

VENDOR BENCHMARK

PUR – Engineering Solutions 2024

Product Information Management

Rechtliche Hinweise

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Methodology

More than 2,900 application experts for engineering solutions took part in the “Professional User Rating: Engineering Solutions 2024” carried out by techconsult and rated services in six product areas.

The evaluation of the providers within the solution areas took place in the dimensions company rating (vendor evaluation) and technology / solution rating (solution evaluation) with approx. 60 criteria in 14 subcategories. A high level of practical relevance is ensured by the fact that the reviews come from companies that use the solutions.

The vendor evaluation includes evaluation criteria that focus on the vendor of the solution, such as the vendor's ability to innovate, overall product portfolio, service and support, sales partners, online presence, price and reference models, information, advice and training services.

The solution evaluation is carried out according to both cross-solution and solution-specific criteria in the context of the respective functional areas, including performance, functional scope, user-friendliness, solution benefits, satisfaction with the solution, product loyalty and purchase recommendation.

From the group of relevant vendors for the respective solution area, the vendors with the best user ratings and with a sufficiently high number of interviews are included and presented in the "PUR Diamonds". Vendors with too few or significantly more negative ratings cannot be included in the respective PUR Diamonds.

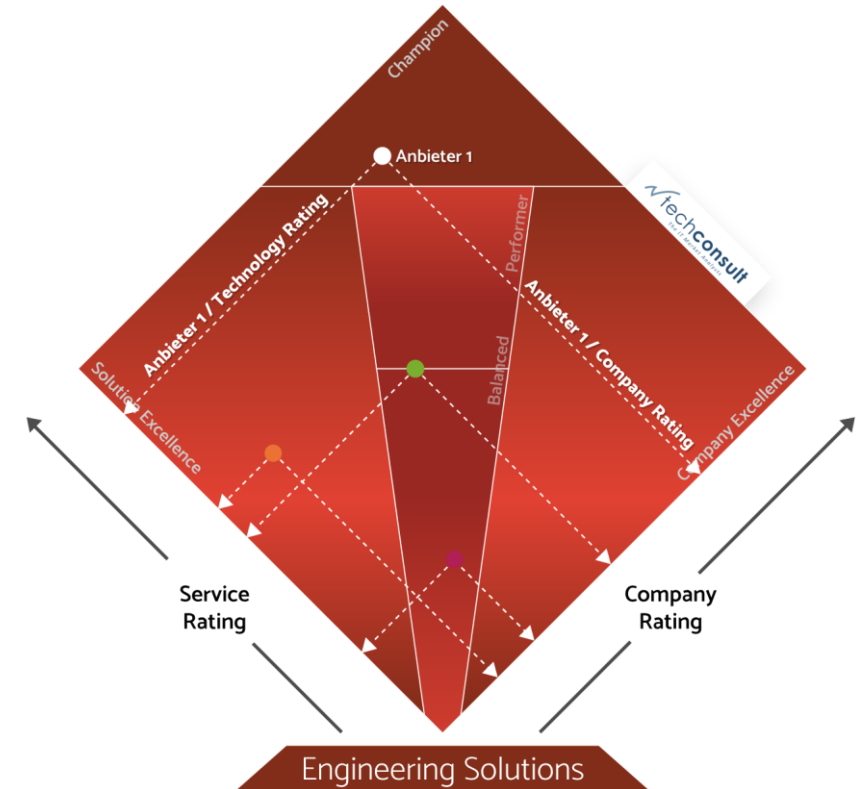
Reading and interpretation instructions PUR-Diamond

The top vendors are positioned in so-called diamonds - a two-dimensional diagram that stands on a point. Basically, vendors are better the higher they are placed in the diamond. The prerequisite for this, however, is to distinguish yourself in front of customers in both dimensions.

One dimension relates to aspects that affect the company and its position in the market, while the second dimension focuses on aspects relating to the solution and the technologies used. If the rating for the solution clearly outweighs that of the company, the vendor places itself on the left facet of the diamond and proves its "Solution / Technology Excellence". In the opposite case, there is a "Company Excellence" and the vendor finds its place in the right facet. If the vendor maintains a balanced relationship between the two dimensions, it is "balanced".

Vendors who achieve both an excellent company rating and an excellent solution and technology rating are ultimately awarded the title of "Champion". Those who keep their balance and are on the verge of becoming champions are awarded the title "High Performer".

The positioning of the vendors in the diamonds is relative, i.e. the limits of the diagram are dynamically adapted to the respective solution area with the help of fixed rules.



