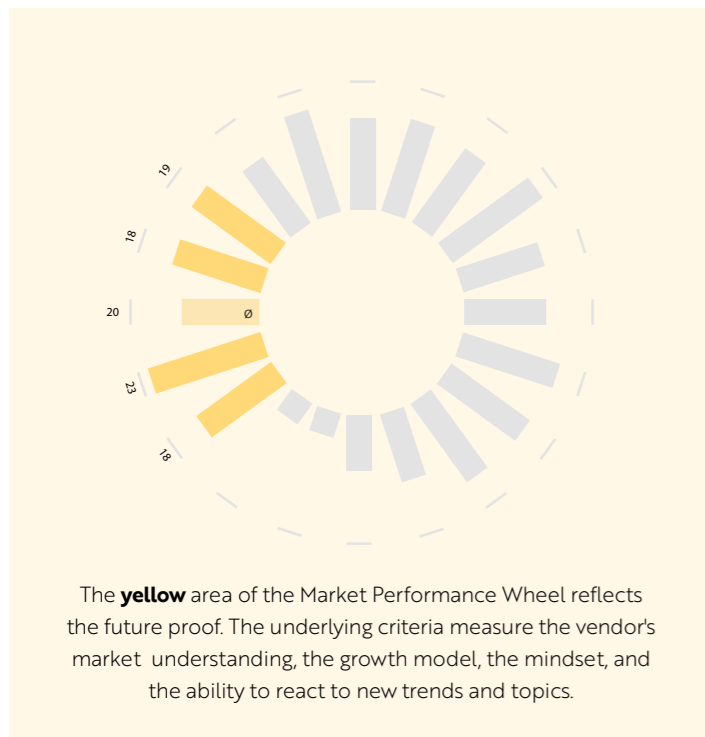
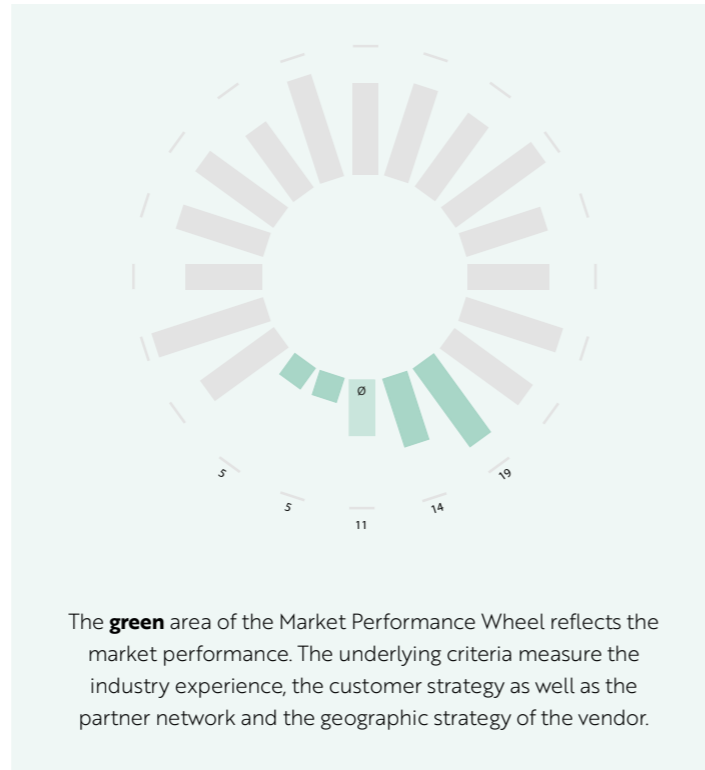
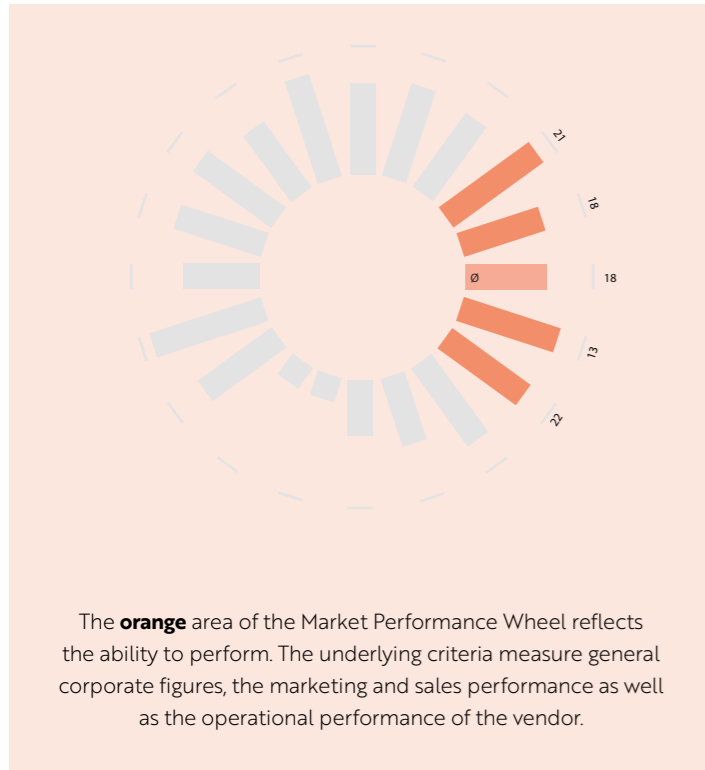
**/ PRODUCTIVITY:** Thanks to workflow functions, process automation, and integrations, PIM has become a true accelerator for businesses' productivity levels around the product content life cycle, improving time-to-market, communication quality, collaboration, partner and customer relationships, and more.

**/ ARTIFICIAL INTELLIGENCE:** Generative AI is proving to be of substantial value in many areas, from data modelling to the creation of product descriptions and automating data processes such as migration projects.

**/ REDUCED IMPLEMENTATION BARRIERS:** Thanks to SaaS technology, barriers for many cost-sensitive small and mid-sized companies in terms of implementation and licence costs are being reduced. Not only do many vendors offer attractive pricing models, but the implementation of these solutions is less costly and time consuming than with on-premises installations.



## THE FOUR KEY AREAS OF THE MARKET PERFORMANCE WHEEL



## PIM VENDORS

We identified 65 PIM vendors for this year's market report and took a closer look at their key areas, which are:

- / **ABILITY TO PERFORM**
- / **MARKET PERFORMANCE**
- / **FUTURE PROOF**
- / **TECHNOLOGY**

This approach mirrors our analyst assessment tool, the Market Performance Wheel, which is based on a comprehensive set of criteria. We already have these in-depth assessments for 17 of the 65 vendors, which is why their vendor profiles are more accurate and contain their individual Market Performance Wheel. These vendors not only answered all our questions but even agreed in an in-depth exchange with our analysts to give more context to the insights gained from the survey.

To come up with an alternative approach for a broader market view, we selected questions we used for the Market Performance Wheels that can be answered by thorough internet research, and this led to our "MPW Synopsis". That said, all vendors were asked to fill out the whole MPW questionnaire. Eight vendors provided us with first-hand information to complete these assessments; these are marked with an asterisk in their profiles and labelled "MPW Preview". The rest of the vendor profiles are based on internet research and other publicly available information.

While they all share the purpose of helping their customers tame their product data and raising expectations from their customers, target audiences, and partners, we see some major differences between the vendors covered:

- / **BASIC KPIS:** Obviously, the software vendors differ a lot in terms of their size, revenue, and market reach.
- / **TECHNOLOGY FOCUS:** Generally, PIM vendors can be divided into three groups: those who focus on PIM/MDM only, those who have a slightly broader fo-

cus on product content, including DAM, and those who focus on the (almost) entire product content life cycle, including complementary solutions such as CMS and e-commerce. We even observe that some supply chain and product life cycle management solutions have started to expand their technology scope to include PIM capabilities, too.

/ **RESPONSES TO NEW TECH CONCEPTS:** Interestingly, we see an overall weak response to new tech concepts and buzzwords flooding the market – mainly by e-commerce players and consultants. However, there are a few exceptions that stand out and take their part in the ongoing debate. That said, we observe attributions like "cloud-native" being used ubiquitously for any cloud approach, adding to the overall confusion in the market when it comes to the understanding of cloud technology. We will tackle this topic in more detail later in the report.

/ **COMMUNICATION AND MARKETING:** Not surprisingly, we see very strong marketing activities among those players who show remarkable growth. However, the overall picture of the PIM market reveals room for improvement in terms of addressing their audience with appealing and diversified content. In general, information about the tech stack is very poor, which leads to severe intransparency in the market in general.

/ **PARTNER NETWORK:** Building a strong network with complementary technology providers is crucial for serving customers' architectural needs and facilitating system integration. In addition, bundling up with partners can boost sales. The PIM vendors covered in this report show major differences in this area, partly based on a strategic decision, while the overall performance leaves room for improvement.

# REPORT FOCUS

In this chapter we look at the features that compelled us to include particular solutions in the detailed coverage of the report.

## PRODUCT INFORMATION MANAGEMENT

Product information management (PIM) is defined as a software area that supports product managers, marketing and commerce teams, and sales managers and customer service teams in creating and utilising product content. PIM serves as the central source of product information in B2B and B2C organisations, thereby providing the foundation for omnichannel commerce as well as product data syndication and data exchange – be that with partner companies, retailers, global data pools, or other data recipients.

To achieve their purpose, PIM solutions are expected to focus on the following areas with their respective features and functionalities:

- / Usability, user interfaces, and performance
- / Import
- / Export
- / Interfaces
- / Search
- / Presentation of results

- / Management of user rights
- / Process management and workflows
- / Analysis, assessment, and data quality
- / Data model
- / Hierarchy
- / Inheritance
- / Mass data management
- / Text management
- / Language and translation
- / Versioning
- / Relations and context
- / Publication structures and templates

These functional areas present the requirement framework for a vendor’s inclusion in this report. We only included vendors who provided us with first-hand details or for whom we could find sufficient information from websites, documents, and press releases to complete the respective profiles. However, for the vendor profiles that are based on online research only, accuracy cannot be guaranteed. More details on our research processes can be found in the next chapter.



# METHODOLOGY

This report covers 65 vendors of product information management (PIM) solutions. The vendors were selected on the basis of several factors, with the goal of covering a broad range of origin, including various European countries and the U.S. In addition, we aimed to give a mixed picture with regard to the age and size of the companies. Thus, the report includes established players such as SAP Commerce Cloud and Informatica as well as young companies such as Surefront, Scayle and Bluemeteor. Detailed profiles of each of these vendors are included in chapter 8.

The report also aims to include vendors from different areas of expertise who expanded their product focus to PIM, such as e-commerce vendor BetterCommerce or GDSN data pool IWorldSync. That said, a major criterion for inclusion in the report was provision of a dedicated solution for product information management, no matter their technological scope or industry focus. Accordingly, the report includes vendors that focus solely on PIM as well as vendors that have a broader scope and offer solutions in MDM, DAM, syndication, or e-commerce to complement their PIM offering.

There was also no limitation in terms of software development approach. Hence, our research includes open-source vendors like Akeneo and Pimcore as well as proprietary solution vendors like Syndigo and Stibo. The report does not include self-developed PIM solutions of companies from other industries such as consumer packaged goods (CPG), healthcare, or fashion for their own use only. The report therefore focuses on PIM solutions developed by software companies whose commercial goal is to sell their PIM solution or offer their solution to ISCM service providers such as software integrators or digital agencies to build a custom solution for their customers.

In terms of target industries, the included vendors have different approaches. While none of them focus on just one industry, there are certainly differences among vendors regarding the overall coverage.

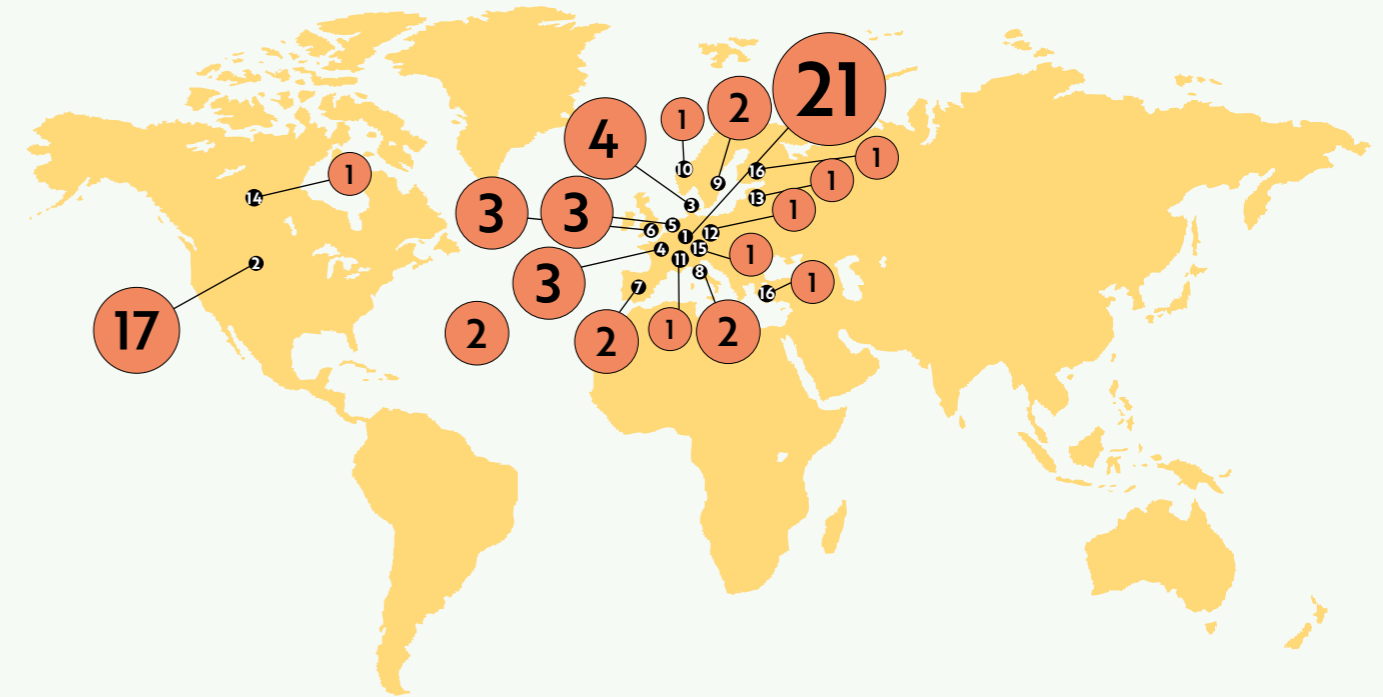
In total, the TGOA research framework, which has been applied to this report, comprises 13 different areas relating to the following four headline topics:

- / ABILITY TO PERFORM
- / MARKET PERFORMANCE
- / FUTURE PROOF
- / TECHNOLOGY

These headline topics mirror the key areas of the Market Performance Wheel (MPW), the renowned assessment tool developed by TGOA.

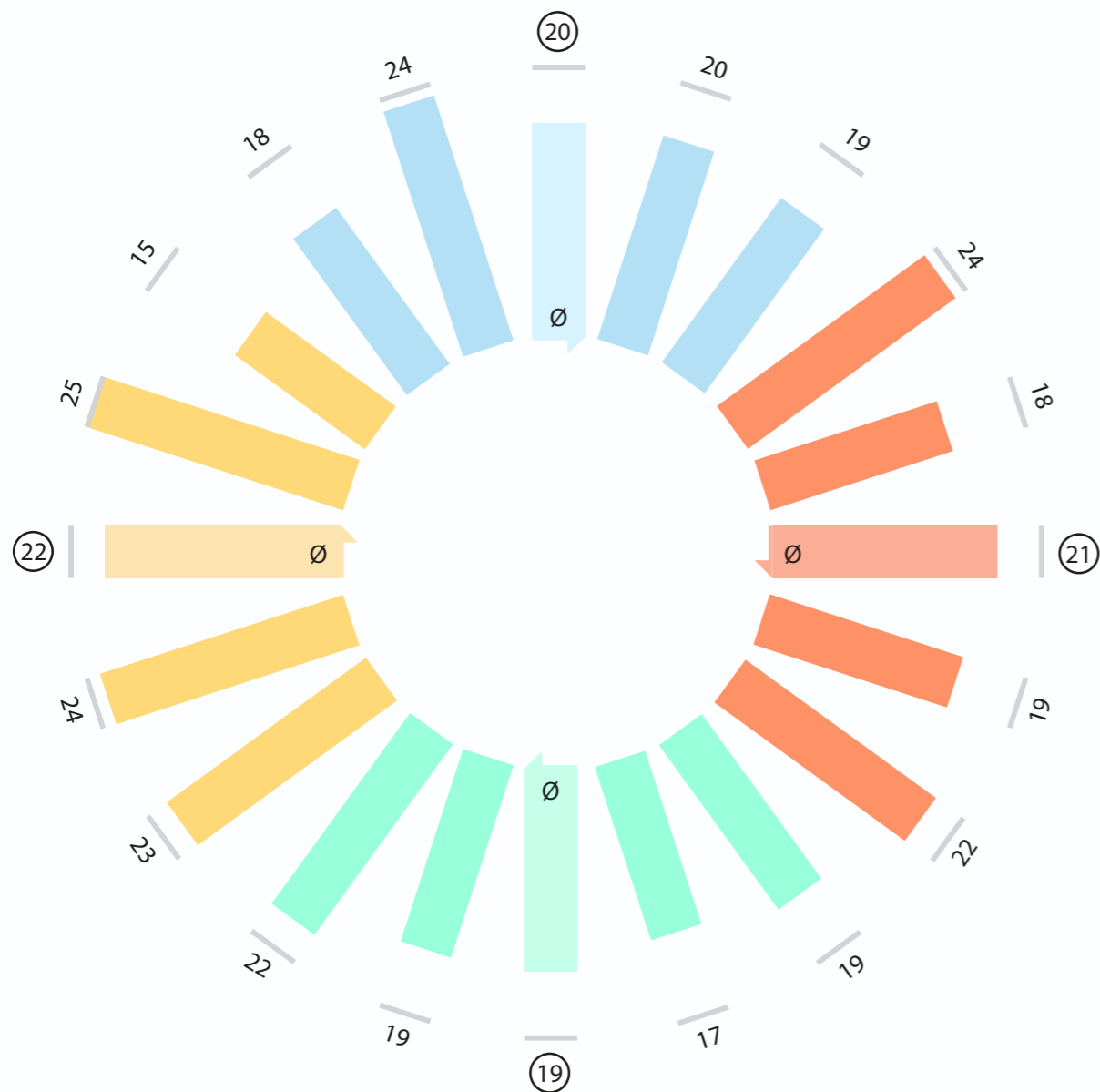
## ABILITY TO PERFORM

The ability to perform indicates a company's basic set-up in terms of its key figures, marketing performance, sales performance, and operations performance. The key figures cover fundamental parameters of the company and put them in the context of the respective market. This includes the market maturity of the company itself. The results can provide important indications of how experienced the company is in the respective market and how well established the solution already is. In some cases, the core PIM solution was acquired by another company; for example, SAP acquired the PIM solution Hybris in 2013 for USD 1.5 billion. Today, the solution is fully integrated into the SAP Commerce Cloud. When indicating the foundation year of the software vendor, we will display the parameter of



## GLOBAL COVERAGE OF INCLUDED PIM VENDORS

- |                       |                   |
|-----------------------|-------------------|
| ① GERMANY   21        | ⑩ NORWAY   1      |
| ② USA   17            | ⑪ SWITZERLAND   1 |
| ③ DENMARK   4         | ⑫ POLAND   1      |
| ④ FRANCE   3          | ⑬ ESTONIA   1     |
| ⑤ THE NETHERLANDS   3 | ⑭ CANADA   1      |
| ⑥ UK   3              | ⑮ AUSTRIA   1     |
| ⑦ SPAIN   2           | ⑯ TURKEY   1      |
| ⑧ ITALY   2           | ⑰ FINLAND   1     |
| ⑨ SWEDEN   2          |                   |



## MARKET PERFORMANCE WHEEL (MPW)

The comprehensive assessment tool of The Group of Analysts with in-depth analysis of the four key areas Ability to perform, Market performance, Future proof, and Technology.

All MPWs are online and free for download at:

[WWW.TGOA.COM](http://WWW.TGOA.COM)

the acquiring company since the ability to perform relates to the whole corporation rather than to the solution team. In our Market Performance Wheels, we also ask for the year in which the solution signed its first customer. Other important key figures such as revenue and the number of employees allow us to draw conclusions about how flexibly the company can provide necessary resources. This can be important for larger customer projects, for example, but also to drive forward the company's own technological development.

The area of marketing performance considers the growing importance of strategic and well-thought-through communication in the individual markets. Particularly in view of competition that is becoming increasingly intense, anticipation of the market depends to a large extent on a company's own external presentation. However, to truly excel in this area, software companies require a solid market organisation that empowers communication leaders to produce and distribute valuable, diversified, and insightful content on a regular basis.

The sales performance measures criteria such as licence revenues and sheds light on the sales organisation of a software company. Pure software vendors do have very specific sales requirements, which must be reflected by their team structure and certain competencies in their sales personnel.

The fourth area of ability to perform focuses on operations performance – an increasingly important area, particularly for cloud businesses. Besides system availability, infrastructure, and other factors that help to keep the ability to perform at the highest possible level, we also look at indicators for operational efficiency and decision-making processes to assess the ability of the software vendor to react to changing conditions, customer needs, or regulations.

## MARKET PERFORMANCE

A PIM vendor's market performance gives a strong indication of its experience in different industries as well as its geographic strategy. Besides checking for the number of locations in the different geographical areas, we also assess a software vendor's partner performance, which is an essential factor to scale its business, especially when these partners are equipped with autonomous sales capabilities.

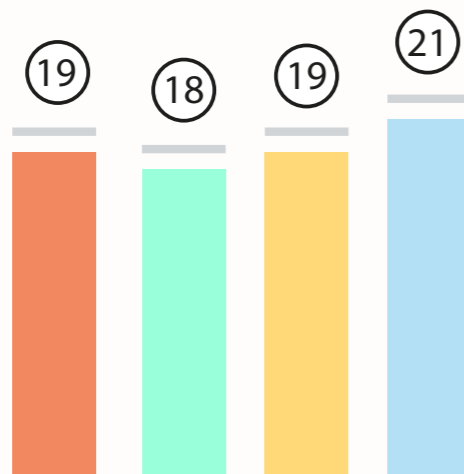
We also look at a PIM vendor's customer performance, where we factor in the number of customers it has as well as the industries in which those customers operate. This allows conclusions to be made about the areas where the vendor has significant market experience and can therefore respond to specific requirements and use cases.

Market performance also considers the customer satisfaction level, which shows how well the vendor responds to its customers and their individual challenges and provides the best possible support for system users from the business departments as well as IT managers and management.

## FUTURE PROOF

In this section, we focus on vendors' growth strategies and the innovation topics they appear to have already internalised. We researched indications of capital raising, funding, and M&A activities in the past and we checked the vendors' communication for current technological developments in the specific market.

We also look at how flexibly the vendors react to those technological changes – for example, by assessing how long it takes an organisation to make



### MPW SYNOPSIS

A reduced version of the Market Performance Wheel, on publicly available information and/or basic information shared by the vendor.

decisions. We also check for the overall role of thought-leadership material within the company as a major implication of its adaptability as well as for its anticipation of direct competitors and its market positioning.

In addition, we look at how the software vendor interacts with market influencers and analysts to factor in any valuable exchanges that could have a positive impact on the sustainability of the vendor’s software offerings and/or business strategy.

### TECHNOLOGY

In the area of technology, we take a closer look at the PIM vendors’ underlying tech philosophy, particularly when it comes to their cloud approach, their system architecture, and their data modelling capabilities.

In addition, we look at their technology partners to check for the solutions’ ability to integrate with a customer’s existing system landscape. We evaluate the underlying technology base as well as the technology focus of the software provider to acknowledge the differences between best-of-breed and platform solutions.

The ability to remodel is another important area where software vendors can support user acceptance by empowering ISCM service providers such as software integrators or digital agencies to adapt the solution to customers’ individual preferences and needs.

Another important area is the execution in the context of technology. This applies in particular to the further development and integration of the software solution as well as to the reliability of the technology.

### MPW SYNOPSIS

While we reached out to all of the 65 vendors included in our research, 37 of them neither filled out the survey for their MPW nor did they provide us with any further information. In these cases, our analysts collected the required information through in-depth online research. Of course, there are a couple of criteria for which software vendors typically do not provide public information, such as strategic insights or sensitive financial information. Therefore, the analysts created a shorter list of criteria they could apply to these vendors. The result of this shorter assessment is the so-called Market Performance Wheel Synopsis.

This approach was used in our 2023 PIM report, but for the sake of a more diversified picture, the number of criteria used for the MPW Synopsis has been increased for this year’s research report. In some cases, the analysts came up with alternative criteria that approximate the original KPIs. This approach led to vast differences compared to last year’s assessment for many vendor profiles as the MPW Synopsis now gives a more accurate and balanced view.

The results are presented by the MPW Synopsis charts in the vendor profiles. Please note that these results cannot be compared directly to the complete Market Performance Wheels because they leave out the majority of criteria and therefore offer a view that is distorted to some extent, although they still provide an approximation of the vendors’ market performance.

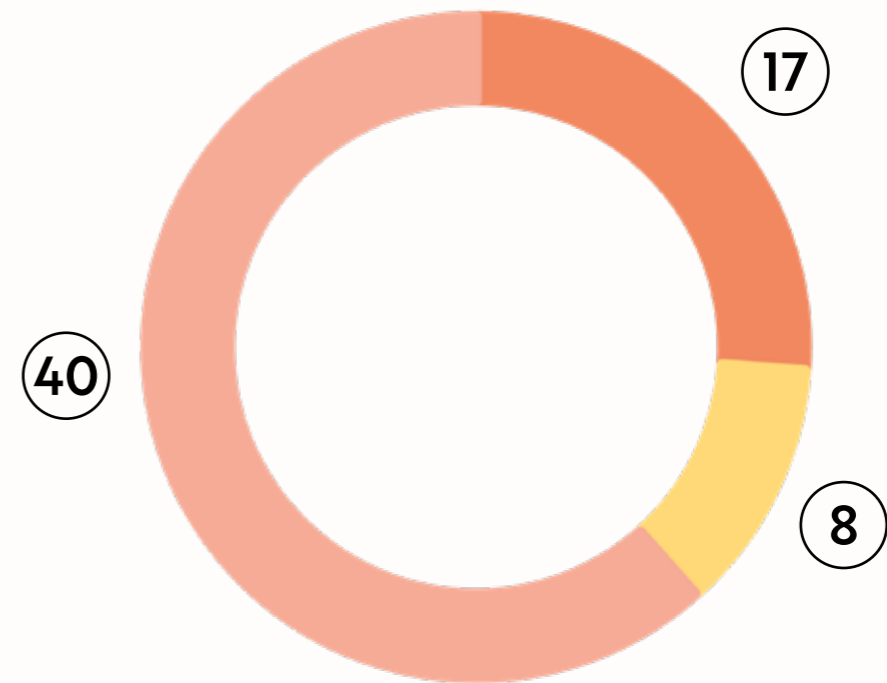
## THE RESEARCH PROCESS

At the beginning of the evaluation phase (July 2024), we sent an online survey to the selected PIM vendors so that each company could complete its profile with first-hand information. Eight vendors provided us with the relevant data (their profiles contain an MPW Preview) and two gave us access to analyst material that complemented our internet research. The rest of the vendor profiles were created based on extensive online research only, starting at the end of July 2024. There are notes in all vendor profiles indicating how the information was collected. Either way, missing or misinterpreted information cannot be ruled out completely and some of the criteria are prone to dynamic values by nature, such as the number of employees, customers, or LinkedIn followers. The results should therefore be interpreted as an approximation. Each vendor was sent its respective profile for a final fact check before publication.

