



# Product Information Management Software Category

WINTER 2023  
Customer Success Report





## Product Information Management Software Category

Product Information Management (PIM) is a set of tools and processes that centralize and handle an e-commerce company's product information to provide a single, accurate overview of product data. PIM software is a centralized platform that helps you to manage data on an e-commerce firm's services and products in a cost-effective manner. The solution enables you to maintain quality and consistent product information and data.

PIM software helps to automate data and the business processes of e-commerce entities. They typically have a functional filtering tool or search bar and a useful search engine. You can use the application to create categories to organize items. Finally you can push info/products out to sales, marketing, social media, or retail channels.

# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

**The overall Customer Success ranking is a weighted average based on 3 parts:**

## CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

## COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

# 2023 Customer Success Awards

Check out this list of the highest rated Product Information Management Software based on the FeaturedCustomers Customer Success Report.



\* Companies listed in alphabetical order



**2023**

**PRODUCT  
INFORMATION  
MANAGEMENT  
SOFTWARE**

**MARKET LEADER**





## ABOUT AKENEO



Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management. Leading global brands, including Sephora, Fossil, Staples Canada, and Jabra, trust Akeneo's solutions to scale and customize their omnichannel and cross-border commerce initiatives...

**142**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Thanks to the usability and web environment of Akeneo PIM, the team was quickly brought up to speed. Today the team directly integrates product data in the PIM, which drives high productivity and provides much better control over data quality, a critical requirement for Eram.”

JULIEN PAILLAT  
E-COMMERCE MANAGER, ERAM

“Akeneo PIM's workflow allows us to be more efficient. We can exchange product information more easily, and have a product enriched before it even arrives in our warehouse.”

ALEXANDER KARELIN  
CTO, SBS MOBILE

“Akeneo offers us speed and flexibility while ensuring product information remains accurate and consistent.”

NIKKE BLOUT  
GLOBAL MARKETING DIRECTOR, ADAM HALL

“Akeneo PIM has helped us find more customers and get great products to them more quickly.”

MARIE-LOU BLAIS  
SENIOR MERCHANDISER, ECOMMERCE, BENTLEY & CO

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REXEL

boohoo



## ABOUT CENSHARE



Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience. Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time. censhare. Master your content.

**125**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

“With censhare’s advanced product information and digital asset management software and EPAM’s global expertise in end-to-end consulting, analytics and digital orchestration, our clients can employ digital marketing platforms that generate insights, streamline operations and speed time-to-market.”

JASON HARMAN  
SVP, HEAD OF GLOBAL BUSINESS DEVELOPMENT, EPAM SYSTEMS

“The usability of censhare is ten times better than our previous system. For example, for a campaign we are able to see right away the selected images on offer level. In the old system it was one campaign file with all selected images, so checking all images on offer level took a lot of time.”

JOYCE STEKELENBURG  
SPECIALIST COMMUNICATION PROCESSES, PLUS RETAIL

“Essential features of censhare include its great flexibility and power to work with all kinds of assets, to automate content processes and its strong capability to deliver content to all marketing systems.”

SASCHA KÄMMERER  
MARKETING TECHNOLOGY MANAGER, R+V VERSICHERUNG AG

“By implementing topic planning with censhare, we have been able to consolidate diverse planning in one system and thereby achieve greater efficiency and relevance in communication efforts.”

MICHAEL EBERLE  
PRODUCT OWNER, SWISS POST

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LANDS' END



<epam>



MEDIA GROUP

MiGROS



## ABOUT CONTENTSERV



Contentserv enables retailers and brands to develop the groundbreaking product experiences of the future by fully exploiting the potential offered by advanced technologies. Its vision is to make the daily lives of marketers and product teams easier by providing them with a sophisticated, complete, business-focused platform emphasizing time to value. [www.contentserv.com](http://www.contentserv.com)

**89**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Villeroy & Boch has a wide variety of content that must be distributed on websites and e-commerce, marketplaces and in catalogs. The company has chosen Contentserv’s Product Experience Platform to improve the quality of product information and automate the transfer of this data to the appropriate channels.”