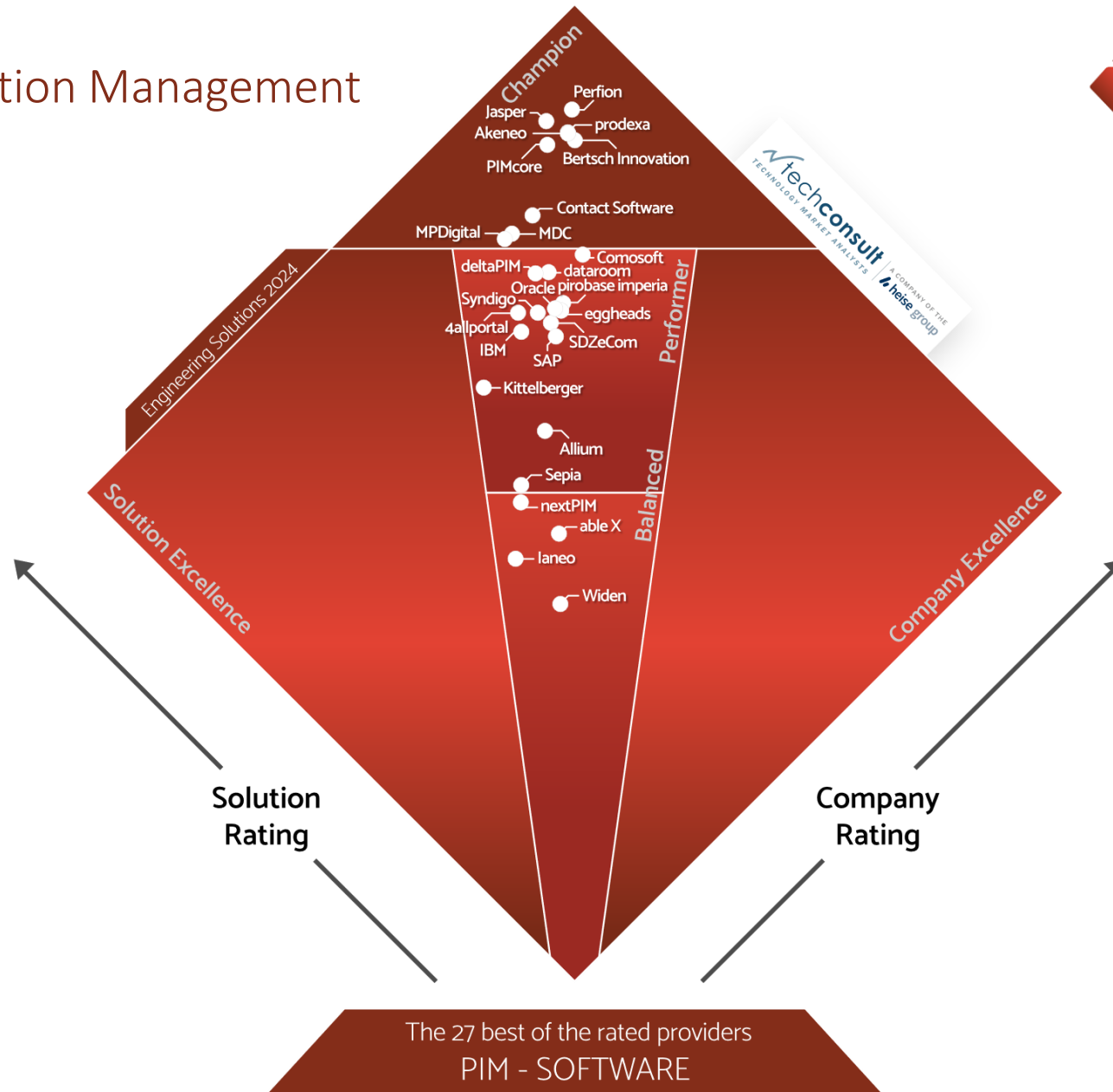
Timeline

The project was started in August 2023 with a screening and analysis of the market-relevant vendors in German-speaking countries. The application experts survey was conducted from September to October 2023. After the analysis and validation of the results by techconsult analysts, diamonds were created and the benchmark volumes were completed in early November 2023.

Definition Product Information Management

Product information management (PIM) is the process of managing and enriching product information and related digital assets across different teams to provide an engaging product experience and successfully sell the product across multiple sales and marketing channels. Software for Product Information Management (PIM) is a software that enables businesses supplying products that are being sold online to collect data required for the effective marketing and sale of products across various different sales channels.

Product Information Management Diamond



Vendor Rating

Product Information Management

Vendor Rating

The results of the areas of the vendor evaluation are presented in detail below. In addition to the index values determined for these areas, the evaluations of the individual criteria are shown using symbols as described below. These ratings are to be understood relative to the average of the area. The index value is decisive for the ranking. The symbolic representation (sum of symbols) may differ due to rounding.

Symbol	Meaning
★★★★★	Well above average
★★★★	Above average
★★★	Average
★★	Below average
★	Well below average

The evaluation of the vendor is carried out by the user for the following general criteria, among others

- ✓ Innovation
- ✓ Product portfolio
- ✓ Service and support
- ✓ Distribution partner
- ✓ Online presence
- ✓ Price and purchasing models
- ✓ Information, advice and training services