For more comprehensive results, please download the available MPWs on our platform [www.tgoa.com](http://www.tgoa.com). They are also accessible through the QR code and link in the respective profile. If you have further questions, feel free to contact our responsible analysts.

We would like to point out that this document is not a benchmark report, just like our MPWs do not aim to compare vendors directly. Instead, the goal of our approach is to provide insightful perspectives and descriptions of technology vendors based on strategically relevant areas. This is because companies have very different requirements when it comes to data management. Therefore, a vendor benchmark based on this context will look very different for each company.

That said, we do define a couple of common contexts in our best practices chapter to identify successful market players in these specific areas.



## VENDOR PARTICIPATION

From the 65 vendors covered in this report, 17 have a complete MPW assessment, 8 filled out our survey upon request and 40 profiles were created based on internet research only.

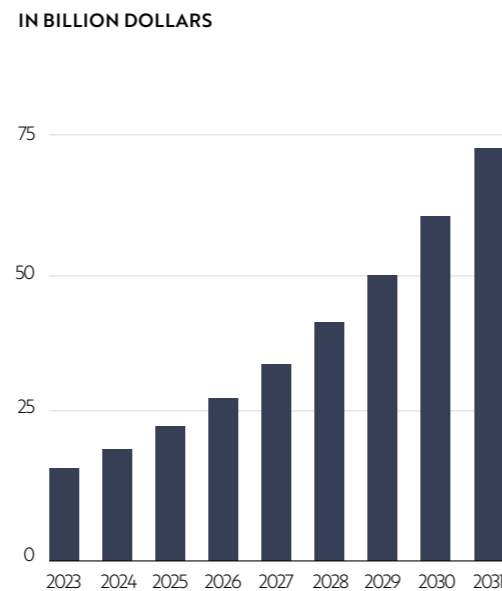
# THE PIM MARKET

## PIM MARKET GROWTH

- 1 UBIQUITY**  
 The need for product data is increasingly becoming ubiquitous.
- 2 BI & ANALYTICS**  
 Product data is a major element for making informed and better decisions.
- 3 PRODUCTIVITY**  
 PIM comes with a variety of efficiency-enhancing tools such as AI, ML and WFM.
- 4 GENERATIVE AI**  
 The use of PIM is becoming increasingly facilitated by advanced AI features.
- 5 SAAS**  
 SaaS offerings reduce the barriers that prevent smaller businesses from implementing PIM.

## PIM MARKET SIZE FORECAST 2023-2031

CAGR 20.12%



Graphic: PIM Market Size Forecast 2022-2031 & reasons for growth | numbers in billion US-Dollars

Product data is an essential element of many different business processes and use cases, so it is certainly not limited to product management, marketing, sales, or customer service. Product data can tell business leaders a lot about their market success when combined with other data from customers, locations, and competitor domains. Hence, with increasing interest in business intelligence (BI) and analytics tools, the role of high-quality data increases too. Likewise, many companies are facing new regulations requiring

them to transparently report their product information – and gather data from the entire product life cycle for this. Interestingly, we see a move in the PIM market where traditional PIM and PLM systems are starting to merge or are being combined as bundle solutions – for example, as part of software vendors’ offerings from the supply chain management discipline. At the same time, we observe some technology vendors using the term ‘product life cycle management’ to describe their PIM offerings while traditional PLM of course still covers different aspects in

product creation and development. Hence, we are likely to see increasing confusion in the market’s conversations and communication, which is not surprising given its growing complexity and diversity.

This growing complexity of the PIM vendor market is also reflected in our market estimates, which see unprecedented growth of the global PIM market. In the following, we depict some market estimates from a range of other research companies and add to the overview our own calculations and prediction for the next seven years. Please note that due to a multitude of yet unknown factors that will affect market growth in the future, these estimates become more inaccurate the further ahead you look. The summary graph on the next page shows this very well. In the year 2030, the predictions differ significantly and range from highly optimistic calculations of more than USD 120 billion to more cautious

estimates of USD 28.8 billion. The numbers shown relate to both software and services provided by the global PIM market.

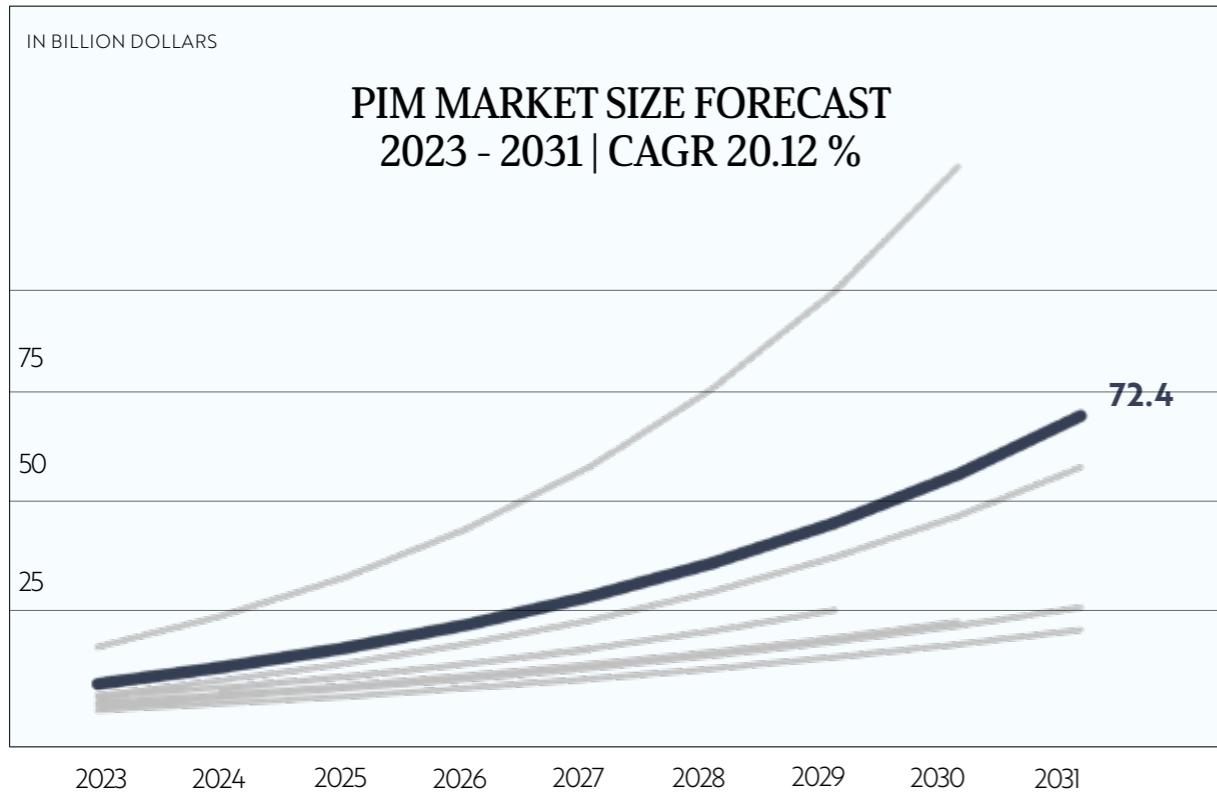
We decided to focus on the bigger picture and include the market size for PIM solutions and PIM services since the two components of product information management are closely related and intertwined at many different stages. An isolated view of either component would miss the whole story and deliver inaccurate results, which include the software, its implementation, integration, maintenance, configuration, and customisation as well as consulting and project management. While some PIM solution vendors offer these services themselves, most partner with software integrators or digital agencies to scale their business and be more flexible when it comes to serving a global and diverse customer base.

## PIM MARKET SIZE AND FORECAST

To validate our own research, we looked at other market experts who published their market size estimates. While our calculations at the beginning of the projection phase appear to be a rough average of the results found, our numbers for the market size forecast to 2031 are above-average optimistic. While by end of 2024 the global PIM market size will reach USD 20.07 billion, in 2031 the market will be USD 72.43 billion, growing at a CAGR of 20.12 per cent.

Compared to last year, these findings are a little less optimistic as we’ve calculated in our 2023 Analyst Atlas a CAGR of 21.09 per cent and a total global market volume of USD 63.8 billion, which would be projected to a total market worth of USD 77.26 billion in 2031. This is mainly due to greater overall caution

when it comes to starting new digitalisation projects. There are many different reasons for this: while lots of our customers report higher cost sensitivity due to the overall economic situation, an increasing number of business leaders are telling us that the lack of resources is slowing down their digitalisation roadmap. At the same time, a considerable share of existing resources in larger enterprises is reserved for upcoming ERP projects due to the SAP S/4 HANA end-of-life. Since PIM implementations are still widely perceived as long-term projects due to complex data governance and system integrations, we will observe a postponement of many PIM projects until after the replacement of SAP S/4 HANA in the next few years.



**Graphic: PIM Market Size Forecast 2023-2031.** Forecast from TGOA is highlighted and set into context to the estimates from other analyst firms worldwide (grey).

## DRIVERS OF GROWTH

The primary driver of growth for the global PIM market is the increasing multitude of different use cases where product data is required. In fact, product data has become so ubiquitous that – as we will cover later in this report – it leads to a tremendous diversification of software solutions tackling specific PIM needs and use cases. The most pronounced ones are certainly still to be found in the context of e-commerce, global data exchange, and syndication. However, we are also seeing interesting developments in the fields of sustainability data and supply chain management where areas such as PLM and PIM have started to merge.

Another driver is the rising attention that business leaders give to BI and analytics solutions that help them get a more accurate picture of their business and make better decisions. In fact, our recent

[Analyst Atlas of Switzerland](#) revealed that 52.53 per cent of the respondents intend to explore these kinds of tools to better understand their own businesses. These tools are inevitable for becoming a data-driven company, but of course, they too require a reliable data basis. PIM is an important component as it gives the most complete picture of a business's core offering.

In addition, modern PIM solutions are much more than just a data repository. Given the role they play in the entire information supply chain, they offer valuable features to accelerate businesses' productivity – for example, through workflow functions, AI, or machine learning. Companies are experiencing increasing pressure from customers, partners, and competitors when it comes to their time-to-market and ability to respond to market dynamics. There-

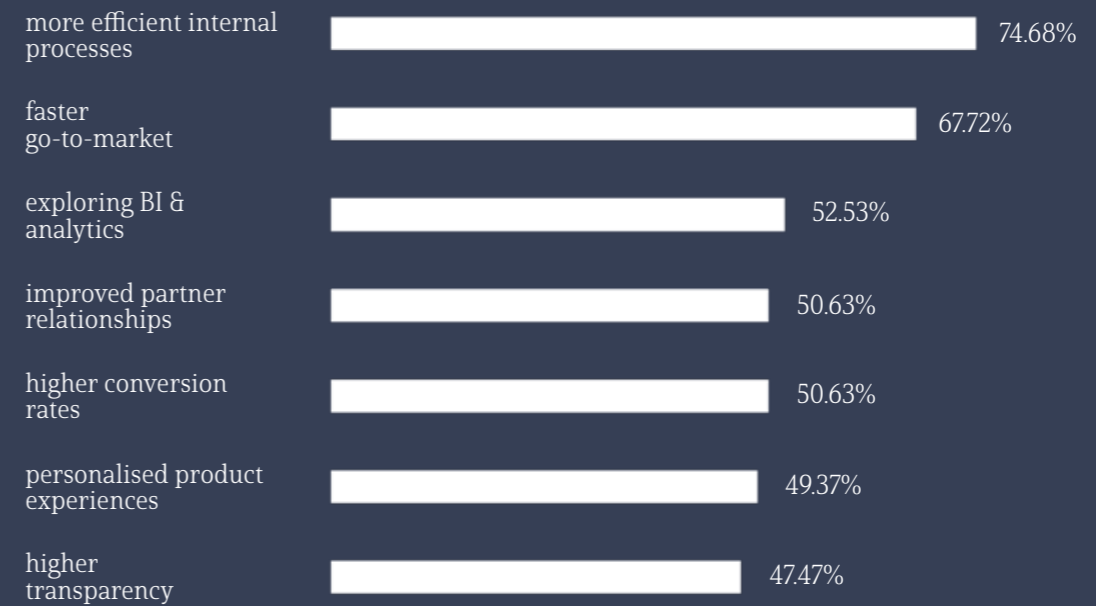
fore, enhancing the productivity of their business operations will be a key factor for most companies in the next few years.

That said, AI is not only a driver of operational efficiency in terms of workflow automation. Generative AI is proving to be of substantial value in many areas. For example, some solutions allow for AI-driven data modelling – a promising step towards a faster time-to-value when implementing new solutions. Other examples already show mature features such as the creation of product descriptions, headlines, bullet points, and market copies. This way, PIM becomes a powerful tool for marketing leaders who

need to oversee a multitude of different sales channels.

While on-premises installations are still the preferred approach in many industries such as medicine, insurance, and public services, the rise in offerings of SaaS solutions certainly helps reduce the barriers for many cost-sensitive small and mid-sized companies. Not only do many of those vendors offer attractive pricing models, but the implementation of these solutions is also much less time and effort consuming than with physical on-site installations. We therefore see a much earlier adoption of PIM software in businesses' development phases.

## What are your most important operational goals?



Source: Swiss DEN 2024, The Group of Analysts



# IMPLICATIONS FOR VENDOR SELECTION AND IMPLEMENTATION

Given the main drivers of growth for the PIM market identified in the previous chapter, it's clear that the role of PIM is becoming increasingly important for organisations. Not only do more and more use cases require companies to take control of their product data, but increasing calls for BI solutions as well as sustainability data further stress the meaning of PIM. That said, companies need to understand that once implemented, a PIM solution needs to be assessed on a regular basis to check if it still covers all the important requirements or if it should be re-

placed with a more suitable solution. Every change to the IT landscape, the organisation, or the processes can cause the data value chain to leak, which is why it is necessary to keep a permanent holistic eye on the company's digital landscape. We will describe how the data supply chain, developed by TGOA, serves as a powerful tool to help companies maintain control of their data flows and prevent inefficiencies in product communication that can result in decreasing online sales, unsatisfied customers and partners, as well as costly content production processes and higher return numbers.

## THE DIGITAL PERFORMANCE WHEEL

Before starting a software evaluation process, a company should obtain a holistic view of its current digital performance to assess the scope of requirements and potential interdependencies as well as main challenges, obstacles, and goals. To that end, TGOA has developed the digital performance wheel, an assessment tool that illustrates a company's digital performance. The assessment can be accessed via an [online survey](#), the answers to which are reviewed by our analysts, who then provide a comprehensive document with the results and first suggestions the company can use as a basis to define or expand their digitalisation strategy. The digital performance wheel looks at the areas of data proficiency, data procurement, data preparation, and

data distribution and takes into account the current IT landscape, its perceived current and future value, and the happiness level of the respondent with the existing software solutions. In addition, the criteria around data proficiency check for how topics like data services and data governance are handled, what the main strategic and operational goals are, and which obstacles and challenges the company faces in achieving these goals. The assessment also covers the organisational and product structure. Hence, the digital performance wheel gives a comprehensive picture of a company's digitalisation status and thus serves as a foundation for evaluation processes and the in-depth analysis and optimisation of the data supply chain.

## STARTING THE SOFTWARE EVALUATION

The starting point of any software evaluation process is an assessment of the actual and predicted future requirements. All participants need a common understanding of what they as a team expect from a PIM software, which features and capabilities are

non-negotiable, and which ones are nice-to-haves. The more detailed and accurate the requirement catalogue, the easier and more unambiguous the vendor comparisons. To create a thorough requirement catalogue, it is crucial to:

- / Identify each person or role that is working with product data.
- / Define all processes for creating, managing, enriching, and distributing product content.
- / Identify all systems and technologies that are integrated in these processes.
- / Analyse major drawbacks or flaws that impair the user experience and/or process efficiency.

These considerations lead to a list of features and criteria a PIM solution needs to meet to cover an organisation's requirements. Next, these criteria need to be weighed and prioritised so that during the

evaluations, the team will be focusing on the right aspects. In addition to the functional level, companies need to think about their preferences regarding strategic aspects such as:

- / The cloud strategy of the vendors
- / Their experience and references in the relevant industry
- / Their technology partner network
- / Their service provider network
- / The vendors' ability to react to market changes
- / Many more criteria that might be important for the decision-making process

## IDENTIFYING RELEVANT VENDORS

It can be challenging to identify the relevant set of solutions companies might want to look at more closely. The initial internet research will be influenced by the strong marketing power of a few contemporary buzzwords that might be difficult to decipher, along with the general lack of transparency in the PIM market.

We therefore recommend including the following actions in the research phase:

- / Make a list of basic criteria like the budget, the cloud technology approach, the geographic strategy, the target company size and industry of the solution vendors.
- / Gather analyst information for a neutral and objective assessment of the vendor solutions.
- / Talk with peers from the same industry.
- / Review platforms such as G2 or OMR Reviews to get a feeling of the happiness level of existing customers.

Ultimately, the evaluation team should have an initial list of vendors that will be narrowed down to three to five companies who will be invited to present their solutions in a comprehensive workshop.

## THE VENDOR WORKSHOPS

The goal of the vendor workshops is to check the prepared requirement catalogue against the identified solutions to see which one fits best. To achieve this, all the vendors must receive the same information, agenda, and use case description as a kind of script for the workshop. It's important to share the same information with all vendors to ensure the comparability of the solutions.

Another essential aspect is the integration partner – vendors who have a strong growth strategy are building service provider networks to scale their business and support a broader range of customers in more regions and industries. These software integrators have considerable expertise in planning and running complex digitalisation projects while keeping an eye on the overall strategy and IT architecture. Moreover, integrators support companies in their change management and user trainings, which requires them to meet not only operational and strategic needs but cultural ones, too. Actually, the cultural fit is an important success factor in digitalisation projects and should therefore be part of the considerations.

Due to the complexity of identifying relevant vendors and conducting a thorough evaluation, it can be helpful to have an experienced market analyst moderate the whole process. The analyst will make sure to cover all the important requirements, ask the right questions, and compare the results with the current solution market so that the evaluation team can make a truly informed decision.

## PROCESS

# PIM EVALUATION

# 1

### RESEARCH

Scan the market and find relevant players that match your strategy.



# 2

### REQUIREMENTS

Prepare a comprehensive requirements matrix that reflects your individual needs.

# 3

### SHORT LIST

Narrow down the number of potential vendor solution to three up to five.



# 4

### WORKSHOPS

Let the vendors and/or integrators present how their solution would cover your major use cases.

# 5

### NEGOTIATION

Compare and negotiate the offerings of your top two maximum three vendors and pick the best fit.



## THE IMPLEMENTATION

Identifying the right solution is essential for covering all relevant use cases around product content management and product communication. However, even the most suitable solution does not guarantee that companies' requirements are fully met. It heavily depends on the implementation of the technology – the data integration, the development of seamless data processes, and the establishment of clear responsibilities, workflows, and strong data governance.

When it comes to software implementation, there are several options. Established players with an international scope like Informatica and Syndigo need a vast partner network to cover this huge amount of implementation projects around the globe – their partner strategy is a major pillar of their growth strategy. For players such as Akeneo and Pimcore, the partner network has an additional value in that their solutions are based on open-source software, meaning that they are highly customisable and widely used in the tool kits of digital agencies.

However, there are also many software vendors – particularly the smaller and younger ones – that do the implementation themselves. For some vendors like Germany-based myview, this is an essential strategic decision. For others, this is out of pure necessity due to the lack of suitable partners for certain projects. We see that particularly in vendors that have not yet reached the point of outsourcing

the service part entirely to their growing partner network.

No matter the actual scenario, the location and the cultural fit of the definite implementation partner are the two most important criteria. Especially for complex and challenging projects, soft factors like sympathy but also regionality may be essential for the project team. In addition, experience in implementing the specific piece of software as well as in projects in the particular industry are additional factors that decision-makers need to consider. Depending on the setup of their own project team, it might also be worthwhile searching for complementary competencies such as advisory, market expertise, and change and project management. And, of course, the project costs do play an important role and typically vary greatly between the different service providers.

Many companies have established long-term partnerships with digitalisation partners who offer services beyond the integration of PIM solutions, such as interface maintenance or data services. As a core technology, PIM is integrated in multiple processes across the organisation. Accordingly, every change in the system landscape affects this network of data flows, requiring adjustments, optimisations, and amendments of existing structures to return to an ideal setup – or at least to get as close to an ideal setup as possible.

## THE DATA SUPPLY CHAIN

To picture and analyse these intertwining data flows, The Group of Analysts developed the concept of the data supply chain. While the information supply chain depicts the system landscape and categorises the respective solutions as part of data procurement, data preparation, or data distribution, the data supply chain describes the individual data processes. These data processes can touch several different software solutions, pass multiple business areas and responsibilities, and comprise diverse transformation steps. Combining all data processes,

you will get the entire data supply chain – and the optimisation of this data supply chain is the foundation of every data-driven company seeking to make their data truly actionable.

A perfect data supply chain, however, is a vision that is very hard to achieve for most companies. Numerous data value leaks deprive the organisation of efficiency, insights, and synergies. Detecting and correcting these data value leaks is a task most organisation cannot perform on their own because it requires quite a number of different competencies:

### **/ Market knowledge:**

The capabilities of existing and new technologies must always be reflected against the background of the potential currently available in the market. As this Analyst Atlas of PIM shows, the vendor market is highly diverse and ever growing. A software that was once the perfect fit may not be able to compete with today's market potential. Companies therefore need a deep market understanding and must closely watch upcoming players and technologies. Since this kind of expertise is rarely found in-house, market analysts are the best support in this respect. Many companies rely on the advice of consultants or digitalisation partners; however, their opinions and views are often shaped by their experiences with software vendors and cannot be neutral and objective. An analyst's sole task, on the contrary, is to observe the market and understand it and its implications in all its fullness.

**/ Software implementation:**

Once a new technology is chosen, it needs to be implemented. In the case of product information management, this leads to a range of important tasks such as data cleansing, data migration, and system configurations. Here, it is important to build a team that comprises line of business and external implementation specialists to set the basis for an efficient and sustainable integration of the solution.

**/ Software integration:**

Software integration can be very tricky – it needs to be prepared properly in that there must be absolute clarity regarding which system is responsible for which task and which of the solutions takes ownership of the data. These rules must then be applied to interfaces and processes to make sure all data flows run smoothly and compliantly.

**/ Data governance:**

That said, setting up strong data governance is paramount to establish and maintain high levels of data quality. Data governance, however, means so much more than just some guidelines written down somewhere. True data governance is alive – it constantly evolves, and it is actively enforced by responsible parties who are backed up by the company's management. In essence, it is the groundwork of a fruitful data culture where people interact naturally and confidently with data as an essential element of their work.

**/ Data services:**

There are lots of tasks around the preparation, management, transformation, and distribution of data. While some companies solve these tasks with internal resources, many outsource them to external service providers. No matter the approach, it is important to define the tasks and responsibilities clearly as part of the above-mentioned data governance.

**/ Ability to create purpose:**

The ability to create purpose is a new field of expertise that evolved with the modern vision of a data-driven company. In a true data-driven company, every single data process has a clear purpose and is developed and constantly monitored and optimised accordingly. The return on operational technologies (ROOT) is a method developed by TGOA with exactly this approach in mind: by thoroughly assessing each data process's value areas and comparing them to the goals the company set for them, analysts can calculate the ROOT of the data supply chain. Over time, this gives a detailed progress report of the company's digital performance.

# SUMMARY OF MARKET PERFORMANCE

In this research report, we looked at 65 vendors in the area of product information management. All of these vendors were asked to fill out our comprehensive Market Performance Wheel assessment. For 17 of those vendors we have a full-blown assessment that reflects an in-depth exchange between the vendor and our analysts as part of ongoing analyst relations. For another eight vendors we received answers to our request for information. The results of their assessment have not been discussed in a personal exchange with our analysts, however, and oftentimes not all questions

have been answered. These Market Performance Wheels are marked in the respective profiles with an asterisk and the label “MPW Preview”.

For vendors from whom we received no or not all answers or who refused to share intel with us, we defined a set of selected criteria from each of the four main assessment areas of the Market Performance Wheel that could be evaluated through in-depth internet research. That said, we need to make it clear that some vendors do not publicly share key information such as:

- / Revenue
- / Number of employees
- / Growth strategy / financing model
- / Cloud strategy
- / Technology partners

In these cases we had to make assumptions based on other key figures or assign the minimum number of points where we could find no implications for measurement. Accordingly, our assessments of those vendors who did not provide us with first-hand information may not be entirely accurate. Nevertheless, our assessment does give a comprehensive overview of the current PIM market and shows

some interesting differences between the players as well as the overall strengths and weaknesses of the market as a whole.

In the following, we look at the overall results, explain the main differentiators, and make a few predictions about where we think the market is heading before taking a closer look at the individual software vendors in chapter 8.

## THE BIG PICTURE

The graphic on the next page shows the vendors included in this report on a timeline of their foundation years. The size of the bubbles reflects the respective vendors’ overall market performance, which is defined by their geographic strategy, their customer base, the size of their implementation partner network, and their industry coverage. For the assessment, we used the following industry classifications:

- / Machinery or technical industry
- / Chemical or pharmaceutical industry
- / Electronic industry
- / Mail order industry
- / Retail non-food
- / Retail food
- / Wholesale (B2B)
- / Bank or insurance
- / Tourism
- / Other

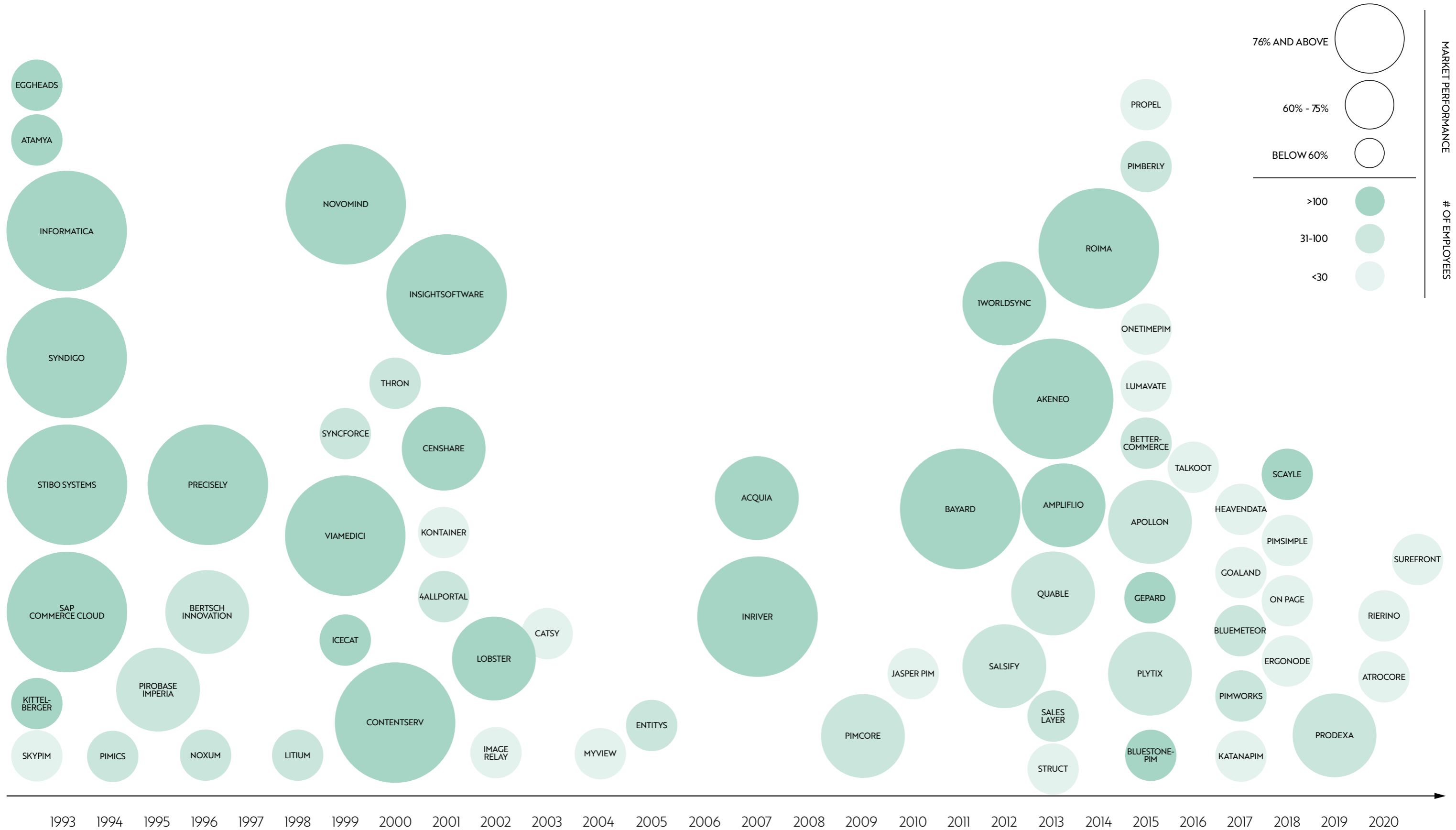
The colour of the bubbles represents the number of employees of the respective vendor. The darker the green, the higher the number of employees, indicating a bigger company size and revenue.

