



Retail & eCommerce

SPARK Matrix™: Product Information Management, 2024

September 2024

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Executive Overview

This research report includes a detailed analysis of the global Product Information Management (PIM) market dynamics vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading Product Information Management (PIM) vendors in the form of SPARK Matrix. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

Market Definition and Overview

QKS Group defines Product Information Management (PIM) as “a platform that helps collect, integrate and centralize product data into a single source of truth and assists organizations in managing, enriching, and syndicating product information across various sales and marketing channels. The PIM platform facilitates efficient handling of product information, including descriptions, specifications, images, videos, pricing, and other relevant attributes, while ensuring consistency, accuracy, compliance, and completeness of the data.” The platform helps import data from multiple sources, such as Enterprise Resource Planning (ERP), Master Data Management (MDM), Product Lifecycle Management (PLM), Digital Asset Management (DAM), vendor portals, data pools, and spreadsheets, and publish optimized product information across various channels, such as print catalogs, marketplaces, digital commerce, social media, and brand portals.

By consolidating product information into a central repository, PIM supports organizations in streamlining data management processes and enhancing the Customer Experience (CX). The platform also supports faster time-to-market by simplifying the process of updating and distributing product information, ensuring that all stakeholders have access to real-time and accurate data. This leads to improved operational efficiency and strengthened brand integrity.

Before the emergence of PIM platforms, organizations faced significant challenges in managing product information, particularly with complex product catalogs and multiple sales channels. Product data was scattered across various systems, spreadsheets, and departments, leading to inconsistencies, inaccuracies, and duplication of information. This made it difficult to maintain updated and accurate product details, resulting in errors that could impact product experience and brand reputation. Additionally, the manual effort required to update and synchronize product information across different platforms was time-consuming and prone to errors. These challenges reduced the time-to-market and made it difficult for organizations to scale efficiently and respond quickly to market demands and opportunities.

The emergence of the PIM platform addressed these challenges by centralizing all product information into a single, unified source of truth that enabled organizations to seamlessly manage and distribute information across multiple channels. This helped organizations eliminate inconsistencies and errors by ensuring that all product data is maintained in one location, allowing for real-time updates and synchronization. By automating the management of product information, the PIM platform reduced the manual effort previously required, significantly minimizing the risk of errors and duplication. Furthermore, the platform facilitated quicker time-to-market by streamlining workflows and improving collaboration across departments, thereby enhancing the overall efficiency and scalability of business operations.

The PIM market is advancing through the adoption of technological trends such as the incorporation of advanced technologies such as AI/ML and Augmented Reality (AR). PIM vendors are also adopting Microservices-based, API-first, Cloud-native, and Headless (MACH) framework and are partnering with Cloud Service Providers (CSPs) to support cloud-based deployments. The vendors are incorporating Digital Shelf Analytics (DSA) capabilities into their platform to expand their breadth of offerings. Vendors are also aiming to align their PIM platform with upcoming regulations, such as Digital Product Passports (DPPs), to ensure compliance with these standards. Additionally, vendors are focusing on incorporating more automation into their platform for various tasks and are making continuous upgrades to their user interface to enhance the user experience.

The following are the key capabilities of the Product Information Management (PIM):

- ◆ **Data Modeling & Governance:** PIM's data modeling capability enables organizations to structure and manage their product information efficiently. The data modeling capability allows organizations to create comprehensive data models that represent products, including attributes, categories, relationships, and hierarchies. This helps organizations standardize product data across different systems and channels, ensuring consistency and accuracy. The capability supports complex product structures, such as configurable products or products with multiple variants by enabling the creation of flexible and scalable models that can adapt to different business needs. Additionally, the capability enforces data governance by

establishing clear guidelines for data entry, validation, and maintenance to ensure all product information aligns with organizational standards and complies with external regulations.

- ◆ **Data Integration:** The data integration capability of the PIM platform assists organizations in collecting, consolidating, and managing product information from various sources into a centralized repository. This ensures data consistency, accuracy, and accessibility across different departments and channels. The capability helps integrate data from various systems, such as ERP, MDM, DAM, and PLM to provide a unified and consistent view of product information across the organization. The capability also allows for real-time data synchronization and updates that help minimize the risk of data discrepancies and enhance data quality. Furthermore, the integration capability of PIM enables organizations to adapt to evolving market demands by providing a flexible and scalable platform for managing complex product data.
- ◆ **Data Enrichment:** The PIM platform's data enrichment capability facilitates organizations to enhance product data by integrating additional, relevant information to ensure its completeness and accuracy. The platform utilizes AI capabilities to enable organizations to refine their existing product data with additional details such as specifications, attributes, and tailored product descriptions to enhance data quality and improve product experience. Furthermore, the capability provides organizations with comprehensive and actionable product information, leading to better customer experiences, and increased sales.
- ◆ **Workflow Management:** PIM's workflow management capability helps organizations streamline the processes involved in managing, enriching, and distributing product information across various channels. It provides a structured approach to managing the various tasks and approvals for maintaining accurate and up-to-date product information. The capability enables organizations to define and automate steps in the product data lifecycle, from data entry to final approval. This helps organizations enhance the efficiency of data management processes

and enables faster time-to-market for new product launches. The capability also allows users to assign specific roles and responsibilities that help improve team collaboration while maintaining accountability.

