

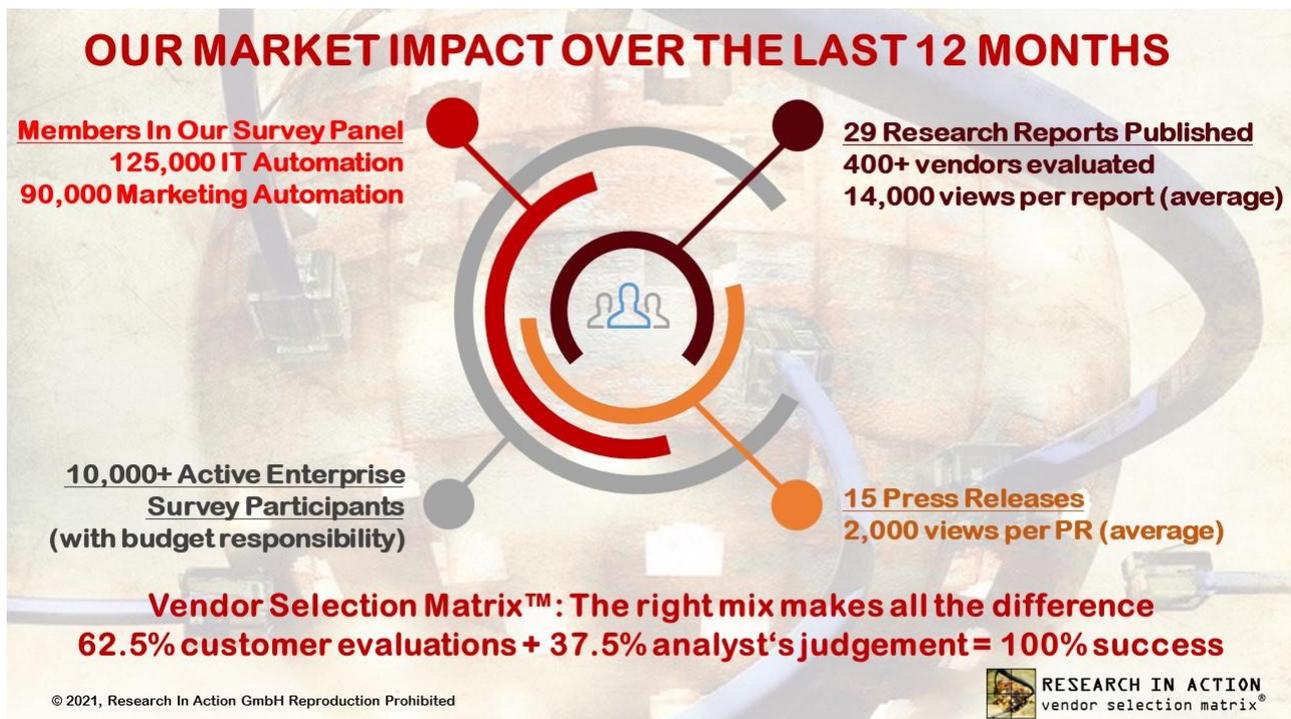


New Research In Action Vendor Selection Matrix™ Report – Product Information Management: The Top Global Vendors 2021.

Germany – May 26th 2021: Investments in Product Information Management software have now become a hot topic for all marketers in enterprise companies.

Digital marketing success is now data-driven, it no longer depends on creative events or content, or persuasion by charismatic sales people possible. One important other flavor of data is product data and the recent acceleration of digital marketing and eCommerce investments has increased the need for marketers to be directly involved with the presentation of product offerings, with data usually managed in a Product Information Management (PIM) system. Historically, a PIM system was the exclusive purview of IT analysts and product managers.

A new Research In Action GmbH global survey of 1,500 marketing and business managers about their PIM projects discovers not only why they are doing these projects but also which software vendors are the most known and what do the business people think about those vendor's products and services.