It is not surprising that most of the big vendor companies with considerably high market performance have a long track record in the market. Vendors like Informatica, Syndigo, Stibo Systems, and SAP have been in the market for decades, constantly growing their market shares and customer base while diversifying and developing their software portfolio. Around the early 2000s, a wave of new PIM vendors came on the scene, some of which have grown considerably since then: Viamedici, Novomind, and Contentserv fall into that category.

Interestingly, there appears to be a phase during the period 2002 – 2011 when very few new players entered the market, maybe because of an increased cautiousness after the burst of the dot.com bubble.

However, some highly successful PIM vendors have been founded over the past two decades and the market has resumed its former pace. In the case of Inriver and Akeneo, for example, rapid growth occurred thanks to huge investments during the past few years. We have observed a remarkable increase in the number of market entrants since 2015, many of them seeking to cover a specific market or use cases – 35 per cent of the vendors included in this report were founded in 2015 or later.

SUMMARY OF MARKET PERFORMANCE



Graphic: Foundation year, company size, and market performance of included PIM vendors

## ABILITY TO PERFORM

Gaining awareness lays the groundwork of a future-proof market presence. We strongly believe that the ability to influence the target market by promoting one's brand, thought leadership, and offerings is crucial for software vendors looking to build a sustainable business today. That's why our Market Performance Wheels include a very deep assessment of the quality, clarity, and efficacy of vendors' marketing activities in addition to obvious KPIs like market maturity, number of employees, and revenue.

The results of our vendor assessment in this report are promising as we found that 62.6 per cent of the overall points were achieved for the vendors' marketing performance. That said,

our analysts found that while they do a really good job of communicating frequently and producing new content on a regular basis, the diversity of this content could be a lot stronger. Diversity is essential for engaging with an audience in the long term as it acknowledges the differing information needs of heterogeneous target groups as well as different tastes when it comes to information consumption. Most vendors focus on blog writing or on posting about corporate news on social media. Only a few truly master the art of communicating in a such fast-paced and dynamic market – we highlight some exceptional examples of these in the following best practices chapter.

## MARKET PERFORMANCE

Of course, market performance is heavily dependent on factors like the business model, target markets, and growth strategy. There are big differences between the vendors covered in this report. Players like Informatica, Syndigo, and SAP have a global approach and therefore a huge footprint in the market. Other vendors focus on specific regions, and these are the ones that often do the implementation projects themselves, fostering a close relationship with their customers. While this can be a preferable approach for some companies, and it definitely has some positive effects on the vendor's product development, it is not as scalable as a partner-first strategy. In fact, only 49.2 per cent of the points for service partner networks were achieved in this year's research report. Even if it is a strategic decision that some vendors have good reasons to step away from, the estab-

lishment of a strong and growing partner network is undeniably an important success factor in establishing a sustainable business model. It comes as no surprise that those few vendors who achieved a higher score for their partner network (80 per cent or more) also show a tendency to achieve above-average results in the key area of market performance, stressing the argument made before that growing the partner network helps businesses strengthen their market position.

However, a vendor's focus can also lie on a specific branch with the intention of covering all the specific use cases, rules, and requirements that customers in this industry face. Examples of these vendors can be found in the best practices chapter where we highlight vendors for their industry leadership.

## FUTURE PROOF

In the area of future proof, we assess the vendors' adaptability to contemporary tech developments as well as a range of mindset and market understanding topics that indicate an open-minded and innovation-driven culture. As such, we expect software vendors to acknowledge their own role in the dynamics of the market and to help their customers as well as the

public to understand current trends and concepts by providing content, courses, and other kinds of access to market expertise. Here, our analysts see lots of room for improvement, as only 35 per cent of the points were achieved this year.

Another surprising finding was that overall, while the label "cloud-native" is used ubiquitously as discussed later in this

chapter, the vendors we assessed appear to respond rather slowly to new tech concepts and buzzwords like the other MACH terms (microservices, API-first, headless) and further contemporary concepts such as artificial intelligence, syndication, configuration-as-a-service, and multi-tenant SaaS.

This finding adds to the overall view that PIM vendors need to keep up with ongoing debates and thought leadership conversations – not only externally as part of their marketing performance but to shape their own strategy, as well. In doing so,

they can align their developments with market requirements and expectations and maintain their relevance and market positions.

With only 38.9 per cent of the total achievable points (though 3.9 per cent more than in last year's market assessment), responding to new tech concepts is another main differentiator in the PIM market and one area that is likely to change dynamically with the growing competition and aggressive growth strategies of some market players.

## TECHNOLOGY

In the PIM market, our analysts found a general lack of proper communication when it comes to the applications' tech stack. The results of our analyses show this remarkably well: among the top scorers in this section, everyone except for Sales Layer fed our analysts with first-hand information, which indicates that insider information is needed to truly understand a software vendor's tech strategy. In a time when business decisions are increasingly based on an overarching digital strategy, this intransparency can cost vendors real opportunities. That said, the overall performance of 14.63 out of 25 points is based on incomplete information and must therefore be viewed cautiously.

At the same time, marketing-effective tech attributions like "cloud native" are ubiquitous, blurring the lines of a common understanding of these terms. In this year's market assessment, 90 per cent of all vendors claim to be cloud native. This in turn makes it harder for businesses to assess what is truly behind statements like this. In reality, a large number of applications that are described as cloud native are, in fact, cloud ready. These applications are built traditionally on an on-premises n-tier architecture and are being packaged to run in the cloud. However, they lack the architectural paradigms that truly cloud-native applications are built on. It's not about where the application runs but how it is created and to what extent it takes advantage of true cloud computing with its scalable microservices that interact automatically with each other via APIs.

Many vendors try to come close to a cloud-native approach in that they are moving their cloud-ready solutions to a cloud-native architecture by incrementally replacing elements of their legacy application with microservices or software modules that

are built in the cloud. This strangler pattern approach is popular among some long-established players since it gives vendors the opportunity to offer cloud solutions without having to completely re-design their application, which would inevitably mean heavy disruption for their business.

However, there are some examples where vendors took their chances successfully. They began developing completely new applications in a cloud-first environment that are 100 per cent independent of their legacy software. These vendors acknowledge and accept the consequences of this paradigm shift to benefit from the advantages of building infinitely scalable software in the cloud and thereby offering technology that drives business models, product development, and competitive advantage in an incomparable way. This is a disruptive but important decision as it determines the vendor's future positioning in the market. It's disruptive because the vendor faces large investments and a fundamental change of its organisation and because it must come up with a plan for the legacy application, too – either sunsetting it in the process of launching the cloud solution or running it in parallel as long as there is a customer base.

Riversand – now Syndigo – made its move back in 2015. We interviewed Upen Varanasi, founder of Riversand and CEO until its acquisition by Syndigo in 2021, on that transformational journey for our joint white paper "[Zero Gravity](#)".

Informatica followed closely in 2016 with the launch of IDMC (Intelligent Data Management Cloud), which now runs on its CLAIRE GPT, an AI-powered data management platform that helps businesses to automate data management processes and move to the cloud more easily.

A more recent example is ATAMYA, the brand-new cloud-native PIM solution developed by eggheads, a vendor in the market that has been around for three decades with its established eggheads Suite for product information management.

Besides the question of deployment, the PIM solutions differ greatly in terms of their data management coverage and supported data processes. While some vendors go for a pure PIM strategy, others view PIM as part of their multi-domain offering. Likewise, many solutions combine different disciplines along the information supply chain like PIM and DAM to offer a more comprehensive product content management solution. Then there are examples of vendors aiming to provide an entire digital value chain, either by building a comprehensive suite of modules or by acquiring complementary tech vendors and integrating their solutions. With these approaches, we typically see vendor solutions that cover PIM, DAM, e-commerce, content management, syndication capabilities, and sometimes even OMS and analytics.

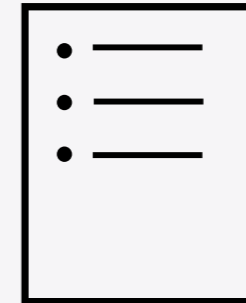
In addition, there is a growing market of supply chain and product life cycle management solutions that have started to expand their capabilities with PIM to cover their customers' needs in a more comprehensive way.

The profiles indicate each vendor's technology focus as follows: (1) Pure PIM/MDM approach, (2) product content approach, (3) product content life cycle approach. When it comes to the technology focus, we observe different approaches that are almost equal-

ly popular among the vendors covered. Out of the 65 vendors, 17 have a clear focus on data in the context of PIM/MDM, providing customers with a complementary offering through integration, apps, best-of-breed tools, and services like microservices from cloud platforms in addition to their highly functional PIM/MDM software. Thirty-one vendors claim to have a pure focus on product content in their offerings, including digital asset management. Another 17 vendors aim at covering (almost) all of their customers' data management needs and therefore have a broader focus on the entire product content life cycle that includes not only PIM/MDM but other essential areas too, such as e-commerce, CMS, print, multi-language management, marketing operations, and CRM. These could be achieved by an own solution or by OEM software.

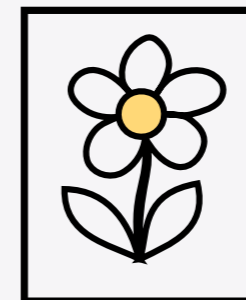
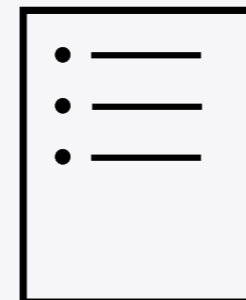
Given their specific philosophy, the network of complementary technology partners is an important strategic pillar. In an increasingly interconnected business world, standalone PIM solutions need to come up with answers when it comes to adjacent software disciplines. In fact, bundling up with market-leading DAM, CMS, e-commerce, ERP and other solutions can be a real competitive advantage in the buyer's decision-making process. And even vendors who have a broad scope might want to consider partnering with providers of competitor solutions in other fields to more successfully address companies with a well-covered system landscape. Even so, the vendors covered in this report achieved only 34.3 per cent of the points for their tech partnerships.

## HOW THE VENDOR PROFILES INDICATE THE TECHNOLOGY FOCUS



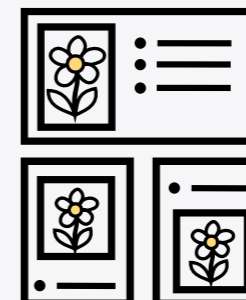
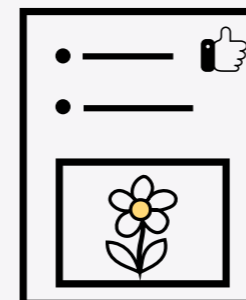
### 1 PURE PIM/MDM APPROACH

The focus of the vendor clearly lies on data in the context of PIM/MDM. The aim is, however, to provide customers a complementary offering that includes integration, apps, best-of-breed tools and services like microservices from cloud platforms in addition to our their PIM/MDM software.



### 2 PRODUCT CONTENT APPROACH

The vendor has a pure focus on the product domain, which might also include digital asset management. Their goal is to maintain their expertise and functional competency by adding substantial features through release changes in the core, plug-ins, modules or similar means.



### 3 PRODUCT CONTENT LIFE CYCLE APPROACH

Their strategy is to cover (almost) all of their customers' data management needs. Therefore, they have a broader focus that not only includes PIM/MDM but other essential areas, too, such as Shop, CMS, Print, Translation, Marketing Ops or CRM. This could be either realised by own or by OEM software.



## THE 2024 TOP VENDORS OF THE PIM MARKET

The tables on the right list the top PIM vendors according to the points they earned for the four main areas of the Market Performance Wheel. Unsurprisingly, big players like Informatica (25 out of 25 points), SAP Commerce Cloud (24 points), insightsoftware, Precisely, Salsify, Stibo Systems, and Syndigo (21 points each) lead the field when it comes to the ability to perform.

Market performance shows a similar picture with Informatic scoring highest at 25 points, closely followed by SAP Commerce Cloud, Contentserv, Precisely, and Stibo Systems with 21 points each.

In the area of future proof, we found SAP Commerce Cloud (23 points), Syndigo (22 points), and ATAMYA and insightsoftware (21 points each) earning the top rankings of the 65 vendors covered.

When looking at the scores for the MPW area of technology, it becomes apparent that except for Sales Layer (a remarkable 19 out of 25 points), only those vendors who are actively exchanging information with our analysts score highly, indicating that overall, public information on vendors' technology stack is insufficient to get a true assessment of their performance.



### 2024 PIM TOP VENDORS

The 2024 PIM analyst report identified 20 top vendors: 4ALLPORTAL, apollon, ATAMYA, BAYARD, Bertsch Innovation, BetterCommerce, Contentserv, Informatica, insightsoftware, myview systems, Noxum, pirobase imperia, Precisely, prodexa, Sales Layer, Salsify, SAP Commerce Cloud, Stibo Systems, SyncForce Circular PIM, and Syndigo.

### ABILITY TO PERFORM

- 1 INFORMATICA (25/25)
- 2 SAP COMMERCE CLOUD (24/25)
- 3 INSIGHTSOFTWARE, PRECISELY, SALSIFY, STIBO SYSTEMS, SYNDIGO (21/25)

### MARKET PERFORMANCE

- 1 INFORMATICA (25/25)
- 2 SAP COMMERCE CLOUD (23/25)
- 3 CONTENTSERV, PRECISELY, STIBO SYSTEMS (21/25)

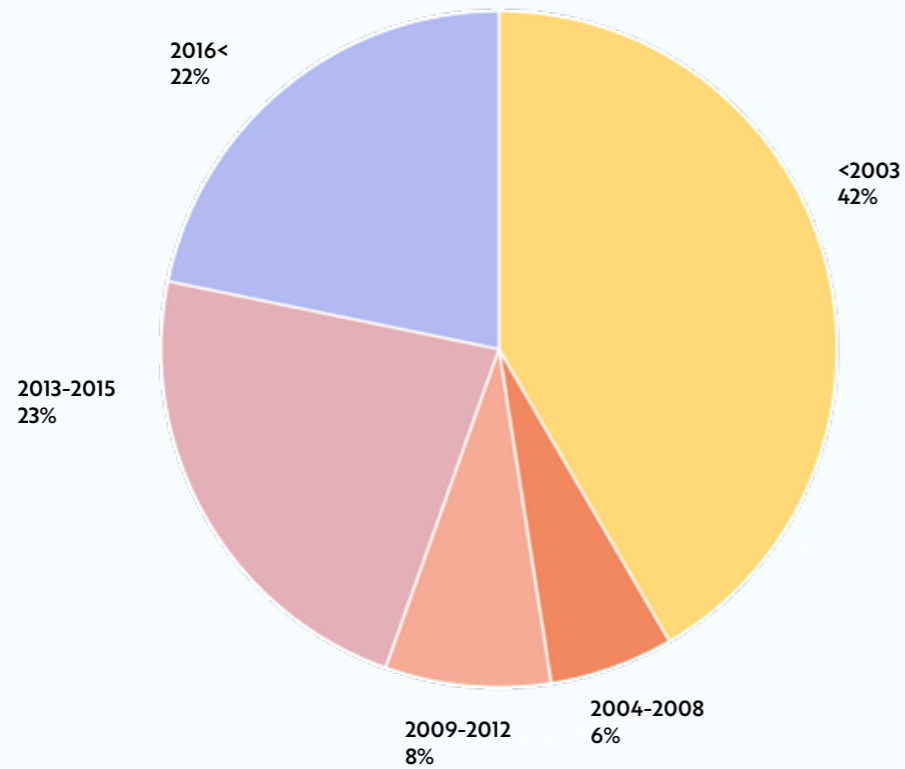
### FUTURE PROOF

- 1 SAP COMMERCE CLOUD (23/25)
- 2 SYNDIGO (22/25)
- 3 ATAMYA, INSIGHTSOFTWARE (21/25)

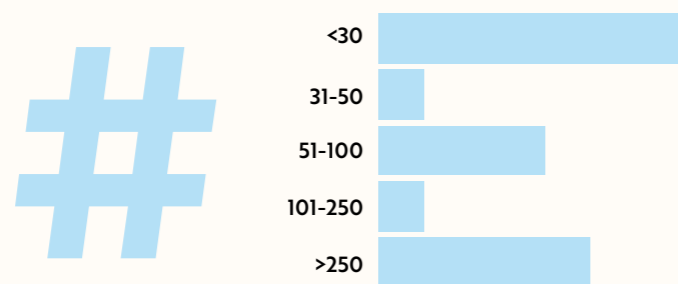
### TECHNOLOGY

- 1 4ALLPORTAL, ATAMYA, BERTSCH INNOVATION, BETTERCOMMERCE, INFORMATICA (21/25)
- 2 BAYARD, INSIGHTSOFTWARE, NOXUM, PIROBASE IMPERIA, SYNDIGO (20/25)
- 3 APOLLON, MYVIEW SYSTEMS, PRODEXA, SALES LAYER, STIBO SYSTEMS, SYNCFORCE CIRCULAR PIM (19/25)

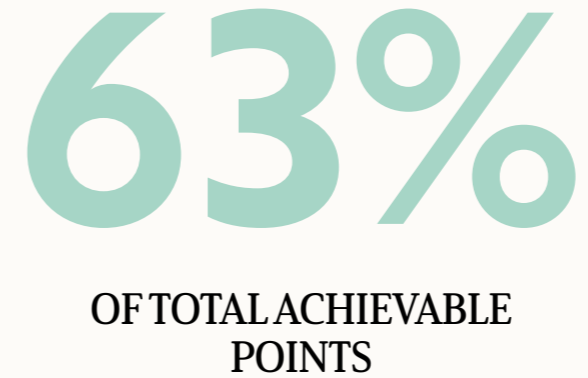
## FOUNDATION YEAR



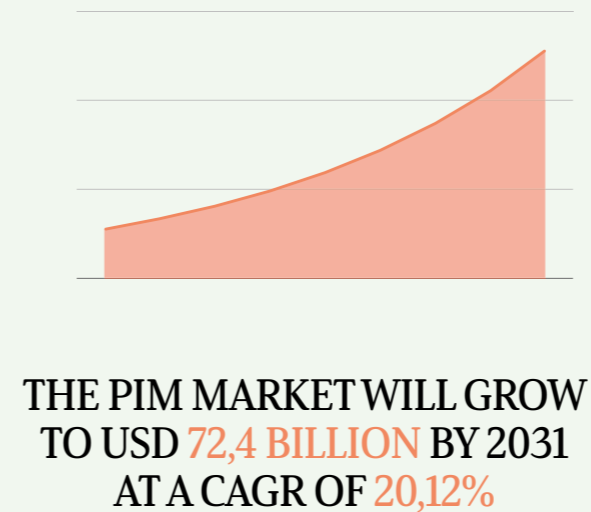
## NUMBER OF EMPLOYEES



## SOCIAL MEDIA COMMUNITY



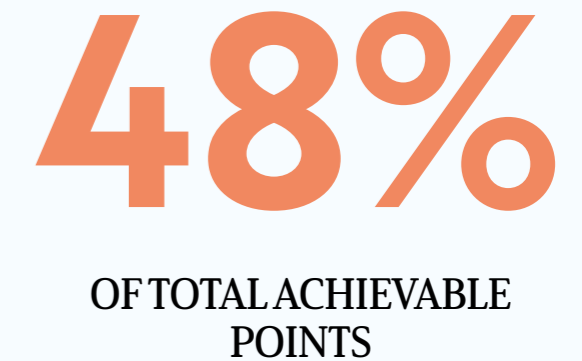
## GROWTH



## GEOGRAPHICAL STRATEGY



The geographic strategy is a main differentiator of the PIM vendors – while some players clearly have a global approach, others focus on few key markets if not their own home market.





### 2024 BEST PRACTICES

The 2024 PIM analyst report identified fifteen best practices for five categories: thought leadership, industry leadership, extended PIM, generative AI, and transparency.

## BEST PRACTICES

The previous chapter showed that, in general, PIM vendors struggle to use communication as a means to attract and bind customers. Having accompanied many vendors in the field on their journeys, our analysts have come to the conclusion that this is especially true for companies with tech-savvy leadership. Some of these companies' CEOs were also the founders and in many cases they developed the software themselves. These vendors focus heavily on building awesome software products – but fail to talk properly about it.

On the other side are the big players, mostly heavily funded with lots of marketing dollars to spend on engaging market communication. These companies dominate the search results, flood their audiences

with a constant stream of new content, and wow researchers with their contemporary look and feel, indicating that their tech stack is just as modern as their marketing activities. Yet, when evaluating the contents of their marketing material, they too rarely talk about the essence of their software products.

In this chapter, we look beyond the raw numbers, the shiny marketing promises, and the cautious messages. While researching the 65 vendors covered in this report, we came across some exceptional vendors who convinced our analysts in very specific aspects – summarised in the categories of thought leadership, industry leadership, extended PIM, generative AI, and transparency.

## THOUGHT LEADERSHIP

Software vendors have a unique view of the markets. They witness numerous trends, experience disruptive paradigm shifts, and are constantly adjusting to changing customer expectations. We strongly believe that this gives them the opportunity to transform their knowledge into real thought leadership content, and that it is their duty to participate in the market's discussions. Reflecting today's trends against the backdrop of their individual perspective helps them build trust and provide educational insights for potential and existing customers. Most PIM vendors have some sort of knowledge hub on

their websites containing obligatory elements such as a blog section and some white papers. However, only a very few exhibit a true commitment to reporting on what is going on in the market or in their own company. These vendors have managed to build top-notch content creation teams within their organisation who notably follow an autonomous communication and marketing strategy for the purpose of educating the market and sharing valuable insights without the common sales-driven note of so-called "lead magnets".

### **/ 1WorldSync: community engagement that excels**

1WorldSync is a great example of how software vendors can actively engage with their target audience and existing customers. Besides a range of recorded webinars to watch on-demand and upcoming webinars to register for, the company offers frequent live trainings as well as user group events and trade shows where the community can gather, exchange ideas and best practices, and learn more about the software and the company. These offerings are an excellent means of fostering existing customer relationships and supporting users sustainably.

### **/ Propel: built-in news unit with management commentators**

Converged is a comprehensive online magazine "where product innovation meets market evolution" offered by Propel in addition to a vast resource library. The Propel management team, including the CEO, CTO, and VP MedTech & Life Sciences Industry Marketing, authors commentaries on current market news and trends, sharing their thoughts on the software market, specific industries, and the overall economy. This commitment to taking a stand in its market and reflecting on topics that matter is unique and definitely a best practice we applaud the company for.

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## INDUSTRY LEADERSHIP

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The scope of market penetration is an important strategic decision for PIM vendors. Many big players like Informatica and SAP opt for global coverage, providing software solutions for every industry. However, some players focus on specific industries to cover their unique use cases in a way no generic system could mirror – at least not without heavy customisations.

In most cases, this specification comes from a long history of serving customers in that exact branch, working closely with them to adapt the solution to

their needs and expectations. Others were founded as spin-offs originating from solutions developed by industry leaders themselves. Industry-specific solutions can mostly be found in branches that are highly regulated or characterised by complex classification standards and data exchange processes between industry and retail. The specialised PIM solutions are perfectly tailored to support these data processes through built-in automations, validation rules, data models, or interfaces with relevant data sources and data recipients.

### **/ myview systems: lighting heroes**

myview systems is a German PIM vendor that specialises in technical industries, particularly the lighting industry. Instead of letting partners do the implementation projects for its software, myview does the work itself in order to facilitate and foster the knowledge transfer from its customers to its own product development. With its latest SaaS application xmediaLight,\* myview even integrates with other PIM systems to support data exchange processes using the new GLDF (Global Lighting Data Format) standard for the lighting branch.

### **/ SyncForce Circular PIM for packaged goods manufacturing**

There are PIM solutions that focus on the product domain only and there are solutions that follow a multi-domain approach, allowing for management of customer, location, or competitor data as well. And then there is SyncForce Circular PIM, which developed a solution that covers product and packaging data, responding to the highly complex needs of packaged goods manufacturers that serve multiple retail and sales channels with diverse combinations of products and packaging. With its specialisation in food and pet food manufacturing, SyncForce is constantly making sure that new regulations and compliance standards are reliably covered by its solution.

### **/ Bertsch Innovation: excellent solution for the automotive aftermarket**

The automotive aftermarket is characterised by a high level of complexity: dealers, manufacturers, and workshops need to exchange product content that connects vehicles, spare parts, and brands in a meaningful way. Product data standards like TecDoc and AUTOCARE facilitate the data exchange while adding a layer of complexity to the market players' data management. Bertsch Innovation has a long track record in the automotive sector, which led to the industry-specific product content management solution AutomotivePIM.

### **/ BAYARD: impressive footprint in the healthcare and FMCG sectors**

While BAYARD also serves industries such as DIY and cosmetics, its expertise and range of products and services in the field of healthcare and FMCG are remarkable. Its product content life cycle management solution BYRD covers all relevant data standards like COVIN, HCDP, EUDAMED, and UDI for the healthcare industry as well as the GSI GDSN standards for the FMCG market. In addition, BAYARD runs the HCDP as well as the GSI GDSN data pool b-synced, both of which are fully integrated with the BYRD solution to support customers in exchanging data with their trade partners.

### **/ Scayle: born in fashion and set to conquer the B2C commerce world**

Scayle was spun out from About You, one of Germany's largest e-commerce retailers, in August 2023 to offer its solution to brands and retailers for D2C use cases. The software comprises digital commerce, checkout, PIM, order management, digital storefronts, promotions, analytics, payments, and subscription features, thus covering the entire digital value chain of fashion brands and retailers – which it has started applying to other industries like home and living as well as sports and lifestyle.