- ◆ **Product Data Syndication:** The product data syndication capability assists organizations in distributing consistent and accurate product data across multiple sales channels, platforms, and partners. The capability allows organizations to tailor and format product content according to the specific requirements of each channel before syndication. The platform supports automated data syndication to ensure all product details, including descriptions, images, specifications, and pricing, are consistently updated and synchronized across all endpoints. This helps reduce the manual effort and errors associated with distributing product data while ensuring customers receive accurate and up-to-date information.

Competitive Landscape and Analysis

QKS Group conducted an in-depth analysis of major Product Information Management (PIM) vendors by evaluating their products, market presence, and value proposition. The evaluation is based on primary research using expert interviews, analysis of use cases, and QKS Group's internal analysis of the overall Product Information Management (PIM) market. This study includes an analysis of key vendors, namely Akeneo, Bluestone PIM, censhare, Contentserv, IBM, Informatica, inriver, Netcore Unbx, Pimberly, Pimcore, Plytix, Precisely, Productsup, Sales Layer, Salsify, Stibo Systems, Syndigo, TrueCommerce, Viamedici, Vinculum Solutions.

Companies, namely Akeneo, Informatica, inriver, Pimberly, Plytix, Salsify, Stibo Systems, Syndigo, and Vinculum Solutions are the top performers and SPARK leaders in the 2024 SPARK Matrix™ of the global PIM market. These vendors provide a sophisticated and comprehensive technology platform to address business complexities, optimize processes, and offer various features and functionalities that help organizations streamline product data management and improve the product experience for customers.

Akeneo's PIM application supports the end-to-end product lifecycle, including data onboarding, DAM, enrichment, and syndication, to help organizations improve data quality, increase conversions, minimize returns, and enhance the product experience. The company offers the Activation app to enable the distribution of enriched product content, such as catalogs and data feeds across channels, and improve customer experience. Furthermore, the company leverages its MACH-based architecture to support seamless integrations with various applications on its app store.

Informatica's Product 360 application offers a range of capabilities and features to help organizations import, manage, enrich, and syndicate product information across various channels. Product 360 supports real-time syndication using APIs and enforces data governance policies to ensure the distribution of complete and approved product content. The application's intuitive and specialized user interface facilitates the

classification of items, updating of attributes, and management of digital assets. It also provides an enterprise workflow engine to streamline processes and improve collaboration across teams. Furthermore, its robust analytics capabilities enable it to deliver actionable insights into product performance and market trends, helping businesses make informed decisions.

inriver's PIM platform supports flexible data modeling to incorporate complex product hierarchies and offers AI-driven enrichment capabilities for generating detailed product descriptions. The platform supports integration with various systems to ensure seamless data flow and management. Furthermore, the platform's intuitive and customizable dashboards provide users with a central hub to analyze various KPIs and PIM processes, such as supplier onboarding, content syndication, and DSA, for actionable insights.

Pimberly's PIM platform allows organizations to set up new channels for distributing product data, enabling them to reach new markets and increase sales. The platform through localization enables organizations to expand their presence across various markets and geographies and enhance sales in different markets. Additionally, it offers reporting functionalities to provide users with actionable insights into product performance across sales channels. This helps users make informed decisions, optimize product listings, and tailor marketing strategies. Furthermore, it offers robust workflows to automate product data syndication and ensure real-time updates and compliance with channel-specific requirements.

Plytix PIM platform helps manufacturers, distributors, and retailers import, organize, enrich, approve, and export accurate product data to various channels. It also enables them to seamlessly manage their product information and helps maximize sales. Additionally, the platform facilitates the creation of customer feeds and catalogs, including print and online, helping organizations display and distribute product information across touchpoints to enhance product visibility and improve the CX. Furthermore, the platform supports direct integrations with marketplaces and provides channel templates for seamless syndication of product information across different sales channels.

Salsify's PIM application leverages analytics tools to provide insights into product

performance and customer engagement. The application offers workflow builders and an integrated task workspace to assist users in managing, automating, and governing various tasks. It also helps organizations streamline various processes and improve the quality of data by ensuring accuracy and consistency. Furthermore, Salsify offers enhanced content, Global Data Synchronization Network (GDSN) data pools, and order and inventory management capabilities to support product experience management.

Stibo Systems's Product MDM application helps users import and integrate data from various sources to create a unified view of product data. The application supports data cleansing, validation, and mapping to improve the quality of data. The application also supports the management and enrichment of product hierarchies, structures, validations, approvals, versions, attributes, and descriptions while ensuring compliance to enable faster time to market. Additionally, it helps users share consistent and accurate information with internal teams and seamlessly syndicate information to customers, vendors, suppliers, and supply chain partners.