Vendor Rating PIM Innovation

	Innovations	The Vendor's products feature innovative ideas	Newly introduced concepts (product features) are systematically improved
Total	64,8		
prodexa	81,1	***	*****
Akeneo	75,5	****	*****
Perfion	75,2	****	*****
eggheads	73,3	****	***
Jasper	72,0	***	*****
PIMcore	71,1	****	***
Bertsch Innovation	71,1	****	***
Comosoft	70,6	****	***
deltaPIM	70,0	***	***
Contact Software	68,7	****	***
Syndigo	68,3	***	***
Oracle	67,6	***	***
IBM	66,8	***	***
dataroom	66,0	***	***
MDC	65,9	***	***
MPDigital	65,8	***	***
SAP	64,2	***	***
4allportal	64,1	***	***
pirobase imperia	64,0	***	***
SDZeCom	63,3	***	***
Allium	57,9	***	**
able X	55,2	**	**
Kittelberger	54,5	***	*
Sepia	54,1	**	**
Widen	50,0	**	*
laneo	48,2	*	**
nextPIM	46,0	*	*

Vendor Rating PIM

Product portfolio



	Product portfolio	Range of supplementary solutions for other areas in the technical environment or production environment	Range of management and integration tools
Total	62,7		
Bertsch Innovation	78,8	★★★★★	★★★★★
Akeneo	73,1	★★★★★	★★★★★
Perfion	72,4	★★★★	★★★★★
prodexa	71,8	★★★★★	★★★★
Contact Software	70,7	★★★★★	★★★★
dataroom	68,1	★★★★	★★★★
PIMcore	67,9	★★★★	★★★★
Oracle	66,6	★★★★	★★★★
Jasper	66,0	★★	★★★★★
Comosoft	65,6	★★★★	★★★★
MDC	65,3	★★★★	★★★★
MPDigital	64,1	★★★★	★★★
eggheads	64,0	★★★★	★★★★
SAP	63,8	★★★	★★★★
laneo	62,0	★★★★	★★★
SDZeCom	61,7	★★★	★★★★
IBM	61,2	★★★	★★★
4allportal	60,9	★★★★	★★★
pirobase imperia	60,1	★★	★★★★
Syndigo	60,0	★★★	★★★★
deltaPIM	59,4	★★★	★★★
Allium	57,4	★★★	★★★
nextPIM	56,0	★★★	★★★
Sepia	52,9	★★★	★★
Kittelberger	50,1	★★	★★
able X	49,7	★★	★★
Widen	42,2	★	★★

Vendor Rating PIM

Service and support

	Service and Support	Availability of the telephone hotline	Competence of the service consultants	Handling complaints/resolving problems	Quality of the documentation	Demo access
Total	63,9					
prodexa	77,5	★★★★★	★★★★★	★★★	★★★★★	★★★★★
PIMcore	76,0	★★★★★	★★★★	★★★	★★★★	★★★★★
pirobase imperia	76,0	★★★★★	★★★★★	★★★★	★★★★	★★★
Jasper	75,2	★★★★	★★★★	★★★	★★★★★	★★★★★
Akeneo	74,6	★★★★★	★★★★★	★★★★	★★★★	★★★★
Perfion	73,1	★★★	★★★★	★★★★★	★★★★	★★★★★
Bertsch Innovation	71,2	★★★★	★★★★★	★★★★★	★★★	★★★
MDC	69,8	★★★★★	★★★★	★★★	★★★★	★★★
Comosoft	66,3	★★★	★★★★	★★★	★★★	★★★
Contact Software	66,1	★★★	★★★	★★★★	★★★★	★★★
MPDigital	66,0	★★★	★★★	★★★★	★★★★	★★★
SAP	65,0	★★★	★★★	★★★	★★★★	★★★
eggheads	64,2	★★★	★★★★	★★★	★★★	★★
deltaPIM	64,0	★★★	★★★	★★★	★★★	★★★
dataroom	63,7	★★★	★★★	★★★	★★	★★★
Oracle	62,3	★★	★★★	★★	★★★	★★★
Syndigo	61,3	★★★	★★★	★★	★★	★★★★
IBM	60,9	★★★	★★★	★★	★★★	★★
4allportal	60,7	★★★	★★★	★★	★★★	★★★
SDZeCom	59,2	★★	★★	★★	★★★	★★★
Kittelberger	57,4	★★★	★★	★★	★★	★★
Sepia	54,0	★★	★★	★	★★	★★
Allium	53,8	★	★★	★★	★	★★
able X	53,7	★	★★	★★	★★★	★★
Widen	52,8	★★	★	★	★★	★
nextPIM	50,4	★	★	★	★★	★★
laneo	50,4	★★	★	★	★	★

Vendor Rating PIM

Distribution partner

	Distribution partner	On-site availability of sales partners thanks to large partner network	Competence of sales consultants in determining requirements and designing solutions	Ability to design individual offers
Total	63,2			
Jasper	77,3	★★★★★	★★★★★	★★★★★
Perfion	76,7	★★★★★	★★★★★	★★★★
prodexa	74,5	★★★	★★★★★	★★★★★
Bertsch Innovation	72,4	★★★★	★★★★	★★★★
Akeneo	71,4	★★★★	★★★★	★★★★
PIMcore	69,0	★★★	★★★★	★★★★
Contact Software	68,4	★★★	★★★★	★★★★
dataroom	67,6	★★★★	★★★★	★★★
Comosoft	66,7	★★★	★★★	★★★★
Oracle	65,7	★★★	★★★★	★★★
Syndigo	64,4	★★★★	★★	★★★
SDZeCom	63,3	★★★	★★★	★★★
4allportal	63,2	★★★	★★★	★★★
deltaPIM	63,1	★★★	★★★	★★★
MPDigital	61,8	★★★	★★★	★★★
eggheads	61,7	★★★	★★★	★★★
Kittelberger	61,5	★★★	★★★	★★★
SAP	60,2	★★★	★★	★★
IBM	59,8	★★	★★★	★★
Allium	59,1	★★	★★	★★★★
MDC	59,0	★★★	★★★	★★
pirobase imperia	57,4	★	★★★★	★★
nextPIM	56,0	★★★	★★★	★
Sepia	52,7	★★	★★	★
able X	51,5	★	★★	★
Widen	50,7	★	★★	★★
laneo	50,7	★	★★	★★