ALINE MATTES  
HEAD OF PRICING & MARKETING OPERATIONS,  
VILLEROY & BOCH

“Contentserv enables Belimo Automation AG to deliver consistent product communication that is technically up-to-date and in the required languages. In addition, the quality of the product data has been considerably increased and it can now be reused for different systems.”

STEFAN AMMAN  
APPLICATION AND DATA MANAGER PIM, BELIMO  
AUTOMATION AG

“Contentserv constitutes a great reduction of the workload for our product maintenance and product marketing. Thanks to a truly central system, we are now able to ensure that our product communication is quick, up-to-date and of the highest quality.”

JENS KÜGLER  
PRODUCT INFORMATION MANAGER, KÖLLE-ZOO GMBH

“Leifheit has a very large product range. Contentserv’s solution enables us to not only effectively create and manage our product data but to also export it easily and directly across all relevant channels.”

KIM SCHIEFER  
HEAD OF DIGITAL BUSINESS DEVELOPMENT, LEIFHEIT  
AG

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**Spectrum**  
Brands



**novatech**





## ABOUT INRIVER



inriver is the market leader for simplifying Product Information Management (PIM). They help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Their powerful inriver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 900 brands around the world rely on inriver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized...

**169**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Everything’s better with inRiver. We have a user-friendly product information source for our content team to manage, and it’s easier for them to manipulate the data and check consistency across product categories. We can export product data in a way that really takes advantage of new functionality in our website. The tool is very flexible and we can export data directly in the way the web structure needs it.”

VICTORIA VAUGHAN  
E-COMMERCE MANAGER, KEY

“inriver PIM really helps us to gather the information for the products and campaigns. It helps us to communicate to the customer in the same way in all channels. With the PIM platform we can now easily open new markets. inriver is a great system, supporting us in our planning and execution of marketing activities.”

MARIA SKUTBERG  
PROJECT MANAGER, LINDEX

“inRiver PIM is our information goldmine. For us, our detailed and rich product information is a gigantic competitive advantage that is clearly driving sales. Having a PIM is absolutely necessary for us. A PIM system is the most important marketing tool we have.”

SVEN RYDELL  
MARKETING AND COMMUNICATIONS DIRECTOR, OEM INTERNATIONAL AB

“inriver PIM contains marketing texts, USPs, digital assets, technical data etc, and dynamically populates the product pages in Sitecore for the website.”

NICLAS KRISTENSSON  
MANAGER OF MARKET COMMUNICATION, BEIJER ELECTRONICS AB

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## ABOUT PIMCORE



Pimcore is an award-winning Enterprise Open Source platform (recently named Gartner Cool Vendor), which delivers significant business value. 100k+ companies around the world have already chosen Pimcore because it seamlessly integrates and consolidates Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), Customer Experience Management (DXP/CMS), Customer Data Platform (CDP), and digital commerce in a single stack.

682

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

*“As the eCommerce channel continues to grow at Beam Suntory, Pimcore has been a huge factor in driving product data and marketing content to internal and external partners. The ease of use and capabilities of the tool have created a streamlined process for the company and have been a huge factor in driving awareness for the channel.”*

LIZ STERRETT  
SR. MANAGER, ECUSTOMER MARKETING & CONTENT,  
SUNTORY GROUP

*“Setting up a Pimcore database combined with automated database publishing was the shortest path to data accuracy. We add product updates to hundreds of documents in most world languages in a snap.”*

MARC VAN OERS  
MARKETING MANAGER, VAN IPEREN

*“Pimcore meets all our expectations in terms of flexibility, scalability and central management of all product-related data in one system. It fits perfectly.”*

KEVIN HARTMANN  
HEAD OF PIM, FRANZ MENSCH

*“Our new Pimcore database allows us to enrich our product data in order to interface to our new website, catalog system and marketplaces like GS1 or Amazon.”*

WILLEM VAN DIEST  
CHIEF TECHNOLOGY OFFICER, VADIGRAN

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## ABOUT PLYTIX



Plytix is Product Information Management (PIM) software. Plytix is the most popular PIM on the market among small and medium businesses worldwide because of the user-friendly interface, low price point, and their whiteglove approach to onboarding and customer support.

