

VENDOR SELECTION MATRIX™ PRODUCT INFORMATION MANAGEMENT

**ABRIDGED VERSION
WITHOUT VENDOR SCORES
AND FULL SCORECARDS**

THE TOP GLOBAL VENDORS 2021

Research In Action

May 2021

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RESEARCH IN ACTION
independent research & consulting

FOREWORD

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. The surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment. 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 IT 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 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 select the vendors with the best scores from the buyers, disregarding those with fewer than 15 evaluations.

The recent acceleration of digital marketing and eCommerce investments has increased the need for marketers to be involved with Product Information Management (PIM), which is why I have decided to review this landscape for the first time. So many companies must now incorporate eCommerce into their sales strategy much more than previously, and their 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, previously scoped only by IT and product management.

Our method of describing a business process and asking business managers to name software vendor(s) they associate with it collates a list of those vendors most relevant for potential buyers of that automation solution. The resulting vendor landscape for PIM is a broad mix of vendors with a wide variety of claims: pure product data management, more holistic master data management (MDM), and even product experience management (PXM). As always, it also varies according to whether you are a medium-sized company or a large international enterprise.

This report provides you with a useful guide to the most important PIM trends for marketers, names the Top 15 vendors as selected by 1,500 users based upon product, company and service quality, and will help you make an informed decision regarding which vendors could best fit your requirements. This information can then be used for a more detailed evaluation.

Always keeping you informed! Peter O'Neill

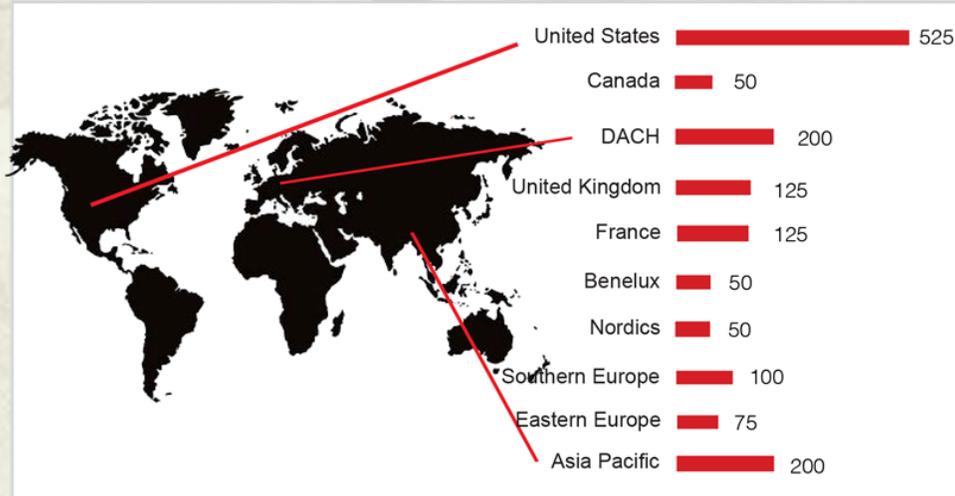
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OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

COUNTRY BREAKDOWN



INDUSTRY BREAKDOWN

Energy	100
Financial Services	253
Government & Non Profit	96
Life Sciences	225
Manufacturing	329
Technology, Media & Telecoms	197
Consumer Packaged Goods & Retail	101
Professional Services	97
Travel & Transportation	102
Total	1,500

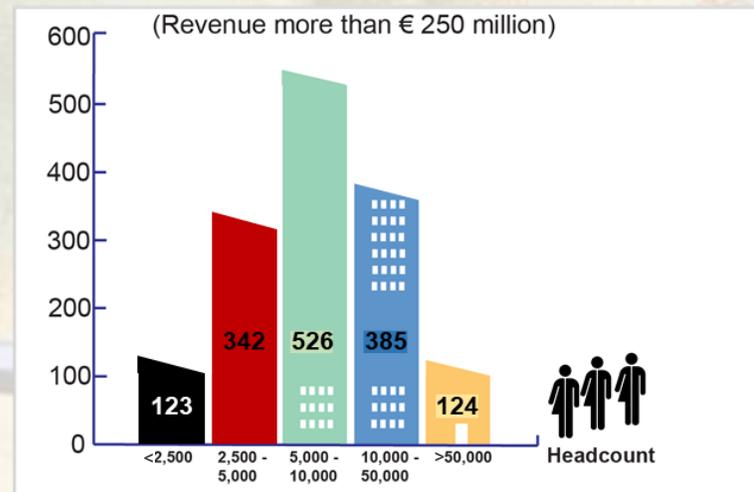
100,000+
Data
Points

1,500
Marketing &
Business
Managers

37.5 %
Analyst's
Opinion

62.5 %
Survey
Results

COMPANY SIZE BREAKDOWN



JOB TITLE BREAKDOWN

Business Unit Marketing Executive	288
Corporate Marketing Executive	258
VP / Director Demand Generation	195
VP / Director Marketing Operations	132
VP / Director Sales	102
VP / Director Marketing Analytics/Insights	92
CIO	64
Business Executive	53
CTO	49
VP / Director Marketing Technology	45
Sourcing and Vendor Management	42
COO	37
Chief Digital Officer	34
Chief Sales Officer	32
Sourcing and Vendor Management	29
VP IT	25
CFO	23
Total	1,500

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.

We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.

The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

All Research In Action surveys are gender neutral and 100% confidential.



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vendor selection matrix®

OUR MARKET IMPACT OVER THE LAST 12 MONTHS

Members In Our Survey Panel
125,000 IT Automation
90,000 Marketing Automation

29 Research Reports Published
400+ vendors evaluated
14,000 views per report (average)



10,000+ Active Enterprise Survey Participants
(with budget responsibility)

15 Press Releases
2,000 views per PR (average)

Vendor Selection Matrix™: The right mix makes all the difference
62.5% customer evaluations + 37.5% analyst's judgement = 100% success

WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?



Decision Makers use a mix of traditional and online tools to create the vendor shortlists

N = 3,750 Enterprise, Marketing and Business Managers with budget responsibilities.

WHAT IS PRODUCT INFORMATION MANAGEMENT ?