Syndigo's PIM solution helps organizations deliver localized product content across touchpoints. It also enables organizations to connect with customers in various regions and provides personalized product information to improve CX and increase conversion rates. Additionally, the solution enables organizations to manage and expand into new channels with high-quality product information to increase brand presence and improve sales across the channels. Furthermore, the solution supports intelligent automation and analytics to streamline processes and enhance decision-making.

Vinculum Solutions's PIM platform enables users to create complex product hierarchies for better product merchandising and enhance the CX by providing end customers with intuitive product navigation. The platform also offers multi-lingual capability to provide customers with access to product information in their preferred language and currency for improved CX. Additionally, the platform supports global and regional product data syndication for increased market reach and enhanced product visibility across online platforms to increase sales.

The vendors, namely Bluestone PIM, censhare, IBM, Netcore Unbx, Pimcore, Plytix,

Precisely, Productsup, Sales Layer, and Vinculum Solutions, have been positioned as strong contenders in the 2024 SPARK Matrix™ of the PIM market. These vendors provide comprehensive technological capabilities and are continuously enhancing their offerings to gain market traction in the PIM space. They are aiming to grow their presence across geographies and industry verticals by acquiring new clients and increasing their market share. Furthermore, these vendors are aware of the upcoming market trends and have laid out a detailed roadmap to capitalize on future growth opportunities.

Bluestone offers a microservices-based PIM platform that provides businesses with the flexibility to adjust the system according to their usage requirements. Bluestone's PIM flexible data modeling and marketplace integrations allow retailers to adapt to changing market demands and integrate with various systems including Content Management System (CMS), DAM, industry databases, and AI-driven tools. Furthermore, it provides user-friendly interfaces for offering an intuitive experience to users, enabling them to gain actionable insights and make informed decisions.

censhare offers an integrated platform that includes PIM, DAM, and CMS capabilities to improve the product experience for end customers. censhare's PIM application enables users to manage product information from creation to its syndication across various touchpoints while ensuring accuracy and consistency. Furthermore, the application facilitates organizations to customize product content based on different markets, and languages to provide a tailored product experience for customers.

Contentserve's PIM application helps enhance the efficiency of processes through integrated workflows. The application leverages AI to optimize product content and deliver enriched and accurate product information through multiple channels. The application supports automation to syndicate consistent product data and digital assets to various digital channels, improving the CX. Furthermore, it creates product relationships for cross-selling and up-selling, helping users increase the average order value and maximize sales.

IBM's Product Master application provides users with a comprehensive view of products and hierarchies to enable efficient management of product data. The application

facilitates seamless team collaboration through workflows for product-related tasks to improve product management efficiency. Furthermore, the application supports the customization of user experience to create tailored experiences for different users to enhance user engagement and productivity.

Netcore Unbx'd's PIM platform utilizes AI to help organizations enrich data for distributing accurate and enhanced product content at scale. The platform helps enhance product information, such as descriptions, specifications, pricing, and images to ensure accuracy and consistency, which improve CX and increase conversions. Additionally, the platform supports automated workflows to streamline processes and facilitate team collaboration by allowing users to seamlessly import, manage, and export data to various sales channels.

Pimcore's PIM application supports core PIM capabilities to collect, integrate, manage, and distribute product content using integrated DAM, omnichannel publishing, syndication through native integration, and enterprise extensions. Pimcore's platform provides end-to-end commerce capabilities using built-in DAM, Content Management System (CMS), flexible customer data management, and digital commerce modules, enabling users to manage product information, build digital experiences, and improve sales across digital channels. Additionally, Pimcore offers product experience capabilities through its experience portals that enable the creation of customized portals with enriched product content for internal and external users.

Precisely's EnterWorks PIM solution provides a central repository for product content and enables organizations to manage complex relationships between products and categories for better product management. The solution enables users to tailor product content for channels and allows them to visualize content before publishing across channels. This helps users identify errors in the content and allows users to rectify them to ensure accuracy and provide a better product experience. Furthermore, the solution supports role-based access control by limiting access to specific users based on their roles to enhance security and ensure only authorized users view or modify sensitive information.

Productup's P2C platform leverages AI-driven automated tools to help organizations streamline internal workflows. The tools enable users to seamlessly onboard, organize, and optimize product data while meeting channel requirements for information syndication. The platform facilitates the distribution of product information across new regions and sales channels, helping organizations increase sales. Furthermore, the platform assists in delivering a consistent product experience to customers across various touchpoints helping businesses in enhancing the CX.

Sales Layer PIM platform allows organizations to centralize product catalogs and enables them to share personalized product catalogs across all touchpoints in real-time. The platform helps organization optimize their data and improve product experiences for customers. Furthermore, the company provides its clients access to a wide range of technology and solution partners to enhance the platform's functionality and provide better to users.

