



INFO~TECH
RESEARCH GROUP

DATA QUADRANT REPORT

Product Information Management

JULY 2026

This report features: Akeneo Product Cloud | Centric PXM | Pimcore | Viamedici EPIM | Informatica Product 360 | Plytix | Sales Layer | THRON | JasperX Technologies | Salsify | IBM Product Master | inriver PIM | Syndigo

494

REVIEWS

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How to Use the Report

Info-Tech's Data Quadrant Reports provide a comprehensive evaluation of popular products in the Product Information Management market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other products in the category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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Software Directory

PRODUCT INFORMATION MANAGEMENT SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software products in a particular category. Use this page to create the right product shortlist by exploring all of the options available to your organization.



Product Information Management Software

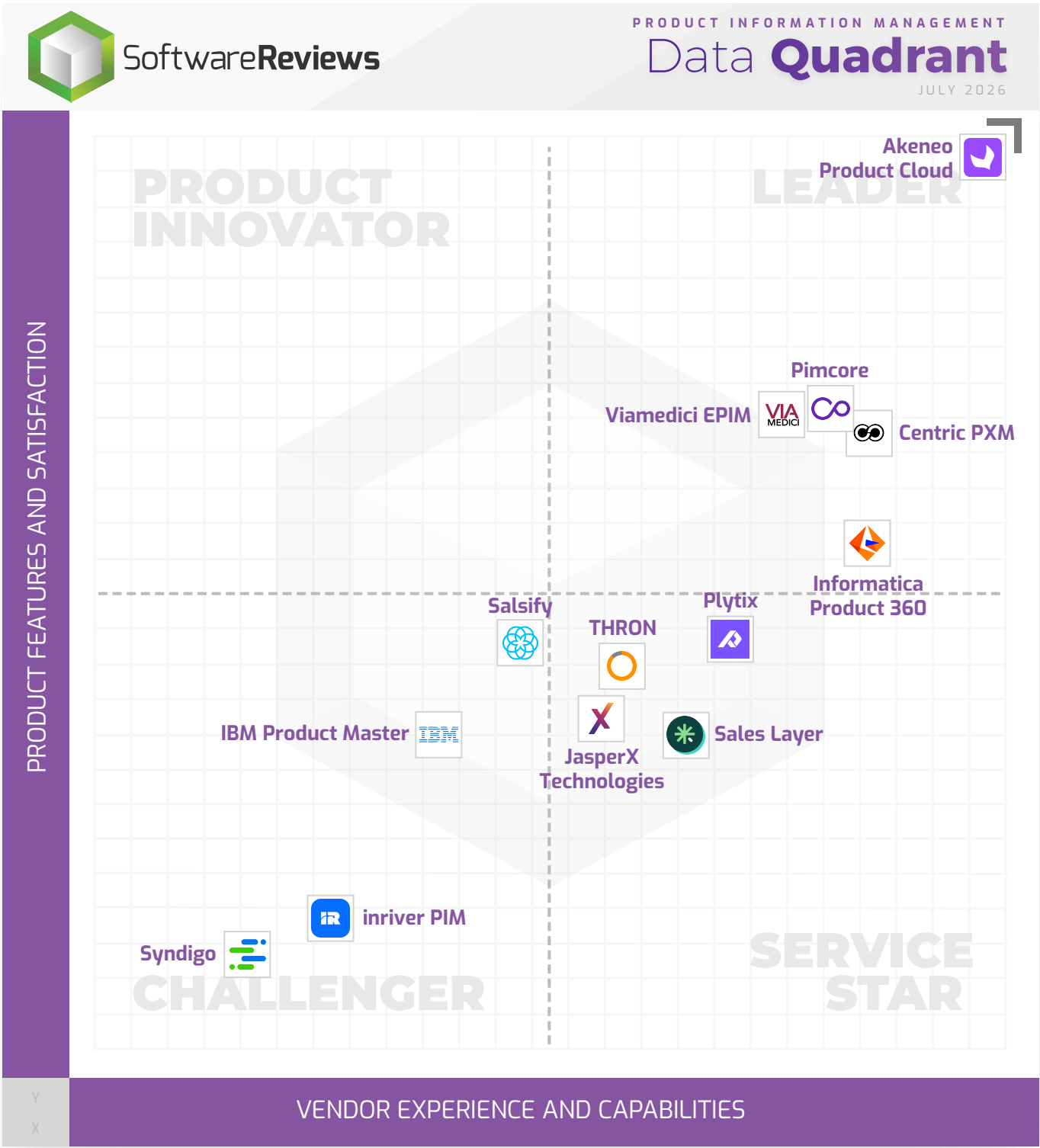
 Acquia DAM	 Agility PIM	 Akeneo Product Cloud
 AtroPIM	 Bluestone PIM	 Broadleaf Commerce
 Canto Platform	 Catsy	 Censhare
 Centric PXM	 Commport PIM Solution	 Creative Force
 IBM IBM Product Master	 Informatica Product 360	 inriver PIM
 JasperX Technologies	 Kontainer	 Pattern PXM
 Perfion PIM	 Pimberly	 Pimcore
 PIMinto	 PIMworks	 Plytix
 Productsup	 Propel	 Quable PIM
 Sales Layer	 Salsify	 Simple Retailpath
 Syndigo	 Talkoot	 THRON
 TrueCommerce Product Manager	 Viamedici EPIM	 Winshuttle Enterworks