**61**

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Plytix has started us on the journey of getting a usable, flexible, convenient product library that would be very difficult to achieve to the same level without. It’s one of the many pieces that are being newly implemented to accelerate our growth and really take things to the next level.”

JOSH STEVENSON  
DATA COORDINATOR, HARDSCAPE

“Plytix has allowed us to better organize our product information. We can now find our data easier, and distribute it to our customers in a more professional way. The platform has made us work much more efficiently, and is super time-saving.”

COLOUR KIDS

“The ease of editing product attributes is my favourite part of this software. It makes feeding product information into our systems so easy. Also, I really value Plytix for its reliability.”

KESHAN SINGH  
COMPUTER TECHNICIAN, CHROMEBOOK PARTS

“Not only has Plytix saved us money and time, but it’s improved our reputation from a branding point of view. Our product information looks much more professional, and our customers love it!”

MICHAEL PRIME  
MARKETING MANAGER, BIRLEA FURNITURE

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**CHAMPION**  
POWER EQUIPMENT

**Mai**  
COPENHAGEN

**tdp** THE DISTRIBUTION POINT

**allé**



## ABOUT SALSIFY



Salsify helps brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's Commerce Experience Management (CommerceXM) platform serves as the system of record for products, facilitates cross-team and cross-organization collaboration at scale, and provides the insights needed to product pages across channels continuously. The result is shopper-centric, frictionless, and memorable commerce experiences across the world's fastest-growing Commerce Experience Management Network. Great commerce experiences that are delivered efficiently improve brand trust, amplify product differentiation...

77

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Today’s consumers demand the most up-to-date, highest-quality product details before committing to a purchase. Salsify unlocks content at scale for us as our central source of product truth, with workflows that drive the content development and delivery process across teams and syndication across all our retailer touch points.”

HALLE HERZOG  
LEAD DIGITAL SHELF, KRAFT HEINZ

“The Salsify onboarding team gave us the timeline of when things had happened, helped us understand how to pull [product information] ourselves [and] make sure it was clean. And, really, it made it so much easier.”

COLLETTE RICHARDS  
DIRECTOR, ALTERNATIVE SALES AND DISTRIBUTION,  
BARCEL USA

“Salsify makes it easy to be able to bulk publish and simply send everything at once instead of having to go into each of the retailer’s portals and manually upload our product information.”

JULIA RILEY  
DIGITAL MERCHANDISER, KIDS2

“Salsify helps us to collect and standardize product data using a single platform.”

ERIC PICHAVANT  
HEAD OF MDM DEPARTMENT, LAGARDÈRE

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ABOUT SYNDIGO



Syndigo is the first Active Content Engine built to power commerce in today's real-time economy, enabling the continual flow of data and product content throughout the entire ecosystem. We drive value with industry-leading master data and product information (MDM/PIM); content creation and engagement capabilities; syndication through the largest two-sided network for content distribution; and digital shelf/content analytics. Syndigo helps to improve decision-making and accelerate sales for more than 12,000 manufacturers and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home...

93

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We elected to move our GDSN data to Syndigo in order to integrate all our product content in a single platform. The Syndigo team was very patient and simplified the process of uploading, managing and syndicating the content to my recipients. I was able to advance my knowledge much quicker because of the Syndigo team's guidance during each step, and I really appreciate it.”

BRIAN GOODMAN  
ODL

“We've chosen to use Syndigo (formerly Riversand) PIM as the backbone of our product information, serving different custom-built tools with structured product information. With Syndigo PIM, we've removed data inconsistencies and can introduce new products in a structured way with workflows that fit our needs.”

PETER KJELLMAN  
PRODUCT MANAGER FOR INTERNAL TOOLS, NOR NORM

“Syndigo is a tool that enables us to optimize data recording and control. The quality of product data and supplier data is essential to our good operation. It also makes it possible to provide the documents or images required for everyone's work without burdening our information systems architecture.”

ANNE-LAURE PORTRAIT  
REFERENTIAL MANAGER, BIOCOOP

“We have over 40,000 products, and managing that is overwhelming. Since coming to Syndigo, it's been much easier. I love the integrated relationships you put forth, because it is so difficult to manage non-integrated partners. You have been great.”