- Product Information Management (PIM) is the process of managing all the information required to market and sell products through all distribution channels.
- This product data is created by an internal organization to support a multichannel marketing strategy and, ideally, a central hub of product data can be used to distribute information to sales channels such as e-commerce websites, print catalogs, marketplaces such as Amazon and Google Shopping, plus social media platforms and even electronic data feeds to trading partners.
- The purpose of a PIM system is to support product plus commerce and marketing teams with capabilities to create and maintain an approved, shareable version of all product content, including rich media.
- PIM is one of several discipline involved in the management of content and other data assets. Another process, the Digital Asset Management (DAM) process is the storage and management of all digital media files like graphics, videos, sound and text components needed for digital content production. PIM focuses on a product and integrates product data/information into one centralized system to optimize product presentation across sales and marketing channels. As, increasingly, much of the product data is digital, a PIM process can overlap with DAM; but not all data collected in a DAM system is product related.
- The overall data-management process is often called Master Data Management (MDM) and is often a process managed out of the IT department. Indeed, many vendors market their solutions as an MDM solution and are able to cover the requirements for data projects specific to product often requested by the IT department.
- **Our surveys and consulting work enable us to continually assess the maturity of marketing organizations (combination of organization, process and technology). PIM is first executed (in organizations with products) at an early stage in maturity, where the process is either embedded in an ERP system and/or as an IT process. Later in the maturity cycle, at the latest within DXM projects, PIM processes are expanded to cater for all digital channels and the concept of Product Experience becomes important (see page 10).**



THE TOP REASONS WHY PRODUCT INFORMATION MANAGEMENT IS BECOMING A MARKETING PROCESS

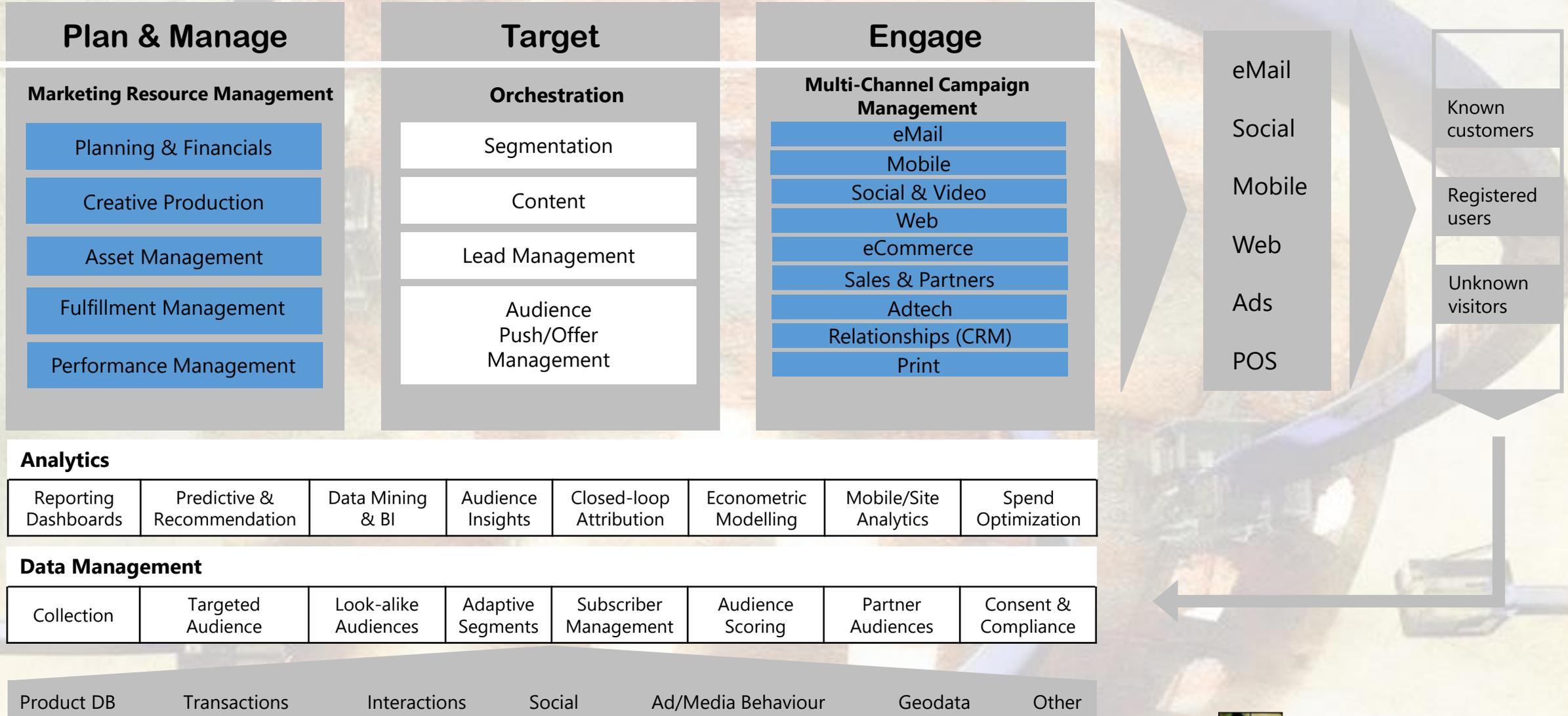
The PIM process was traditionally managed by data managers in IT and product management teams. Marketing is now involved in using PIM for digital marketing and eCommerce to complete the digital experience, bringing new requirements to the process.

- **Leveraging product complexity for a superior customer experience.** Many products are best experienced in combinations (an outfit of pants, shirts plus shoes) or in a variety of colors and sizes. Marketers need to ensure all these asset configurations can be managed efficiently, and then communicated it through all possible marketing/eCommerce channels. A vital theme within eCommerce is relationships and dependencies between the products. Marketers will expect the PIM system to maintain the relationships between, say, spare/replacement parts, options, and accessories to support after-sales business.
- **International product classification systems.** Products have manufacturer-specific characteristics but are also often classified by international standards systems like GS1 and eClass. These classifications enable product offerings to be more easily marketed across external systems, such as marketplaces and distributors. Marketers also want to use the classification structures to import product data from external repositories, to provide buyers as much product information as possible and improve conversion-rates.
- **Increasing globalization of business.** eCommerce blurs country boundaries and many companies now market internationally. Marketers will expect a PIM system which tracks localization workflows and help manage translations and other regional adaptations such as legal requirements.
- **Increasing omni-channel deployment.** Modern marketing and eCommerce works in an omni-channel environment. Marketers will want a PIM system that is able to adopt the vital role of managing the “single point of truth” for all product data; often taking over this role from the ERP system.



THE MARKETING AUTOMATION MARKETEXTURE

Our surveys and consulting work is based around this schematic architecture of martech processes. PIM is a strategy and encompasses many of these processes and is therefore not separately listed in the Marketexture.