## EXTENDED PIM

A PIM is a PIM is a PIM, right? That would certainly make things a lot easier for decision-makers. However, besides obvious differentiators like company size, market reach, and industry footprint, there are many more nuanced differences in the design of PIM solutions that companies need to consider when choosing the right system.

While this implies the opportunity to actually find a solution that meets the individual requirements of a company remarkably well, it also means

that it takes a lot more reflection, conceptualising, and research to make the right move. In this section, we look at some exceptional PIM solutions that showcase the remarkably strong vision of their developers – a vision that goes far beyond PIM. With that, we don't mean modular solutions comprising different software disciplines but rather an integrative approach that clearly views product data as part of a wider value chain.

### / **BetterCommerce: product data ready for e-commerce**

BetterCommerce offers a perfect integration of PIM and e-commerce. Where other solutions still seem to treat both disciplines separately, this company has managed to unify the different use cases in an astonishing way. Its solutions particularly address complex B2B and B2C scenarios that benefit from highly flexible and scalable data management along with rich commerce functionalities.

### / **Pimberly: A PIM that covers the product life cycle**

The UK vendor integrates light PLM functionalities into its PIM solution to close the gap between product development and marketing and sales. The data flows cover an integrated DAM that manages all 3D renders, samples, and specs and thus illustrates the product from the initial idea to the product images used in the online store. This way, the entire product life cycle is streamlined, allowing for more efficient go-to-market processes.

### / **Propel: spanning the entire supply chain**

Propel, too, calls itself a PLM vendor – however, in this case, the term PLM describes the supply chain of products, bringing together suppliers, trading partners, and customers to collaborate in one unified data thread. This includes BOM (bill of material) management, manufacturing change order management, and cross-functional collaboration features. In addition to PIM and PLM, its offerings cover a quality management solution that includes analytics, reporting, compliant document management, audit processes, and specific requirements for the medical technology industry.

### / **Roima: supply chain software for sustainable results**

Finnish software company Roima Intelligence addresses supply chain needs through dedicated software solutions, including PIM, PLM, WFM, and logistic solutions. With this proposition, Roima mainly targets discrete manufacturing, process industries, and logistics and retail. To cope with the complexity of these industries, the PIM solution enhances the capabilities of ERP systems typically used by Roima's customers, for example, to create valuable product connections like bundling items into kits, suggesting accessories, or indicating spare parts compatibility.

## (GENERATIVE) AI

A lot has been written and discussed about artificial intelligence, and today, nearly all software vendors claim to offer AI-based features that facilitate their users' daily tasks by automating certain processes. However, there is no longer any distinction between event-driven automation and real AI, which is even more confusing for companies searching for dedicated solutions. While automation – simply put – is a rule-based if-then programme that automati-

cally starts a defined action when another defined action has occurred, AI uses smart algorithms to do more complex things such as image or pattern recognition, decision-making, and content creation. The latter falls into the category of so-called generative AI, where new and unique content is created. These models use machine-learning (ML) capabilities to train their algorithms with more and more data to derive increasingly accurate results.

### / **Talkoot: AI-based storytelling for excelling product experiences**

With its PIM solution, Talkoot mainly targets brands' product detail pages in digital commerce. Its AI writer is built to fill these product detail pages with high-impact product stories that are not only optimised for every digital channel but also fully customised by brand and customer persona. To serve every text-based purpose on the product detail pages, Talkoot uses template-based, rule-based, as well as NLP (Natural Language Processing) AI models to generate the most appealing, most accurate, and most effective outcome.

### / **Syndigo: AI-powered productivity tools for simplifying management complexities**

Syndigo's GoPilots™ is a suite of AI-based productivity tools to facilitate jobs like data profiling, anomaly detection, data cleansing, copy creation, text translation, and keyword extraction. The growing range of capabilities is integrated into the Syndigo platform comprising PIM, MDM, syndication, and DSA.

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## TRANSPARENCY

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As described in the previous chapter, the vendors covered in this year's Analyst Atlas of PIM show room for improvement when it comes to communicating openly about their tech stack. The ranking for the MPW area of technology shows only those vendors at the top of the list who have a full-blown Market Performance Wheel, which means their information is shared transparently with our analysts. That said, there are two exceptions, both of which show comparatively good results in this area, which is remarkable given that neither of them responded to our analysts' requests for information.

### **/ Sales Layer: answering the most important tech-related questions**

The Spanish PIM vendor does a really good job of product marketing. Besides providing a 1:1 demo, it even offers a recorded walk-through to give interested people a first impression of the solution. On its website, Sales Layer not only addresses people from line of business but also provides sufficient information for tech teams to answer their most important questions – be that the API standards used, where its hosts its cloud-native SaaS solution, or the uptime provided.

### **/ Struct: showcasing straightforward expertise**

Struct is a PIM vendor from Denmark that also communicates very openly about its tech specifications. While this gives the website a slightly IT-centred touch, Struct doesn't hide essential technical information behind mere marketing claims. Additionally, it takes a stand in current discussions and savvily talks about topics like the digital product passport (DPP) and what it actually means for companies – again, without making a fuss and using the term as yet another buzzword to drive up inbound leads.

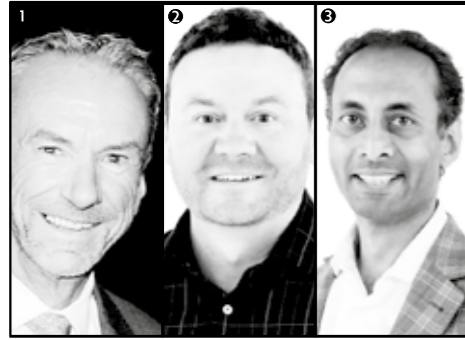
# VENDOR PROFILES

1WORLDSYNC  
4ALLPORTAL  
ACQUIA  
AKENEO  
AMPLIFI.IO BY PATTERN  
APOLLON  
ATAMYA BY EGGHEADS  
ATROCORE  
BAYARD  
BERTSCH INNOVATION  
BETTERCOMMERCE  
BLUEMETEOR  
BLUESTONE PIM  
CATSY  
CENSHARE  
CONTENTSERV  
EGGHEADS  
ENTITYS.IO  
ERGONODE  
GEPARD  
GOALAND  
HEAVENDATA  
ICECAT  
IMAGE RELAY  
INFORMATICA  
INRIVER  
INSIGHTSOFTWARE  
JASPER PIM  
KATANAPIM  
KITTELBERGER  
KONTAINER  
LITIUM  
LOBSTER  
LUMAVATE  
MYVIEW  
NOVOMIND  
NOXUM  
ON PAGE  
ONETIMEPIM  
PIMBERLY  
PIMCORE  
PIMICS  
PIMSIMPLE  
PIMWORKS  
PIROBASE IMPERIA  
PLYTIX  
PRECISELY  
PRODEXA  
PROPEL  
QUABLE  
RIERINO  
ROIMA  
SALES LAYER  
SALSIFY  
SAP COMMERCE CLOUD  
SCAYLE  
SKYPIM  
STIBO SYSTEMS  
STRUCT  
SUREFRONT  
SYNCFORCE CIRCULAR PIM  
SYNDIGO  
TALKOOT  
THRON  
VIAMEDICI

# PIM VENDORS

Founded in: 2012 | Employees: 600 | This profile is based on publicly available information and on information provided by the vendor

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### FURTHER SITES IN

USA, Germany, UK, Brazil, Switzerland

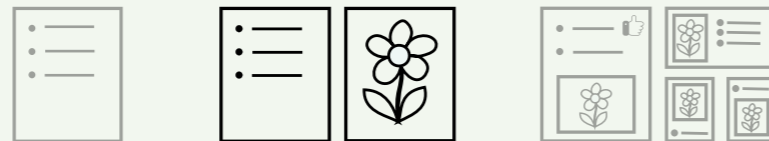
### CUSTOMERS

Kellog's, Red Gold, EcoLab

### PARTNERS

n/a

### TECHNOLOGY FOCUS



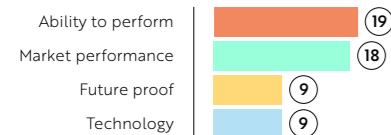
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

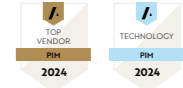
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2001 | Employees: 60 | This profile is based on findings from The Market Performance Wheel

## 4ALLPORTAL



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**Daniel Lücke** | CEO | E: d.luecke@4allportal.com | T: 0049 5241 7433 6380 |

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### FURTHER SITES IN

n/a

### CUSTOMERS

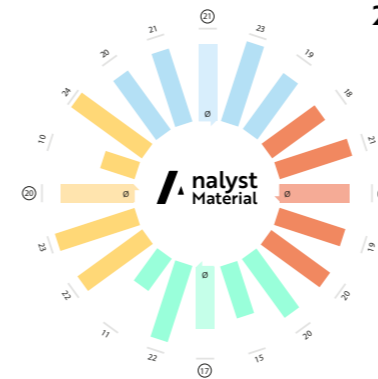
Cewe, Teekanne, Bofrost, Bauer Media Group, Warner Bros. Discovery, Phoenix Contact, Bomag

### PARTNERS

Cyangate, DIW Singapore, Click It AG, Communication Pro, Torino Systems, Go4Flow, Pimworks, Cogito Digital

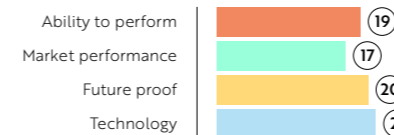
### MPW

PERFORMED IN 2024

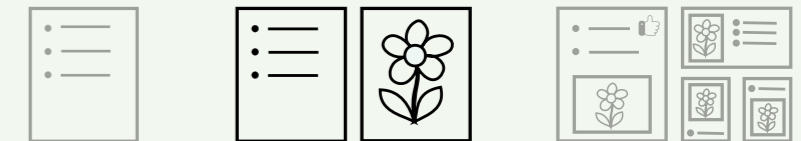


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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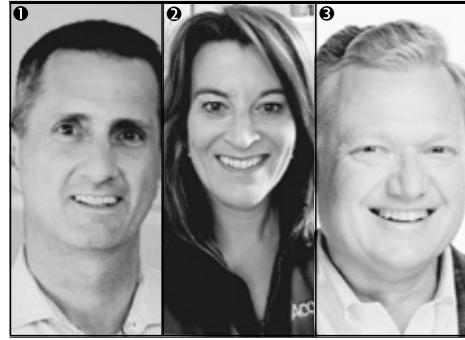




# PIM VENDORS

Founded in: 2007 | Employees: n/a | This profile is based on publicly available information

## ACQUIA



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**Jennifer Griffin Smith** | Chief Market Officer | T: 001 888 922 78 42 |  
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### FURTHER SITES IN

**CUSTOMERS**  
Pradco, Rheem

### PARTNERS

Accenture, Axelerant, Blue Fountain Media, Bounteous, Caggemini, CI&T, Credera, Dentsu Digital, Elevated Third, Epam Systems, IBM iX, Infosys, Isobar, Material, Medicurrent, Mirum, Mobilworld, Paragon DCX, Perficient, Phase2, Possible Worldwide, Promet Source, VML, Wunderman Worldwide, IxInternet, Access, Adcetera, Appnovation Technologies, Bliss Media, Boston Digital, Caci Digital Experience, Catch Digital, Cognizant Technology Solutions, Coherence, Dept Agency, Digital Pulp, Digitas, E-Sinergia, FFW, Genero, Genuine, Hero Digital, Huge, Indegene, Inetum, KPMG, MediaMonks

### TECHNOLOGY FOCUS



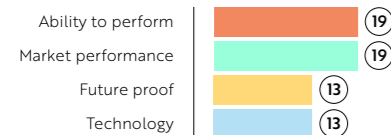
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN 2024



# TO LOOK AT

Founded in: 2013 | Employees: 430 | This profile is based on publicly available information

## AKENEO



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**Benoit Jacquemont** | CTO & Co-Founder | E: hello@akeneo.com | T: 0033 255 5900 00 |  
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### FURTHER SITES IN

France, Germany, UK, Netherlands, US, Australia

### CUSTOMERS

ADS, City Furniture, Forever 21, Fossil, Franklin Electric, Rural King, Kurt Geiger, Nuxe, Staples, Myer, Thrasio, Chico's, CarParts, TaylorMade Golf, Rail Europe

### PARTNERS

Vaimo, Valtech, Emakina, iWeb, Vanilla Reply, O2 Commerce, Synolia, Smile, Sitation, Calago, 5874 Commerce, Avvale, Adiacent, Vincit, Xsarus, TechDivision, SQLI, hmmm, Clever Age, Parsionate, Partnersense, Agence Dn'D, Merkle, Solteq, Datasolutions, Tryzens, Gradient Edge, Alpenite, Induxx, Jakala, Kernpunkt Digital, Delaware, Ntara, Aleysian, Algoritma, Wemea, Valantic, Consid, Advise, GFT, Take The Lead, Unic, Space 48, Gruppo Euris, Adesso, Digital Garden, KPS Digital, Columbus Global, Origenem, Brandung, Diva-e, Telekom MMS, And Digital, Macopedia, Interactiv4, Start with Data

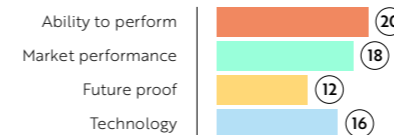
### MPW

PERFORMED IN 2018

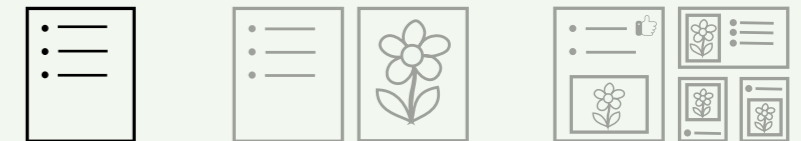


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2013 | Employees: 1700 | This profile is based on publicly available information

## AMPLIFI.IO BY PATTERN



**Melanie Alder** | Co-founder & Chief Strategy Officer | T: 001 888 881 75 76 | E: hello@pattern.com  
**David Wright** | Co-founder & CEO | T: 001 888 881 75 76 | E: hello@pattern.com  
**Josh Baran** | Chief Brand Officer | T: 001 888 881 75 76 | E: hello@pattern.com

[www.pattern.com](http://www.pattern.com)

### MAIN OFFICE

1441 West Innovation Way, Suite 500 | Lehi, UT, 84043 | USA



### FURTHER SITES IN

n/a

### CUSTOMERS

Kühl, Skullcandy, Panasonic, Klean Kanteen, Toshiba, Bosch, Pure Encapsulations, Thorne, Paslode, Stance, Wahl Professional, Kong, Panasonic, Sorel, Eno, Bayer, Spikeball, Tumi

### PARTNERS

Inc., TikTok, Mirakl

### TECHNOLOGY FOCUS



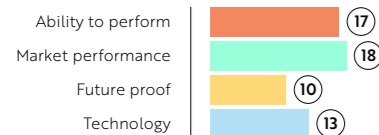
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

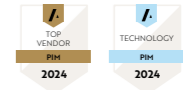
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2015 | Employees: 85 | This profile is based on findings from The Market Performance Wheel

## APOLLON



**Norbert Weckerle** | CEO | E: nweckerle@apollon.de | T: 0049 7231 941 199 | #visionary #futureoriented #pimexpert  
**Tobias Marks** | CCO | E: tmarks@apollon.de | T: 0049 162 262 6109 | #creative #goodmood #customer-risking  
**Yasemin Czechowski** | Marketing Manager | E: yczechowski@apollon.de | T: 0049 7231 9410 | #listener #keepitsimple #summergirl

[www.apollon.de](http://www.apollon.de)

### MAIN OFFICE

Maximilianstraße 104 | 75172 Pforzheim | Germany



### FURTHER SITES IN

Germany

### CUSTOMERS

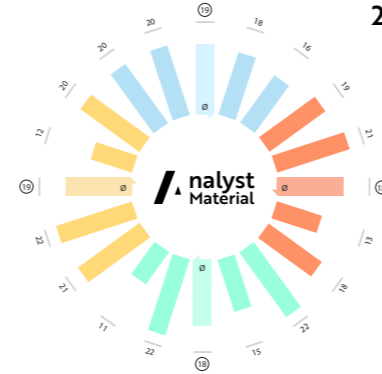
Bär Schuhe, Efalock, Ikea, Popken Fashion Group, Kölnmesse, Leitermann, Camlog, Hellmut Ruck, Pewag, Porsche

### PARTNERS

Brandport, E-velopment, Hitachi Solutions, Shopware, PMMG Group

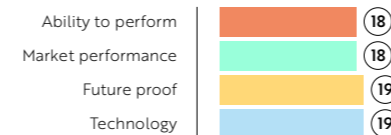
### MPW

PERFORMED IN 2022

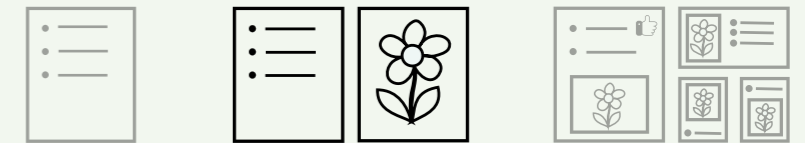


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 1990 | Employees: 100 | This profile is based on findings from The Market Performance Wheel

## ATAMYA



**Markus Pichler** | Managing Director | E: m.pichler@eggheads.de | T: 0049 171 456 513 7 |  
**Eric Dreyer** | Head of Product | E: e.dreyer@eggheads.de | T: 0049 171 640 761 8 |  
**Gerd Laski** | Director Alliances & Partner Management | E: g.laski@eggheads.de | T: 0049 171 456 075 0 |

[www.atamya.com](http://www.atamya.com)

### MAIN OFFICE

Alte Wittener Straße 50 | 44803 Bochum | Germany



### FURTHER SITES IN

Germany, Switzerland

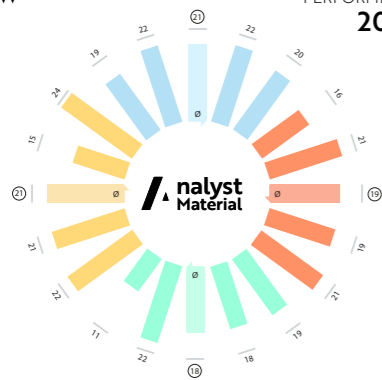
### CUSTOMERS

Helios, Mewa, Obo Bettermann, Sakret, Severin, Steiff, TUI, Wilo, Brumberg, Brunnen, Delta-V, Christ

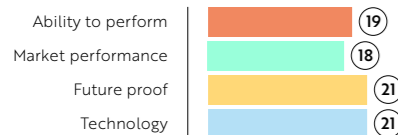
### PARTNERS

Across Systems, Adobe Systems, Agravity, Code it Labs, Commercetools, Emporix, Encoway, Framedivision, Inbetween, Intershop, Mercury.ai, Nexoma, Oxid, Phaina, Pixx.io, Priint, Retresco, Shopify, Shopware, Tessa, Vviinn, WooCommerce, ABC Cross Media, Aclvion, adesso, Arvato Systems, Comspace, Conslt, DAM United, Eikona Media, Emmet Software Labs, Experts in Motion, Foryouandyourcustomers, Hoerl Information Management, Mediaopt, Mindcurv Group, Netcare Business Solutions, Netformic, Nördliche Digitale, PMMG Group, Shopmacher, Simkraft Solutions, Smart Commerce, Swaico, The PIM Company, Vanilla Reply

MPW PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 2020 | Employees: 9 | This profile is based on preliminary findings from The Market Performance Wheel

## ATROCORE



**Alexander Zinchenko** | Managing Director | E: alexander.zinchenko@atrocore.com | 0049 941 463 99 70 | #entrepreneur #businessleader #pimexpert  
**Oleksandra Yavorska** | Marketing Manager | E: olesia.yavorska@atrocore.com | T: 0038 0665 909 821 | #contentmarketing #seoexpert #creativemarketer

[www.atropim.com](http://www.atropim.com)

### MAIN OFFICE

An den Klostergründen 29 | 93049 Regensburg | Germany



### FURTHER SITES IN

n/a

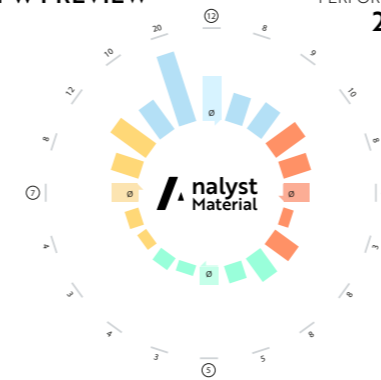
### CUSTOMERS

Nissen, Stadelmann, Barthel, MWS, Kupiec, HM Clause, Prompto, Brogle, Tuxera, Adam Hall, Nero, Liesa, Fersa, BNP Paribas, Davidson's, Kathrein, D&B Audiotechnik

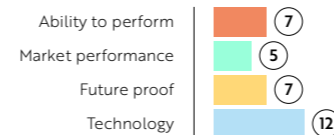
### PARTNERS

Programini, PZ Systeme, Tangram

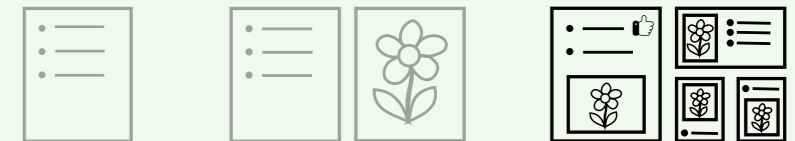
MPW PREVIEW\* PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2011 | Employees: 70 | This profile is based on findings from The Market Performance Wheel

## BAYARD



- **Björn Bayard** | Geschäftsführer | E: info@byrd.io | T: 0049 151 180 026 83 |
- **Daniela Bayard** | Director Marketing & Communications / Organisation / HR | E: info@byrd.io | T: 0049 171 171 71 81 |
- **Rainer Pietschmann** | Director Sales | E: info@byrd.io | T: 0049 151 108 415 25 |

www.byrd.io

### MAIN OFFICE

Agrippinawerft 30 | 50678 Köln | Germany



### FURTHER SITES IN

France

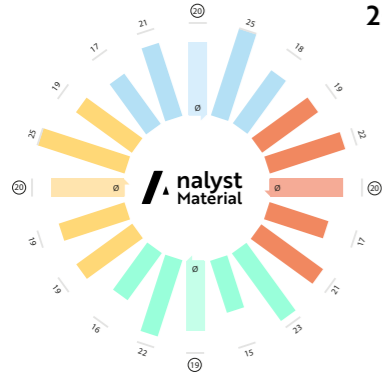
### CUSTOMERS

Schwarz Gruppe, Migros, Colruyt, Douglas, A. Vogel, Danone, Radeberger-Gruppe, Cosnova, Pajunk, Vygon, Medika, Prospitalia, Denner, MTS Group, Vitakraft, Amecke, Delivery Hero, Globus, Henkel, Leitz, Metro Group

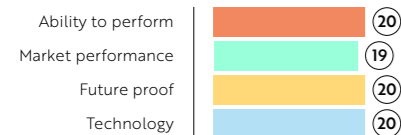
### PARTNERS

n/a

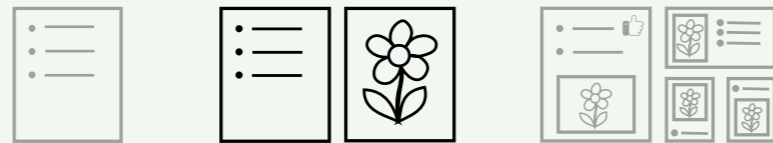
MPW PERFORMED IN 2022



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

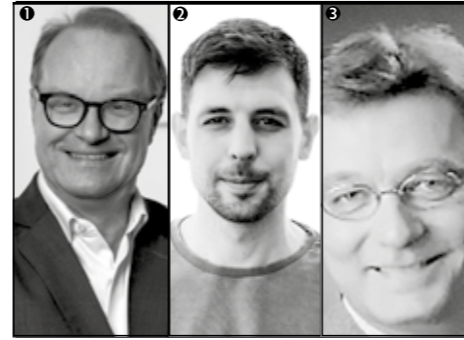
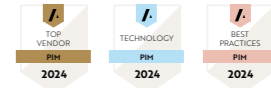
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# TO LOOK AT

Founded in: 1996 | Employees: 90 | This profile is based on findings from The Market Performance Wheel

## BERTSCH INNOVATION



- **Wolfgang Zingler** | CEO | E: wolfgang.zingler@bertschinnovation.com | T: 0049 711 9688 160 |
- **Johannes Kowalski** | Head of Marketing | E: johannes.kowalski@bertschinnovation.com | T: 0049 711 9688 160 |
- **Alexander Caro** | CSO | E: alexander.caro@bertschinnovation.com | T: 0049 711 9688 160 |

www.bertschinnovation.com

### MAIN OFFICE

Kronenstraße 25 | 70174 Stuttgart | Germany



### FURTHER SITES IN

Germany, Tunisia

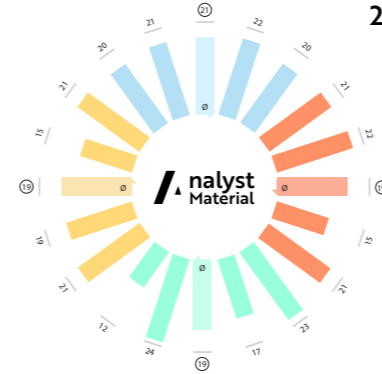
### CUSTOMERS

Bosch, Deichmann, Detlev Louis, Kärcher, Mahle, Mercedes-Benz Customer Solutions, Siemens, SNA, Zeitfracht

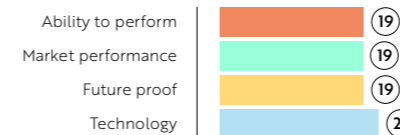
### PARTNERS

Calago, Gaficon, Quantum Digital, Smint.io, Adobe, Priint, Inbetween, BMEcat, TecAlliance, BIM Systems, EClass, proficlass, ETIM, e-pro

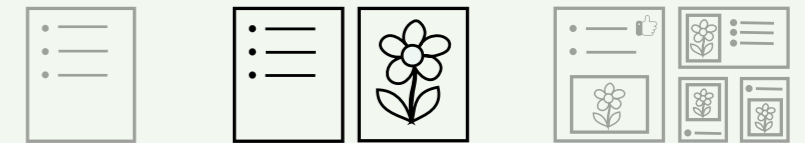
MPW PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

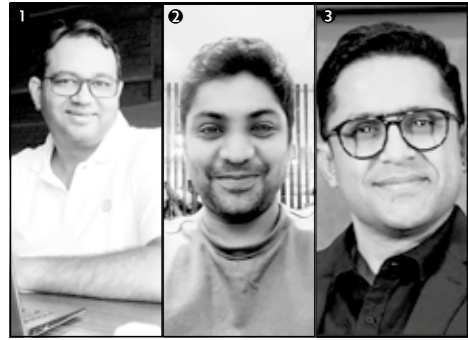
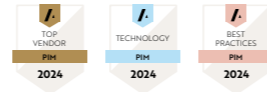
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# PIM VENDORS

Founded in: 2015 | Employees: 55 | This profile is based on findings from The Market Performance Wheel