ROB ANDRIS  
PRESIDENT, ALLIED BRASS

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PEACH & LILY



GENERAC

EPSON  
EXCEED YOUR VISION



 **featured**  
customers





## ABOUT AGILITY PIM



We help enterprises transform data into continuous intelligence and competitive advantage, uncovering insights locked deep in enterprise applications and integrating data across applications, platforms and business processes.

**34**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“ We recently upgraded from an older version of Governance to Agility’s new AMI user interface and are already realizing the benefits. One advantage we have already realized is giving our Content Manager’s more control by allowing them to import/export data in and out of the system independently which has enabled them to enrich data much faster. We are also working towards building more choice lists and validations to ensure we deliver consistent and high quality data to the website. Each of these abilities allows Allied Electronics & Automation to deliver a great customer experience which is my team’s priority. ”

STACEY OSTERMANN  
DIRECTOR OF DIGITAL PRODUCT CONTENT, ALLIED ELECTRONICS

“ We had siloed and inconsistent data. We used Agility PIM to enrich, govern and grade our data such as the ability to cascade block data down to the product data. We’ve now built a consistent model of success enabling us to work smarter, not harder. ”

JESSICA ALLEY  
SENIOR SOLUTIONS ARCHITECT, HD SUPPLY WHITE CAP

“ Agility enables us to integrate our data from multiple sources and provides a single interface for optimizing rich product content and syndicating it to our branded websites and other channels, ensuring accuracy and consistency. ”

STUART TAYLOR  
WEB & ETRADING MANAGER, THE CONSORTIUM

“ Implementing Agility PIM has streamlined processes and vastly improved our data governance and workflow, ensuring that we capture all the various components when deploying products to our e-commerce website. ”

PICKY MALHOTRA  
DIRECTOR DIGITAL CONTENT STRATEGY, CED

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## ABOUT PERFION



Perfion is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.

**96**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“In terms of product data, Perfion provides great flexibility. We can model our fields and expand and change the model ourselves. We can specify the level of detail of product data to an extent that is not possible or meaningful in ERP systems. We have a much better overview now that we are using Perfion. Perfion enables us to publish and price products for e-commerce which we have not created in our ERP system. It allows us great flexibility in terms of composing our assortments.”

JAN POULSEN SKRUBBELTRANG  
IT MANAGER, MOGENS DAARBAK

“We are enhancing our eCommerce capabilities using Perfion as the backbone for all product information. All our product data will be extended within Perfion to our main website and additional unique online markets, such as Amazon and eBay. Perfion helps us segment our data very easily without creating new instances of the data. This is a huge component to our success.”

CRYSTAL ASHBY  
VP OF MARKETING, CHAPARRAL MOTORSPORTS

“We have taken a new path with Perfion. Perfion has become our leading product data management system. Products, brands, quality data, workflows - everything lives in Perfion. In addition, Perfion provides a very good information base for the electronic business.”

MARKUS ALLGAIER  
BOARD OF FINANCE AND ORGANIZATION, MACK & SCHÜHLE

“With Perfion, the quality of the information will increase. We will also be able to bring new products to market faster and reduce the time required for gathering data. Perfion will become the central hub of all our product and item data.”

RONNY SCHOLZ  
COMMERCIAL DIRECTOR, ERFAL

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**LABELMASTER**  
SOFTWARE PRODUCTS SERVICES

**LIBERTY WINES**

**BACHOFEN**

**bodum®**

**Merrild  
LAVAZZA**



## ABOUT SALES LAYER



Sales Layer is a global-leading Product Information Management (PIM) platform that enables manufacturers, suppliers and retailers to automate complex B2B processes and connect their product data to all their sales channels, and launch new products 4x faster. Built for mid and enterprise sized businesses worldwide, Sales Layer offers plug-and-play connectors, customizable workflows, and an easy-to-use interface that empowers manufacturers and suppliers to enhance product value, improve the buying experience and save time and money on their...

**78**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Thanks to Connect by Sales Layer, we have been able to access a very flexible PIM system where we can add much more product information than before. The flexibility for creating catalogs for different environments is incredible. We are very pleased.”