Vendor Rating PIM

Online presence

	Online presence	Structure and informative value of the website	Description and findability of the products	Advice function / chat function on the website	Transparent product range
Total	63,5				
Perfion	73,8	★★★★★	★★★★	★★★★★	★★★★★
Bertsch Innovation	71,9	★★★★★	★★★★	★★★★★	★★★★
Akeneo	71,7	★★★★	★★★★★	★★★★	★★★★
prodexa	71,7	★★★★	★★★★★	★★★★★	★★★★★
pirobase imperia	71,0	★★★★★	★★★	★★★★	★★★★
Jasper	70,0	★★★★	★★★★★	★★	★★★★★
dataroom	69,8	★★★★	★★★★★	★★★	★★★★★
PIMcore	68,6	★★★★	★★★★★	★★★★	★★★★
Syndigo	67,5	★★★★	★★★★	★★★★	★★★
Comosoft	67,3	★★★	★★★★	★★★★	★★★★
SDZeCom	65,8	★★★	★★★	★★★	★★★★★
MPDigital	65,3	★★★★	★★★★	★★★★	★★★
Contact Software	64,7	★★★★	★★★	★★★	★★★★
MDC	64,5	★★★★	★★★	★★★★	★★★★
deltaPIM	64,4	★★★★	★★★★	★★★	★★★
SAP	62,8	★★★★	★★★★	★★★	★★★
nextPIM	62,0	★★	★★	★★★★	★★★★
Kittelberger	61,7	★★★★	★★	★★★	★★★★
Oracle	61,1	★★★★	★★★★	★★	★★
4allportal	59,0	★★★	★★	★★★	★★★
eggheads	58,9	★★★	★★★	★★	★★★
Allium	57,3	★★★★	★★	★★	★★
IBM	57,3	★★★	★★★	★★	★★★
able X	53,8	★★	★★	★★	★★★
Sepia	53,2	★★	★★	★★	★★
Widen	52,1	★	★★★	★★	★
laneo	46,2	★	★★	★★	★

Vendor Rating PIM

Sustainability

	Sustainability	Social commitment	Corporate culture (from employee management to a holistic ecological approach)
Total	60,9		
Perfion	77,9	★★★★★	★★★★★
Bertsch Innovation	75,0	★★★★★	★★★★★
Jasper	74,0	★★★★★	★★★★★
PIMcore	71,3	★★★★	★★★★★
Akeneo	71,1	★★★★★	★★★★
Comosoft	67,2	★★★★	★★★★
SDZeCom	66,7	★★★★★	★★★★
deltaPIM	65,4	★★★★	★★★★
Contact Software	65,2	★★★★	★★★★
prodexa	65,2	★★★★	★★★★
MPDigital	64,6	★★★★	★★★★
eggheads	63,2	★★★	★★★★★
MDC	62,6	★★★★	★★★★
dataroom	62,0	★★★★	★★★★
Oracle	61,9	★★★	★★★★
Syndigo	61,7	★★★★	★★★
4allportal	60,6	★★★★	★★★
IBM	59,4	★★★	★★★★
SAP	58,1	★★★	★★★
Allium	57,3	★★★	★★★
nextPIM	54,0	★★	★★★★
Sepia	51,7	★★★	★★★
able X	51,0	★★★	★★★
pirobase imperia	48,0	★★	★★
Widen	46,1	★	★★★
Kittelberger	44,5	★★	★★
laneo	38,0	★	★★

