

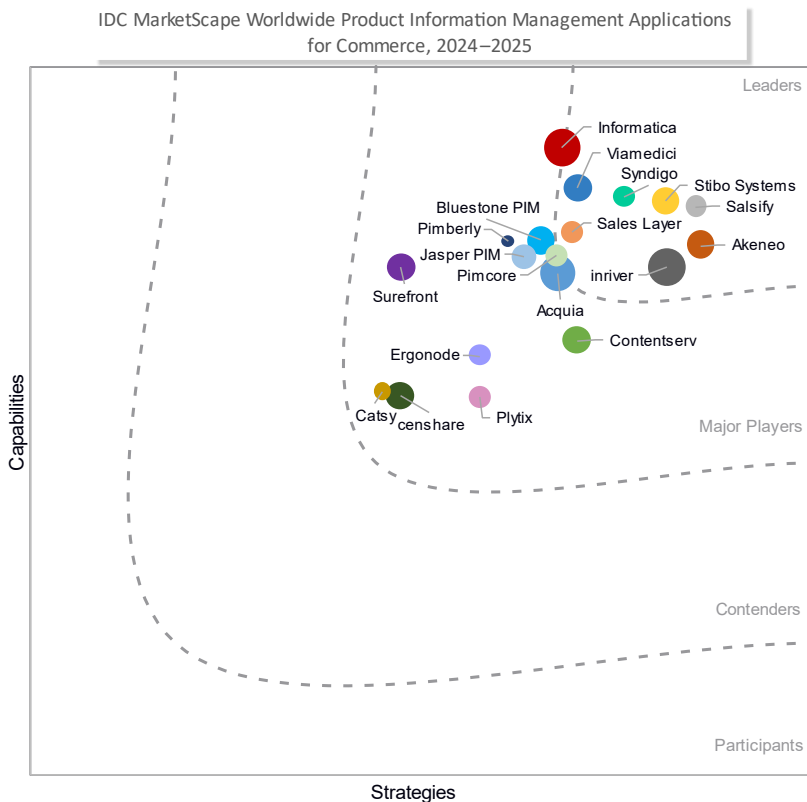
# IDC MarketScape: Worldwide Product Information Management Applications for Commerce 2024–2025 Vendor Assessment

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**THIS EXCERPT FEATURES STIBO SYSTEMS AS A LEADER  
IDC MARKETSCOPE FIGURE**

**FIGURE 1**

## IDC MarketScape Worldwide Product Information Management Applications for Commerce Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## ABOUT THIS EXCERPT

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The content for this excerpt was taken directly from IDC MarketScape: Worldwide Product Information Management Applications for Commerce 2024–2025 Vendor Assessment (Doc # US49786923).

## IDC OPINION

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### **Consistent, Compliant Product Information Is Essential for Multichannel Digital Commerce**

The demand for accurate, complete, and captivating product information spans the entire customer journey, from initial exploration to purchase, usage, and advocacy. This continuum is critical for fostering strong customer relationships and engendering loyalty.

Product information management (PIM) solutions empower brands to deliver impactful product storytelling and sustain loyalty while scaling their digital reach. Modern PIM systems go beyond traditional data organization, streamlining the flow of rich, precise, and relevant product information across channels to enhance customer experiences at every touch point, where clear, immersive product content is crucial to stand out in a crowded field.

PIM systems emerged in the late 1990s and early 2000s as businesses sought more efficient ways to manage product data across multiple channels. Early PIM solutions focused on basic data storage and standardization, ensuring product information remained consistent across catalogs and platforms. Although these initial systems were functional, often resembling enhanced Excel interfaces, they left room for more sophisticated tools. Over time, PIM has evolved to incorporate AI and ML, boosting data management and syndication capabilities. Advanced AI drives content generation, metadata creation, and predictive tools for search and recommendations, positioning PIM as an increasingly dynamic asset in digital commerce.