The SPARK Matrix™ also provides an analysis of the vendors, such as TrueCommerce and Viamedici. These companies are focusing on enhancing their in-house capabilities to cater to a wide range of use cases. They are also planning to expand their current market offerings to tap new markets and acquire new clients.

Product Information Management (PIM) platform vendors are emphasizing strengthening their platform capabilities by leveraging automation and analytics modules to gain and understand deep, actionable buyer insights, providing out-of-the-box APIs and connectors, catering to diverse marketing and sales use cases, as well as enhancing data management and real-time recommendation capabilities. Vendors continue to augment their AI-powered predictive models to understand customer behavior, actions, and intent. Organizations are consistently looking at product experience management and marketing tools that adapt to their evolving business model and enable them to efficiently design business and customer-centric strategies. As the Product Information Management (PIM) market consists of multiple vendors with varying platform capabilities and supporting services, organizations often encounter challenges in understanding the best-fit Product Information Management (PIM) platforms for their high-level business

critical requirements.

While a majority of the vendors may provide all the core functionalities, the breadth and depth of the capabilities may differ by different vendors' offerings. Users should evaluate PIM solutions that offer comprehensive capabilities to provide seamless integration with various organization-owned tools and platforms, a broad range of native capabilities, scalability & extensibility, the ability to effectively segment and target customers, and others. The vendors' ability to offer a truly open architecture-based platform is vital for enhancing the customer ownership experience. Additionally, the vendor's customer value proposition may differ in terms of ease of deployment, ease of use, price/performance ratio, support for a broad range of use cases, global support service, and others. The retail space across B2B and B2C segments is continuously transforming, requiring vendors to expand their R&D investments, make continuous enhancements to their software, and provide a robust technology value proposition to ensure future customer needs are met. The vendor's ability to accommodate emerging technology trends, artificial intelligence, machine learning technologies, and a holistic and unified platform are increasingly becoming the key differentiators for selecting PIM solutions.

Key Competitive Factors and Technology Differentiators

The following are the key competitive factors and technology differentiators for the evaluation of Product Information Management (PIM) vendors. While a majority of the PIM vendors offer all the core functionalities, the breadth and depth of functionalities may differ based on the vendors' offerings. Driven by increasing competition, vendors enhance their technology capabilities and overall customer value proposition to remain competitive. Some of the key differentiators of the Product Information Management (PIM) include:

- ◆ **Digital Shelf Analytics:** The product information management platform vendors should focus on incorporating Digital Shelf Analytics (DSA) capability into its platform to provide users with real-time insights into the performance of products across digital shelves through user-friendly dashboards. The DSA capability should support automated tracking of key metrics, such as visibility, competitor pricing, out-of-stock, and customer ratings. The monitored KPIs provide users with actionable insights to help organizations optimize their product performance and improve conversion rates to increase sales. The capability should also provide users with insights into the impact of product content across digital shelves to help improve product listings and increase search visibility. Organizations should opt for a vendor that offers DSA capability, which provides them insights into buyer behaviors, competitor performance, and overall product performance on the digital shelves.
- ◆ **Brand Portals:** The product information management platform providers should offer Brand Portals a central repository of product information to help organizations share accurate and approved product content with internal and external stakeholders. The portals should enable authorized users to access tailored product content based on their requirements and use. Additionally, the portals should support the automatic synchronization of online catalogs with updates made in the PIM platform, providing stakeholders access to up-to-date product content. Organizations should look for vendors that offer self-service Brand Portals allowing stakeholders to easily search and download curated data and assets for their use

while improving collaboration and increasing efficiency.

- ◆ **Price Management:** The product information management platform vendors should support price management capability that enables users to gain a unified view, monitor product prices, and adjust them based on consumer demand to improve sales. The price management capability should help users track competitor prices in real-time and gain insights into competitor pricing trends. Furthermore, the capability should offer pricing analytics reports to provide real-time insights into price changes, product demand, and promotions across marketplaces. Organizations should opt for a vendor that offers pricing capability enabling organizations to hold core prices, markup percentages, discounts, and taxes, and adjust them on any product and channel.
- ◆ **Digital Asset Management:** The product information management platform providers should offer Digital Asset Management (DAM) capability to help organizations centralize and manage all digital assets, such as images, audio, videos, brand logos, PDF documents, 3D models, and presentations. The DAM capability should enable users to seamlessly link products with digital assets based on the attributes. Additionally, it should facilitate direct digital asset editing, enabling users to make direct edits to digital assets from within the PIM application. Organizations should seek vendors with robust DAM capability to enable them to optimize and seamlessly distribute digital assets across touchpoints with their associated product information to enhance the product experience.
- ◆ **Advanced AI:** The product information management platform vendors should support robust AI capabilities to help organizations improve the efficiency of the data management processes. The platform should utilize AI technologies to assist organizations with data classification, copy generation, attribute extraction, auto-translation, image recognition, sales channel insight generation, creation of tailored product descriptions, and personalization. The platform should support image management to automate and streamline tasks such as image meta-tagging and image deduplication leveraging AI/ML. Furthermore, the platform's AI capability should assist in image meta-tagging and automatic classification and enrichment of

images with metadata to enable better search, matching, and linking. Organizations should opt for a vendor that provides advanced AI capabilities, enabling them to improve the efficiency of processes and enhance data quality and Customer Experience (CX).