SOFTWARE REVIEWS

Data Quadrant



Assess vendor and product performance at a glance and use the SoftwareReviews Data Quadrant to identify which products and vendors are leading the pack and which are trailing.



PRODUCT INFORMATION MANAGEMENT

The Software Reviews Data Quadrant evaluates and ranks products based on feedback from IT and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

The Complete Software Experience

When distilled down, the software experience is shaped by both the experience with the software and the relationship with the vendor. Evaluating enterprise software along these two dimensions provides a comprehensive understanding of the product and helps identify vendors that can deliver on both.

Product Features and Satisfaction

The satisfaction is captured in the overall satisfaction score, which is driven by the likelihood of users to recommend the software, combined with user satisfaction across top product features.

Vendor Experience and Capabilities

The vendor relationship is calculated in a weighted average of the satisfaction scores tied to vendor capabilities (e.g. software implementation, training, customer support, product roadmap) as well as emotional response ratings toward the vendor (e.g. trustworthy, respectful, fair).

Note: Software product placement is based on the scores provided by users, recency of the reviews, and review volume. Axes are dynamically adjusted based on the minimum and maximum values in the data set.

Category Overview

This page provides a high level summary of product performance within the Product Information Management category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you’re considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
	 Akeneo Product Cloud	8.6/10	+87 	 2% NEGATIVE89% POSITIVE	81%	81%	91%	65
	 Centric PXM	7.9/10	+93 	 -- NEGATIVE94% POSITIVE	78%	81%	86%	23
	 Pimcore	7.8/10	+92 	 -- NEGATIVE93% POSITIVE	80%	84%	89%	38
	 Viamedici EPIM	7.8/10	+83 	 2% NEGATIVE85% POSITIVE	79%	80%	85%	52
	 Informatica Product 360	7.8/10	+94 	 -- NEGATIVE95% POSITIVE	83%	81%	86%	25
6	 Plytix	7.4/10	+89 	 2% NEGATIVE91% POSITIVE	82%	81%	86%	45
7	 Sales Layer	7.2/10	+87 	 2% NEGATIVE89% POSITIVE	76%	76%	80%	28
8	 THRON	7.2/10	+82 	 4% NEGATIVE86% POSITIVE	77%	77%	84%	17
9	 JasperX Technologies	7.1/10	+79 	 5% NEGATIVE84% POSITIVE	72%	76%	76%	23
10	 Salsify	7.1/10	+75 	 5% NEGATIVE80% POSITIVE	76%	77%	86%	110
AVERAGE SCORES		7.3/10	+81 	 4% NEGATIVE86% POSITIVE	77%	77%	84%	38

Category Overview

This page provides a high level summary of product performance within the Product Information Management category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you’re considering stack up.