Analytics

Reporting Dashboards	Predictive & Recommendation	Data Mining & BI	Audience Insights	Closed-loop Attribution	Econometric Modelling	Mobile/Site Analytics	Spend Optimization
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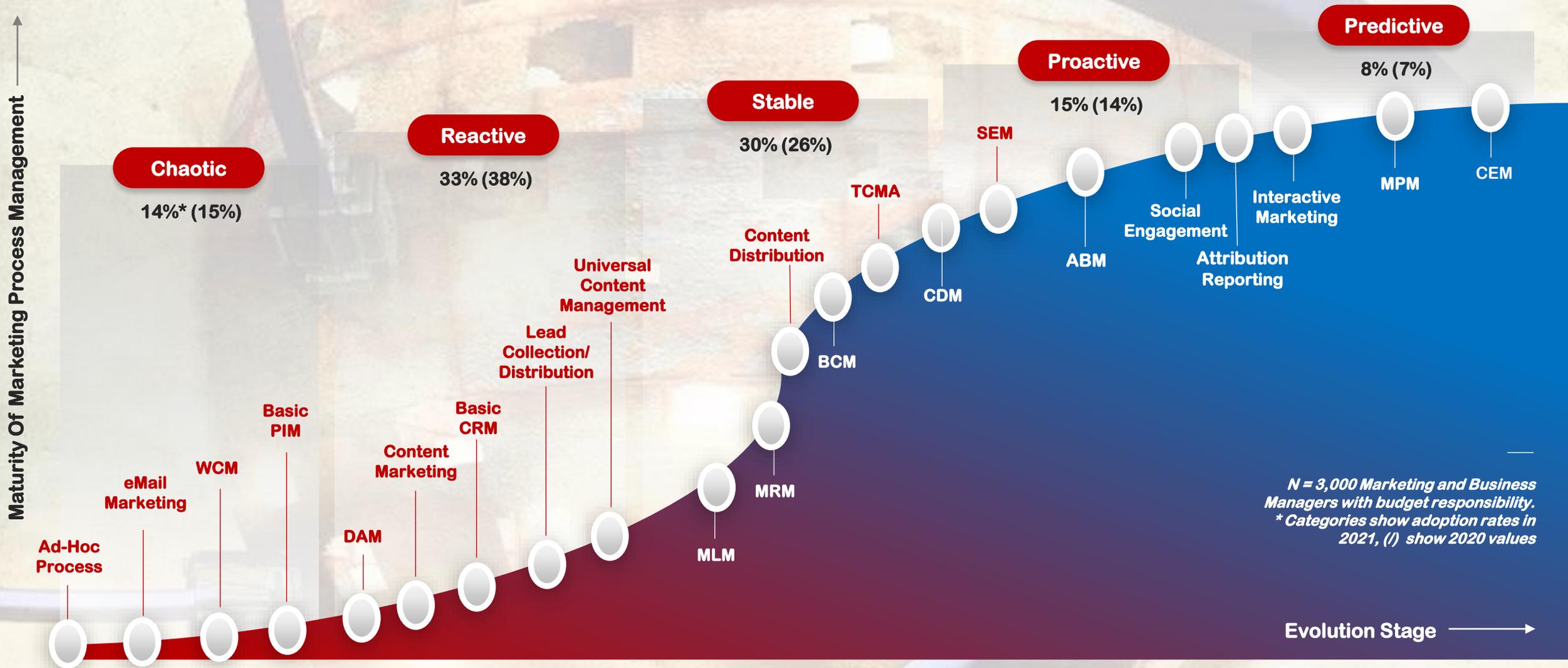
Data Management

Collection	Targeted Audience	Look-alike Audiences	Adaptive Segments	Subscriber Management	Audience Scoring	Partner Audiences	Consent & Compliance
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Product DB	Transactions	Interactions	Social	Ad/Media Behaviour	Geodata	Other
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MARKETING PROCESS MANAGEMENT