- ◆ **User-friendly UX:** The product information management platform providers should offer intuitive user interfaces that enhance the User Experience (UX) and provide organizations with real-time visibility and omnichannel insights into the product performance across channels through customizable and user-friendly dashboards. The platform should enable users to seamlessly create and manage workflows, analyze various KPIs, support easy data import and export, and simplify navigation across modules. Organizations should look for vendors whose intuitive user interfaces enable them to quickly complete various tasks, minimize errors, improve user engagement, save time on training and support, and improve their productivity and efficiency.
- ◆ **Integration and Interoperability:** The product information management platform vendors should focus on providing seamless integration with various applications, such as Product Lifecycle Management (PLM), Enterprise Resource Planning (ERP), Content Management System (CMS), Master Data Management (MDM), Digital Asset Management (DAM), eCommerce platforms, and marketplaces to ensure continuous data exchange between the systems. The platform should support real-time integration and compatibility with the organizations' existing systems. Organizations should opt for vendors that offer out-of-the-box integration connectors, webhooks, RESTful API, and API documentation to streamline operations, ensure smooth data flow, and improve time to value.
- ◆ **Deployment and Accessibility:** The product information management platform providers should offer multiple deployment models, such as on-premises, cloud, or hybrid, that align with the organization's needs. Vendors should provide mobile applications for quick and easy access to the platform features from anywhere, enabling them to perform various tasks. Organizations should look for vendors that provide them with real-time access to product information, enhance their

productivity, and facilitate teamwork and collaboration through an intuitive mobile application.

- ◆ **Product Strategy and Roadmap:** The product information management platform providers should focus on creating a comprehensive technology roadmap and constantly innovate their offerings to help organizations drive business growth. Vendors should have strong knowledge of current market dynamics to identify areas of investment for maximizing their customers' Return On Investment (ROI). Vendors should continuously evolve their platforms with the latest technologies, such as AI/ML, and AR/VR to support automation and improve the efficiency of their clients. Organizations should choose vendors based on the vendor's ability to align its platform with emerging market opportunities, trends, and evolving business requirements, enabling it to gain a competitive edge and improve customer satisfaction.
- ◆ **Application Diversity:** The product information management platform vendors should focus on catering to a wide range of industry verticals and tailor their offerings based on the segments in which their clients operate. Organizations should seek a platform vendor that supports multiple use cases to help its customers increase ROI, reduce costs, and improve efficiency.
- ◆ **Scalability:** The product information management platform vendors should offer a scalable platform that enables organizations to manage and process large volumes of data and transactions with minimal time and resources. Vendors should have the ability to support increasing amounts of data and handle varying workloads as per the requirements of the business to improve productivity, reduce downtime, and satisfy users. Organizations should opt for vendors that can scale enough to respond to fluctuations in system processing demands and suit the requirements of small, medium, and large enterprises.

SPARK Matrix™: Strategic Performance Assessment and Ranking

QKS Group SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors concerning various performance parameters based on the category of technology excellence and customer impact. QKS Group’s Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make the SPARK Matrix.

Technology Excellence	Weightage
Data Modeling & Governance	12%
Data Integration	7%
Data Enrichment	15%
Workflow Management	10%
Product Data Syndication	15%
Software Architecture	8%
Competitive Differentiation Strategy	25%
Vision & Roadmap	8%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Excellence	15%
Unique Value Proposition	15%

Evaluation Criteria: Technology Excellence

- ◆ **Data Modeling & Governance:** Evaluate the ability to validate and normalize using rules, controls, workflows, and ML-based auto-classification to drive better decisions, downstream processes, and results.
- ◆ **Data Integration:** Evaluates the ability to combine data from multiple sources into a unified view, and help match, transform, and consolidate data into a consistent format.
- ◆ **Data Enrichment:** Evaluate the ability to clean the product data based on pre-built business rules for batch and real-time modes for various channels and leverage data maintenance and content-enriching tools. Manage structured and unstructured product information, eliminate duplicate product records, and identify and connect product variants.
- ◆ **Workflow Management:** Evaluates the ability to manage the cleansing, enrichment, and approval processes while enhancing product information ranking to automate product data management processes as per business requirements.
- ◆ **Product Data Syndication:** Evaluates the ability to share product information and content across multiple channels while ensuring consistent and accurate product data information.
- ◆ **Software Architecture:** Evaluate the ability of the solution to offer microservices-based, multi-tenant, API-first, cloud-native SaaS, and headless technology.
- ◆ **Competitive Differentiation Strategy:** Assesses the ability to distinctly differentiate from the rivals.
- ◆ **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