Vendor Rating PIM

Pricing and procurement models

		Pricing and procurement models	Pricing models of the vendor(s)	Selection of subscription models (on-premises, cloud)
Total	61,3			
prodexa	75,0	★★★★★	★★★★★	★★★★★
Akeneo	72,9	★★★★★	★★★★★	★★★★★
Perfion	72,4	★★★★★	★★★★★	★★★★★
PIMcore	71,9	★★★★★	★★★★★	★★★★★
Comosoft	68,9	★★★★★	★★★★★	★★★★★
Bertsch Innovation	68,4	★★★★★	★★★★★	★★★★★
Jasper	68,0	★★★★★	★★★★★	★★★★★
pirobase imperia	67,5	★★★★★	★★★★★	★★★★★
MDC	63,4	★★★★★	★★★★★	★★★★★
Contact Software	63,2	★★★★★	★★★★★	★★★★★
dataroom	63,1	★★★★★	★★★★★	★★★★★
SAP	62,1	★★★★★	★★★★★	★★★★★
Oracle	61,8	★★★★★	★★★★★	★★★★★
MPDigital	61,7	★★★★★	★★★★★	★★★★★
eggheads	60,7	★★★★★	★★★★★	★★★★★
deltaPIM	60,1	★★★★★	★★★★★	★★★★★
4allportal	60,1	★★★★★	★★★★★	★★★★★
Kittelberger	58,9	★★★★★	★★★★★	★★★★★
Syndigo	58,3	★★★★★	★★★★★	★★★★★
SDZeCom	58,3	★★★★★	★★★★★	★★★★★
IBM	57,1	★★★★★	★★★★★	★★★★★
Allium	55,3	★★★★★	★★★★★	★★★★★
able X	53,4	★★★★★	★★★★★	★★★★★
Sepia	51,8	★★★★★	★★★★★	★★★★★
Widen	48,1	★★★★★	★★★★★	★★★★★
nextPIM	48,0	★★★★★	★★★★★	★★★★★
laneo	44,0	★★★★★	★★★★★	★★★★★

Vendor Rating PIM

Information, consulting and training services

	Information, consulting and training services ²⁾	Solution description and application examples ²⁾	Further training offers for users ²⁾	Offers for identifying and solving problem areas
Total	64,4			
Jasper	80,1	★★★★★	★★★	★★★★★
Akeneo	75,2	★★★★★	★★★	★★★★
Perfion	73,3	★★★★	★★★	★★★★
Bertsch Innovation	72,3	★★★★	★★★	★★★★
PIMcore	71,1	★★★★	★★★	★★★
Comosoft	68,1	★★★	★★★	★★★★
deltaPIM	68,0	★★★	★★★	★★★★
prodexa	67,9	★★★	★★★	★★★
eggheads	66,5	★★★	★★	★★★
Contact Software	66,0	★★★	★★★	★★★
MPDigital	65,4	★★★	★★★	★★★
pirobase imperia	65,3	★★	★★★★★	★★★
MDC	65,1	★★★	★★★	★★
IBM	63,5	★★	★★★	★★★
SDZeCom	63,4	★★★	★★★	★★
Oracle	63,3	★★★	★★	★★★
SAP	62,6	★★★	★★★	★★★
4allportal	62,3	★★★	★★★	★★
dataroom	61,4	★★	★★	★★★★
Syndigo	61,1	★★	★★	★★★
Allium	60,4	★★★	★★	★★
Kittelberger	59,7	★★	★★★	★★
able X	56,2	★★	★★	★★
nextPIM	56,1	★★	★	★★
laneo	56,0	★	★	★★★★
Sepia	55,5	★★	★★	★★
Widen	53,3	★	★	★★★★

Vendor Rating PIM

Vendor satisfaction

	Vendor satisfaction	The software has lived up to the promises made by the vendor.	I would buy from this vendor again.👍	I would recommend the vendor to others.
Total	71,4			
PIMcore	80,7	★★★★	★★★★	★★★★★
Bertsch Innovation	80,4	★★★★	★★★★★	★★★★
MDC	78,9	★★★★★	★★★★	★★★★
Perfion	78,4	★★★★	★★★★	★★★★
Contact Software	77,9	★★★★	★★★★	★★★★
pirobase imperia	77,3	★★★★	★★★	★★★★
prodexa	76,7	★★★★★	★★★	★★★
Akeneo	76,1	★★★	★★★★	★★★★
Comosoft	75,2	★★★★	★★★	★★★★
Jasper	74,7	★★★	★★	★★★★★
MPDigital	74,4	★★★	★★★★	★★★★
deltaPIM	72,9	★★★★	★★★	★★★
4allportal	72,2	★★★★	★★★	★★★
dataroom	72,0	★★★★	★★★	★★★
SDZeCom	71,1	★★★	★★★★	★★★
Oracle	70,7	★★★	★★★	★★★
SAP	70,4	★★★	★★★	★★★
IBM	70,3	★★★	★★★	★★★
eggheads	70,0	★★★	★★★	★★★
Syndigo	68,9	★★★	★★	★★★★
Kittelberger	68,1	★★★	★★	★★★
Allium	65,6	★★	★★	★★★
Sepia	64,9	★★	★★★	★★
able X	61,7	★★	★★	★★
Widen	61,3	★	★★	★★★★
laneo	61,3	★★	★★★★	★
nextPIM	54,7	★	★	★★

Solution Rating

Product Information Management

Solution Rating

The results of the areas within the solution assessment are presented in detail below. The aggregation of the evaluations of these aspects finally leads to the value that determines the position of the vendor on the axis “Solution / Technology Rating”. In addition to the index values determined for these areas, the evaluations of the individual criteria are shown using symbols as described below. These ratings are to be understood relative to the average of the area. The index value is decisive for the ranking. The symbolic representation (sum of symbols) may differ due to rounding.