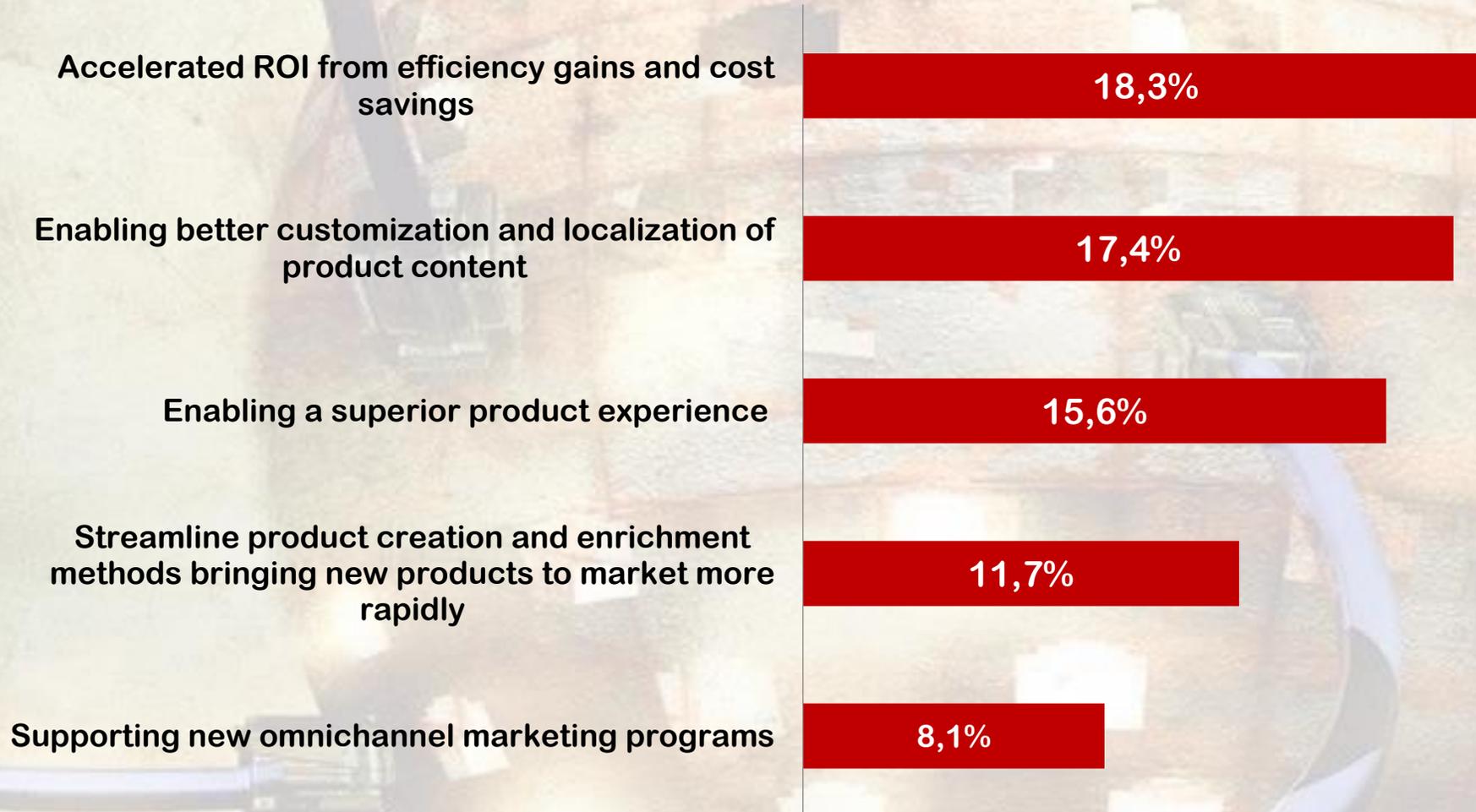
MATURITY S-CURVE 2021



N = 3,000 Marketing and Business Managers with budget responsibility.
 * Categories show adoption rates in 2021, (I) show 2020 values



RESEARCH: THE TOP FOCUS IN PIM AUTOMATION PROJECTS IN THE NEXT 12 MONTHS



These are the Top Five points of focus as named by the enterprise marketing software buyers.

The #1 focus globally was accelerated ROI, but closely followed by customization (personalization) and localization needs, then the drive for better product experience.

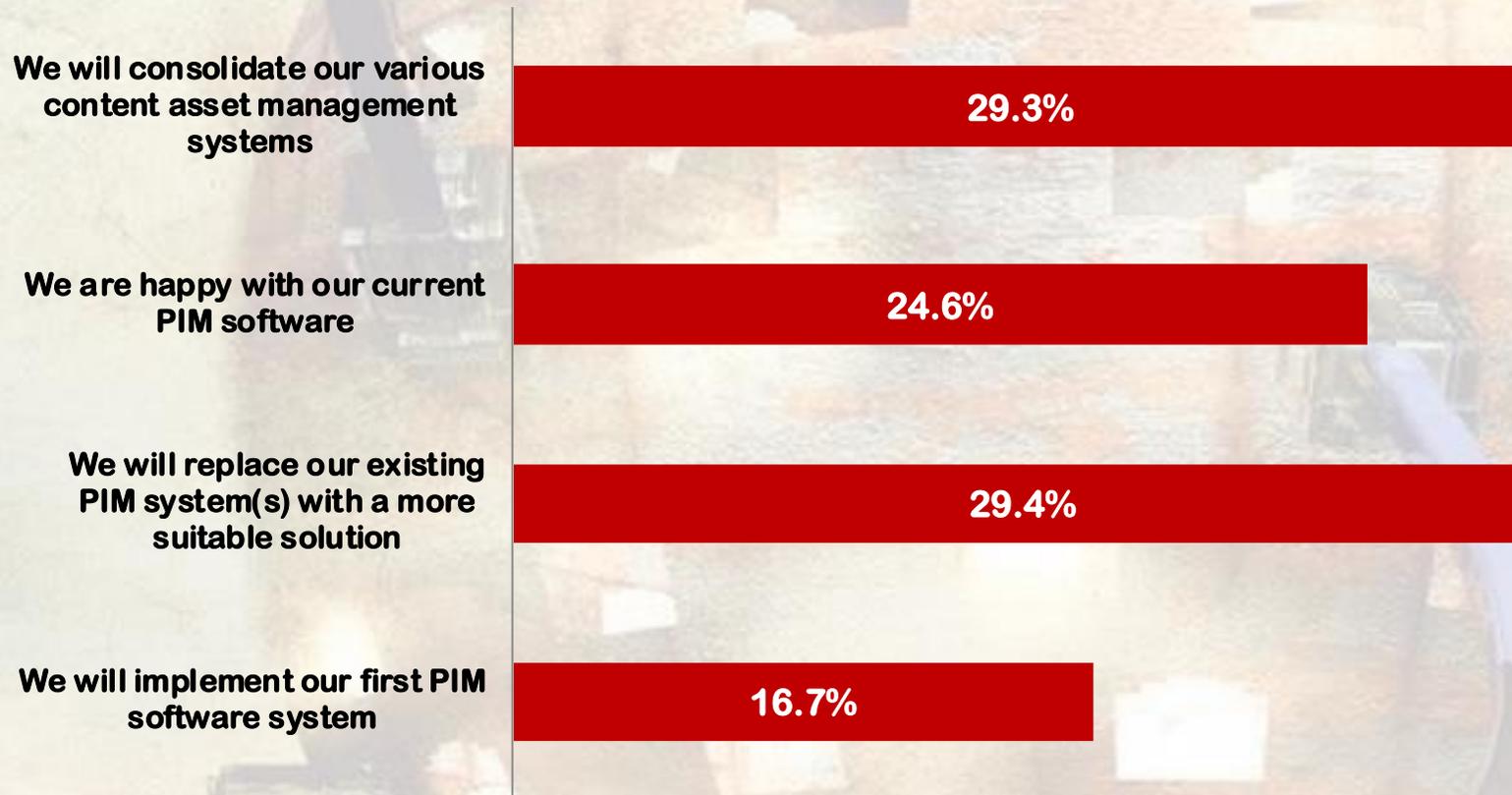
Note. The results in the APAC community were slightly different – there, the #1 focus was much more clearly: “Enabling better customization and localization of product content”.

Buyers are most likely to engage with those PIM vendors whose messaging addresses these motivations.

N = 1,500 Marketing and Business Managers with budget responsibilities.



RESEARCH: ARE FIRMS PLANNING TO IMPLEMENT OR REPLACE THEIR PIM SOFTWARE IN THE NEXT 24 MONTHS?



This shows the spread between the various PIM project plans. Some 75% of the companies surveyed will be investing in some sort of PIM project, with a significant share being PIM replacements.