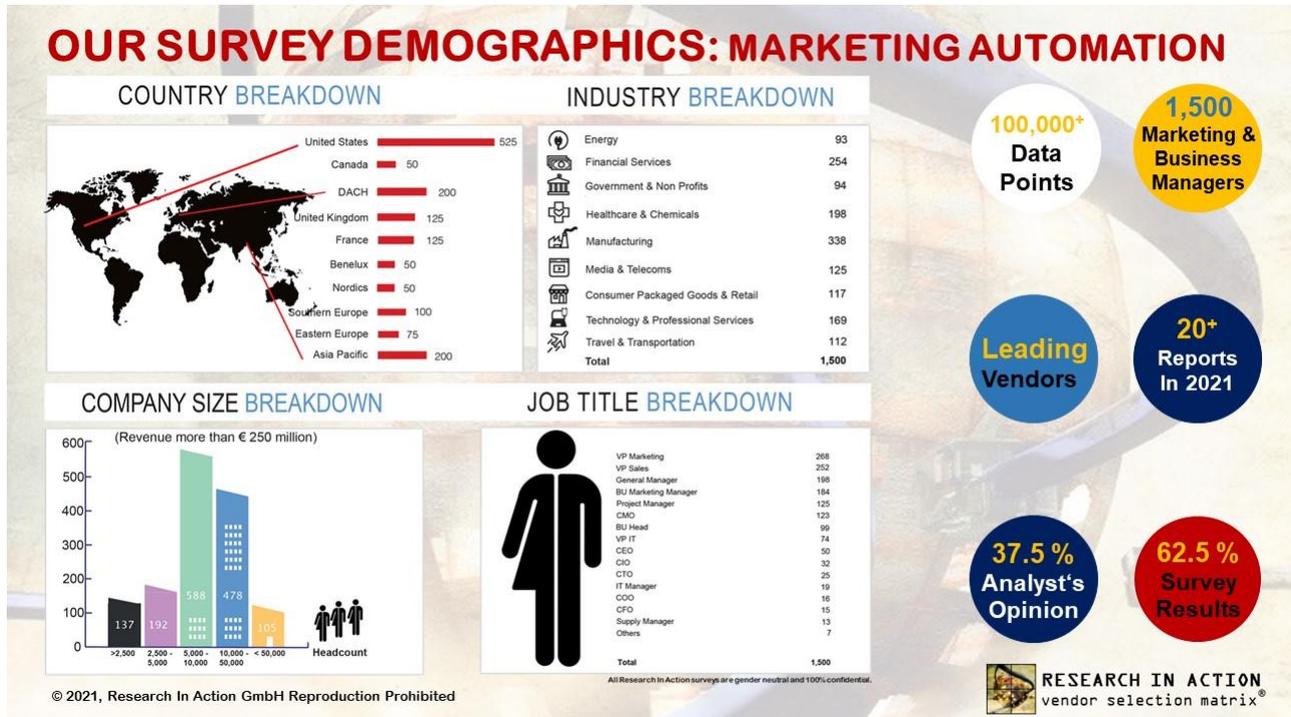
The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37.5 % on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We selected those



vendors which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/VSM-PIM-GL-2021-WWW.pdf>.



Peter O'Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **Marketers need PIM to optimize the customer experience.** In both B2C and B2B markets, many manufacturers must now incorporate eCommerce into their sales strategy much more than previously, and the marketers usually discover a mix of eCommerce channels: direct on their own websites, plus third parties such as marketplaces and distributors. The only way they can optimize the customer experience through all those channels is to pay much more attention to the PIM process, which was previously scoped only by IT and product management.
- **New users means new audience and new message.** The new user group of marketing professionals is a much more business-oriented population, with job titles such as eCommerce brand managers and merchandise designers. So PIM need to extend their messaging to match the new needs and, most importantly, the different language of these users – I paid particular attention to this in my briefings with the vendors. Plus, PIM must now integrate to other enterprise systems such as eCommerce and DXM
- **Not all vendors are addressing the new PIM audience.** PIM is often part of an overall data-management process in companies historically called Master Data Management (MDM), managed out of the IT department. Those companies who do not have an MDM set up usually manage their



product data within their ERP system. Many of the vendors we discovered in the PIM survey still market their solutions as an MDM solution and are still focused on requirements for data projects as specified by the IT department.

- **The PIM vendor landscape is about to churn significantly.** We anticipate a serious churn in the PIM software market according to our survey results. Nearly one third of the respondents plan to consolidate their PIM systems; another third plan to replace what they have. Another 17% will be investing in PIM for the first time. This varies across regions: 43% of North American respondents are in replacement mood, while 45% of European companies, where PIM is more mature as a process, are planning consolidation projects.
- **Who came out on top?** Here are the Market Leaders (having both a Strategy and an Execution score of over 4 out of 5) in the Vendor Selection Matrix™ – Product Information Management 2021 as scored by the survey and myself (listed alphabetically):
 - AKENEO, CONTENTSERV, INFORMATICA, PROFISEE, RIVERSAND, SEMARCHY, STIBO SYSTEMS, TIBCO, and VIAM

The full list of vendors in the Top 15 vendors scored in the survey is completed by:

- ATACCAMA, IBM, INRIVER, RELTIO, SAP and WINSHUTTLE.

Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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