RANK	PRODUCT	COMPOSITE SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VENDOR CAPABILITIES	PRODUCT FEATURES	LIKELINESS TO RECOMMEND	NUMBER OF REVIEWS
11	 IBM Product Master	6.8/10	+73 	 6% NEGATIVE79% POSITIVE	72%	75%	83%	19
12	 inriver PIM	6.4/10	+62 	 11% NEGATIVE73% POSITIVE	73%	69%	77%	24
13	 Syndigo	6.2/10	+62 	 15% NEGATIVE77% POSITIVE	67%	65%	79%	24
AVERAGE SCORES		7.3/10	+81 	 4% NEGATIVE86% POSITIVE	77%	77%	84%	38

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
Informatica Product 360	83%	83%	87%	84%	76%	84%	88%	80%	82%	84%	85%	82%
Plytix	82%	88%	81%	81%	89%	79%	88%	78%	77%	76%	84%	79%
Akeneo Product Cloud	81%	83%	81%	82%	83%	87%	81%	81%	81%	74%	80%	78%
Pimcore	80%	85%	83%	79%	80%	77%	79%	90%	81%	81%	71%	81%
Viamedici EPIM	79%	82%	79%	75%	76%	70%	82%	79%	83%	77%	85%	83%
Centric PXM	78%	84%	80%	81%	75%	76%	75%	81%	83%	79%	71%	74%
THRON	77%	80%	76%	77%	79%	74%	83%	78%	75%	80%	78%	70%
Salsify	77%	82%	80%	79%	73%	75%	73%	74%	74%	74%	80%	76%
Sales Layer	75%	77%	79%	76%	67%	76%	82%	80%	72%	70%	77%	74%
inriver PIM	74%	80%	68%	67%	73%	74%	78%	65%	74%	78%	79%	76%
CATEGORY AVERAGE	77%	80%	77%	77%	76%	76%	78%	76%	76%	76%	77%	76%

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

PRODUCT	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
IBM Product Master	72%	77%	71%	74%	74%	71%	66%	73%	73%	68%	69%	71%
JasperX Technologies	72%	72%	70%	72%	73%	74%	73%	63%	69%	82%	72%	68%
Syndigo	67%	71%	66%	72%	65%	68%	59%	66%	68%	61%	67%	73%
CATEGORY AVERAGE	77%	80%	77%	77%	76%	76%	78%	76%	76%	76%	77%	76%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Capabilities

This table lists and briefly describes all vendor capabilities that are evaluated in the Product Information Management software category. For your convenience, you will also find longer descriptions of the capabilities under the capability subheadings in the subsequent pages.

Business Value Created	The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization’s needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.	Vendor Support	The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-service their product and which will offer quality support.
Breadth of Features	Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.	Ease of Data Integration	The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.
Quality of Features	Feature quality is just as important as quantity. Software needs to do what you’re purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.	Ease of Administration	Administrative interfaces don’t get the same attention as those built for end users, but they shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.
Product Strategy and Rate of Improvement	Purchasing software can be a significant commitment, so it’s important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don’t stay on top of emerging needs and trends won’t enable you to meet your business goals. Use the data in this section to separate innovators from imposters.	Ease of Customization	Out-of-the-box functionality often isn’t enough, especially for niche or industry-specific software, and the reason you’re buying rather than building is to save time and money in the first place. Don’t get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.
Usability And Intuitiveness	End user learning curves cost the organization money. Pay attention to your end users’ technical ability to determine how important UX is in your purchase.	Availability and Quality of Training	Effective and readily available training enables users to get the most out of the software you’ve chosen. Use this section to make sure your vendor’s training programs and materials measure up.
		Ease of Implementation	Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Business Value Created

The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.

 PLYTIX TOP PRODUCT		Delights  53% Highly Satisfies  45% Almost Satisfies 2% Disappoints --	88% Business Value Created	
2	 Pimcore		85%	38 REVIEWS
3	 Centric PXM		84%	23 REVIEWS
4	 Informatica Product 360		83%	25 REVIEWS
5	 Akeneo Product Cloud		83%	65 REVIEWS
6	 Viamedici EPIM		82%	52 REVIEWS
7	 Salsify		82%	110 REVIEWS
8	 inriver PIM		80%	24 REVIEWS
9	 THRON		80%	17 REVIEWS
10	 Sales Layer		77%	28 REVIEWS
11	 IBM Product Master		77%	19 REVIEWS
12	 JasperX Technologies		72%	23 REVIEWS
13	 Syndigo		71%	24 REVIEWS
CATEGORY AVERAGE		80%		

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Breadth of Features

Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.