Evaluation Criteria: Customer Impact

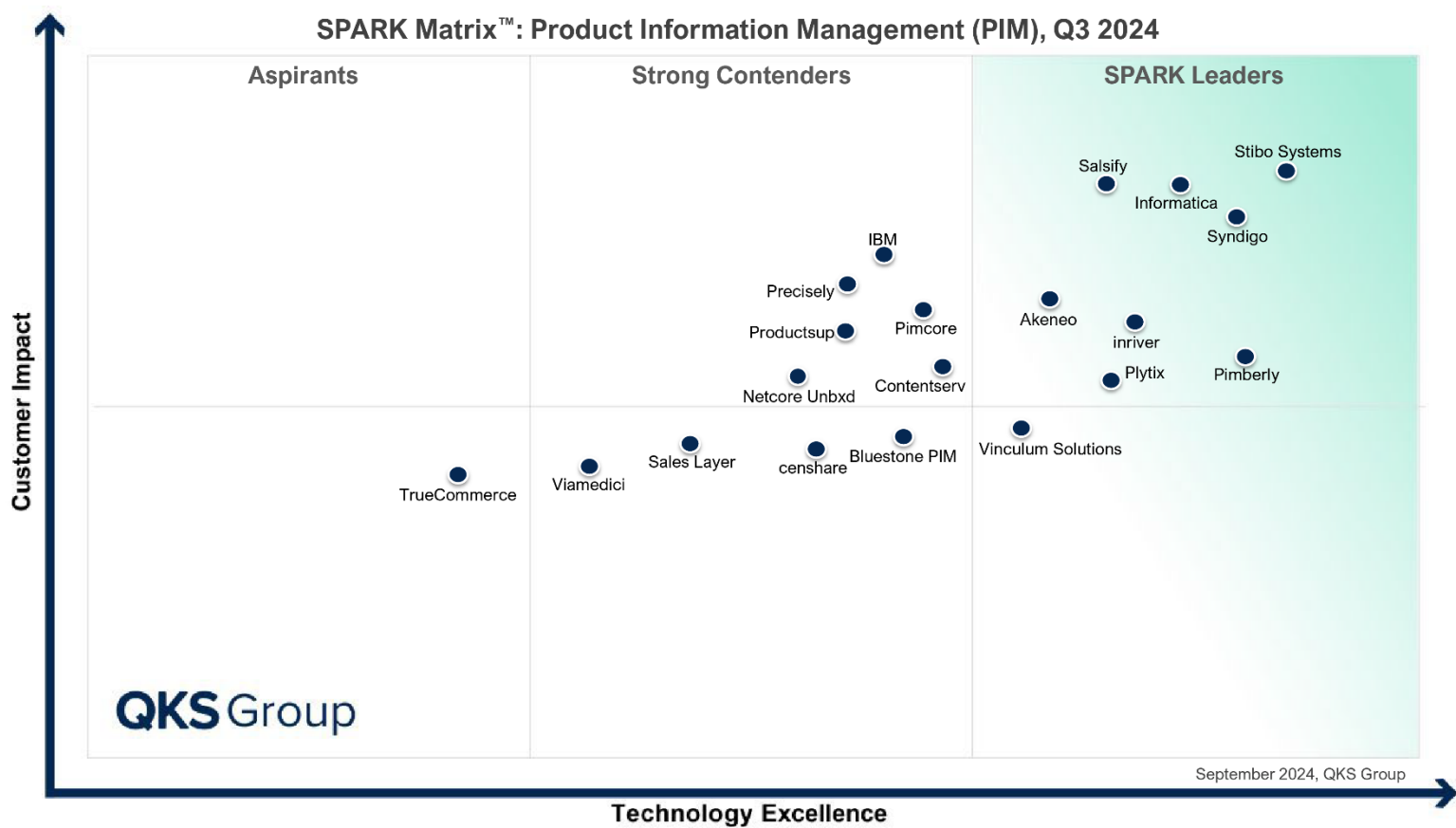
- ◆ **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price-to-performance ratio, excellence in GTM strategy, and other product-specific parameters.
- ◆ **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- ◆ **Proven Record:** Evaluation of the existing client base from SMB, mid-market, and large enterprise segments, growth rate, and analysis of customer case studies.
- ◆ **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation, and usage experience. Additionally, vendors' products are analyzed to offer a user-friendly UI and ownership experience.
- ◆ **Customer Excellence:** The ability to demonstrate vendor capability to provide a range of professional services from consulting, training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.
- ◆ **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and others.

SPARK Matrix™:

Product Information Management (PIM)

Strategic Performance Assessment and Ranking

Figure: 2024 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Product Information Management (PIM) Market



Vendors Profile

The following vendor profile is written based on the information provided by the vendor's executives as part of the research process. The QKS Group's research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions, regarding Product Information Management (PIM) solution and vendor selection based on research findings included in this research service.