Symbol	Meaning
★★★★★	Well above average
★★★★	Above average
★★★	Average
★★	Below average
★	Well below average

The solution evaluation is carried out according to both cross-solution and solution-specific criteria in the context of the respective functional areas

- ✓ General basic features
- ✓ Range of functions
- ✓ Solution benefits
- ✓ Product loyalty and purchase recommendation

Solution Rating PIM

General basic features

	General basic features [®]	Interfaces and integration with other solutions and programs (compatibility with other systems) [®]	Use of generally accepted international standards [®]	Compliance (data security/data protection)	Intelligent search functions [®]	Ease of use [®]	Training period [®]	Reliability and stability [®]	Collaboration (data access)
Total	65,6								
Perfion	76,2	★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★	★★★★★	★★★★★
MDC	74,1	★★★★	★★★	★★★★★	★★★★	★★★★	★★★★	★★★★★	★★★★
Jasper	74,0	★★★★★	★★★★	★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
PIMcore	73,4	★★★★	★★★★★	★★★★	★★★★	★★★★	★★	★★★★★	★★★★★
Akeneo	73,2	★★★★	★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★	★★★★
Bertsch Innovation	72,9	★★★★	★★★★★	★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★
prodexa	71,8	★★★★★	★★★★★	★★★	★★★★	★★★★★	★★★★	★★★★★	★★★★
Contact Software	69,7	★★★★	★★★★	★★★★	★★★★	★★★	★★★★	★★★★★	★★★★
Comosoft	69,5	★★★★	★★★★	★★★★	★★★	★★★★	★★★★	★★★★	★★★
dataroom	67,8	★★★★	★★★★	★★★★	★★★	★★★★	★★	★★★	★★★★
deltaPIM	67,7	★★★★★	★★★	★★★★	★★★	★★★★	★★★★	★★★	★★★
MPDigital	66,5	★★★★	★★★	★★★	★★★★	★★★★	★★★★	★★★	★★★
IBM	66,4	★★★	★★★★	★★★★	★★★	★★★★	★★★	★★★★	★★★
Syndigo	65,9	★★★★★	★★★	★★★	★★★★	★★★	★★	★★★	★★★
4allportal	65,6	★★★★	★★★	★★★★	★★★	★★★★	★★★★	★★★	★★★
Oracle	65,3	★★★	★★★★	★★★	★★★	★★★	★★★	★★★★	★★★★
eggheads	65,2	★★★★	★★★★	★★★★	★★★	★★	★★★	★★★★	★★★
SDZeCom	65,0	★★★	★★★★	★★★★	★★★	★★★★★	★★★	★★	★★★
pirobase imperia	63,7	★★★★★	★★	★★★	★★	★★★★	★★★	★★★	★★
SAP	63,5	★★★	★★★★	★★★★	★★★	★★★	★★★	★★★	★★★
Kittelberger	62,5	★★★	★★★	★	★★★	★★★	★★★	★★★★	★★★
nextPIM	60,6	★★★	★★	★★	★	★★	★★★	★★★★★	★★★★★
Sepia	59,3	★★	★★★	★★★	★★	★★	★★	★★★	★★★
Allium	57,8	★★	★★	★★★	★★★	★★	★★	★★	★★★
able X	54,7	★★	★★★	★★	★★	★★	★★	★★	★★
laneo	54,5	★★	★★★★	★★★★	★★	★★	★★	★★	★★
Widen	45,1	★	★	★	★	★	★	★★	★

Solution Rating PIM

Solution specific functions

	Solution specific functions	Data input/data import	Data management and data enrichment (additions/catalogs) ^②	Automated data processing and calculations (prices / conversions / formatting) ^③	Support for multiple languages ^④	Simple structure of classifications ^⑤	Variance of data parameter ^⑥	Data publication
Total	65,4							
Jasper	74,9	★★★★★	★★★★★	★★★★	★★★★	★★★	★★★★★	★★★★
Perfion	73,9	★★★★	★★★★	★★★	★★★★	★★★★★	★★★★	★★★★★
MDC	72,4	★★★	★★★★★	★★★★	★★★★	★★★	★★★★	★★★★★
PIMcore	72,0	★★★★	★★★★	★★★★	★★★★★	★★★★	★★	★★★★★
Akeneo	71,7	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
MPDigital	71,3	★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
prodexa	71,1	★★★★	★★★★	★★★	★★★★	★★★★	★★★★	★★★★
Bertsch Innovation	70,8	★★★★	★★★★	★★★★	★★★	★★★	★★★★	★★★★★
Contact Software	70,0	★★★	★★★	★★★	★★★★	★★★★	★★★★	★★★★
Oracle	67,7	★★★	★★★★	★★★	★★★★	★★★★	★★★	★★★
Comosoft	67,6	★★★★	★★★★	★★★★	★★★	★★★	★★★★	★★★
dataroom	67,4	★★★★	★★★★	★★★	★★★	★★★★	★★★	★★★
IBM	66,6	★★★★	★★★	★★★	★★★	★★★★	★★★	★★★★
Kittelberger	66,3	★★★★	★★★	★★★	★★★	★★★	★★★	★★★★
Syndigo	66,2	★★★★	★★★	★★★	★★★	★★★★	★★★	★★★
deltaPIM	66,2	★★★★	★★★	★★★	★★★	★★★★	★★★★	★★★
pirobase imperia	64,8	★★★★	★★★	★★	★★★★	★★	★★★	★★★★
SAP	64,6	★★★	★★★	★★★★	★★★★	★★★	★★★	★★★
4allportal	64,5	★★★	★★★	★★★	★★★	★★★★	★★★	★★★
SDZeCom	64,3	★★★	★★★	★★	★★★	★★	★★★★	★★★★
eggheads	63,9	★★★	★★★	★★	★★★★	★★★★	★★★	★★★
Allium	60,3	★★★	★★	★★★	★★★★	★★★	★★★	★★★
Sepia	58,7	★★	★★★	★★	★★★	★★	★★★	★★★
nextPIM	55,0	★★	★★★	★★	★	★★	★★★	★★★
able X	54,6	★★	★★	★★	★★	★★	★★	★★★
laneo	54,3	★★	★★	★★	★★	★★	★★	★★★
Widen	44,1	★	★★	★	★	★	★★	★