The contemporary generation of PIM solutions has a meticulous design with digital commerce in mind. Commerce-oriented PIM applications establish a unified source of product truth in commerce, addressing the following critical needs:

- Enhancing product presentations with images, videos, augmented reality, and various forms of rich content crucial for effective merchandising

- Distributing product information and content across various platforms, from proprietary online stores to digital marketplaces, with their specific product classifications
- Creating portals to streamline the sharing of product information and content across a company's distribution channels
- Improving visibility in search engine results and on retailer and marketplace platforms through optimized data algorithms
- Utilizing analytics for informed decision-making in product merchandising, thereby increasing conversion rates
- Seamlessly integrating with fundamental commerce services, such as inventory management, order management, and marketing automation systems
- In B2C/direct-to-customer (DTC) digital commerce, consumers demanding rich product information, including high-quality images, videos, and customer reviews, accessible across diverse platforms
- In B2B, the fact that each stakeholder is, in their personal lives, a likely consumer with elevated expectations driving demand for B2C-like experiences in B2B

Today's PIM systems support real-time collaboration across teams, ensuring product information remains consistent and responsive to market changes. With integrations that enable faster localization, compliance, and customization, PIM is evolving into a strategic asset that allows brands to swiftly adapt to customer preferences and regulatory demands in diverse regions, ultimately positioning them for long-term resilience and innovation.

## **IDC MARKETSCOPE VENDOR INCLUSION CRITERIA**

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The vendor list for this evaluation included 19 vendors, representing those most reflective of a typical PIM buyer's selection shortlist for digital commerce use cases. Inclusion criteria include:

- The vendor should have at least 20 active customers reporting \$20 million or more in annual revenue.
- The vendor must syndicate product data into a minimum of five different major commerce channels, including (but not limited to) websites, marketplaces, and/or social commerce.
- The vendor must meet IDC's definition of a PIM application for commerce in terms of the functionality it supports, including the ingestion, management, and publication/syndication of product information (both structured [data] and unstructured [content]) to facilitate digital commerce (see the Market Definition section and refer back to Figure 1).

- The vendor's PIM application should qualify as "SaaS or cloud enabled."
- The vendor must go to market as a PIM application for digital commerce, specifically seeking B2C and B2B online merchants.

This IDC MarketScape assessment seeks a PIM capable of supporting the broadest range of possible use cases for digital commerce, whether B2B, B2C, or some combination thereof.

## ADVICE FOR TECHNOLOGY BUYERS

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Technology buyers should consider the following:

- **Emphasize scalability and flexibility:** Choose scalable PIM solutions that can handle growing volumes of product data and expand into new markets or channels without performance degradation. Flexibility in managing diverse product information types and structures is also important.
- **Demand robust data quality and governance features:** Ensure the PIM platform offers strong data quality management tools, including automated data validation, standardization, and enrichment capabilities. Effective governance controls are essential for maintaining data accuracy and consistency across channels.
- **Seek comprehensive commerce integration capabilities:** The PIM system should seamlessly integrate with existing enterprise resources, such as enterprise resource planning (ERP), customer relationship management (CRM), digital asset management (DAM), and ecommerce platforms. This will facilitate a unified approach to data management and minimize the need for custom integration efforts.
- **Prioritize ease of use and collaboration:** It is vital to have a user-friendly interface that supports efficient collaboration among marketing, product management, sales, and IT teams. Look for features that streamline workflows, such as task assignments, progress tracking, and approval processes.
- **Learn how to maximize advanced analytics and reporting tools:** Choose PIM solutions that offer insightful analytics and reporting capabilities, enabling businesses to understand product performance, customer preferences, and market trends, crucial elements for informing decision-making and strategic planning.
- **Ensure global market readiness:** For organizations operating internationally, the PIM system must support multilingual data management, localization workflows, and compliance with global standards, facilitating smoother entry and operation in diverse markets.

- **Assess vendor commitment to continuous improvement and customer success:** Investigate the vendor's road map for future developments, including updates, new features, and technological advancements. A commitment to continuous improvement indicates a solution that will evolve alongside emerging market demands and technologies.
- **Consider the total cost of ownership (TCO):** Beyond the initial purchase price, evaluate the TCO, including implementation, training, support, and maintenance expenses. A PIM system that offers a clear and compelling return on investment over time is preferable.