Stibo Systems

URL: <http://www.stibosystems.com>

Established in 1976 and headquartered in Aarhus, Denmark, Stibo Systems is a data management company. The company operates in the software development industry and offers a SaaS-based Master Data Management (MDM) platform that provides a single, consistent, and accurate view of key business data to enhance transparency and help organizations make informed decisions. The company offers various data management applications as part of its MDM platform to help organizations address their specific needs. The various applications include Multidomain MDM, Product MDM, Customer Data Management, Supplier Data Management, Location Data Management, and PDX Syndication.

The company's Product MDM provides in-built Digital Asset Management (DAM) and integrates with the PDX Syndication application to syndicate product data. The Product MDM application also supports end-to-end product data lifecycle from supplier product onboarding to enrichment and publishing of content across multiple channels. Additionally, the application offers comprehensive core Product Information Management (PIM) capabilities, such as data sourcing, data integration, modeling and governance, content quality and DAM, and data sharing and syndication.

Analyst Perspective

Key Differentiators

- ◆ Stibo Systems's Product MDM application offers integrated DAM capability that enables organizations to retrieve, store, and manage digital content, such as images, audio, video, and animations. The capability also supports direct digital asset editing, enabling users to make direct edits to digital assets from within the PIM application.
- ◆ The company's image management capability leverages AI/ML to automate and streamline tasks such as image meta-tagging and image deduplication. The image meta-tagging feature automatically classifies and enriches images with metadata to enable

search, matching, and linking. The image deduplication feature identifies and removes duplicate images to expedite image selection and performance and reduce storage requirements.

- ◆ The company offers an out-of-the-box Data Management Accelerator for Retail to improve time to market for various retail scenarios. The Accelerator for Retail supports an intuitive user interface and offers preconfigured retail-optimized workflows, business rules, dashboards, and data models for acquiring, managing, and sharing product data to help retailers streamline data management, enhance efficiency, and achieve faster time-to-value.
- ◆ The Product MDM application provides an asset protection feature that helps users protect their asset ownership, integrity, and copyrights by enabling brands to preview watermarks before applying them to content.

Product Strategy

- ◆ Strategic Roadmap: Stibo Systems focuses on Environmental, Social, and Governance (ESG) initiatives to minimize carbon emissions and the environmental impact of various operations. The company also plans to continue providing data transparency through its MDM platform to meet internal ESG benchmarks. Furthermore, the company aims to help its customers meet their ESG targets by offering solutions for better ESG and sustainability performance.

Market Strategy

- ◆ Geo-expansion Strategy: Stibo Systems has a strong geographical presence in the EMEA region, followed by the North American and JAPAC regions. The company also has a fair presence in the LATAM region.
- ◆ Industry Presence: Stibo Systems serves customers across various industries, such as automotive, banking and capital markets, Consumer Packaged Goods (CPG), distribution, insurance, life sciences, manufacturing, retail, and telecommunications. The company has a particularly strong focus on the retail, manufacturing, and CPG sectors.

- ◆ Use Case Support: Stibo Systems's PIM application supports various use cases, such as providing a single source of product data to ensure consistency and accuracy, creating workflows to manage the enrichment and publication of products across touchpoints, enabling seamless onboarding of product data, supporting automated workflows to enhance the efficiency of processes, and maintaining uniform data quality to improve the experience of customers.

Customer Success Strategy

- ◆ Stibo Systems primarily supports cloud-based deployments and follows a subscription-based pricing model. The company's subscription model is based on the number of environments, number of users, named domains, and number of objects in each domain.
- ◆ Stibo Systems focuses on building a robust partnership ecosystem and has a wide range of consulting, channel, and technology partners. The company's consulting partners help customers with MDM and system integrations. Its technology partners provide add-on applications or services for MDM to enrich the solution's capabilities and provide better value to the customers. Furthermore, the company's channel partners provide expert advice and help businesses identify the optimal MDM solution to fit their specific needs.

Trend Analysis

- ◆ The PIM market is advancing through the adoption of technological trends such as the incorporation of advanced technologies such as AI/ML and Augmented Reality (AR). PIM vendors are adopting the Microservices-based, API-first, Cloud-native, and Headless (MACH) framework and are partnering with Cloud Service Providers (CSPs) to support cloud-based deployments. The vendors are incorporating Digital Shelf Analytics (DSA) capabilities into their platform to expand their breadth of offerings. Vendors are also aiming to align their PIM platform with upcoming regulations, such as Digital Product Passports (DPPs), to ensure compliance with these standards. Additionally, vendors are focusing on incorporating more automation into their platform for various tasks and are making continuous upgrades to their user interface to enhance the user experience.