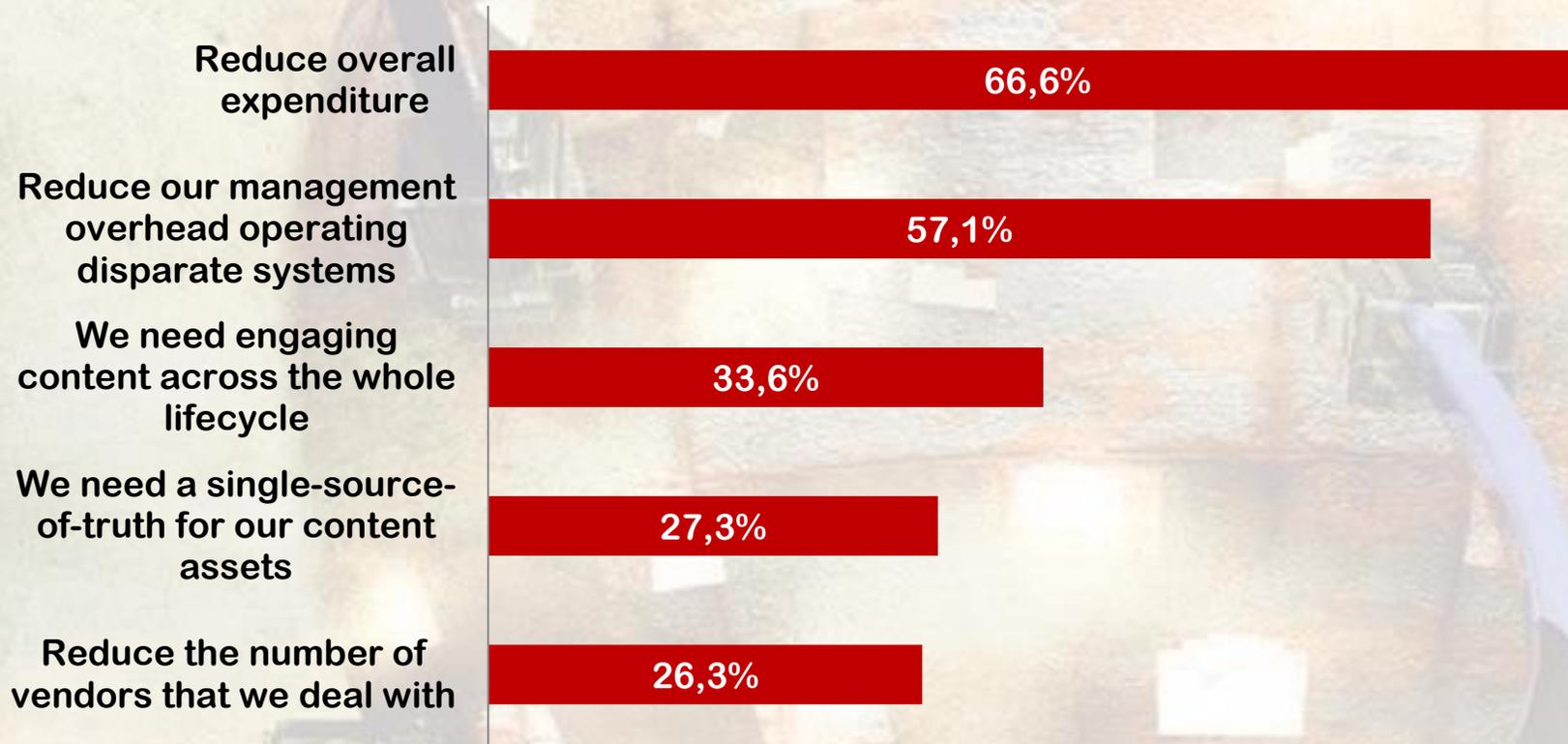
Note: The spread varies significantly across the three regions North America, Europe and APAC.

43% of North American respondents plan to replace their existing PIM solution with a more suitable one.

45% of European respondents will consolidate their various asset management systems.

N = 1,500 Marketing and Business Managers with budget responsibilities.

RESEARCH: 29% OF ALL RESPONDENTS ARE CONSOLIDATING PIM, FOR THESE REASONS



29% of the 1,500 companies (N = 422) reported they were consolidating PIM systems. The respondents could name up to three reasons for consolidating. These were the Top five reasons named in the lists.

Globally, over two thirds of the companies stressed *cost reduction* followed by *management overhead reduction*.

NOTE: There are significant differences across the global regions though. The proportion consolidating in EMEA was 44%; in APAC it was 21%, and just 11% in North America. There is longer PIM experience in EMEA.

NA respondents selected the need for a “universal content management platform to reduce media breaks and management overhead” as the highest motivator to consolidate.

Buyers are most likely to engage with those DAM vendors whose local market messaging addresses these priorities.

N = 422 Marketing and Business Managers with budget responsibilities. Respondents could select up to three reasons.



INSIGHTS: TOP PIM TRENDS 2021

- **The PIM vendor landscape is bewildering.** The differences between PIM solutions in the market is quite difficult to discern for marketers. There are wide variations in presentation taxonomy as MDM-oriented vendors tend to focus on technological processes and PIM application vendors stress business outcomes. With a wide spectrum of claims, it is difficult for buyers to understand whether the PIM solution on offer matches their needs. MDM vendors tend to say, “we handle all PIM needs” but that may not always be true.
- **PIM is needed for product selling (push) and for distribution (pull).** Some companies start with a PIM system to be able to promote their products directly, and then need to expand to add capabilities to feed into other distribution (syndicated) digital channels. As the syndication systems (e.g. marketplaces) operators tend to dictate the product presentation standards, this can sometimes involve a PIM system replacement.
- **Proving the Product Experience.** Traditional PIM systems were about maintaining accurate and consistent product data for mainly back-office staff. The rising importance of digital marketing and eCommerce in all sectors has raised the product data bar such that many companies now talk about the product experience: combining PIM system output with machine-learning, personalization analytics, or even rich-media rendering to be able to deliver compelling product offerings through all digital channels. PIM is becoming a critical CX enabler for many companies.
- **The PIM process is being deployed cross-enterprise.** The user types for PIM systems has expanded from IT data professionals, manufacturing analysts and product marketers towards a more business-oriented population of marketers, eCommerce brand managers and merchandise designers. PIM vendors must extend their solutions to match the new needs and, most importantly, the different language of these users. Plus, PIM must now integrate to other enterprise systems such as eCommerce and DXM.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT TOP VENDORS 2021

These are the Top 15 vendors as selected by 1,500 users based upon product, company and service quality.