## BETTERCOMMERCE



### MAIN OFFICE

Congress House, 14 Lyon Road | Harrow, Middlesex, HA1 2EN | UK



### FURTHER SITES IN

India

### CUSTOMERS

The Fragrance Shop, FFX, Alvin Key Clamp, DaMENSCH, Kenneth Lily

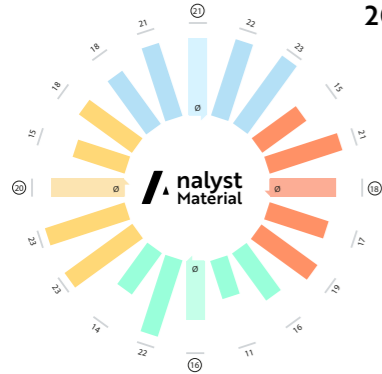
### PARTNERS

Schbang, Rixxo, Checkout, GreenWing Technologies, Arsenalia Group, Increff, EasyCom

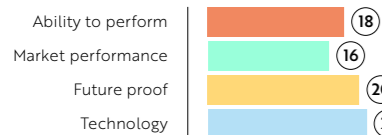
**1** **● Vikram Saxena** | Founder & CEO | E: vikram@bettercommerce.io | T: 0044 757 716 44 43 | #technopreneur #golfophile #coderbypassion  
**2** **● Vipul Aggarwal** | Chief Revenue Officer | E: vipul.aggarwal@bettercommerce.io | T: 0044 778 968 84 60 | #growtharchitect #saasagnostic #strategysavvy  
**3** **● Saurabh Chowdhury** | Sales Consultant | E: saurabh.chowdhury@bettercommerce.io | T: 0091 947 366 44 02 | #growthconsultant #techvision #techsales

[www.bettercommerce.io](http://www.bettercommerce.io)

MPW PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 2017 | Employees: 65 | This profile is based on preliminary findings from The Market Performance Wheel

## BLUEMETEOR



### MAIN OFFICE

50 South Main Street, Suite 200 - #217 | Naperville, IL 60540 | USA



### FURTHER SITES IN

UK, India

### CUSTOMERS

Office Depot Industry Data Exchange Association (IDEA), ZEP, IBT Industrial Solutions, Sandvik

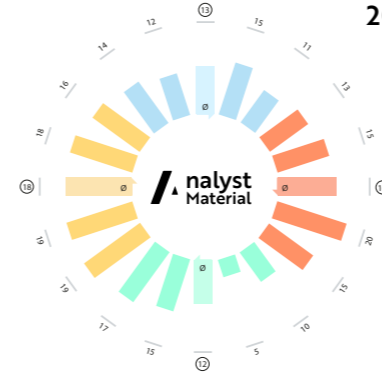
### PARTNERS

Start with Data, Earley Information Science, Xngage, Aqua Orange, Idea

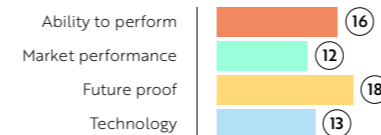
**1** **● Sanjay Agarwal** | Founder & CEO | E: sanjay@bluemeteor.com | T: 001 312 446 65 47 | #visionary #productcontentexpert #serialentrepreneur  
**2** **● Kerry Young** | COO & President | E: kyoung@bluemeteor.com | T: 001 904 716 71 62 | #strategist #PIM #PXM  
**3** **● Allyson Taft** | General Inquiries | E: ataft@bluemeteor.com | T: 001 706 631 18 86 | #pimstrategy #datamanagement #pimroi

[www.bluemeteor.com](http://www.bluemeteor.com)

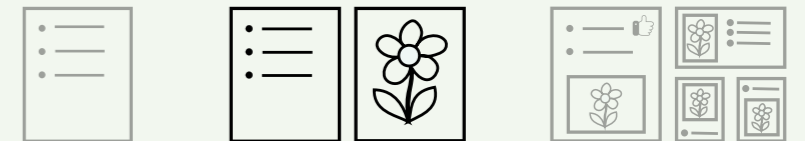
MPW PREVIEW\* PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

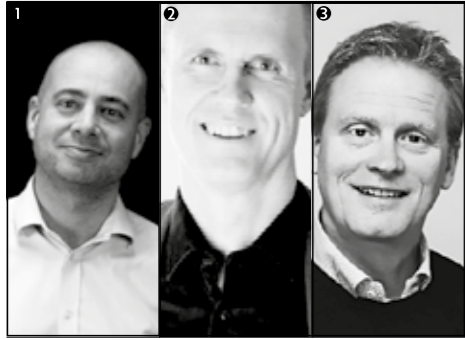
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2015 | Employees: n/a | This profile is based on publicly available information

## BLUESTONE PIM



**Einar Auggedal** | CEO | E: [einar@bluestonepim.com](mailto:einar@bluestonepim.com) | T: 0047 971 4549 6 |  
**Andreas Rudl** | VP Marketing | E: [andreas.rudl@bluestonepim.com](mailto:andreas.rudl@bluestonepim.com) | 0047 33 3533 00 |  
**Borgar Hestad** | VP Sales & Marketing | E: [borgar.hestad@bluestonepim.com](mailto:borgar.hestad@bluestonepim.com) | T: 0047 91 6034 34 |

[www.bluestonepim.com](http://www.bluestonepim.com)

### MAIN OFFICE

Wirgenes Vei 8b | 3157 Tonsberg | Norway



### FURTHER SITES IN

Norway, Netherlands, Poland, Sweden, Thailand, USA, UK

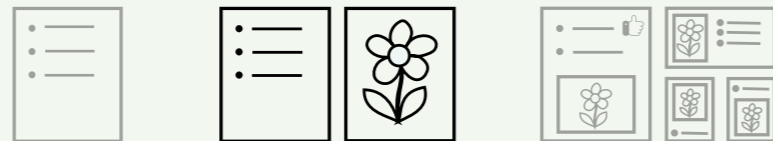
### CUSTOMERS

Dolby, Onlogic, Sainsbury's, Saint-Gobain, Color Line, Würth, Intersport, Isola, Telia, H&M, Jotun, Cos, Telenor, Starboard, Middy's

### PARTNERS

Appnovation, Avensia, Born, Cloudflight, E2X, Epinova, Geta, Iona, Lab Digital, NoA Ignite, Novicell, Orium, Retail IT, Vertica, CGI

### TECHNOLOGY FOCUS



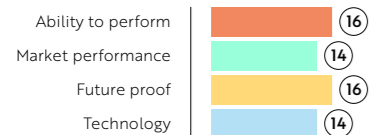
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

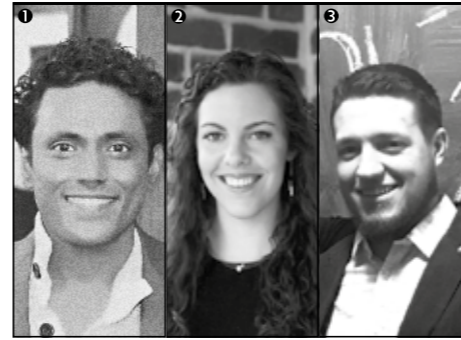
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2003 | Employees: n/a | This profile is based on publicly available information

## CATSY



**Ceejay S Teku** | Founder and CEO | T: 001 312 212 0086 |  
**Elizabeth Byrd** | Marketing Coordinator | T: 001 312 212 0086 |  
**Andrew Johnson** | Business Development | T: 001 312 212 0086 |

[www.catsy.com](http://www.catsy.com)

### MAIN OFFICE

505 N La Salle Dr, #300 | Chicago, IL 60654 | USA



### FURTHER SITES IN

n/a

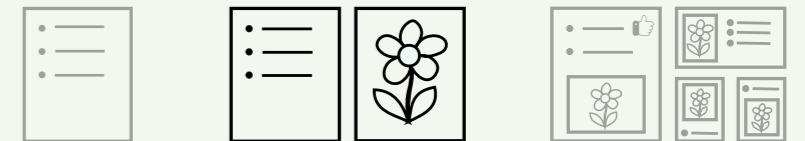
### CUSTOMERS

Zebra, JB , Vietri, Don, Lazyboy, Knipex, Weld On

### PARTNERS

Bigcommerce, Magento, Shopify, Ferguson, Fastenal, Menard's, Walmart, MSC, The Home Depot, Amazon

### TECHNOLOGY FOCUS



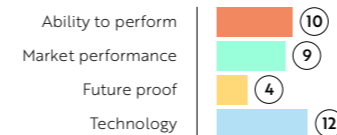
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN 2024



# PIM VENDORS

Founded in: 2001 | Employees: 200+ | This profile is based on publicly available information

## CENSHARE



**1 Tobias Ackermann** | CEO | E: info@censhare.com | T: 0049 89 5682 360 |  
**2 Karsten Nielson** | CCO | E: info@censhare.com | T: 0049 89 5682 360 |  
**3 Traugott Emrich** | CSO | E: info@censhare.com | T: 0049 89 5682 360 |

[www.censhare.com](http://www.censhare.com)

### MAIN OFFICE

Paul-Gerhardt-Allee 50 | 81245 München | Germany



### FURTHER SITES IN

Switzerland, USA, UK, Netherlands, India

### CUSTOMERS

B/S/H, Lands' End, Migros, R+V Versicherungen, Story House Egmont, Christie's, Allianz, Dyson, Lufthansa, Rewe, Die Post, Toyota, Fendt, Royal Canin, Fressnapf, Süddeutscher Verlag, XXXLutz, Condé Nast

### PARTNERS

Acrolinx, Across, AWS, CI Hub, Emarsys, Face-lift, Lionbridge, Priint:Suite, Marmind, Aclivon, Lauterkranz, Kolb Digital, MSP, Premedia, W&Co, Lösch, Foryouandyourcustomers, Mohn Media, Merkle, Asioso

PERFORMED IN  
2017



### TECHNOLOGY FOCUS



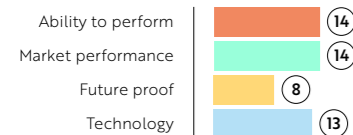
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

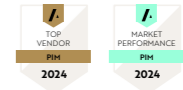
ASSESSED IN  
2024



# TO LOOK AT

Founded in: 2000 | Employees: 250 | This profile is based on publicly available information

## CONTENTSERV



**1 Michael Alexander Kugler** | CEO | E: michael.kugler@contentserv.com | T: 0049 8442 9253 800 |  
**2 Hilke Diepenbruck** | CMO | E: hilke.diepenbruck@contentserv.com | T: 0049 8442 9253 800 |  
**3 Johannes Jörger** | Senior Sales Executive | E: egon.wilsek@contentserv.com | T: 0049 8442 9253 800 |

[www.contentserv.com](http://www.contentserv.com)

### MAIN OFFICE

Hauptstrasse 82 | 8272 Ermatingen | Switzerland



### FURTHER SITES IN

Germany, France, Belgium, The Netherlands, Portugal, Spain, Japan, Singapore, India, USA

### CUSTOMERS

XXXLutz, Whirlpool, WMF, Villeroy & Boch, Vaillant, Tegut, RUKO, Miele, Lacoste, Leitz, Leifheit, Emmi, Electrolux, Dorel, Cor, Binder, Betty Barclay, Belimo, Bauknecht

### PARTNERS

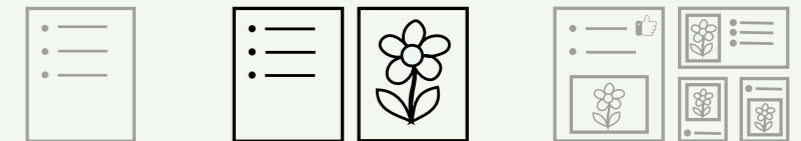
711media, A&F Systems, Aclivon, Clever Age, Conigon, Consult, CSSCommerce, Dentsu Digital, DNP, Dotsource, E-knox.net, Epam, Exa, Fiwe, Flagbit, Laudert, Media Office GmbH, Premedia, Parsionate, Sdzecom, Saws, Skylabs, SQLI, Squadra, Studio1, Synaigy, Talan, Valantic, W&Co, Xsarus, Y1, Yellow Ground

MPW

PERFORMED IN  
2018



### TECHNOLOGY FOCUS



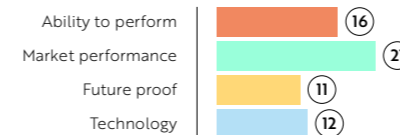
### FURTHER INFORMATION

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### MPW SYNOPSIS

ASSESSED IN  
2024



# PIM VENDORS

Founded in: 1990 | Employees: 100 | This profile is based on findings from The Market Performance Wheel

## EGGHEADS



- **Markus Pichler** | Managing Director | E: m.pichler@eggheads.de | T: 0049 171 456 513 7 |
- **Eric Dreyer** | Head of Product | E: e.dreyer@eggheads.de | T: 0049 171 640 761 8 |
- **Gerd Laski** | Director Alliances & Partner Management | E: g.laski@eggheads.de | T: 0049 171 456 075 0 |

[www.eggheads.net](http://www.eggheads.net)

### MAIN OFFICE

Alte Wittener Straße 50 | 44803 Bochum | Germany



### FURTHER SITES IN

Germany, Switzerland

### CUSTOMERS

Helios, Müller Licht, DER Touristik, Mewa, Obo Bettermann, Sakret, Severin, Steiff, TUI, Wilo, Brumberg, Brunnen, Delta-V, Christ

### PARTNERS

Across Systems, Adobe Systems, AM-GmbH, BIMsystems, Cadenas, Channel Pilot Solutions, Eikona Media, Framedivision, Intershop Communications, Marmind, Mercury.ai, Oxid Esales, Quark Deutschland, Retresco, ABC Cross Media, Aclavion, Arvato Systems, Cube Marketing, Mindcurv, Shopmacher eCommerce, Synaigy

# TO LOOK AT

Founded in: 2005 | Employees: 15 | This profile is based on preliminary findings from The Market Performance Wheel

## ENTITYS



- **Simon Manz** | CEO | E: simon.manz@entits.io | T: 0049 176 102 340 72 | #solutiondriven #open #customerfocused
- **Julio Zamora** | Director Customer Success | E: zamora@entits.io | T: 0049 176 149 932 00 | #problemsolver #extrovert #fun

[www.entits.io](http://www.entits.io)

### MAIN OFFICE

Lilistraße 83C | 63067 Offenbach am Main | Germany



### FURTHER SITES IN

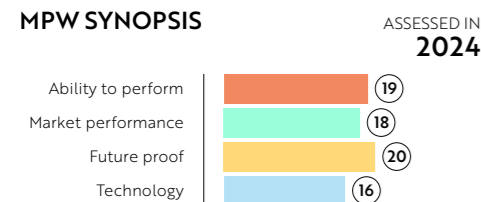
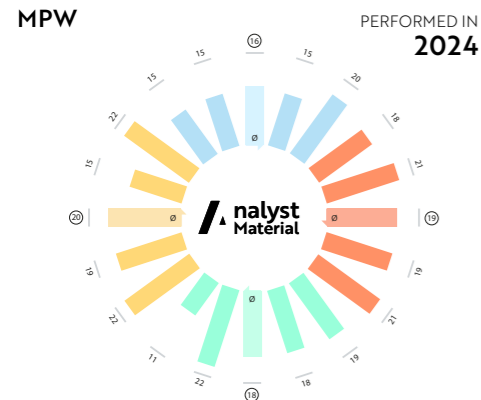
Germany

### CUSTOMERS

Georg Fischer, Orgatex, Syskomp, FHB, CSL Behring

### PARTNERS

n/a

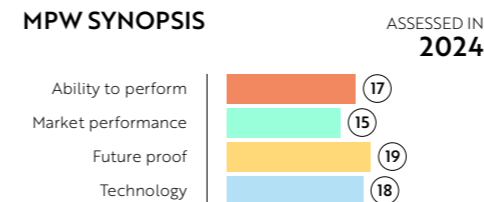
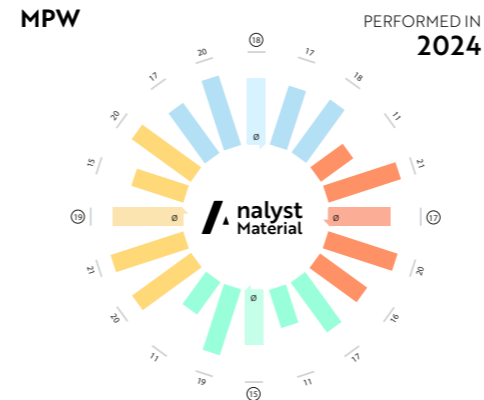


### TECHNOLOGY FOCUS

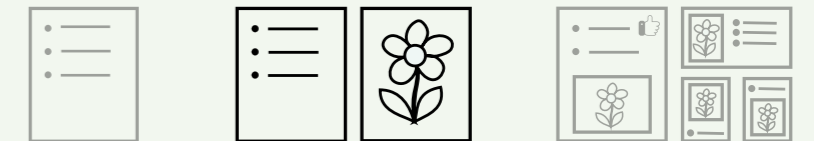


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### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 2018 | Employees: n/a | This profile is based on publicly available information and on information provided by the vendor

## ERGONODE



- **Marcin Piwowarczyk** | CEO & Founder | E: marcin.piwowarczyk@ergonode.com |
- **Tomas Hesseling** | General Manager, Benelux Region | E: tomas.hesseling@ergonode.com |
- **Pawel Jaskula** | Business Development Manager | E: pawel.jaskula@ergonode.com |

[www.ergonode.com](http://www.ergonode.com)

### MAIN OFFICE

Zygmunta Miłkowskiego 5 / 2U | 30-349 Krakow | Poland



### FURTHER SITES IN

n/a

### CUSTOMERS

Weilbach, Euroflorist, Dilling, BMC Switzerland, Sportano, Home & You, Miron Violetglass, iUsed, Calaso, Airpress, eStyl, Novet, Azan, 3MK, Afri-so, Alpinus, Husse, AB Bechcicki

### PARTNERS

Strix Group, Univio, BitBag, Spyrosoft, Macopedia, Hycom, Flooris, Nordic Web Team, Snowdog, Ecomwise, Sition, Pionect, Crehler, FCTRY, Memo ICT, Oxygen A/S, H1, Alumio, One B2B, Descrb

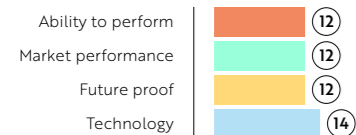
MPW PREVIEW\* PERFORMED IN 2024



### TECHNOLOGY FOCUS



MPW SYNOPSIS ASSESSED IN 2024



### FURTHER INFORMATION

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# TO LOOK AT

Founded in: 2015 | Employees: 150 | This profile is based on publicly available information and on information provided by the vendor

## GEPARD



- **Sergey Shvets** | CEO | E: sergey@gepard.io | #pimexpert #innovation #datatransformationexpert
- **Cyril Dorogan** | Chief Commercial Officer | E: cyril.dorogan@gepard.io | #pimexpert #ecommerceexpert #strategist
- **Yuliia Honcharova** | Chief Marketing Officer | E: y.honcharova@gepard.io | #businessgrowth #marketingimpact #strategy

[www.gepard.io](http://www.gepard.io)

### MAIN OFFICE

Kuklase TN 16-12 | Mustamae Linnaosa | Tallinn, 13423 | Estonia



### FURTHER SITES IN

Netherlands

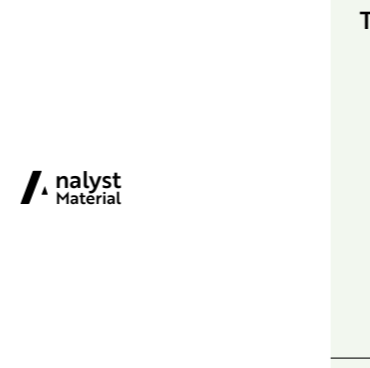
### CUSTOMERS

Oppl Lighting, Luminus Devices, Grover, Icecat, Elkjop (Elgiganten)

### PARTNERS

Icecat, Mirakl

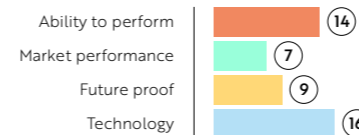
MPW PREVIEW\* PERFORMED IN 2024



### TECHNOLOGY FOCUS



MPW SYNOPSIS ASSESSED IN 2024



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 2017 | Employees: n/a | This profile is based on publicly available information

## GOALAND



**Nicolas Michel** | CEO & Founder | E: hello@goaland.com | T: 0033 140 101 999 |  
**Etienne Sola** | CTO & Founder | E: hello@goaland.com | T: 0033 140 101 999 |  
**Eric Cougniot** | Business Development & Partnerships | E: hello@goaland.com | T: 0033 140 101 999 |

[www.goaland.com](http://www.goaland.com)

**MAIN OFFICE**  
155, rue du Docteur Bauer | 93400 Saint Ouen | France



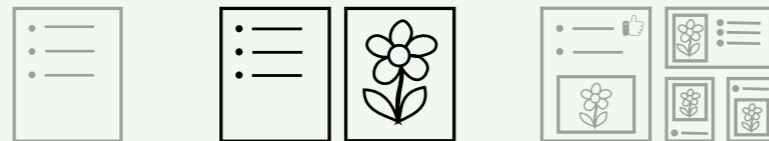
**FURTHER SITES IN**  
n/a

### CUSTOMERS

Activités Sociales de l'énergie, Allibert, Weber Saint-Gobain, Belambra Clubs, Eurocoustic Saint-Gobain, Média Participations, Yves Rocher, Odalys Groupe, Sesa Systems, Cantillana, C&K, Castorama, Michelin, Havas, Quick-Lock Ceiling Systems, Match Supermarché, Gabelex, Plafo-metal, Aquarine, Lexus, Orano, Altavia, Citroen, Tag, Printvalée, Carrefour Market, Doyle Dane Bernbach, Butagaz, Sysco

**PARTNERS**  
D&Û

### TECHNOLOGY FOCUS



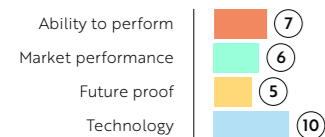
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### MPW SYNOPSIS

ASSESSED IN 2024



# TO LOOK AT

Founded in: 2017 | Employees: n/a | This profile is based on publicly available information

## HEAVENDATA



**Anno von Heimburg** | Co-Founder & Development | E: info@heavendata.com | T: 0049 721 909 82 00 |  
**Christoph Lütjen** | Co-Founder | E: info@heavendata.com | T: 0049 721 909 82 00 |  
**Martin Ordynski** | Head of Sales | E: info@heavendata.com | T: 0049 721 909 82 00 |

[www.heavendata.com](http://www.heavendata.com)

**MAIN OFFICE**  
40three GmbH | Durlacher Allee 73 | 76131 Karlsruhe | Germany

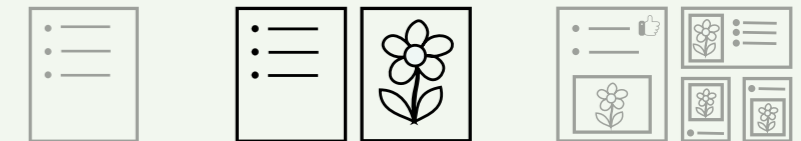


**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
Dickies, Eagle Creek

**PARTNERS**  
CyberLab, Azure, Docker

### TECHNOLOGY FOCUS



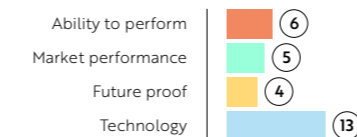
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### MPW SYNOPSIS

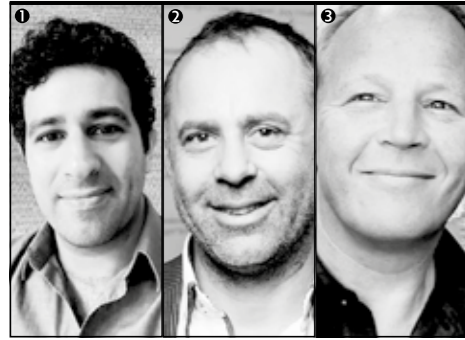
ASSESSED IN 2024



# PIM VENDORS

Founded in: 1999 | Employees: 200+ | This profile is based on publicly available information and on information provided by the vendor

## ICECAT



**Emre Tan Altinok** | Group Managing Director | E: marketing@icecat.com | T: 0031 30 711 4700 |  
**Martijn Hoogeveen** | Founder and CEO | E: marketing@icecat.com | T: 0031 30 711 4700 |  
**Marcel Blaas** | International Sales Manager | E: marketing@icecat.com | T: 0031 30 711 4700 |

[www.icecat.com](http://www.icecat.com)

### MAIN OFFICE

Joop Geesinkweg 125 | 114 AB Amsterdam | The Netherlands



### FURTHER SITES IN

Netherlands, France, Italy, UK, Turkey, Germany

### CUSTOMERS

HP, Apple, TD Synnex, Philips, Disney, Lego, Asus, Acer, Aquabeads, Arctic, Area, Ariete, Barbie, Bang Olufson, Barbo Toys, Be Quiet!, Beko, BenQ, BestLife Spas, Bestway, Beyblade, Bicycle, Bosch, Braun, Brita, Brixton, Brother, B-Tech, Buffalo, Canon, Castorland, Chicco, Chief, City, Clementoni, Corolle, Deep Gaming, DeepCool, Dell, Deqster, Dujardin, Duracell, Dyson, Epson, Eseo, Flavel, Forza, Freecom, Freestyle, Fujitsu, FurReal, Fuzzikins, Gaggia, Gastroback, Grimaud, Grundig, Haier, Hasbro, Hercules, Hot Wheels, Hoover, Hotpoint, Jumbo, KitchenAid

### PARTNERS

Alibaba, Allegro, Amazon, Bol, CDON, Cdiscount, Ceneo, Conforama, Coolshop, eBay, El Corte Inglés, eMag, Empik, Google, Hepsiburada, JD.com, Listi, ManoMano, Mercado, Miravia, Njuskalo, Otto, Pepita, Pigu Group, Rakuten, Rue du Commerce, Shoppster, Trendyol, Vatera, Walmart

### TECHNOLOGY FOCUS



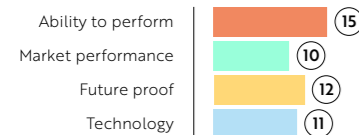
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### MPW SYNOPSIS

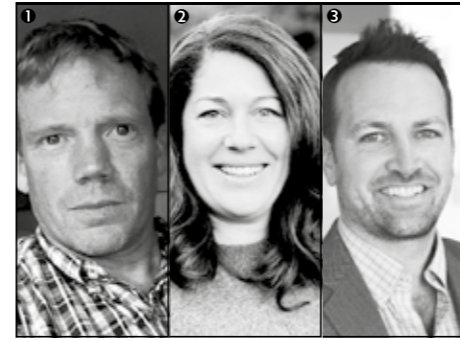
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2002 | Employees: n/a | This profile is based on publicly available information

## IMAGE RELAY, A CANTO COMPANY



**Skye Chalmers** | Founder & CEO | E: support@imagerelay.com | T: 001 802 393 4610 |  
**Jennifer Neary** | VP Marketing | E: support@imagerelay.com | T: 001 802 393 4610 |  
**Matt Roy** | Chief Revenue Officer | E: support@imagerelay.com | T: 001 802 393 4610 |

[www.imagerelay.com](http://www.imagerelay.com)