Solution Rating PIM

Solution benefits

	Solution benefits [®]	Cost Savings [®]	Higher product data quality [®]	Increase in the conversion rates [®]	Reduction of returns [®]	Single point of truth/Increased performance of the online shop [®]	Acceleration of time to market (offer creation)	Target group-specific control and approach [®]	Strengthening customer loyalty
Total	65,5								
Jasper	77,0	★★★★	★★★★	★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
prodexa	75,0	★★★★★	★★★★	★★★	★★★★	★★★★	★★★★	★★★★	★★★★★
Akeneo	73,7	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★★
MPDigital	72,5	★★★★	★★★★★	★★★	★★★★	★★★★	★★★★	★★★★	★★★★
Perfion	72,3	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
Bertsch Innovation	72,3	★★★	★★★★	★★★★	★★★★	★★★★	★★★	★★★★★	★★★★
PIMcore	71,7	★★★★	★★★★★	★★★	★★★	★★★★	★★★★	★★★★	★★★
Contact Software	68,7	★★★★	★★★★	★★★★	★★★★	★★★	★★★★	★★★	★★★★
SDZeCom	67,9	★★★★	★★★★	★★	★★★	★★★	★★★★	★★★	★★★★★
4allportal	67,5	★★★	★★★★	★★★	★★★	★★★	★★★★	★★★★	★★★★
deltaPIM	67,4	★★★★	★★★	★★★★	★★★	★★★★	★★★★	★★★★	★★★★
eggheads	66,8	★★★★	★★★★	★★★★	★★★★★	★★★	★★★	★★★	★★★
dataroom	66,8	★★★★	★★★	★★★★	★★★	★★★★	★★★	★★★	★★★★
Syndigo	66,3	★★★★	★★★	★★★★	★★	★★★★	★★★	★★★	★★★
MDC	65,7	★★★	★★★★	★★★	★★★	★★★★	★★★	★★★	★★★★
IBM	64,7	★★★★	★★★★	★★★	★★★	★★★	★★★	★★★	★★★★
Kittelberger	64,4	★★★★	★★★★	★★	★★★	★★★	★★★★	★★★	★★★★
Comosoft	64,1	★★★	★★★★	★★★	★★	★★★	★★★	★★★	★★★★
nextPIM	63,9	★★	★★	★★★★	★★★★★	★★★★★	★★★	★★	★★★★
Oracle	63,7	★★	★★★★	★★★	★★★	★★★★	★★★	★★★	★★★★
pirobase imperia	63,5	★★	★★★	★★★	★★	★★★	★★★★	★★	★★★★
SAP	61,3	★★★	★★★	★★★	★★	★★★	★★★	★★★	★★★
Allium	57,2	★★★	★★	★★★	★★	★★★	★★	★★	★★★
Sepia	56,3	★★	★★★	★★	★★	★★	★★★	★★	★★★
Widen	54,1	★★	★★	★★	★	★★★	★★★	★★	★★★
able X	53,2	★★	★★	★★★	★★	★★	★★	★★	★★★
laneo	51,6	★	★	★★★	★★	★★	★	★★★	★★

Solution Rating PIM

Solution satisfaction

	Solution satisfaction [®]	The solution met my expectations.	I would buy the solution from this manufacturer again [®]	I would recommend the solution to others
Total	71,8			
PIMcore	81,5	★★★★	★★★★	★★★★★
Contact Software	79,5	★★★★	★★★★	★★★★
prodexa	78,9	★★★★★	★★★★	★★★★
Akeneo	78,4	★★★★	★★★	★★★★
MPDigital	78,4	★★★★	★★★★	★★★★
Bertsch Innovation	78,2	★★★★	★★★★	★★★
Perfion	78,1	★★★★	★★★★	★★★
Jasper	77,3	★★	★★★★★	★★★★
MDC	76,1	★★★★	★★★	★★★
deltaPIM	75,0	★★★	★★★	★★★★
4allportal	74,6	★★★	★★★	★★★
pirobase imperia	73,3	★★	★★★★	★★★★
dataroom	72,0	★★★	★★★	★★★
Kittelberger	71,1	★★	★★	★★★
SAP	71,0	★★★	★★★	★★★
IBM	70,2	★★	★★★	★★★
Syndigo	70,0	★★★★★	★★	★★
Comosoft	69,6	★★★	★★	★★★
Allium	69,1	★★	★★	★★★
Oracle	69,1	★★	★★★	★★★
eggheads	68,4	★★	★★★	★★★
SDZeCom	66,7	★★★	★★★	★
Widen	65,3	★★	★★★★	★
laneo	65,3	★	★★★	★★
Sepia	64,4	★	★★	★★
able X	59,8	★	★	★
nextPIM	56,0	★	★	★