VENDOR NAME	PRODUCT(S)
AKENEO	Akeneo PIM, PXM Studio
ATACCAMA	Ataccama ONE
CONTENTSERV	Contentserv PIM, Product Experience Management (PXM)
IBM	InfoSphere Master Data Management Collaborative Edition
INFORMATICA	Informatica MDM - Product 360
INRIVER	inRiver PIM
PROFISEE	Profisee Platform
RELTIO	Reltio Connected Data Platform
RIVERSAND	Riversand Master Data Management, Product Experience 360
SAP	Product Content Hub, SAP Commerce Cloud
SEMARCHY	Semarchy xDM
STIBO SYSTEMS	Multidomain MDM, Product MDM, PIM for Retail, Product Data Syndication
TIBCO	Tibco master data management, Tibco EBX
VIAMEDICI	Viamedici EPIM
WINSHUTTLE	EnterWorks

This list is alphabetical and includes all relevant PIM solutions named by the survey respondents.

Now, these vendors are not necessarily direct competitors, they serve different industries and/or geographies, as well as perhaps differing PIM functions.

Additional vendors that were cited but did not list in the Top 15, or had less than 15 ratings:

- CENSHARE
- MAGNITUDE SOFTWARE
- PIMCORE
- PITNEYBOWES
- SALSIFY
- SYNDIGO

NOTE: If a vendor does not respond, Research in Action will complete its scoring assessment based on analyst experience and desk research. The vendor's products and quick facts will be documented in the report, though a vendor scorecard will not be written.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT: VENDOR QUICK FACTS

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
AKENEO	Medium	High	Strong	Helping companies unlock growth through product experiences.
ATACCAMA	Small	High	Low	Enterprise data instantly available as high quality data products, with governance and compliance ensured.
CONTENTSERV	Big	High	Strong	Enables brands to manage product content, get products to market and create personalized product experiences.
IBM	Small	Low	Low	Unlock the value of your data to predict and shape future outcomes.
INFORMATICA	Very Big	Medium	Good	Powers your business transformation with intelligent product data
INRIVER	Medium	Medium	Medium	The digital-first PIM solution that's designed to drive revenue.
PROFISEE	Medium	Medium	Good	Build a trusted foundation of enterprise data to accelerate your business a multi-domain MDM platform.
RELTIO	Small	Low	Low	Cloud-native master data management all day, every day.
RIVERSAND	Big	Very High	Strong	From master data management to full product experiences
SAP	Medium	Low	Medium	Analysts name SAP business software a leader across all categories.
SEMARCHY	Medium	Medium	Strong	The intelligent data hub company with an xDM platform which turns business users into data champions.
STIBO SYSTEMS	Big	Medium	Medium	Empower data transparency with master data management for better data, better business and a better world.
TIBCO	Big	Medium	Strong	Model, govern, and share all your master and reference data.
VIAMEDICI	Medium	Medium	Strong	The central communication platform for all your product information.
WINSHUTTLE	Small	Low	Low	Drive better customer experiences and incremental revenue through digital, physical, and print channels.

NOTES:

- Market Presence combines the market share and perceived Mindshare (or Share of Mind). See <https://searchcustomerexperience.techtarget.com/definition/mindshare-share-of-mind>.
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants (see page four): "Would you recommend this vendor in this market to your peers - Yes or No?".



VENDOR SELECTION MATRIX™: EVALUATION CRITERIA

STRATEGY

Vision And Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	How innovative is the company in this market? Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?

EXECUTION

Breadth And Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by customers?
Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor today?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

NOTES:

62.5% of the evaluation is based on the survey results, 37.5% is based on the analysts' assessment.

• 40% of the evaluation is based on the survey results: (1) Recommendation Index, (2) Customer Satisfaction, (3) Price Versus Value.

• 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.

• 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.

The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants (see page four)

“Would you recommend this vendor in this market to your peers - Yes or No?”.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT



THE MARKET LEADERS

AKENEO
 CONTENTSERV
 INFORMATICA
 PROFISEE
 RIVERSAND
 SEMARCHY
 STIBO
 TIBCO
 VIAMEDICI

THE OTHERS

ATACCAMA
 IBM
 INRIVER
 RELTIO
 SAP
 WINSHUTTLE



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT

Contentserv enables brands to manage product content, get products to market and create personalized product experiences

- **General:** Contentserv is the Winner in this Vendor Selection Matrix™. A privately-held Swiss vendor founded in 1999, Contentserv has 12 offices worldwide, over 300 employees and over 400 customers in 89 countries. It has clients in specific brand manufacturing sectors, such as industrial, electronics, home & garden, CPG and fashion, as well as retail. It is currently enjoying especially rapid growth with manufacturers in USA and Japan.
- **Bottom Line:** Contentserv is best suited for lifestyle brand companies and manufacturers whose success depends on the product experience in digital environments. With a proven and standard project methodology, it is often preferred to business-centric digital transformation projects where time-to-value is a critical success factor. Its strong track record of successful projects means that many important system integrators promote a Contentserv project solution to their clients. This, combined with its demonstrated and renowned thought-leadership in topics such as Product Information Management, Master Data Management and MRM itself, will likely make it a leading game changer in the drive for companies to provide rich, relevant product experiences.

Riversand: from master data management to full product experiences

- **General:** Riversand is a Market Leader in the Vendor Selection Matrix™. Founded in 2001, Riversand Technologies is a long-established player in the MDM and PIM space with nearly two decades of experience. It provides a cloud-native Riversand MDM Platform, under several business-oriented applications such as Product Experience 360 and CX 360. Headquartered in Houston, US, the vendor has offices in India plus four in Europe, with a total of 300 employees serving over 250 customers. A large portion of its customer base is in North America but there is recent significant growth across international markets and the vendor is successful in many industries but in particular: retail, CPG, industrial manufacturing and distribution.
- **Bottom Line:** Riversand delivers on its promise to help customers manage what to sell; position to sell better; and sell anywhere. It presents its solution in a very business-oriented tone and is winning new accounts in the important mid-market with its Business-Ready-to-Go program. It has recently recruited several experienced industry veterans to ensure further expansion. It is currently being selected by many new customers who need to replace their older PIM platforms.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT

Stibo Systems empowers data transparency with master data management for better data, better business and a better world

- **General:** Stibo is a Market Leader in the Vendor Selection Matrix™. Stibo Systems is a privately-held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. Stibo Systems has grown its PIM offering organically over its 30-plus years and transitioned from an IT-centric vendor to a business-first offering. They now present their solution as a Digital Business Hub. The core of its product is the STEP platform, which delivers a common UI and data layer across multiple domains of data.
- **Bottom Line:** Stibo Systems' 600 employees in 18 global offices work closely with its customers to build and manage a single transparent, trusted source of data. The Stibo Systems ecosystem of partners offers customers the broadest possible palette of solutions and provides partners a global reach, serving customers across the world. Its growing global customer base includes 14 of the Fortune 100 and 42 of the Fortune 500. Its operations are largely in EMEA though, with midsize and large retail customers the most significant industry vertical it has penetrated.