DANIEL MARIN  
IT MANAGER, FRANS BONHOMME

“Thanks to Sales Layer we have mechanisms to extract product information quickly and in standard formats. Our work has been streamlined and allows us to keep our content fully updated.”

TERESA SANZ  
PROJECT LEADER, FERMAX

“We found in Sales Layer a system to create a catalog in seconds: it's the technology that any supplier is looking for, simple to use and with more eye-catching catalog results.”

MARTA ARIAS  
PURCHASING MANAGER, WATER DEPARTMENT,  
ACCIONA

“Sales Layer's PIM is super easy to use and the customer service is really great. It's really one platform where we connect everything together.”

JURGEN PFITZNER  
URBAN PRODUCT MANAGER, POWERSLIDE

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## ABOUT STIBO SYSTEMS



Stibo Systems is the global leader in Multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus,...

**136**

TOTAL CUSTOMER REFERENCES

**VIEW ALL REFERENCES**

## FEATURED TESTIMONIALS

“Product Information Management is a strategy and business process that was identified by the Digital Marketing and ecommerce team as a foundational requirement to succeed online. With the Digital Team at Halyard leading the implementation of the Stibo STEP system and owning the strategy and direction, we were able to make this a priority within the business which made our PIM implementation with STEP so successful.”

MICHAEL JOHNSON  
ASSOCIATE DIRECTOR, DIGITAL MARKETING & ECOMMERCE, HALYARD HEALTH

“STEP is the perfect solution for us because it takes account of our specific needs and lets us individually manage a very wide range of product groups. It's also programmed to handle very large quantities of data, so it forms the ideal basis for our growth plans. Based on our experience so far, we would definitely choose STEP again.”

DIETER STICH  
HEAD OF PRODUCT MANAGEMENT, ZF SERVICES

“Stibo Systems PIM is the best tool to manage all products. It's easy to modify, and we can add more functionalities as we need. This makes it possible to sunset several legacy systems and reduce the complexity of our data infrastructure.”

MICHEL DESHAYES  
MDM MANAGER, AUCHAN RETAIL

“With the new enterprise PIM solution from Stibo Systems, we have a uniform data foundation that can support our growth ambitions and ensure customer satisfaction across our digital presence.”

DENNIS FUNCH JENSEN  
CDO, EET GROUP

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**Auchan** | RETAIL





**2023**

**PRODUCT  
INFORMATION  
MANAGEMENT  
SOFTWARE**

**RISING STAR**





## ABOUT 4ALLPORTAL



One software 4ALL data - 4ALLPORTAL is an Enterprise Digital Asset Management (DAM) and Product Information Management (PIM) software made in Germany. Since 2001 Companies and corporations use 4ALLPORTAL to manage, find and share files and data. Tell us your requirements and get your individual 4ALLPORTAL in your company's corporate design.

29

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“We were looking for a system that would bring order and structure to our flood of data but we have actually gained far more with the 4ALLPORTAL. Besides data maintenance and file management, we are now also using the system to handle a lot of our operating processes and the associated communication. And by integrating the full text search, we are able to find the proverbial needle in a text haystack. We can now obtain the quick overview that we need for our work at any time.”

HELEN KAMENDER  
MARKETING MANAGER, SHOPWARE

“The 4ALLPORTAL offers our company the perfect way to organise media data in real-time, whether internally or with our customers – who, incidentally, are also delighted with the intuitive user interface.”

MATTHIAS STEGGEMANN  
CHIEF EXECUTIVE OFFICER, LITHO NIEMANN + STEGGEMANN

“For us the 4ALLPORTAL was the first and right choice from the beginning. The team of developers can get a lot done in a short time and without complications.”

PASCAL MONNERAT  
MEDIA CONSULTANT, CLICK IT SMART MEDIA

“At the end of the day I was most impressed by the software's flexible customization options. They really helped me to optimize my workflows.”