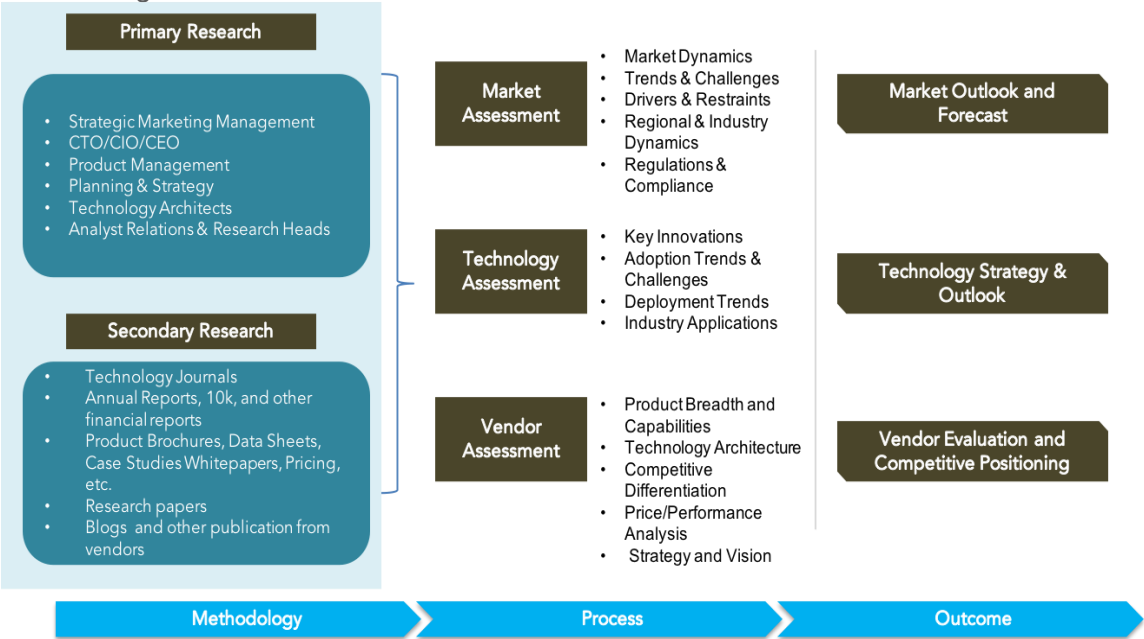
- ◆ Stibo Systems's PIM application supports integration to ChatGPT through a prompt that generates product descriptions from product attributes. The application leverages AI/ML for data governance and automation of tasks, such as deduplication, automated onboarding and syndication, auto-classification, and image recognition. The company's strategic partnership helps it to provide DSA capabilities to its customers. Furthermore, the company focuses on incorporating foundational elements for Digital Product Passport (DPP) regulation to ensure compliance with the regulation. It also helps ensure transparency of product data for sustainability initiatives.

Final Take

- ◆ Stibo Systems's Product MDM application helps users import and integrate data from various sources to create a unified view of product data. The application supports data cleansing, validation, and mapping to improve the quality of data. The application also supports the management and enrichment of product hierarchies, structures, validations, approvals, versions, attributes, and descriptions while ensuring compliance to enable faster time to market. Additionally, it helps users share consistent and accurate information with internal teams and seamlessly syndicate information to customers, vendors, suppliers, and supply chain partners.
- ◆ Users looking for a PIM vendor that has a strong presence across North America and EMEA with customer presence across the globe, offers industry-specific accelerators to expedite implementations, provides robust syndication and AI capabilities with multiple use cases across various industry verticals, and is suitable for large enterprises could choose the Stibo Systems PIM application.

Research Methodologies

QKS Group uses a comprehensive approach to conduct global market outlook research for various technologies. QKS Group’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is a brief description of the major sections of our research methodologies.



Secondary Research

The following are the major sources of information for conducting secondary research:

QKS Group’s Internal Database

QKS Group maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick- start the research project. This database includes information from the following sources:

- ◆ Annual reports and other financial reports

- ◆ Industry participant lists
- ◆ Published secondary data on companies and their products.
- ◆ Major market and technology trends

Literature Research

QKS Group leverages several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

Inputs from Industry Participants

QKS Group analysts collect relevant documents such as whitepapers, brochures, case studies, price lists, datasheets, and other reports from all major industry participants.

Primary Research

QKS Group analysts use a two-step process for conducting primary research that helps us capture meaningful and accurate market information. Below is the two-step process of our primary research:

Market Estimation: Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The QKS Group research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

Client Interview: The QKS Group analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives on the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, QKS Group analysts interview with more than one person from each of the market participants to verify the accuracy of the information

provided. We typically engage with client personnel in one of the following functions:

- ◆ Strategic Marketing Management
- ◆ Product Management
- ◆ Product Planning
- ◆ Planning & Strategy

Feedback from Channel Partners and End Users

QKS Group research team researches with various sales channel partners, including distributors, system integrators, and consultants, to understand the detailed perspective of the market. Our analysts also get feedback from end-users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

SPARK Matrix:

Strategic Performance Assessment and Ranking

QKS Group SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

Final Report Preparation

After the finalization of market analysis and forecasts, our analyst prepares the necessary graphs, charts, and tables to get further insights and preparation of the final research report. Our final research report includes information including market competitive analysis, major market & technology trends, vendor profiles, and others.