Informatica powers business transformation with intelligent product data

- **General:** Informatica is a Market Leader in the Vendor Selection Matrix™. Headquartered in California, US and founded in 1996, Informatica is one of the data-management giants of the software business with a long-established history and leadership position in the MDM and PIM markets. The vendor has scores of offices in all regions of the globe, with some 4,800 employees supporting 10,000+ total customers in 82 countries, including over 2,500 customers using MDM and Product 360 Solutions, split 57:43 across B2B and B2C use cases.
- **Bottom Line:** The Informatica brand and its messaging has been refreshed to hold its own against born-in-the-cloud competitors – the same is apparent when talking to the vendor staff and its partners. The vendor has recognized that there has been a significant move to democratize data, and make it more available and more meaningful to both the business and IT. It has invested significantly in resources for customer success and constantly working to even further improve the customer experience.



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VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT

Semarchy is the intelligent data hub company with an xDM platform which turns business users into data champions

- **General:** Semarchy is a Market Leader in the Vendor Selection Matrix™. Founded in France in 2011, Semarchy is a privately owned company, part of the Providence Strategic Growth portfolio. It is now headquartered in Boston, with offices in San Francisco, UK and France. Semarchy is the creator of the Intelligent Data Hub™ which empowers business users to become data champions. The vendor's xDM platform enables organizations of any size and helps them quickly bring together the critical information scattered across applications into a single data hub, with fast time to value.
- **Bottom Line:** Semarchy is managed by an executive team with decades of experience in data management and currently enjoying double-digit growth. Its implementation partners all have strong track records in master data management strategy, system integration, and professional services and over 80 Fortune 1000 companies use the software. The survey respondents awarded top marks for the product's breadth and depth and the leading score for the Customer Satisfaction criterion.

Viamedici is the central communication platform for your product information

- **General:** Viamedici is a Market Leader in the Vendor Selection Matrix™. Viamedici is headquartered in Germany with offices in other European countries, North America and Asia, and its core product is the enterprise product information management suite (EPIM4) that provides extensive multi-domain master data management (MDM), fully integrated media asset management, version management, multi-language management of product information, portfolio management, and channel management. Viamedici's solutions are used by more than 275 customers (40,000 users), with some 90% in the manufacturing industry.
- **Bottom Line:** Reflecting market preference, the vendor is now shifting its solution platform to cloud and SaaS deployments. Working with consulting, implementation, and distribution partners, Viamedici has been able to expand its position into large global accounts. In addition to the strong manufacturing markets of Germany and Japan, the vendor is also now responding to the growing demand in Eastern Europe, Russia and Asia.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT

Profisee is a trusted foundation of enterprise data to accelerate your business a multi-domain MDM platform

- **General:** Profisee is a Market Leader in the Vendor Selection Matrix™. Profisee is a vendor broadly focused on multidomain MDM use cases which include PIM use cases. It sells mostly in North America with clients tending to be midsize and large organizations in a variety of vertical markets, with particular strength in manufacturing and health care. The vendor was founded in 2008 and has over 80 employees serving over 150 customers.
- **Bottom Line:** Profisee continues to focus its R&D investment in Microsoft Azure through deeper integration with the cloud platform — for example, Azure Data Services. Its main sales focus is on the needs of data architects and business intelligence analysts. The survey respondents awarded leading scores for both the Customer Satisfaction and Price vs Value Ratio criteria, and the vendor polled an outstanding recommendation index of 99%.

Tibco models, governs, and shares your master and reference data

- **General:** Tibco is a Market Leader in the Vendor Selection Matrix™. Headquartered in California, US and founded in 1997, Tibco is one of the data-management giants of the software business with a long-established history and leadership position in the MDM and PIM markets. The vendor has scores of offices in all regions of the globe, with some 5,000 employees supporting thousands of customers around the world. TIBCO provides business activity monitoring, application integration, and data management solutions for banking, retail, and manufacturing sectors
- **Bottom Line:** Tibco has a full catalog of industry solutions, business solutions and technology solutions for SMBs and enterprises. Typing “PIM” into their search field on the website finds you one presentation in Dutch language. Its main sales focus is on the needs of data architects and business intelligence analysts. The survey respondents awarded the leading score for the Customer Satisfaction criterion and the vendor polled an outstanding recommendation index of 99%.



VENDOR SELECTION MATRIX™: PRODUCT INFORMATION MANAGEMENT

Akeneo helps companies to unlock growth through product experiences.

- **General:** Akeneo is a Market Leader in the Vendor Selection Matrix™. Founded in 2013, Akeneo has 200+ employees and offices in US, France, UK, Germany & Australia. The vendor has over 500 enterprise customers and more than 220 business partners. Thousands of people around the world are leveraging the Akeneo PXM Studio including its PIM, platform, add-ons, connectors and Marketplace, to dramatically improve product data quality and accuracy, simplify catalog management, and accelerate the sharing of product information across channels and locales.
- **Bottom Line:** With a proven and robust modern PIM solution, Akeneo is often preferred in business-centric digital transformation projects where time-to-value is a critical success factor. Its strong track record of successful projects means that many important system integrators promote a PXM Studio project solution to their clients. This, combined with its demonstrated and renowned thought-leadership around the PIM and PXM topics, will likely make it a leading game changer in the drive from companies to provide a Product Experience.



THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

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 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.



APPENDIX: MARKETING PROCESS DEFINITIONS

- **ABM (Account based marketing).** A process of leveraging collected behavioral and profile data on target companies (accounts) or even individual buying decision-makers.
- **Attribution Reporting.** The ability to recognize the contribution of individual pieces of marketing investment (campaigns, events, specific content assets) to business success. The success factors include metrics like deal progression through the funnel, deal value increase, deal velocity increase and deal closure.
- **BCM (Brand Content Management).** Process to control the brand messaging, from corporate brand to individual messaging statements around products. Companies in a more distributed (or local) marketing environment use BCM systems to manage content across internal organizations, subsidiaries, and/or all business partners.
- **CEM (Customer Engagement Management).** The full orchestration process, support by personalization, of providing and supporting an ongoing digital relationship with individual customers across the full customer lifecycle and organization.
- **Content Distribution.** Process and systems that collate, manage and distribute marketing content both from internal and external sources.
- **Content Marketing.** Publishing digital content on the company website but also on other sites to generate additional web traffic.
- **CRM (Customer Relationship Management).** In most companies, CRM was set by Sales Ops and/IT and has little marketing value. But integration to the CRM database is necessary for marketing/sales alignment.
- **DAM (Digital Asset Management).** The process of consolidating and aggregation of all data from disparate systems in the company about customers - a Marketing-led initiative to ensure the data unification project is focused directly on marketing requirements.
- **DXM (Digital Experience Management).** Creating and updating content, as personalized as possible to the consumer, and rendering it through all required digital communications channels (web, social, POS, etc).
- **eMail Marketing.** The process of setting up campaigns via eMail to purchased or built-up lists of contacts.
- **Interactive Marketing.** Digital marketing programs that provide responsiveness and deep personalization.
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.