Technology buyers can better navigate the complex landscape of product information management solutions by focusing on specific aspects tailored to PIM systems. The right PIM system will streamline data management processes and empower organizations to enhance product visibility, improve customer experiences, and drive sales in digital commerce.

## VENDOR SUMMARY PROFILES

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This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

### Stibo Systems

After a thorough evaluation of Stibo Systems' strategy and capabilities, IDC has positioned the company in the Leaders category within this 2024–2025 IDC MarketScape for product information management applications for commerce.

Stibo Systems is a privately held company primarily known for its master data management solutions. Beginning operations in 1794 and with its headquarters in Aarhus, Denmark, Stibo A/S has a long history, though its focus on MDM and PXM software has developed in recent decades. Stibo Systems, in its current form, began operations in 1976.

Quick facts about Stibo Systems:

- **Employees:** Approximately 1,000
- **Industry focus:** Retail, manufacturing, healthcare, automotive, and other industries requiring robust MDM and PXM solutions
- **Cloud:** The PIM/PXM, which the company built as a cloud-native solution, is multitenant at Azure application, database, and infrastructure levels.

- **Pricing model:** Stibo Systems offers three main pricing tiers — Good, Better, and Best — to match the solution's sophistication, with price holds and caps available. It does not offer month-to-month contracts.
- **Partner ecosystem:** Has over 100 implementation and more than 50 technology partners for PIM
- **Ideal customer size:** Large enterprises and complex organizations requiring advanced MDM and PXM capabilities
- **APIs:** Robust API capabilities for integration with other systems; 100% product exposure to RESTful API; specific GraphQL API exposure is not detailed
- **Syndication channels:** Supports integration with various ecommerce platforms and marketplaces, such as Amazon, eBay, and Google Shopping

## Strengths

- **GenAI integration:** Stibo Systems leverages GenAI within its PXM Enhanced Content offering to create rich product content quickly and efficiently. By delivering tailored content across multiple channels, this capability enhances time to market and improves conversion rates.
- **Robust data governance features:** The platform provides strong data governance capabilities that ensure data accuracy and compliance, allowing businesses to maintain product information quality across all touch points.
- **Seamless integration capabilities:** Stibo Systems offers extensive integration options with various external systems and applications. This flexibility allows organizations to connect their existing tools while enhancing their overall data management strategy.

## Challenges

- **Limited free offerings:** Stibo Systems does not provide a free or community version of its products, which may limit accessibility for smaller businesses or those looking to test the platform before committing.
- **Dependence on future features:** While automation for DPPs is planned for the future, its current unavailability may restrict functionality for organizations needing these capabilities immediately.
- **Complex user experience:** Stibo Systems' comprehensive features may result in a steep learning curve for new users, potentially hindering team adoption.

## Consider Stibo Systems When

Consider Stibo Systems if you are a large enterprise or complex organization requiring advanced MDM and PXM capabilities. Its data management and integration strengths

make it attractive for organizations seeking to optimize their product information across multiple channels.

## APPENDIX

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### Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the headcount of each individual vendor within the specific market segment being assessed.

### IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

### Market Definition

PIM applications provide a centralized platform for managing product and service data in digital commerce. Organizations use them to ensure consistency and quality in



product data and content. PIM applications collect information from various sources and consolidate/format it into a single source of product information. They identify and fix problematic data and push product information to various digital and physical channels involved in customer journeys.

PIM applications originating from the data integration and intelligence market can be a subcategory of or related capability to product-focused MDM. PIM applications originated from the persuasive content management market to bring rich content to the product experience. PIM applications from digital commerce vendors reflect the need for more all-encompassing systems than standalone catalog software.