### MAIN OFFICE

50 Lakeside Ave, Ste 831 | Burlington, VT 05401 | USA



### FURTHER SITES IN

n/a

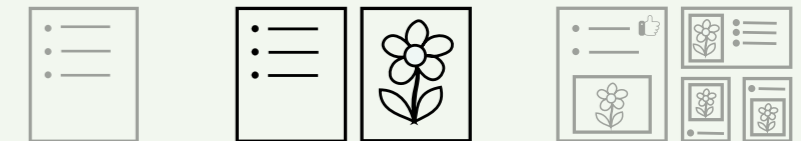
### CUSTOMERS

Ben & Jerry's, O'Neill, Cabot, Fox, Jacuzzi, Milwaukee, Isuzu, Dietz & Watson, Seiko, MegaFood, Kinder's, Lake Champlain Cocolates, Nalgene, Delgado Stone, Darn Tough, Sugar Bob's Finest Kind, 1% For The Planet, Jane Iredale, Miller Harris

### PARTNERS

n/a

### TECHNOLOGY FOCUS



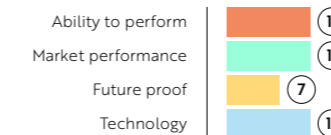
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### MPW SYNOPSIS

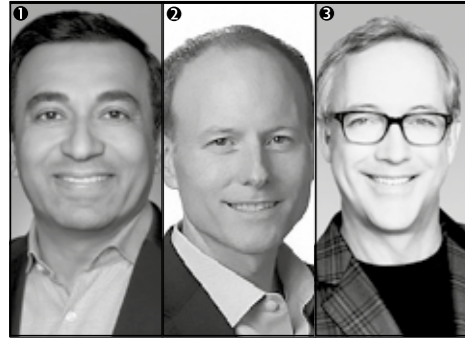
ASSESSED IN 2024



# PIM VENDORS

Founded in: 1993 | Employees: 5000+ | This profile is based on publicly available information and information provided by the vendor

## INFORMATICA



**Amit Walia** | CEO | E: support@informatica.com | T: 001 866 562 3920 |  
**Jim Kruger** | EVP, Chief Marketing Officer | E: support@informatica.com | T: 001 866 562 3920 |  
**John Schweitzer** | EVP, Chief Revenue Officer | E: support@informatica.com | T: 001 866 562 3920 |

www.informatica.com

### MAIN OFFICE

2100 Seaport Blvd | Redwood City, CA 94063 | USA



### FURTHER SITES IN

France, Germany, Ireland, Israel, Italy, Netherlands, Poland, Spain, Sweden, UAE, UK, Australia, China, Hong Kong, India, Japan, Singapore, Brazil, Canada, Mexico, USA

### CUSTOMERS

Europcar, Hyatt, Nissan, Avis Budget Group, Toyota, Yamaha, Scheider, Allianz, Axa, Santander, Burton, Kroger, Puma, Stuller, Unilever, Elkjop, Dolby, Lenovo, PayPal, Toshiba, NTT, Verizon, CVSHealth, Sutter Health, Merck, Asics, BMW Group, Hoffmann Group, DMG, Bouwmaat, Fischer Group, Coop Alleanza 3.0, Festo, Saint Gobain Distribution Benelux, PPG, Sport Scheck, Vitakraft

### PARTNERS

Accenture, Capgemini, Cognizant, Deloitte, In[1] Infosys, KPMG, LTIMindtree, Tata Consultancy Services, Wipro, Parsionate, Arvato, Infoverity, FIWE, Solteq, Striped Giraffe

# TO LOOK AT

Founded in: 2007 | Employees: 375 | This profile is based on publicly available information

## INRIVER



**Rohit Goyal** | CEO | E: sales@inriver.com | T: 0046 40 9738 80 |  
**Jay Roxe** | CMO | E: sales@inriver.com | T: 0046 40 9738 80 |  
**Brad Habansky** | CSO | E: sales@inriver.com | T: 0046 40 9738 80 |

www.inriver.com

### MAIN OFFICE

Sodra Tullgatan 4 | 21140 Malmo | Sweden



### FURTHER SITES IN

Germany, Netherlands, Philippines, Sweden, UK, USA

### CUSTOMERS

Michelin, New Balance, Carhartt, John Deere, Bacardi, Prysmian

### PARTNERS

3bits, Abilex, Accenture, Activo, Actum Digital, Adage Technologies, Agrippa Solutions, Agustos Teknologii, Aleysian, Alpha Solutions, Americaneagle.com, Amplifi, Aperture Labs, Ascedia, Avensia, Avionos, Avyre, Bilot, Bluebolt, Born, Bouvet, Brilliance, C2, Capgemini, Capo, CGI Norge, Co3, Cognizant, Columbus, Consid, Creuna, Ctac, Dynamic Dog Digital Agency, EcommerceTECH, Emakina, Emmet Software Labs, EPAM Systems, Epinova, Euvic, Forte Digital, Geta, Guidance, HiQ, Hoerl, Immeo, Impact, Infosys, Infoverity, Inmeta, Innofactor, Innovadis, Knowit Experience, Kraftvaerk

MPW

PERFORMED IN 2016



### TECHNOLOGY FOCUS



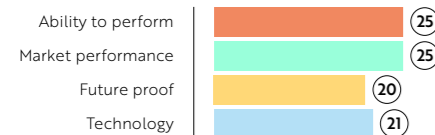
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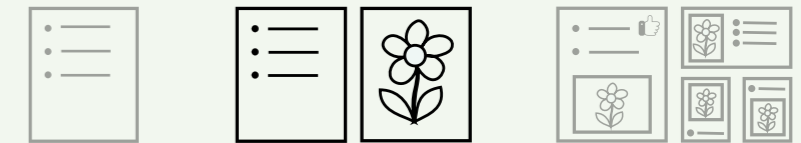


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



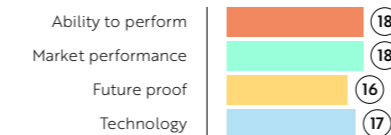
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### MPW SYNOPSIS

ASSESSED IN 2024



# PIM VENDORS

Founded in: 2001 | Employees: 2500 | This profile is based on findings from The Market Performance Wheel

## INSIGHTSOFTWARE



### MAIN OFFICE

8529 Six Forks Road | 27615 Raleigh | USA



### FURTHER SITES IN

UK, Germany, France, Netherlands, Sweden, Switzerland, Finland, Germany, Eire

### CUSTOMERS

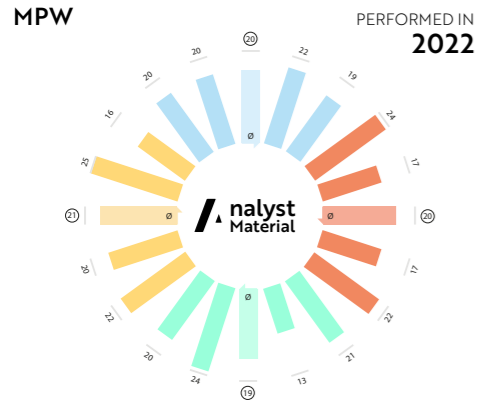
Assa Abloy, Avon Products, Ryobi Tools, Dom Security, Milwaukee Tools, Msc Direct, White Cap Supply, Edmundson Electrical, Teledyne Flir, Lgc Ltd, Steiner Electric Company, Lkq Europe

### PARTNERS

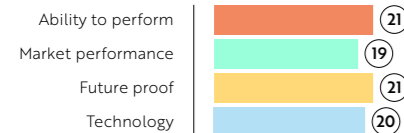
Oracle, Microsoft, SAP, Netsuite, Deltek, Infor, Aptean, Epicor, Lawson, JD Edwards

**Jason Simpson** | Director Sales and Alliances | E: [jason.simpson@insightsoftware.com](mailto:jason.simpson@insightsoftware.com) | T: 0044 7958 1254 48 | #foodie #craftbrewer #classicrockfreak  
**Dawn Zassick** | VP Professional Services | E: [dawn.zassick@insightsoftware.com](mailto:dawn.zassick@insightsoftware.com) | T: 001 724 777 688 98 | #worldtraveller #wineenthusiast #artsadvocate  
**Roger Pate** | Solutions Engineer | E: [roger.pate@insightsoftware.com](mailto:roger.pate@insightsoftware.com) | T: 0044 736 835 38 85 | #illustrator #hophead #metalfan

[www.insightsoftware.com](http://www.insightsoftware.com)



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 2010 | Employees: n/a | This profile is based on publicly available information

## JASPER PIM



### MAIN OFFICE

15 Wellesley Street West, Suite 214 | Toronto, Ontario | Canada



### FURTHER SITES IN

n/a

### CUSTOMERS

Bosch, Lorex, Samsonite, Jurlique, Inika Organic, Tile, Sennheiser, Toys R Us, Skullcandy

### PARTNERS

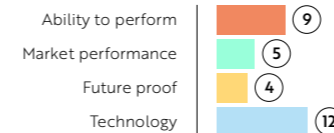
Intuit Solutions, Seeed, Mira Commerce, Parallel Operations, Axial, Space48

**Nick Spencer** | Vice President, Solution Engineering | E: [info@jasperpim.com](mailto:info@jasperpim.com) | T: 001 844 752 7737 |  
**Robin Greene** | Sales Development Representative | E: [info@jasperpim.com](mailto:info@jasperpim.com) | T: 001 844 752 7737 |  
**Dan Robson** | Enterprise Sales Director | E: [info@jasperpim.com](mailto:info@jasperpim.com) | T: 001 844 752 7737 |

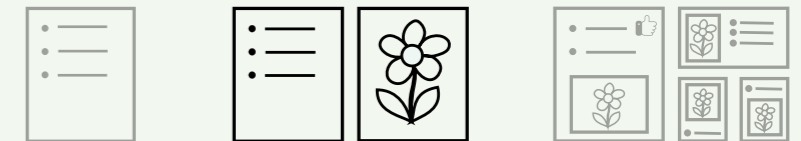
[www.jasperpim.com](http://www.jasperpim.com)



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 2017 | Employees: n/a | This profile is based on information provided by the vendor and publicly available information

## KATANAPIM



● **Luc Smeets** | Managing Director | E: luc@katanapim.com | T: 0031 715 28 87 92 |  
 ● **Raoul Straathof** | Product Manager | E: raoul@katanapim.com | T: 0031 715 28 87 92 |  
 ● **Erika Mutigliengo** | Marketing Manager | E: erika@katanapim.com | T: 0031 715 28 87 92 |

www.katanapim.com

**MAIN OFFICE**  
Vondellaan 47 | 2332 AA Leiden | The Netherlands

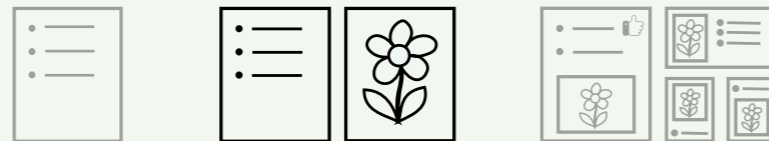


**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
OOSC, Ridam, Suitsuit, Foodelicious, Tippoint Trading, Polewolf

**PARTNERS**  
10XCrew, Bijzen & Dekker, Brandsom, Itonomy, Leenweb, MT Commerce, Marketplace Generation, Mtea, Neortus, Synetic, X-Com

### TECHNOLOGY FOCUS



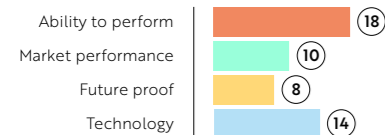
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



### MPW SYNOPSIS

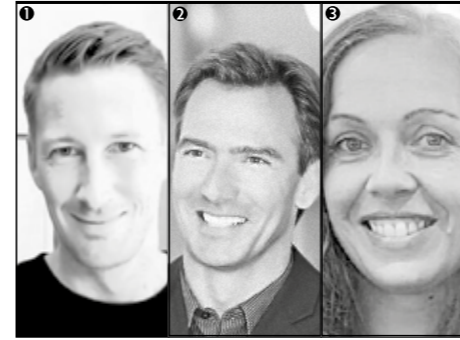
ASSESSED IN 2024



# TO LOOK AT

Founded in: 1966 | Employees: 120 | This profile is based on publicly available information

## KITTELBERGER MEDIA SOLUTIONS



● **Jan Kittelberger** | CEO | E: info@kittelberger.de | T: 0049 7121 6289 0 |  
 ● **Jürgen Frücht** | Managing Director | E: info@kittelberger.de | T: 0049 7121 6289 0 |  
 ● **Daniela Haid** | Leitung Digital Services | E: info@kittelberger.de | T: 0049 7121 6289 0 |

www.kittelberger.de

**MAIN OFFICE**  
Bayernstraße 8 | 72768 Reutlingen | Germany



**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
Bosch, Stihl, VW Nutzfahrzeuge, Bachmann, Tchibo, Dremel, Trumpf, Theben, Sigel, Sia Abrasives, Carl Götz, Skil, Märklin, Sauter, Bridgestone, Würth

**PARTNERS**  
Inxmail, Digimarc, Crownpeak, Oracle, Roqqio, Userlike

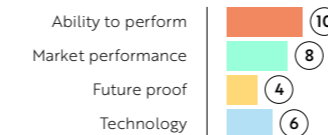
### MPW

PERFORMED IN 2018



### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

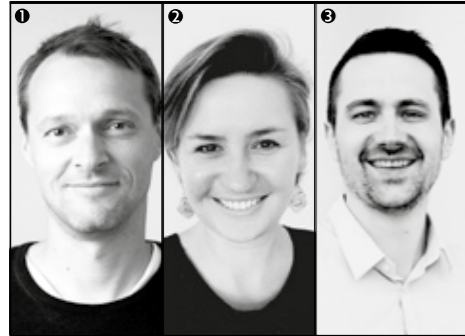
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# PIM VENDORS

Founded in: 2001 | Employees: n/a | This profile is based on publicly available information

## KONTAINER



**Jesper Sandberg** | CEO | E: [js@kontainer.com](mailto:js@kontainer.com) | T: 0045 3311 2003 |  
**Anna Guldagger** | Communication & Marketing | E: [mail@kontainer.com](mailto:mail@kontainer.com) | T: 0045 3311 2003 |  
**Björn Langfeldt** | Head of Growth | E: [mail@kontainer.com](mailto:mail@kontainer.com) | T: 0045 3311 2003 |

[www.katanapim.com](http://www.katanapim.com)

### MAIN OFFICE

Studiestraede 19, 4. | 1455 Copenhagen | Denmark



### FURTHER SITES IN

Germany

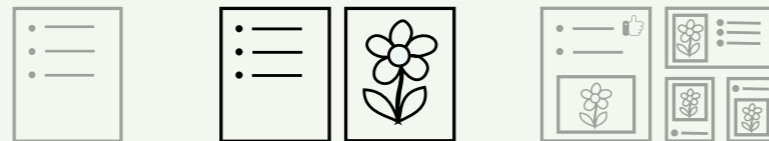
### CUSTOMERS

About You, Cordis, Payby Phone, Sony, Ping, Select, Bolia.com, Specsavers, Leica, Georg Jensen, Viessmann, Microsystems, A.P. Moller, Pandora, Universal

### PARTNERS

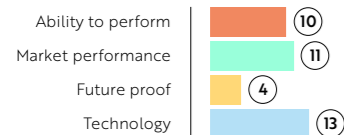
Novicell, Brandsurface, Humblestorm, Swanson Russell, DAMUnited, Iknow, Creative Zoo, Quickchannel, Stacks, Norriq, Emento, D.Tails

### TECHNOLOGY FOCUS



### MPW SYNOPSIS

ASSESSED IN 2024



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 1998 | Employees: 30+ | This profile is based on publicly available information

## LITIUM



**Patrik Settlin** | CEO | E: [info@litium.com](mailto:info@litium.com) | T: 0046 8 586 434 00 |  
**Malin Bodolla** | CMO | E: [info@litium.com](mailto:info@litium.com) | T: 0046 8 586 434 00 |  
**Martin Billenius** | CRO | E: [info@litium.com](mailto:info@litium.com) | T: 0046 8 586 434 00 |

[www.litium.com](http://www.litium.com)

### MAIN OFFICE

Convendum / Birger Jarlsgatan 57 | 113 56 Stockholm | Sweden



### FURTHER SITES IN

Sweden, Norway, Denmark

### CUSTOMERS

Dermosil, Toyota Material Handling International, Streckkod.se, Bevent Rasch, Tibergs Möbler, BE Group, Jollyroom, Didriksons, Nordicfeel, Addtech, Varsego, Tingstad, Hafa, Casall

### PARTNERS

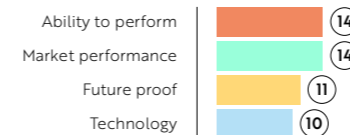
Columbus, Consid, Distancify, Exsitec, Knowit, Motillo, Toxic, 3bits, b3 Grit, Bizkit, Capo, Cloud-nine, Euvic, Mardi Gras, Maksimer, Pando, Rove, Zitac Solutions

### TECHNOLOGY FOCUS



### MPW SYNOPSIS

ASSESSED IN 2024



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2002 | Employees: 295 | This profile is based on publicly available information

## LOBSTER



**Tim Srock** | CEO | E: info.pim@lobster.de | T: 0049 8158 452 93 89 |  
**Gorden Zahn** | Head of Marketing | E: info.pim@lobster.de | T: 0049 8158 452 93 89 |  
**Christian Tabernig** | Geschäftsführer Vertrieb & Managing Director Sales | E: info.pim@lobster.de | T: 0049 8158 452 93 89 |

[www.lobster-world.com](http://www.lobster-world.com)

### MAIN OFFICE

Südring 11 | 33647 Bielefeld | Germany



### FURTHER SITES IN

Germany, France, Denmark, UK, Netherlands

### CUSTOMERS

Thonet, Servoprax, Lehner Versand, Bauwerk Group, Kambly

### PARTNERS

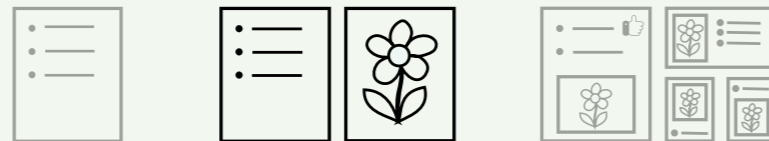
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MPW

PERFORMED IN  
2014



### TECHNOLOGY FOCUS



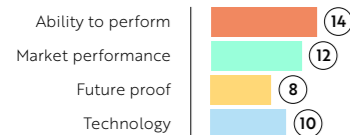
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN  
2024



# TO LOOK AT

Founded in: 2015 | Employees: n/a | This profile is based on publicly available information

## LUMAVATE



**Stephanie Cox** | CEO | E: hello@lumavate.com |  
**Eric Seidel** | Principal Software Engineer | E: hello@lumavate.com |  
**Barry Glinski** | VP of Sales | E: hello@lumavate.com |

[www.lumavate.com](http://www.lumavate.com)

### MAIN OFFICE

1950 E Greyhound Pass Ste 18-352 | Carmel, Indiana, 46033 | USA



### FURTHER SITES IN

Sweden, Norway, Denmark

### CUSTOMERS

Braun Ability, Federal Signal, Trincherro, Fast Global Solutions, Syntron Material Handling, Cummins, Delta, Mi-T-M

### PARTNERS

n/a

MPW

ASSESSED IN  
2024



### TECHNOLOGY FOCUS

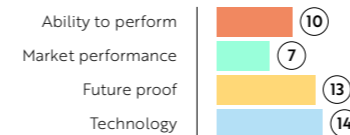


### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS





# PIM VENDORS

Founded in: 2004 | Employees: 31 | This profile is based on findings from The Market Performance Wheel

## MYVIEW SYSTEMS



**Christoph Brandt** | CEO | E: christoph.brandt@myview.de | T: 0049 2955 7699 40 |  
**Thorsten Frank** | CEO | E: thorsten.frank@myview.de | T: 0049 2955 7699 40 |  
**Petra Seifert** | CMO | E: petra.seifert@myview.de | T: 0049 2955 7699 40 |

[www.myview.de](http://www.myview.de)

### MAIN OFFICE

Lindberghring 1 | 33142 Büren | Germany



### FURTHER SITES IN

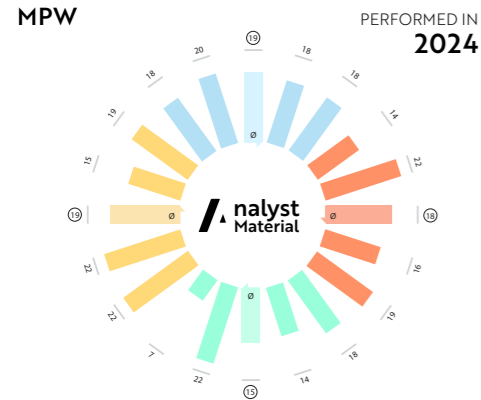
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### CUSTOMERS

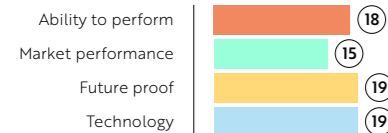
Arntz Optibelt, Brumberg, Burri, Duscholux, EVN Lichttechnik, Franken Maxit, Geck, Godelmann, Hamberger, Hazet, Hettich, Hoffmeister, Inlight, Inotec, Jakob Maul, LEDTec, Leipziger Leuchten, lichtline, Lightpower, Ludwig Leuchten, Lunux, LVG Dienst, Mahr, MBN Proled, MGL Licht, nobile, Nordeon, Oktalite, Pepperl+Fuchs, Perdix, Pfisterer, Pracht Lichttechnik, Precitool, Regiolux, Remko, RIDI Leuchten, Ruco Licht, RZB, S+S Regeltechnik, Sanitop Wingenroth, Sigor, Sita, SMA, Smarterion, Trilux, Weidmüller, Winkelman, Zalux

### PARTNERS

Across, Ausschreiben.de, Arge, BIM Systems, Cadenas, Canto, Celum, Dialux, Inbetween, Neo4j, Pixelboxx, Priint, Relux, Shopware



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 2000 | Employees: 500+ | This profile is based on publicly available information

## NOVOMIND



**Stefan Grieben** | CEO | E: info@novomind.com | T: 0049 40 8080 710 |  
**Stefanie Kollmar** | Head of Marketing | E: info@novomind.com | T: 0049 40 8080 710 |  
**Joachim van Warden** | Director Sales | E: info@novomind.com | T: 0049 40 8080 710 |

[www.novomind.com](http://www.novomind.com)

### MAIN OFFICE

Bramfelder Chaussee 45 | 22177 Hamburg | Germany



### FURTHER SITES IN

Germany, France, Egypt, UAE, Singapore

### CUSTOMERS

3Pagen, Volkswagen, Ulla Popken, Tom Tailor, S.Oliver, Puma, Otto, MediaMarktSaturn Retail Group, Marc O'Polo, Mammut, Lloyd, Profi Shop Jungheinrich, Holzland, Hagebaumarkt, Görtz, Gebrüder Götz, Falke, Deichmann, C&A, Brax, Betzold, Baby Walz, Goldener

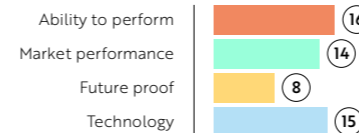
### PARTNERS

AOE, Square One, Ninzi Connect Software, Synthexia, Kapsch BusinessCom, Remego, Competence4, K-Businesscom, TietoEvry, Octopus 8, Web-Netz, Xqting, Tahaluf AI Emarat Technical Solutions, Sncom, Prisca, Positive Minds, Piazza Blu, Otto Group Solution Provider, Omnix International, O'Donovan Consulting, Nuware Tech Corp, IP Dynamics, Get Group, Exceedr, Epam Systems, Emmet Software Labs, Denktech, CNS, Capgemini, Brix

MPW PERFORMED IN 2014



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

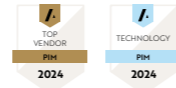
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 1996 | Employees: 80 | This profile is based on findings from The Market Performance Wheel

## NOXUM



**Norbert Klinnert** | CEO | E: info@noxum.com | T: 0049 931 465 880 |  
**Armin Rausch** | Marketing and Partner Management | E: info@noxum.com | T: 0049 931 465 880 |  
**Tobias Denninger** | Sales Consultant | E: info@noxum.com | T: 0049 931 465 880 |

www.noxum.com

**MAIN OFFICE**  
Beethovenstraße 5 | 97080 Würzburg | Germany



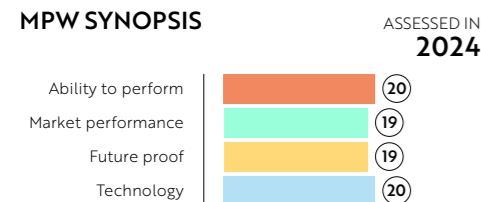
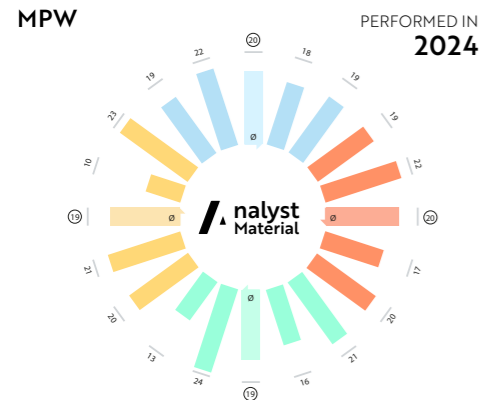
**FURTHER SITES IN**  
n/a

### CUSTOMERS

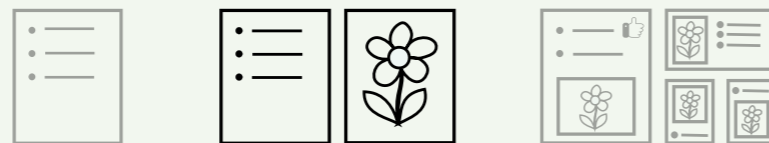
Audi, Buhl Data Service, CheckMyBus, dSpace, Jura Elektroapparate, Festool / TTS, Kracht, Kuka, NürnbergMesse, Pfennig Reinigungstechnik, Porsche, Pöttinger Landtechnik, Roto Frank Fenster- und Türtechnologie, Stiftung Warentest, Trumpf Werkzeugmaschinen, Wika Alexander Wiegand, ZF Friedrichshafen

### PARTNERS

Across, Adobe, Antenna House, Corel, Congree, Elio, IBM, Idem, InBetween, Just Systems, Omikron, Markstein, Pixelboxx, Portamis, Priint, Synadia, SynQup, Term Solutions, P/A, UDG, Yaveon



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# TO LOOK AT

Founded in: 2018 | Employees: n/a | This profile is based on preliminary findings from The Market Performance Wheel

## ON PAGE



**Lorenzo Gabatel** | CEO | E: info@onpage.it |  
**Massimo Zaffalon** | Account Manager | E: info@onpage.it |  
**Albino Rui** | Key Account Manager | E: info@onpage.it |

www.onpage.it

**MAIN OFFICE**  
Via Serravalle, 29 | 31046 Oderzo (Treviso) | Italy



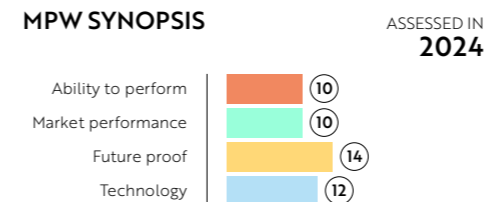
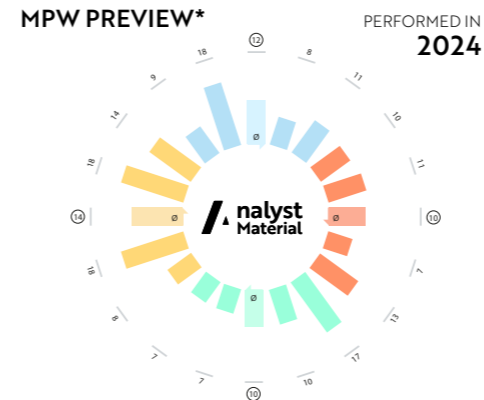
**FURTHER SITES IN**  
n/a