APPENDIX: MARKETING PROCESS DEFINITIONS

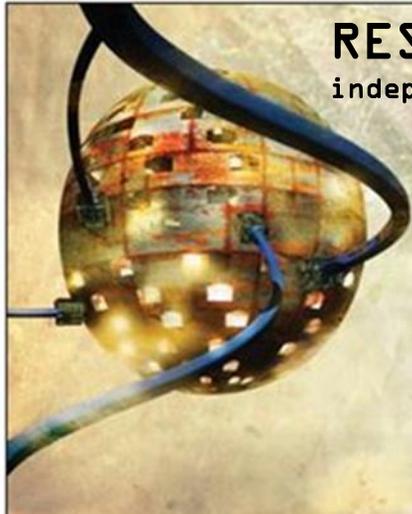
- **Lead Collection and Distribution.** The process of collecting and qualifying inbound marketing leads from the increased web traffic generated by content marketing. Distribution of appropriately leads to Sales.
- **MLM (Marketing Lead Management).** Often called just “Marketing Automation”, especially in the US, this is the backbone process family to share content and run digital campaigns, nurturing and progressing leads through all digital channels.
- **MRM (Marketing Resource Management).** The budgeting and reporting processes for marketing executives consolidate management of all asset projects plus human and financial resources to support business analytics focused on the marketing organization.
- **MPM (Marketing Performance Management).** Dashboard and reporting that consolidates data from MRM, DAM and attribution reporting to list the financial return on individual and aggregated marketing investments.
- **PIM (Product Information Management).** Maintaining all product data on one system to optimize product presentation across sales and marketing channels.
- **PRM (Partner Relationship Management).** Processes around the channel partner (reseller, distributor, etc) relationship : recruitment, registration and classification, contractual details, information exchange, and more.
- **SEM (Sales Engagement Management).** A process where marketers provide relevant digital assets to a salesperson to support their customer interactions, supported by training and coaching delivered on-demand.
- **Social Engagement and Advocacy.** Processes to manage and leverage interested parties within communities and on social media.
- **TCMA (Through-Channel Marketing Automation).** Management of brand content, plus programs and campaigns, promotions, and even leads, both down and up the distribution channel of business partners.
- **Universal Content Management.** Combination of content management, DAM and PIM into one common system of record and management. It-centric organizations call this Master Data Management.
- **WCM (Web Content Management).** The process of creating and updating content on the company website.



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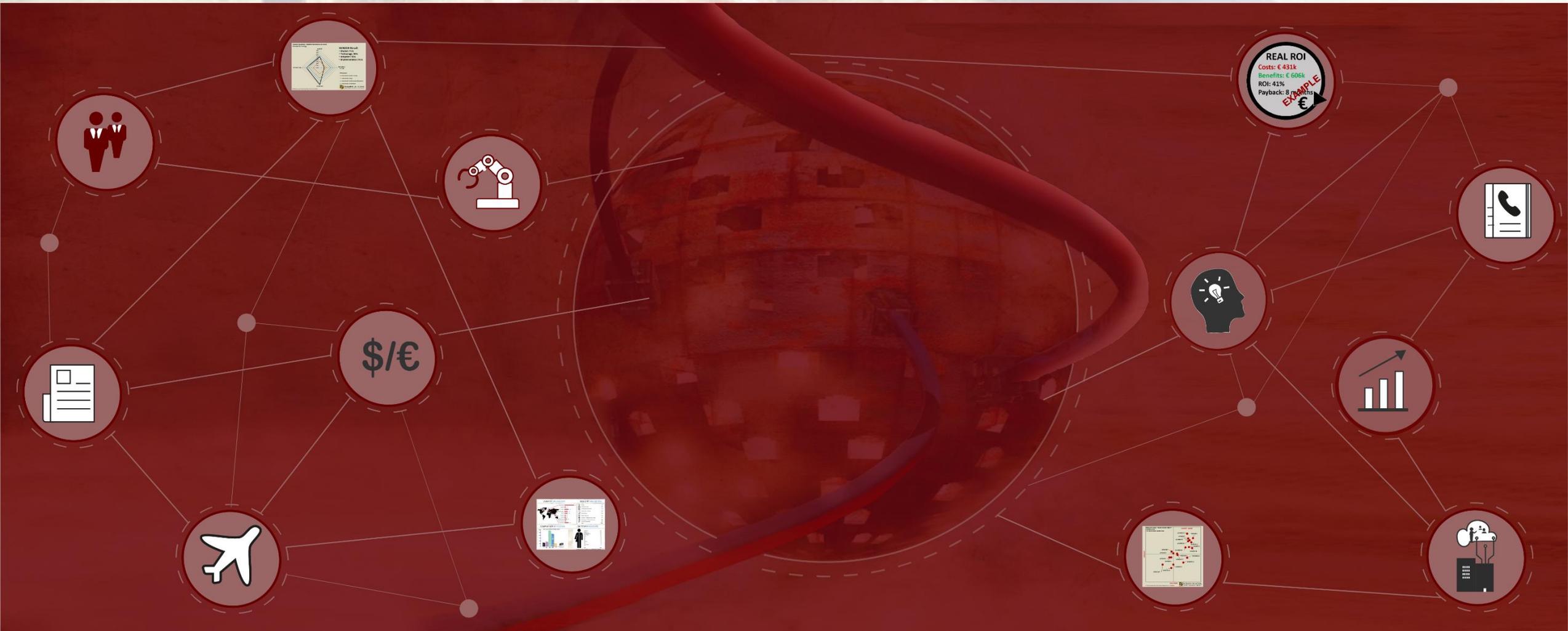
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REAL ROI
 Costs: € 431k
 Benefits: € 606k
 ROI: 41%
 Payback: 8 months
EXAMPLE