The 27 top vendors among those rated

Product Information Management



4allportal
Gartenstraße 4
33332 Gütersloh
info@4allportal.com
www.4allportal.com

CONTACT Software GmbH
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28359 Bremen
info@contact-software.com
www.contact-software.com

Jasper Commerce, Inc.
200 Wellington St W
Toronto, ON M5V 3C7, Kanada
info@jasperpim.com
www.jasperpim.com

Perfion GmbH
An d. Ankermühle 9
65399 Kiedrich
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www.perfion.de

Sepia GmbH & Co. KG
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40219 Düsseldorf
info@sepia.de
www.sepia.de

Able X
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51503 Rösrath
sales@ablex.com
www.ablex.com

Dataroom
Ostring 13
65205 Wiesbaden-Nordenstadt
kontakt@data-room.de
www.contact-software.com

Kittelberger media solutions GmbH
Bayernstraße 8
72768 Reutlingen
info@kittelberger.de
www.kittelberger.de

PIMcore
Söllheimer Straße 16
AT - 5020 Salzburg
info@pimcore.com
www.pimcore.com

Syndigo
Rotebühlplatz 23
70178 Stuttgart
www.syndigo.com/de

Akeneo
Hoberger Str. 3
40474 Düsseldorf
contact@akeneo.com
www.akeneo.com

deltaPIM
Am Biederlackturm 2
48282 Emsdetten
info@deltashops.de
www.delta-pim.de

mdc.de GmbH & Co. KG
Anne-Conway-Straße 5
28359 Bremen
info@mdc.de
www.mdc.de

pirobase imperia GmbH
Bonner Straße 484-486,
50968 Köln
info@pirobase-imperia.com
www.pirobase-imperia.com/de

Widen (Acquia, Inc.)
Erika-Mann-Straße 53
80636 München
www.acquia.com

Allium
Lohrmannstraße 20
1237 Dresden
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Alte Wittener Straße 50
44803 Bochum
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www.bertschinnovation.com

IANEO Solutions GmbH
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66299 Friedrichsthal
info@ianeo.de
www.ianeo.de

nextPIM GmbH
Von Galen Straße 2
48477 Hörstel
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www.nextpim.de

SAP
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69190 Walldorf
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www.sap.com

Comosoft GmbH
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22279 Hamburg
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www.comosoft.eu

IBM Deutschland
IBM-Allee 1
71139 Ehningen
halloibm@de.ibm.com
www.ibm.com

ORACLE Deutschland B.V. & Co. KG
Riesstraße 25
80992 München
applications_de@oracle.com
www.oracle.com

SDZeCom GmbH & Co. KG
Bahnhofstraße 65
73430 Aalen
info@sdzecom.de
www.sdzecom.de

All vendors considered (alphabetical)

PIM



- 4allportal
- able X
- Akeneo
- Allium GmbH
- Bertsch Innovation GmbH
- catsy
- Comosoft GmbH
- Contact Software
- Contentserv
- crossbase
- dataroom
- deltaPIM
- eggheads
- Goaland
- heavendata
- laneo
- IBM
- incony
- Inriver
- Jasper
- Kittelberger
- Kontainer
- Lobster
- Magnitude
- MDC Multikat
- MPDigital GmbH
- nextPIM
- Novomind AG
- Noxum
- Oracle
- Perfion
- PIMcore GmbH
- pirobase imperia GmbH
- Plytix
- prodexa GmbH
- Salsify
- SAP
- SDZeCom
- Sepia
- Simio
- Syndigo (Riversand)
- Systrion AG
- Viamedici Software GmbH
- Acquia, Inc. (Widen)
- Wirth & Horn Informationssysteme GmbH

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Über techconsult GmbH

Seit über 30 Jahren ist techconsult - als Research- und Analystenhaus – ein verlässlicher Partner für Anbieter und Nachfrager digitaler Technologien und Services.

Mehr als 35.000 Interviews/Jahr mit Entscheidern auf der Business- und Technologie-Ebene, Lösungsanwendern sowie Technologie- und Serviceanbietern bilden die neutrale Grundlage unserer Beratungs- und Projektaktivitäten.

So werden Nachfrager in ihrer digitalen Standortbestimmung und strategischen Planung ebenso unterstützt wie in konkreten Sourcing-Prozessen, um fundierte Entscheidungen auf Basis datengestützter Fakten zu treffen.

In der Entwicklung und Umsetzung individueller Go-To-Market-Strategien profitieren Anbieter sowohl strategisch als auch taktisch von der marktorientierten Unterstützung unserer Analysten und des tc-Partnernetzwerks.