MATTHEW PATULSKI  
PROJECT MANAGER, CYANGATE

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## ABOUT AMPLIFI.IO



Amplifi.io is digital asset management (DAM) technology built specifically for today's fast-paced brands to rapidly organize, convert and share marketing media assets and other critical go-to-market content. Amplifi.io helps companies sell more by delivering media and marketing content efficiently and easily across internal people, external partners, and programs that rely on digital content. Amplifi.io focuses on automation and ease-of-use. They often replace cumbersome library style DAMs, cloud folders, and other homegrown or inefficient methods in use today. Amplifi.io is delivered as a SaaS, ensuring hassle-free implementation, infinite storage...

**18**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Amplifi.io has been a gamechanger for us. Before we started using the platform, managing and distributing digital assets was a real headache for our marketing team. We were constantly searching for files and struggling to keep track of all our marketing collateral, which made collaboration a challenge. But since we started using Amplifi.io, everything has changed for the better. The user-friendly interface and powerful search functionality make it so easy to find what we need, while the centralized asset library helps us keep track of everything in one place.”

CADE HUSKINSON  
MARKETING MANAGER, CAMP CHEF

“We recently switched from Sharepoint to Amplifi.io and it has been a game changer. The system interface is intuitive and beautiful. Our business is quite complex and Amplifi.io has been able to handle every request.”

DEDE SABEY  
MARKETING COMMUNICATION MANAGER, ROLAND DGA

“Amplifi.io has been pivotal for our company. Our sales and marketing team now have easy access to our latest photography content and our clients have a beautiful interface with which to view our products.”

JAIME MORSE  
VICE PRESIDENT OF MARKETING, VESTA HOME

“I would definitely recommend Amplifi, especially to brands with a lot of products—it's a great solution for accessing, sorting, visualizing, and organizing your product content.”

DESIGNS FOR HEALTH

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## ABOUT PIMBERLY



Pimberly is an innovative, cloud-based, SaaS PIM (Product Information Management), DAM (Digital Asset Management) and Workflow platform. It has been designed to handle unlimited numbers of SKUs and data feeds so is perfect for manufacturers, distributors and retailers.

**53**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Before Pimberly, we were managing product data in spreadsheets. This process was very time-consuming and limited the rate and quality of new products and categories we could create. Now, we’ve reduced the time it takes to onboard a new product by 35% thanks to Pimberly. To add to that, we have full visibility of the product’s lifecycle from the moment its creation right through to it going live on the website.”

DESIGN AND TECHNOLOGY PROGRAMME MANAGER  
INTERFLORA

“Having our product information stored in Pimberly has allowed us to migrate all our webstores from Magento to Big Commerce extremely smoothly and quickly. We have removed so much duplicated effort and improved the quality of our data.”

OLIVER COLE  
GLOBAL HEAD OF ECOMMERCE, GILL MARINE

“Thanks to Pimberly, I now have total trust in my product data however its real strength lies in how it exports product information to various channels – be that web, catalogue or direct to customers – it’s just so easy.”

BRYN THOMAS  
IT COORDINATOR, ALDRIDGE SECURITY

“The Pimberly system has given us trust in our data. All the product information and images transfer with ease into the PIM, so we have one global view of our products.”

ANDREA MATTIONI  
DIGITAL ASSET MANAGER, KIER

## TRUSTED BY





## ABOUT QUABLE



Quable is deployed in more than 50 countries around the world and 30 employees are dedicated to the success of their customers. They help marketing teams embrace product data agility and build successful omnichannel presence. Their business-oriented platform allows marketers to collect, complement and send all information related to their products to their e-commerce platforms, marketplaces, print supports, and web portals.

**48**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“The Quable solution is a powerful PIM tool that allows us to easily manage more than 18,000 product references. The latest version with import/export functionalities is a great step forward!”

AYMERIC B.  
AGNÈS B

“Quable PIM allows us to strengthen the relevance of customer interaction with up-to-date information. It provides a rich and qualitative product experience.”

CLARISSE C.  
E-MERCHANDISER, BERLUTI

“The PIM tool allowed us to control our product information and was easily adopted by the businesses, with a high level of performance.”

MARIE BRES  
E-COMMERCE MANAGER, BLANC CERISE

“Quable PIM really improved our product catalogue’s agility. Using this solution has put the focus on data quality standards.”

DOMINIQUE W.  
CO-FOUNDER, YAKAROULER

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