### CUSTOMERS

Termotechnica, Astori Tecnica, Baxi, Effebi, Elbi, Elleci, Gessi, HiRef, Nuovaosmo, Olimpia Splendid, Paffoni, Rubinetterie Italiane Velatta, Tekno Point, Armando Vicario, Gel Hydrodechnology For Life, DIHR, Falmecc, Giorik, Glem Gas, Lainox, Mareno, Minerva Omega, Nuovair, Silko, Unox, Baron, Olis, Castel Mac, Arrital, Azzurra, Berloni Bagno, Boffi, Bonaldo, Dallagnese, Désirée, Dieffebi, Doimo Cucine, EDG, Ego Italiano, Fantoni, Ferrero Legno, Flexform, Freza, Gallotti & Radice, Giorgetti, Kastel, Kristalia, Cucine Lube, Pianca, Prof, Progetto Design, Silvelox

### PARTNERS

Lithos, Internetimage, DMIND, Tee1 Digital Business, Limited Edition, Graphite, Calicantus, Servizi Multimediali, SixLab, JamArea, TeamSystem Commerce, Efesto, Hdemo Network



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

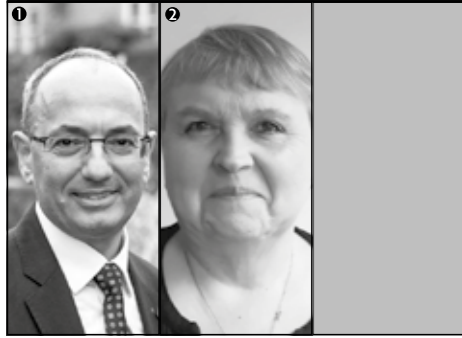
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# PIM VENDORS

Founded in: 2015 | Employees: n/a | This profile is based on publicly available information

## ONETIMEPIM



● **Pat Violaris** | Managing Director | E: info@electrika.com | T: 0044 161 883 3212 |

● **Tracy Corbett-Shipleigh** | Business Development Manager | E: info@electrika.com | T: 0044 161 883 3212

[www.onetimepim.com](http://www.onetimepim.com)

**MAIN OFFICE**  
Parkway House, Palatine Road | Manchester, M22 4DB | UK



**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
Lewden, Ansell Lighting, Collingwood Lighting, Saddleback, NET LED

**PARTNERS**  
n/a

### TECHNOLOGY FOCUS



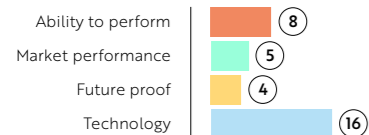
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN 2024



# TO LOOK AT

Founded in: 2015 | Employees: 50+ | This profile is based on publicly available information and on information provided by the vendor

## PIMBERLY



● **Martin Balaam** | CEO | E: enquiries@pimberly.com | T: 00 44 161 804 1865 |

● **Craig McCalley** | Managing Director UK | E: enquiries@pimberly.com | T: 00 44 161 804 1865 |

● **Bruce Wright** | VP Sales | E: enquiries@pimberly.com | T: 00 44 161 804 1865 |

[www.pimberly.com](http://www.pimberly.com)

**MAIN OFFICE**  
St James's Tower, 7 Charlotte Street | Manchester M1 4DZ | UK

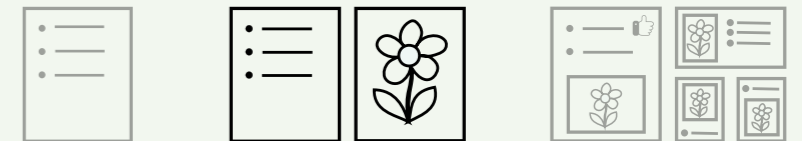


**FURTHER SITES IN**  
USA

**CUSTOMERS**  
The Chef's Warehouse, Vision Linens, Maple Prime, Build-A-Bear, Simon, Prosolve, West-coast, Gill Marine, Cotton Traders, FGH, Love Shopping, Half Moon Bay, JT Atkinson & Son, Interflora, Aldridge, ATA Group, Yesss Electrical, IronmongeryDirect, J Rosenthal & Son, Denovo, FurnitureBox, EMM International, Whiteaway, Ellis Brigham

**PARTNERS**  
BigCommerce, Orium, LuminosLabs, Search-Spring 247 Commerce, AndDigital, Appnovation, Calashock, ctidigital, Deeper Than Blue, Like Digital, PushOn, Williams Commerce, Actuate, Arishi, Blubolt, Bring Digital, Cabiri, Gradient Edge, Paraspar, Space48, Spin Up, Redkite, Columbus Consulting, Crawford, Fluid, Profound

### TECHNOLOGY FOCUS



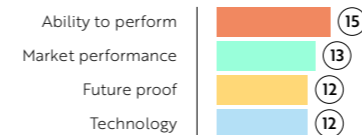
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN 2024



# PIM VENDORS

Founded in: 2009 | Employees: n/a | This profile is based on publicly available information and information provided by the vendor

## PIMCORE



- 1 **Dietmar Rietsch** | Managing Director & Co-Founder | E: info@pimcore.com | T: 0043 662 230991
- 2 **Dr. Matthias Blauth** | Managing Director | E: info@pimcore.com | T: 0043 662 230991 |
- 3 **Sebastian Scheel** | Managing Director | E: info@pimcore.com | T: 0043 662 230991 |

[www.pimcore.com](http://www.pimcore.com)

### MAIN OFFICE

Söllheimer Straße 16 | 5020 Salzburg | Austria



### FURTHER SITES IN

Germany, USA

### CUSTOMERS

Küche & Co, Bayer Leverkusen, Eberspächer, Rhenus Logistics, Ludwig Meister, Syntace, STUV, Helvetas, Ionair, VAC, 7Days, Itech, AD Manager, Baumgartner Fenster, Spar, Würth Eletrical Wholesale, Stanley Black & Decker, Fritz-Kola, Arduino, Krombacher, Fleurop, Beam Suntory, Simplon, Gabor, Steiermark, EWE, Sil-vian Heach, ProSiebenSat.1 Media, Vespa, Bosch, Q8 Oils, Media-Saturn, Ferrero, Agorà Network, Funke Mediengruppe, Peugeot Motorcycles, Audi, Burger King, Zgong, Lavazza, Alpecin, Allianz, Lego, Seat

### PARTNERS

Valantic, Datasolution, GMDE, Youwe, Netformic, Factory, Basecom, Credencys, TOWA, Basilicom, Elbkapitäne, Team Neusta, Twocream, CAG Ateles, Arrabiata, Cors, Torq, Blackbit, NFQ Technologies, Lifestyle Webconsulting, Studio Emma, Antiloop, Cloudfight, Code'n'Ground, Scandiweb, Pluswerk, Papillo, Diva-e, Dotsour-ce, Nexer Unified Commerce, Factory, Pixelith, Quellwerke, Polargold, Sintra Consulting, Woell, Instride, Anymotion, Pixelart, MDS, Lemon-Mind, Ercas, Studio1, Codafish, Tandemite, Syncrasy, Wob, Jakala, Siwa, Omega Code, Web-lizards, Sylphen

# TO LOOK AT

Founded in: 1994 | Employees: n/a | This profile is based on findings from the Market Performance Wheel

## PIMICS



- 1 **Martin Opsal** | Product Manager | E: info@pimics.com | T: 0049 351 2132 729 |
- 2 **Anna Skripkova** | Marketing Manager | E: info@pimics.com | T: 0049 351 2132 729 |
- 3 **Marian Kostek** | Pimics Schweiz | E: info@pimics.com | T: 0049 351 2132 729 |

[www.pimics.com](http://www.pimics.com)

### MAIN OFFICE

Lohrmannstraße 20 | 01237 Dresden | Germany



### FURTHER SITES IN

n/a

### CUSTOMERS

Ziegler

### PARTNERS

n/a

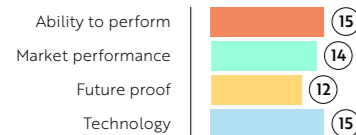
MPW

PERFORMED IN  
2019



MPW SYNOPSIS

ASSESSED IN  
2024



### TECHNOLOGY FOCUS



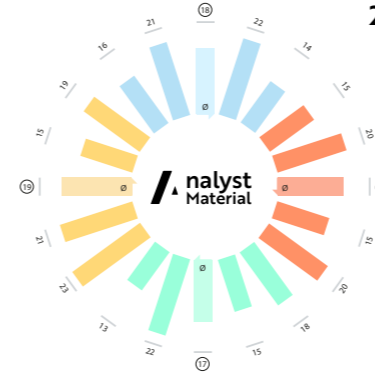
### FURTHER INFORMATION

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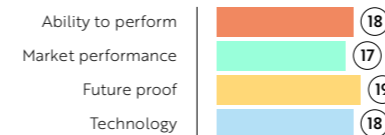
MPW

PERFORMED IN  
2023



MPW SYNOPSIS

ASSESSED IN  
2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

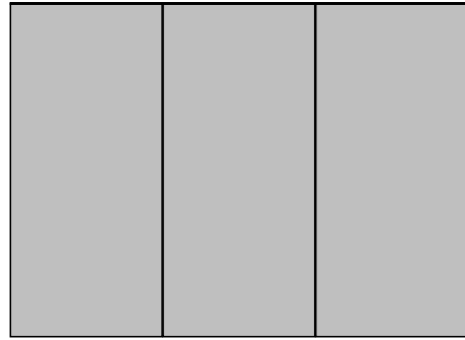
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2018 | Employees: n/a | This profile is based on publicly available information

## PIMSIMPLE



www.pimsimple.com

**MAIN OFFICE**  
2225 E Bayshore Rd, Palo Alto | California  
94303 | USA



**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
n/a

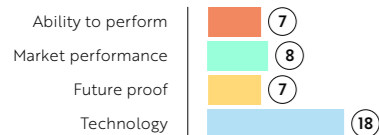
**PARTNERS**  
n/a

### TECHNOLOGY FOCUS



### MPW SYNOPSIS

ASSESSED IN  
2024



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# TO LOOK AT

Founded in: 2017 | Employees: n/a | This profile is based on publicly available information

## PIMWORKS



● **Narendra Kumar** | CEO | E: info@pimworks.io | T: 001 212 9184 456 |  
● **Geetha Saravanan** | Head of Marketing | E: info@pimworks.io | T: 001 212 9184 456 |  
● **Andy Panda** | Sales Director | E: info@pimworks.io | T: 001 212 9184 456 |

www.pimworks.io

**MAIN OFFICE**  
48 Wallstreet | 10005 New York City | USA

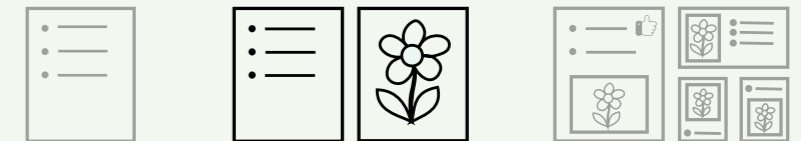


**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
Belk, Benzara, Brama, Car Toys, Ebay, Gap, Hydradyne, Mumzworld, Spartoo, Target, Walmart, Youngblood, Audio Advisor, Cenmed, Clix Auto, Leatt, Alomone Labs, Hippo Stores, House of Cheatham, Hvac Warehouse, Infra.Market, Kawan Lama, Paris Gourmet, Banana Republic

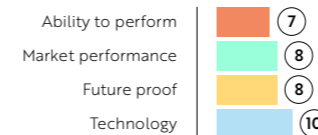
**PARTNERS**  
Amazon, Magento, Shopify, Walmart, Houzz, Bigcommerce, Zoho, Woocommerce, Ebay, Drupal, Wayfair

### TECHNOLOGY FOCUS



### MPW SYNOPSIS

ASSESSED IN  
2024



### FURTHER INFORMATION

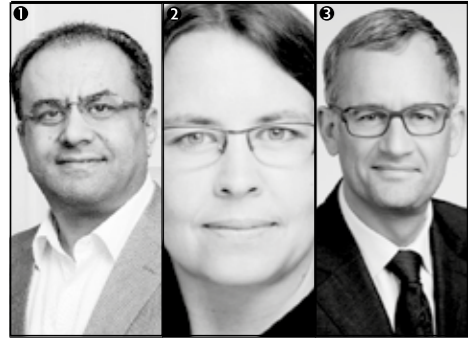
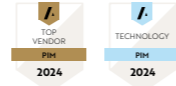
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# PIM VENDORS

Founded in: 1995 | Employees: 80 | This profile is based on findings from The Market Performance Wheel

## PIROBASE IMPERIA



**Dr. Goodarz Mahbobi** | CEO | E: info@pirobase-imperia.com | T: 0049 2203 3581 600 |  
**Josefine Munke** | Geschäftsleitung pirobase | E: info@pirobase-imperia.com | T: 0049 2203 3581 600 |  
**Dr. Dirk Meyerhoff** | Geschäftsleitung IT | E: info@pirobase-imperia.com | T: 0049 2203 3581 600 |

www.pirobase-imperia.com

### MAIN OFFICE

Von-der-Wetteren-Straße 27 | 51149 Köln | Germany



### FURTHER SITES IN

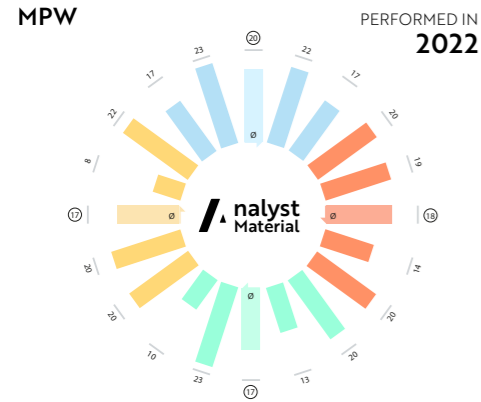
n/a

### CUSTOMERS

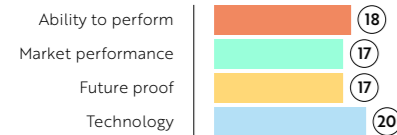
Dekabank, Axa, Stockmeier Gruppe, BASF, Siemens Healthineers, Arag, Melitta, Stadt Köln, Kicker, Fernuniversität Hagen, Bosch, DAAD, Valora, Kyocera, HRS, Sonepar, ING

### PARTNERS

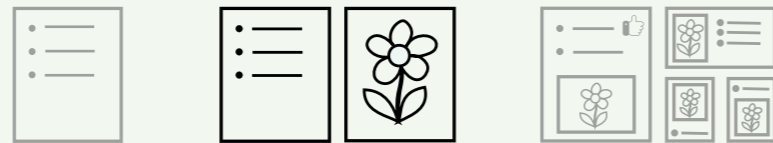
Atrify, Cancom, GS1, Inbetween, Moving Image, Pixelboxx



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# TO LOOK AT

Founded in: 2015 | Employees: n/a | This profile is based on publicly available information

## PLYTIX



**Morten Poulsen** | CEO | E: morten@plytix.com | T: 0045 78 7557 78 |  
**Larry Oxley** | CSO | E: larry@plytix.com | T: 0045 78 7557 78 |  
**Alex Lopez** | CTO | E: alex@plytix.com | T: 0045 78 7557 78 |

www.plytix.com

### MAIN OFFICE

Alameda Principal 24, 2ª | 29005 Málaga | Spain



### FURTHER SITES IN

n/a

### CUSTOMERS

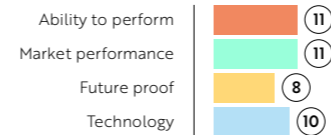
Unilever, Skechers, Philips, New Balance, New Shape, Evereve, Ace, Litter Robot, Costplus, Johnnie Walker, Maap, Keller, Lazy One, Danfoss, Guinness

### PARTNERS

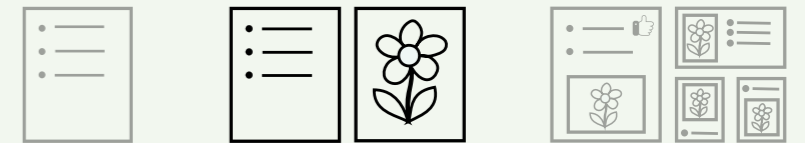
n/a



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



# PIM VENDORS

Founded in: 1968 | Employees: 2500+ | This profile is based on publicly available information

## PRECISELY (ENTERWORKS)



- **John Jones** | VP of Products & Chief Technology Officer | E: john.jones@enterworks.com | T: 001 877 7000 970 |
- **Lakshmi Manmohan** | Sr. Technology Architect (MDM) | E: lakshmi.manmohan@enterworks.com | T: 001 877 7000 970 |
- **Lintha Sparks** | Publication Specialist | E: lintha.sparks@enterworks.com | T: 001 877 7000 970 |

[www.enterworks.com](http://www.enterworks.com)

### MAIN OFFICE

1700 District Avenue | 01803 Burlington | USA



### FURTHER SITES IN

USA, UK, Germany, France, Poland, Australia, India, Singapore

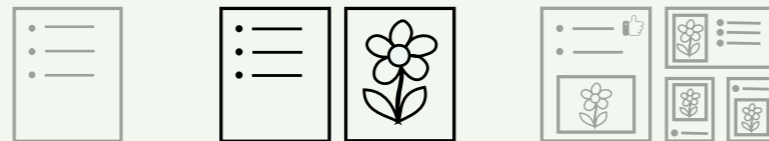
### CUSTOMERS

Fender, Orgill, Johnstone Supply, Graco

### PARTNERS

ACE Technology Consulting Services, AE Business Solutions, Aktion Associates, Allied Network Solutions, Amplifi Group, AniSoft Group, Applied Information Technology, Apptad, Arbor Solutions, Attain Insight, Aurus, Autocase, Bailey Information Technology, BB2 Technology Group, BCS Group, Blair Technology Solutions, Bludera, Blue Mantis, Blueprint Technologies, BRB Associates, C2 Competitive Computing, CARTO db, CAS Severn, CCS, Clear Process Solutions, Clear Technologies, CloudFirst Technologies Corporation, CloudSAFE Group

### TECHNOLOGY FOCUS



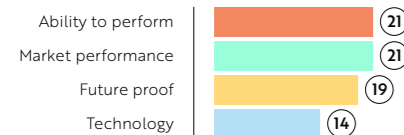
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

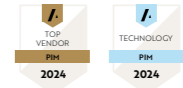
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2019 | Employees: 50+ | This profile is based on findings from The Market Performance Wheel

## PRODEXA



- **Stephan Albers** | CEO | E: info@prodexa.com | T: 0049 231 2261 5800 |
- **Hartmut Schell** | CSO | E: hartmut.schell@prodexa.com | T: 0049 231 2261 5800 |

[www.prodexa.com](http://www.prodexa.com)

### MAIN OFFICE

Rheinische Straße 171 | 44147 Dortmund | Germany



### FURTHER SITES IN

n/a

### CUSTOMERS

Gübelin, Westfalia Automotive, Bee, Audi, Bäckö, Heco Schrauben, Ascherl, Wocken, Viessmann, Tecfeld, Schindele, Renner, Reesink, Ratioparts, Optibelt, OKS, Lotter, Ernst Innovative Abgas-technologie, Dyka, Dusyma, Dormakaba, Diesel Technic, Dentaarum

### PARTNERS

Codeware, Honico, Inbetween, Mesonic, Oxid Esales, Pixelboxx, Print

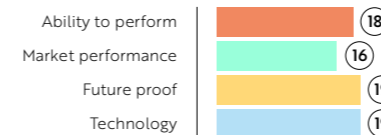
### MPW

PERFORMED IN 2022



### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

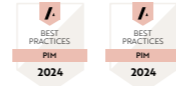
By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 2015 | Employees: n/a | This profile is based on publicly available information

## PROPEL



**Ross Meyercord** | CEO | E: info@propelsoftware.com | T: 001 408 755 3780 |  
**Dario Ambrosini** | CMO | E: info@propelsoftware.com | T: 001 408 755 3780 |  
**Charles Lawson** | CRO | E: info@propelsoftware.com | T: 001 408 755 3780 |

[www.propelsoftware.com](http://www.propelsoftware.com)

### MAIN OFFICE

451 El Camino Real, Suite 110 | Santa Clara, CA 95050 | USA



### FURTHER SITES IN

n/a

### CUSTOMERS

Alert Innovation, Valor, Peak Design, FormLabs, ASP, Imperative Care, MSA, AMS Technologies, Keirton Blentech, Sunday, Inari Medical, Meyer Sound, Savant, Desktop Metal, Yukon Medical

### PARTNERS

n/a

### TECHNOLOGY FOCUS



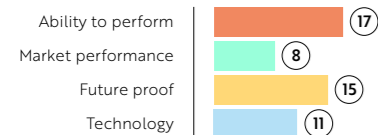
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

ASSESSED IN 2024



# TO LOOK AT

Founded in: 2013 | Employees: n/a | This profile is based on publicly available information

## QUABLE



**Francois-Emmanuel Lamelliere** | CEO & Co-Founder | E: contact@quable.fr | T: 0033 182 8316 56  
**Emmanuelle Dahan** | Head of Marketing | E: baptiste@quable.fr | T: 0033 182 8316 56 |  
**Maher M'Sahli** | Head of Sales | E: contact@quable.fr | T: 0033 182 8316 56 |

[www.quable.fr](http://www.quable.fr)

### MAIN OFFICE

20-22 Rue Jean et Marie Moinon | 75010 Paris | France



### FURTHER SITES IN

France, USA

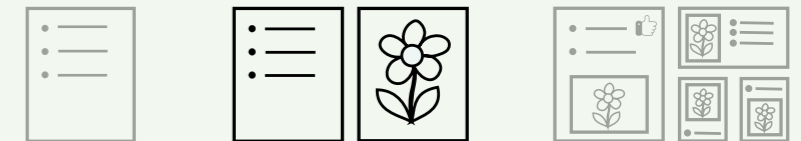
### CUSTOMERS

deNeuville, Advini, Delsey, Petit Bateau, Devialet, Naos, Gemo, Arc, Lalique, Sun City Group, Berluti, Bonpoint, Blanc Cerise, Balmain, Bioderma, Blanc D'Ivoire, Champagne Bollinger, Carréblanc, Champion, Dumont Sécurité, Cotéac, Fackelmann, Le Marquier, Group Rocher, Miele, Mitsubishi Electronics, Naf Naf, Office Depot, Sisley, The Kooples, Volcom

### PARTNERS

Salesforce Commerce Cloud, Shopify, WooCommerce, Magento, Bigcommerce, Drupal, Comarch, Channeladvisor, Prestashop, Textmaster, Keepeek, Prismic, Sage, Alkemics, Netwave, Oracle, Bynder, Shoppingfeed, Deepl, SAP, Byrd, Lengow, Wordpress

### TECHNOLOGY FOCUS



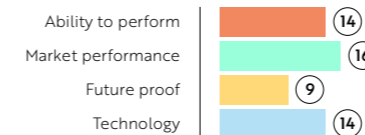
### FURTHER INFORMATION

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### MPW SYNOPSIS

ASSESSED IN 2024





# PIM VENDORS

Founded in: 2020 | Employees: 30 | This profile is based on preliminary findings from The Market Performance Wheel

## RIERINO



- 1 **Mine Ozmen** | Co-founder & CMO | E: mine.ozmen@rierino.com |
- 2 **Berkin Ozmen** | Co-founder & CTO | E: berkin.ozmen@rierino.com |
- 3 **Utku Sarioz** | Co-founder & CSO | E: utku.sarioz@rierino.com |

[www.rierino.com](http://www.rierino.com)

**MAIN OFFICE**  
Kolektif House Levent | Istanbul | Turkey

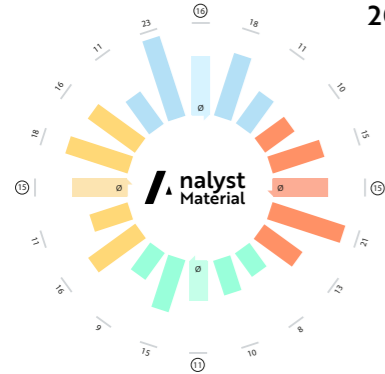


**FURTHER SITES IN**  
n/a

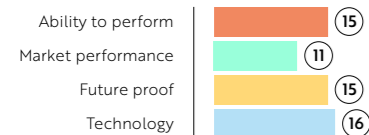
**CUSTOMERS**  
n/a

**PARTNERS**  
n/a

MPW PREVIEW\* PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 2014 | Employees: 400+ | This profile is based on publicly available information

## ROIMA



- 1 **Markus Kalalahti** | CEO | E: markus.kalalahti@roimaint.com |
- 2 **Robert Majanen** | COO | E: robert.majanen@roimaint.com | T: 0046 70 641 26 99 |
- 3 **Jenni Kiikka** | Director of Discrete Manufacturing & Director of Sales | E: jenni.kiikka@roimaint.com | T: 00358 40 515 30 44 |

[www.roimaint.com](http://www.roimaint.com)

**MAIN OFFICE**  
Säterinkatu 6 | 02600 Espoo | Finland



**FURTHER SITES IN**  
Finland, USA, Sweden, Denmark, India

**CUSTOMERS**  
Kirami Oy

**PARTNERS**  
Acumatica, BHE Consulting, Bitlog, Capstone, Cedeo, CGI, CodaBears, Comtec Solutions, Configure One, Nets, EbizCharge, Encompass, Epocor, Estes Group, FourOne, Fujitsu, GHA Solutions, Great IT, IHS, Larson Solutions, Microsoft Dynamics, Navet, New Era Solutions, One Tap, People Sense, Quartz, QAssociates, RheinBrücke IT Consulting, Six's Partners, Sogeti, Sopra Steria, Spindustry, SWK, Synergy, Tomerlin-ERP

### TECHNOLOGY FOCUS

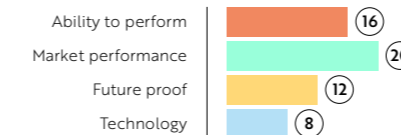


### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



MPW SYNOPSIS ASSESSED IN 2024



# PIM VENDORS

Founded in: 2013 | Employees: 97 | This profile is based on publicly available information

## SALES LAYER



1 **Álvaro Verdoy** | CEO & Founder | E: alvaro@saleslayer.com | T: 0034 911 6260 3782 |  
 2 **Aanya Ali** | VP Marketing | E: aanya@saleslayer.com | T: 0034 911 6260 3782 |  
 3 **Iban Borràs** | CPO & Founder | E: iban@saleslayer.com | T: 0034 911 6260 3782 |

[www.saleslayer.com](http://www.saleslayer.com)

### MAIN OFFICE

Carrer d' Alvaro de Bazan 10 | 46010 Valencia | Spain



### FURTHER SITES IN

USA, England

### CUSTOMERS

Teka, Fermax, Shopix, Ysabel Mora, Frans Bonhomme, Building Materials

### PARTNERS

ATSystemas, Agustos Teknoloji, Aktios, American Eagle, Ascend7, Aurous, Avatar, B&S, Bmitz, Bryan, Ceroone Technology, Calashock, CIS 21, Criteria Smart Catalogs, Dakota, Decidata, Digital Consulting Haus, Digitlhaus, Mueble.com, Epyx, Fortuitas, G4A, GSoft Innova, GTD 360°, Enfoca, Hegoone, Hiberus Tecnologia, Hibo, Innovadis, LaClave, Limbic, inycom, Lyracons, Matrix, MundoLogico, Never 8, Next ECommerce, Nitsnets, Nousmedis, MNI.Pro, Open, Pencilz, PIM Solutions, Rocket Digital, Seidor