In summary, the key functions of PIM applications are:

- **Ingestion:** PIM applications provide UIs, connectors, and APIs that enable organizations to import product data and content from various sources, including files, other enterprise systems, supplier systems, and data pools. An important aspect of ingestion is mapping data and content from these sources to product hierarchies in the PIM.
- **Management:** PIM applications enable organizations to define product hierarchies or taxonomies, product attributes and variants, and relationships between products. These applications manage structured and unstructured (content) product information and generally support enrichment for multiple languages, geographies, and channels. Key capabilities include setting up and enforcing data validation rules, deduplicating product records, identifying and connecting product variants, and managing the data quality process. Generally, PIM applications provide capabilities for task management (review and approval) and potentially more advanced workflow to support the completion of product information, along with analytical dashboards/reporting that guide people responsible for product data quality. Vendors are starting to leverage AI/ML to partially automate some of these tasks.
- **Syndication/publication:** PIM applications provide various export options that enable organizations to distribute product information to "downstream" channels and distribution partners. These may include export to files, connectors to digital commerce systems, integrations to data pools and popular digital marketplaces, and portals. A key requirement for customers selling through digital marketplaces is the ability to map export formats to the specific product hierarchies and taxonomies each specific marketplace requires.



### Related Research

- *IDC MarketScape: Worldwide Configure Price Quote (CPQ) Applications for Commerce 2024–2025 Vendor Assessment* (IDC #US50608124, December 2024)
- *Worldwide Digital Commerce Platform Forecast, 2024–2028: Bots for Everyone at the End of eCommerce Democratization* (IDC #US52611824, October 2024)
- *Worldwide Order Management and Orchestration Applications Forecast, 2024–2028: Slow Growth for Specialists in the Era of Platform Consolidation* (IDC #US52611924, October 2024)
- *Worldwide Order Management and Orchestration Applications Market Shares, 2023: The Dawn of AI-Optimized Customer-Centric Order Experiences with a Sustainable Edge* (IDC #US52530324, September 2024)
- *Worldwide Digital Commerce Applications Market Shares, 2023: The Year Omni-Channel Commerce Came Roaring Back* (IDC #US52537724, September 2024)
- *IDC ProductScape: Worldwide Configure, Price, Quote Applications for Selling Professional Services, 2024* (IDC #US52350224, June 2024)
- *IDC ProductScape: Worldwide Configure, Price, Quote Applications for Selling Recurring Services, 2024* (IDC #US51490424, June 2024)
- *IDC ProductScape: Worldwide Configure, Price, Quote Applications for Selling Products, 2024* (IDC #US52350124, June 2024)
- *IDC MarketScape: Worldwide Enterprise Headless Digital Commerce Platforms 2024 Vendor Assessment* (IDC #US50626423, June 2024)
- *IDC MarketScape: Worldwide Enterprise B2C Digital Commerce Applications 2024 Vendor Assessment* (IDC #US49742623, March 2024)
- *IDC MarketScape: Worldwide Enterprise B2B Digital Commerce Applications 2023–2024 Vendor Assessment* (IDC #US49742523, December 2023)

### Synopsis

This IDC study comprehensively evaluates leading product information management (PIM) solutions for multichannel digital commerce. As the demand for accurate, engaging product content intensifies across B2B and B2C sectors, businesses must adopt advanced PIM systems to meet customer expectations, improve operational efficiency, and drive revenue. This assessment equips technology buyers with the critical insights necessary to identify the best-fit PIM solutions, considering scalability, flexibility, and integration capabilities, among other factors.

The document evaluates 19 vendors, analyzing their ability to deliver robust PIM capabilities such as content syndication, AI-driven analytics, and seamless integration with commerce systems. It also offers actionable guidance for buyers, focusing on scalability, data quality, and global market readiness. By reading this document, buyers gain a strategic framework to navigate the evolving PIM landscape and select a solution that enhances product storytelling, optimizes digital reach, and sustains competitive differentiation.

"Product information management has become a cornerstone of digital commerce, enabling brands to deliver the rich, accurate, and engaging product content that modern buyers demand," says Heather Hershey, director, Digital Commerce Strategy at IDC. "As digital channels proliferate and customer expectations rise, the PIM market continues to evolve, integrating advanced technologies such as AI to support seamless content syndication, personalization, and global scalability. Organizations that invest in robust PIM solutions are better equipped to optimize their digital presence, enhance customer trust, and drive revenue growth across both B2B and B2C ecosystems."

## ABOUT IDC

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