### TECHNOLOGY FOCUS



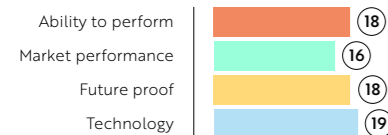
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

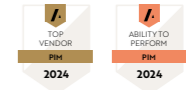
ASSESSED IN 2024



# TO LOOK AT

Founded in: 2012 | Employees: 555 | This profile is based on preliminary results from The Market Performance Wheel

## SALSIFY



1 **Piyush Chaudhari** | CEO | E: info@salsify.com | T: 001 844 725 7439 |  
 2 **Alexandra Alves** | Head of Communications | E: aalves@salsify.com | T: 001 844 725 7439 |  
 3 **Rob Gonzalez** | CMO and Co-Founder | E: info@salsify.com | T: 001 844 725 7439 |

[www.salsify.com](http://www.salsify.com)

### MAIN OFFICE

101 Federal Street | 02110 Boston | USA



### FURTHER SITES IN

Portugal, Australia

### CUSTOMERS

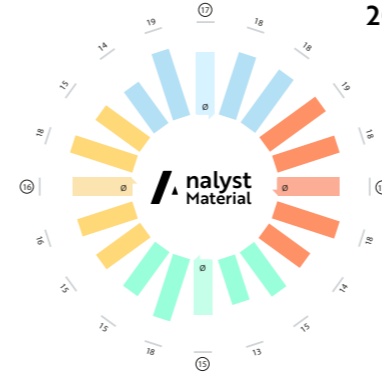
Mars, Coca-Cola, L'Oréal

### PARTNERS

Accenture, VML, e-Comas

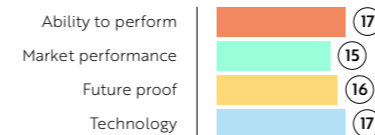
### MPW PREVIEW\*

PERFORMED IN 2024

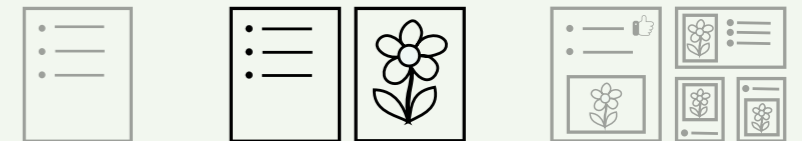


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# PIM VENDORS

Founded in: 1972 | Employees: 100k+ | This profile is based on publicly available information

## SAP COMMERCE CLOUD



- **Dirk Ahlrichs** | VP Product Management | E: info.germany@sap.com | T: 0049 6227 7474 74 |
- **Philipp Krings** | Principal Consultant | E: info.germany@sap.com | T: 0049 6227 7474 74 |
- **Katarina Jankovic** | Senior Knowledge Consultant | E: info.germany@sap.com | T: 0049 6227 7474 74 |

[www.sap.com](http://www.sap.com)

### MAIN OFFICE

Dietmar-Hopp-Allee 16 | 69190 Walldorf | Germany



### FURTHER SITES IN

Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Mexico, Panama, Albania, Austria, Azerbaijan, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Kazakhstan, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, Netherlands, Norway, Poland, Bahrain, Egypt, Israel, Kenya, Kuwait, Morocco, Namibia, Nigeria, Oman, Pakistan, Australia, China, Hong Kong, China, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines

### CUSTOMERS

Casey's, Maui Jim, Virgin Megastore, Moen, Breakthru Beverage Group, South Shore, MVV Enamic, Kodak, Bosch Rexroth, Balluff, Alicorp, Yamaha Motor, Habesha, Miele, Stiegemeyer, Lavazza, Saint-Gobain, Wilson Tool, Globus, Luft-hansa Technik, Whirlpool, FC Bayer Munich, Emmi, Cambridge University Press

### PARTNERS

Infosys, Bearingpoint, Microsoft, Babtec, Qlik, Sana Commerce, Opentext, Precisely, Dassault Systems, Tibco Software, Syniti, Bloomreach, Lobster, Stibo Systems

### TECHNOLOGY FOCUS



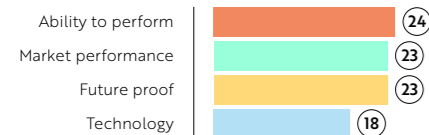
### FURTHER INFORMATION

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### MPW SYNOPSIS

ASSESSED IN 2024



# TO LOOK AT

Founded in: 2018 | Employees: 300 | This profile is based on publicly available information

## SCAYLE



- **Christopher Metz** | Managing Director | E: christopher.metz@scayle.com | T: 00 49 4082 2178 20 |
- **Tobias Ring** | Managing Director Commercials | E: rtobias.ring@scayle.com | T: 00 49 4082 2178 20 |
- **Carolin Westphal** | Senior Marketing Manager | E: carolin.westphal@scayle.com | T: 00 49 4082 2178 20 |

[www.scayle.com](http://www.scayle.com)

### MAIN OFFICE

Domstraße 10 | 20095 Hamburg | Germany



### FURTHER SITES IN

n/a

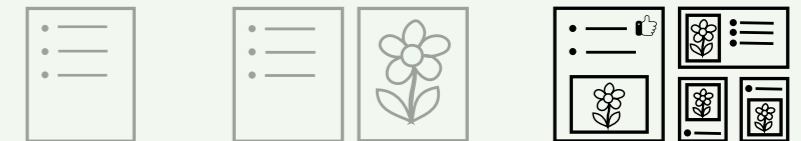
### CUSTOMERS

Deichmann, Fielmann, FC Bayern München, Snipes, S.Oliver Group, Odlo, Marc O'Polo, Otto Group

### PARTNERS

Y1, Astound Digital, Brandung, Dept, Digital DNA, Jung v Matt Tech, Best It, Growsome, Mobizcorp, Nexum, Valantic, Klarna, Storyblok, Voyado, Ampliance, Bloomreach, Dynamic Yield, Global E

### TECHNOLOGY FOCUS



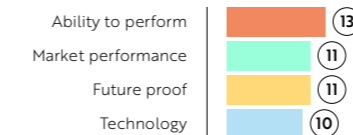
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



### MPW SYNOPSIS

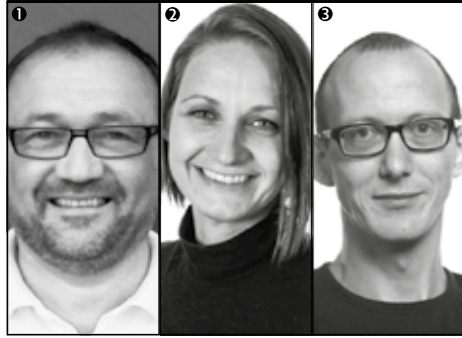
ASSESSED IN 2024



# PIM VENDORS

Founded in: 1985 | Employees: n/a | This profile is based on publicly available information

## SKYPIM



**1 Kristian Thomsen** | COO & Skypim Architekt | E: kth@skypim.com | T: 00 45 4188 9690 |  
**2 Christina Martinsen** | Product Manager | E: csm@skypim.com | T: 0045 7199 2387 |  
**3 Torben Nielsen** | Product Manager | E: tsn@skypim.com | T: 0045 4188 6787 |

[www.skypim.com](http://www.skypim.com)

### MAIN OFFICE

Boulevarden 19E | 7100 Vejle | Denmark



### FURTHER SITES IN

n/a

### CUSTOMERS

Polar, Logicon Nordic, Nordlux, ØkoFrø, Moland, Gardenlife, Awilco, Tildas Group

### PARTNERS

n/a

### TECHNOLOGY FOCUS



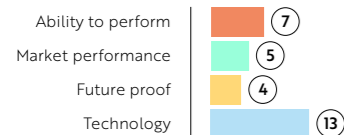
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ASSESSED IN 2024

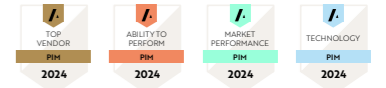
### MPW SYNOPSIS



# TO LOOK AT

Founded in: 1976 | Employees: 725 | This profile is based on findings from The Market Performance Wheel

## STIBO SYSTEMS



**1 Adrian Carr** | CEO | E: info@stibosystems.de | T: 0045 89 39 11 11 |  
**2 Gustavo Amorim** | CMO | E: info@stibosystems.de | T: 0045 89 39 11 11 |  
**3 John Tully** | Senior VP of Sales EMEA | E: info@stibosystems.de | T: 0045 89 39 11 11 |

[www.stibosystem.com](http://www.stibosystem.com)

### MAIN OFFICE

Axel Kiers Vej 11 | 8270 Højbjerg | Denmark



### FURTHER SITES IN

Australia, Canada, UK, USA, Brazil, China, Colombia, India, France, Germany, Japan, Republic of Korea, México, Netherlands, Spain, Switzerland

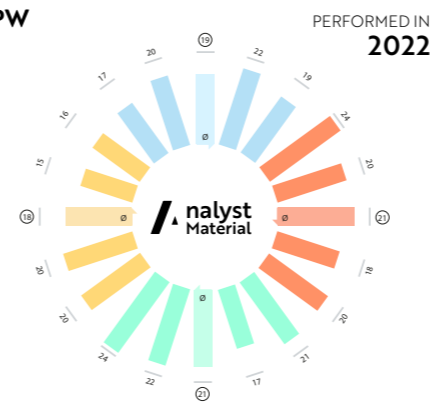
### CUSTOMERS

HellermannTyton, Summit Electric Supply, Caroline's Treasures, Ecom Diversify, Lixil, Floor & Decor, McDonald's, EET Group, Mitchells & Butlers, Via, Oatly, Siemens, Waste Management, Saint-Gobain, Rensa Family Company, Europart, RS Components, Klein Tool, Auchan, Siplec, Newell Brands, Tiger Supplies, Sonepar

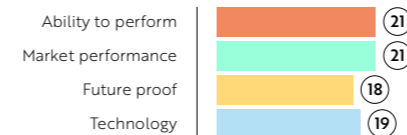
### PARTNERS

Vtex.Touch Spring, Resolink, Acrolinx, Across, Adobe, Atrify, Dun & Bradstreet, Experian, GS1, Lionbridge, Loqate, Mulesoft, Salesforce, Sisense

### MPW



### MPW SYNOPSIS



ASSESSED IN 2024

### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 2013 | Employees: n/a | This profile is based on publicly available information

## STRUCT



**Anders Trans Sørensen** | CEO | E: info@struct.com | T: 0045 71 99 31 42 |  
**Niko Imeraj** | CMO | E: info@struct.com | T: 0045 71 99 31 42 |  
**Andreas Rasmussen** | Solution Sales Specialist | E: info@struct.com | T: 0045 71 99 31 42 |

www.struct.com

**MAIN OFFICE**  
Wichmandsgade 1, Odense C | South Denmark 5000 | Denmark



**FURTHER SITES IN**  
Denmark

**CUSTOMERS**  
Bolia, Summerbird, Stark, Kompan, Royal Greenland, Juliana, FTZ, Alumeco Group

**PARTNERS**  
Illumi, Alpha Solutions, Ecreo, Grafikr

### TECHNOLOGY FOCUS



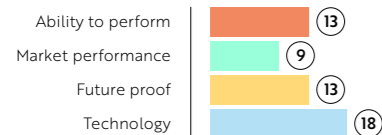
### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](https://tgoa.com)



### MPW SYNOPSIS

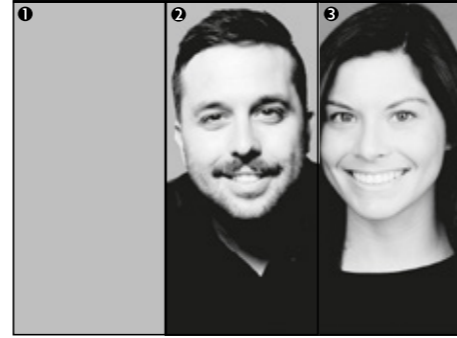
ASSESSED IN 2024



# TO LOOK AT

Founded in: n/a | Employees: n/a | This profile is based on preliminary findings from The Market Performance Wheel

## SUREFRONT



**Dr. Luke Wang** | Founder & President | E: info@surefront.com | T: 001 626 410 7547 |  
**Doug Heckmann** | Chief Solutions Officer | info@surefront.com | T: 001 626 410 7547 |  
**Anne Klemmer** | Customer Success | E: info@surefront.com | T: 001 626 410 7547 |

www.surefront.com

**MAIN OFFICE**  
2360 Huntington Drive | San Marino, California 91108 | USA



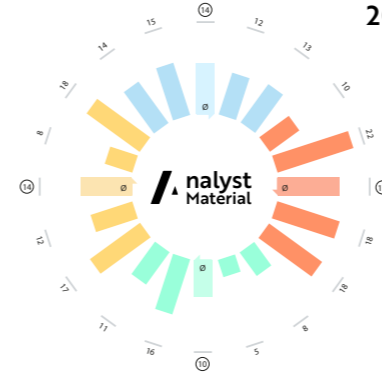
**FURTHER SITES IN**  
n/a

**CUSTOMERS**  
n/a

**PARTNERS**  
n/a

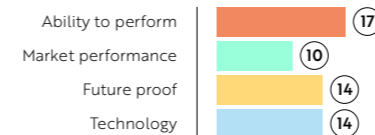
### MPW PREVIEW\*

PERFORMED IN 2024

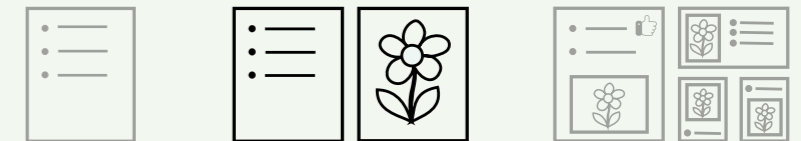


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 1999 | Employees: 32 | This profile is based on findings from The Market Performance Wheel

## SYNCFORCE CIRCULAR PIM



**Hans de Gier** | CEO | E: h.degier@syncforce.com | T: 0031 882 392 200 | #datamodelexpert #sustainability #innovator  
**Eva de Vos** | Product Owner | E: e.devos@syncforce.com | T: 0031 882 392 200 | #sportive #agile #analytical  
**Paul Oudendooven** | Business Development Director | E: paul.oudendooven@syncforce.com | T: 0031 06 290 040 15 | #involved #honest #motivator

[www.syncforce.com](http://www.syncforce.com)

### MAIN OFFICE

Achtseweg Zuid 159N | 5651 GW Eindhoven | The Netherlands



### FURTHER SITES IN

n/a

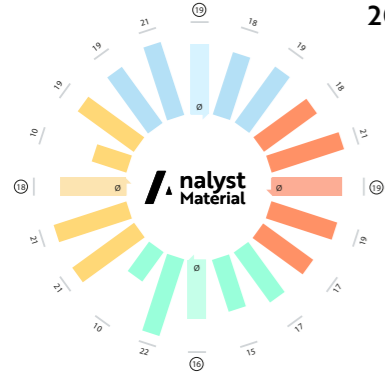
### CUSTOMERS

Agristo, Allegion, Apollo Tyres, Bolsius, Brabantia, Cérélia, CRH, Enstall, Farm Frites, Fluke, Heristo, Hessing, IPN, JDE Peet's, Lamb Weston, Lorenz, Signature Foods, Soudal, Tyson, , Ub-bink, Wavin, Wernsing Group, Zwanenberg Food Group

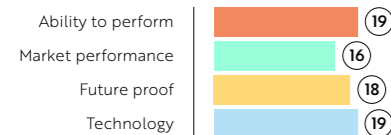
### PARTNERS

1WorldSync, delaware, Gluon, Innovadis, EY, Acterus

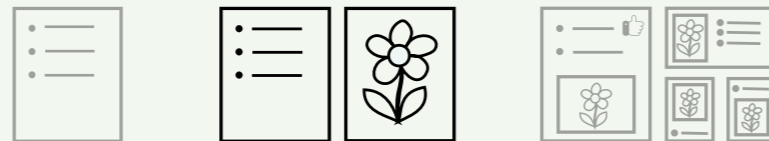
MPW PERFORMED IN 2024



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

By scanning the QR code you will be guided to an exclusive collection of all TGOA content about this vendor on [tgoa.com](http://tgoa.com)



# TO LOOK AT

Founded in: 1974 | Employees: 1100 | This profile is based on findings from The Market Performance Wheel

## SYNDIGO



**Simon Angove** | CEO | E: simon.angove@syndigo.com | T: 001 312 7664 801 |  
**Karim Iskandar** | Managing Director Europe | E: karim.iskandar@syndigo.com | T: 0044 7876 360 912 |  
**Ben Rund** | VP Alliances EMEA | E: ben.rund@syndigo.com | T: 0049 172 7452 083 |

[www.syndigo.com](http://www.syndigo.com)

### MAIN OFFICE

141 W Jackson Boulevard Street | 60604 Chicago | USA



### FURTHER SITES IN

Mexico, Brazil, UK, Poland, France, India

### CUSTOMERS

Weber, Dermalogica, Nuspace, Carrefour, Osram, Avondale Décor, About You, Epson, Neutrogena, Philips, Tom's, 3M, US Stove, Klein Tools, AGA Marvel, Mr. Heater, Generac, Dorel, Pepsi-Co, Perfetti Van Melle, Utz Quality Foods, Rich Products, Shamrock Foods

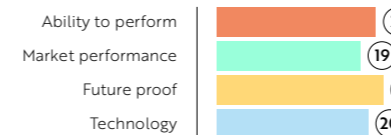
### PARTNERS

Adobe, AX Semantics, Brandmaker, Celum, Clouinary, Evaluateserve, GS1, Inbetween, Indix, Jda, Lionbridge, Microsoft, Print, Razuna, Salesforce, Sharedien, Trillium Software, Whatfix

MPW PERFORMED IN 2022



MPW SYNOPSIS ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# PIM VENDORS

Founded in: 2016 | Employees: 18 | This profile is based on preliminary findings from The Market Performance Wheel

## TALKOOT



- **Brian Hennessy** | CEO | E: info@talkoot.com |
- **Derwyn Harris** | Chief Product Officer | E: info@talkoot.com |
- **Anna Rillahan** | Chief Growth Officer | E: info@talkoot.com |

www.talkoot.com

### MAIN OFFICE

240 N Broadway #210 | Portland, OR 97227 | USA



### FURTHER SITES IN

UK

### CUSTOMERS

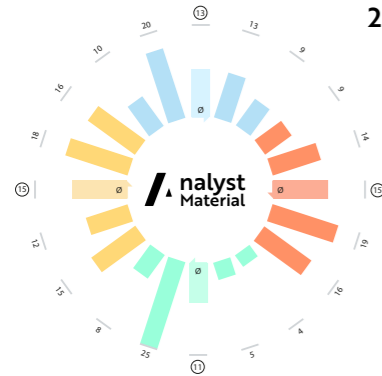
adidas, Under Armour, Burton, Herschel, Reebok, Simms, Huel, Puma, Guitar Center, Wilson

### PARTNERS

ShotFlow, Thread Creative, Macarta

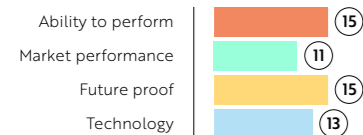
### MPW PREVIEW\*

PERFORMED IN 2024

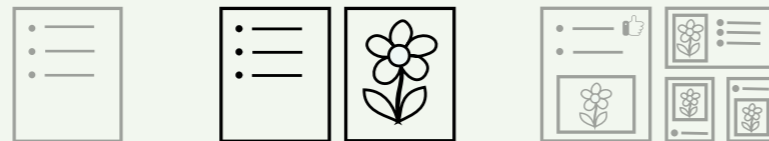


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

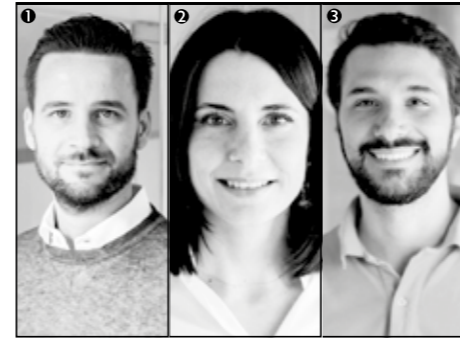
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# TO LOOK AT

Founded in: 2000 | Employees: 50+ | This profile is based on publicly available information

## THRON



- **Davide Chiarotto** | CEO | E: info@thron.com | T: 0039 49 559 97 77 |
- **Elisa Borri** | PR & Communication Manager | E: info@thron.com | T: 0039 49 559 97 77 |
- **Antonio Comelli** | Head of Sales & Customer Success | E: info@thron.com | T: 0039 49 559 97 77 |

www.thron.com

### MAIN OFFICE

Via dei Contarini 5/A | Piazzola sul Brenta | Padova | Italy



### FURTHER SITES IN

n/a

### CUSTOMERS

Barilla, Pettenon Cosmetics, Bennet, Gruppo Coin, Maserati, Lago, Valentino, Whirlpool, Fur-la, Giovanni Rana, Lagardère, Unieuro, Dainese, Chervo, Came, Carrefour, UEFA, Twinset, Autry, Dynamo Camp, Performace in Lighting, Geox, Luxy, Laminam, Alama, Sara, Wilier, Arav, Fanola, Arper, Woolrich, La Martina, Atlas Concorde, GSK, Elior, Ariston, Etra, Velux

### PARTNERS

Calicantus, Cooder, Glam, GUS, Hinto Group, Palazzina Creativa, Priint, Quix, Skylabs, SMC Consulting, Smint.io, Syscons, Thinking About, Valtech, Websolute

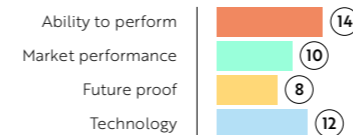
### MPW PREVIEW\*

PERFORMED IN 2024

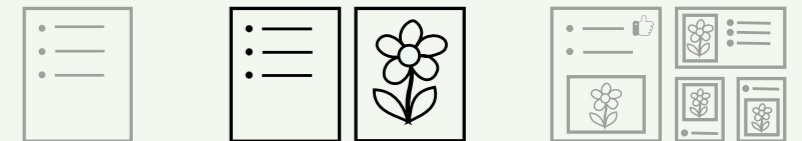


### MPW SYNOPSIS

ASSESSED IN 2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

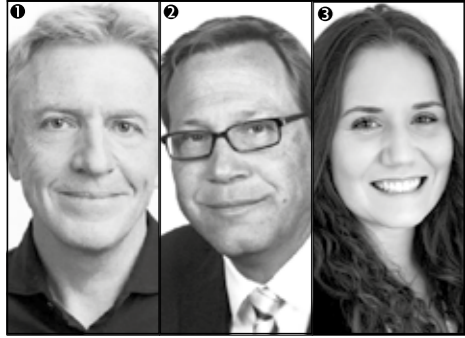
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# PIM VENDORS

Founded in: 1999 | Employees: 170 | This profile is based on publicly available information and information provided by the vendor

## VIAMEDICI



**Jürgen Müller** | CEO | E: info@viamedici.de | T: 0049 7243 9498 0 |  
**Hajo Hensel** | Vertriebsleiter DACH | E: info@viamedici.de | T: 0049 7243 9498 0 |  
**Melina Yucurovic** | Marketing Manager | E: info@viamedici.de | T: 0049 7243 9498 0 |

[www.viamedici.de](http://www.viamedici.de)

### MAIN OFFICE

Hertzstraße 14 | 76275 Ettlingen | Germany



### FURTHER SITES IN

Europe, USA, Japan, China, Russia

### CUSTOMERS

E-T-A, Trumpf Medical, ACO, Pottinger, ACE, Nanotec, KTR, AC-Motoren, Webasto, Parker, Pym Group, Yokogawa, Schaeffler, Rexroth, Expert, Dehner, Komsa, Lekkerland, Opitec, Se-comp, Kyocera, Wagner, Metabo, Kärcher, Dormer Pramet, Haworth, Renfert, Kermi, Keuco, Systemair, Rehau, Emco Group, Pfeifer, Zarges, Knauf, Lapp, Sick, Semikron

### PARTNERS

SAP, Microsoft, Oracle, Adobe, Inbetween, Priint, Across, Celum, Pixelboxx, Canto, Codeware, Ontram Ataccama

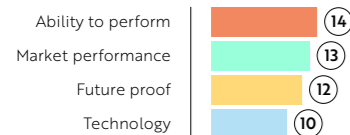
MPW

PERFORMED IN  
2018

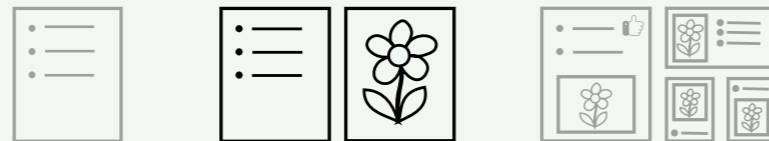


MPW SYNOPSIS

ASSESSED IN  
2024



### TECHNOLOGY FOCUS



### FURTHER INFORMATION

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# ABOUT TGOA

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## TGOA

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The renowned analyst house The Group of Analysts (TGOA) has been monitoring the enterprise software market with its unique “Market Performance Wheel” analysis methodology since 2010 with the aim of creating transparency for all. In addition to the ongoing observation of all relevant software markets, TGOA provides strategic advisory for companies seeking to optimise the outline of their digitalisation roadmap and find the right solutions for their individual needs. Besides actual advisory mandates, TGOA provides the market with regularly updated content, market analyses, interviews with experts and thought leaders, as well as analyst guides to contemporary topics that help readers navigate today's fast-paced trends and technological developments.

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## MPW PREVIEW\*

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In this year's report, we introduced a new level of assessment depth: the MPW Preview. As described in the Methodology chapter, we reached out to all 65 included vendors and gave them the opportunity to fill out the same comprehensive MPW survey our published MPWs for 17 vendors base on. Eight vendors filled out the survey, which led to the MPW Previews – rough first impressions that are not reflected by and discussed with our analysts. While lacking an in-depth understanding of these vendors, the MPW Preview still gives a more accurate picture than the MPW Synopsis, which is in most cases based on internet research only. That said, there are a couple of vendors who did not fill out the entire MPW survey but shared some relevant information with our analysts.

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WWW.TGOA.COM | HEADS@TGOA.COM

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# RESPONSIBLE ANALYSTS

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## CARMELA ANA MELONE

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Carmela Melone is the founder and CEO of The Group of Authors and the co-founder of The Group of Analysts. She has been working as an analyst in various technological areas for several years, during which she has authored multiple studies, white papers and specialist contributions on various aspects of digitalisation.

E: mela@tgoa.com

M: +49 176 705 243 71



*View more content edited by Carmela by clicking on or scanning the QR code*

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## TEMEL KAHYAOGU

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Temel Kahyaoglu works in various consultancy positions and has led The Group of Analysts as its founder and CEO since 2010. He invented the term ‘Information Supply Chain Management’ in 2007 and is the intellectual father of the Market Performance Wheels – the most highly respected analyst tool in the DACH region next to Gartner’s Magic Quadrant and the Forrester Wave. He founded four analyst companies with his private equity firm The Grand Orchestra Audience with the aim of increasing transparency in the software market.

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M: +49 173 602 05 15



*View more content edited by Temel by clicking on or scanning the QR code*



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Uferpromenade 5

88709 Meersburg

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