 Informatica INFORMATICA PRODUCT 360 TOP PRODUCT		Delights  56% Highly Satisfies  37% Almost Satisfies  7% Disappoints --	87% Breadth of Features	
2	 Pimcore		83%	38 REVIEWS
3	 Akeneo Product Cloud		81%	65 REVIEWS
4	 Plytix		81%	45 REVIEWS
5	 Centric PXM		80%	23 REVIEWS
6	 Salsify		80%	110 REVIEWS
7	 Sales Layer		79%	28 REVIEWS
8	 Viamedici EPIM		79%	52 REVIEWS
9	 THRON		76%	17 REVIEWS
10	 IBM Product Master		71%	19 REVIEWS
11	 JasperX Technologies		70%	23 REVIEWS
12	 inriver PIM		68%	24 REVIEWS
13	 Syndigo		66%	24 REVIEWS
CATEGORY AVERAGE		77%		

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Quality of Features

Feature quality is just as important as quantity. Software needs to do what you’re purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.

 Informatica

INFORMATICA PRODUCT 360
TOP PRODUCT

Delights



42%

Highly Satisfies



51%

Almost Satisfies



7%

Disappoints

--

84%

Quality of Features

2	 Akeneo Product Cloud		82%	65 REVIEWS
3	 Plytix		81%	45 REVIEWS
4	 Centric PXM		81%	23 REVIEWS
5	 Salsify		79%	110 REVIEWS
6	 Pimcore		79%	38 REVIEWS
7	 THRON		77%	17 REVIEWS
8	 Sales Layer		76%	28 REVIEWS
9	 Viamedici EPIM		75%	52 REVIEWS
10	 IBM Product Master		74%	19 REVIEWS
11	 Syndigo		72%	24 REVIEWS
12	 JasperX Technologies		72%	23 REVIEWS
13	 inriver PIM		67%	24 REVIEWS
CATEGORY AVERAGE			77%	

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Product Strategy and Rate of Improvement

Purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

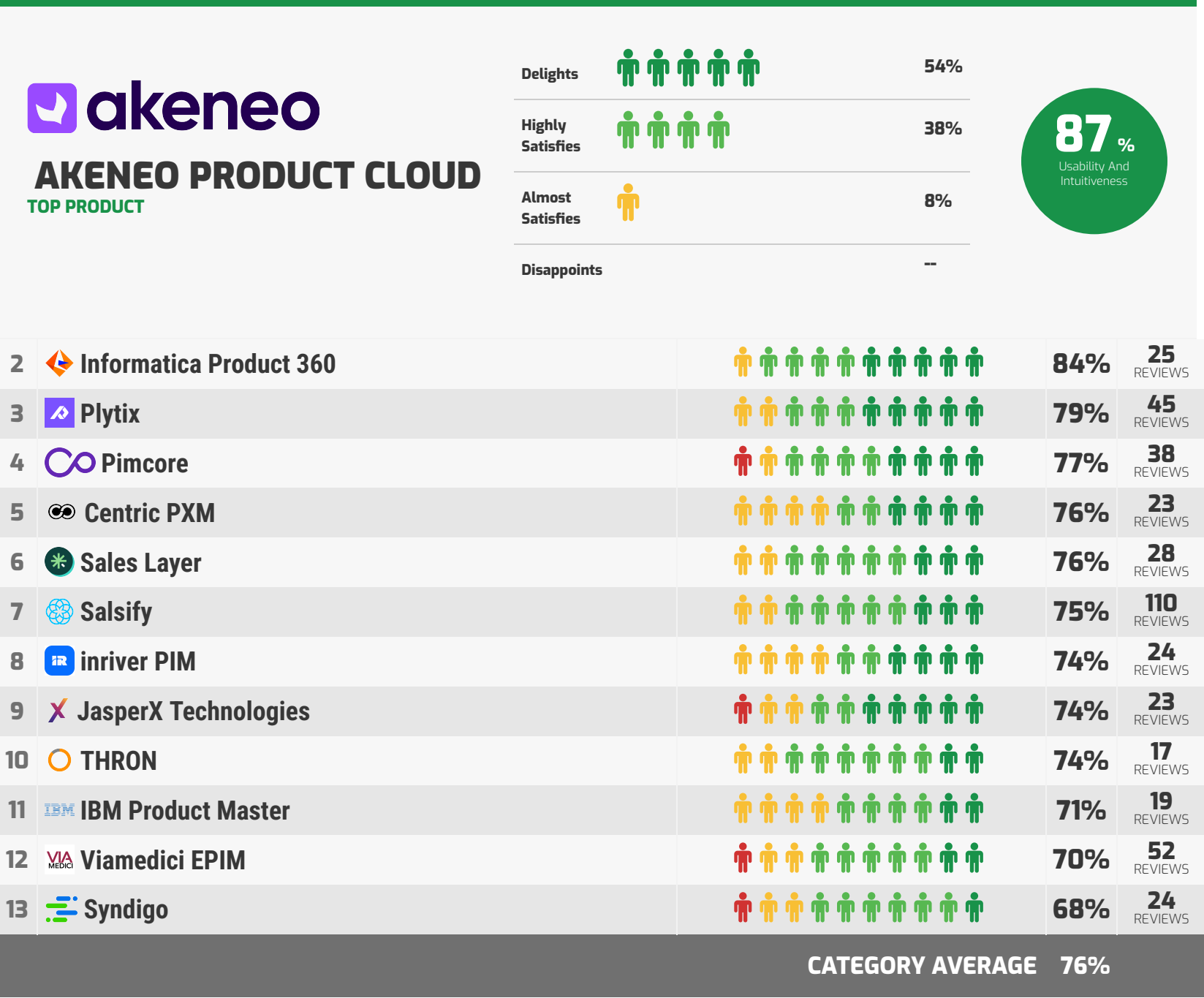
 PLYTIX TOP PRODUCT		Delights  55% Highly Satisfies  45% Almost Satisfies -- Disappoints --	89% Product Strategy and Rate of Improvement	
2	 Akeneo Product Cloud		83%	65 REVIEWS
3	 Pimcore		80%	38 REVIEWS
4	 THRON		79%	17 REVIEWS
5	 Informatica Product 360		76%	25 REVIEWS
6	 Viamedici EPIM		76%	52 REVIEWS
7	 Centric PXM		75%	23 REVIEWS
8	 IBM Product Master		74%	19 REVIEWS
9	 Salsify		73%	110 REVIEWS
10	 inriver PIM		73%	24 REVIEWS
11	 JasperX Technologies		73%	23 REVIEWS
12	 Sales Layer		67%	28 REVIEWS
13	 Syndigo		65%	24 REVIEWS
CATEGORY AVERAGE			76%	

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Usability And Intuitiveness

End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.



Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Support

The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-serve their product and which will offer quality support.

 Informatica INFORMATICA PRODUCT 360 TOP PRODUCT		Delights  58% Highly Satisfies  37% Almost Satisfies 5% Disappoints -- 88% Vendor Support
2	 Plytix	 88% 45 REVIEWS
3	 THRON	 83% 17 REVIEWS
4	 Sales Layer	 82% 28 REVIEWS
5	 Viamedici EPIM	 82% 52 REVIEWS
6	 Akeneo Product Cloud	 81% 65 REVIEWS
7	 Pimcore	 79% 38 REVIEWS
8	 inriver PIM	 78% 24 REVIEWS
9	 Centric PXM	 75% 23 REVIEWS
10	 Salsify	 73% 110 REVIEWS
11	 JasperX Technologies	 73% 23 REVIEWS
12	 IBM Product Master	 66% 19 REVIEWS
13	 Syndigo	 59% 24 REVIEWS
CATEGORY AVERAGE		78%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Data Integration

The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.

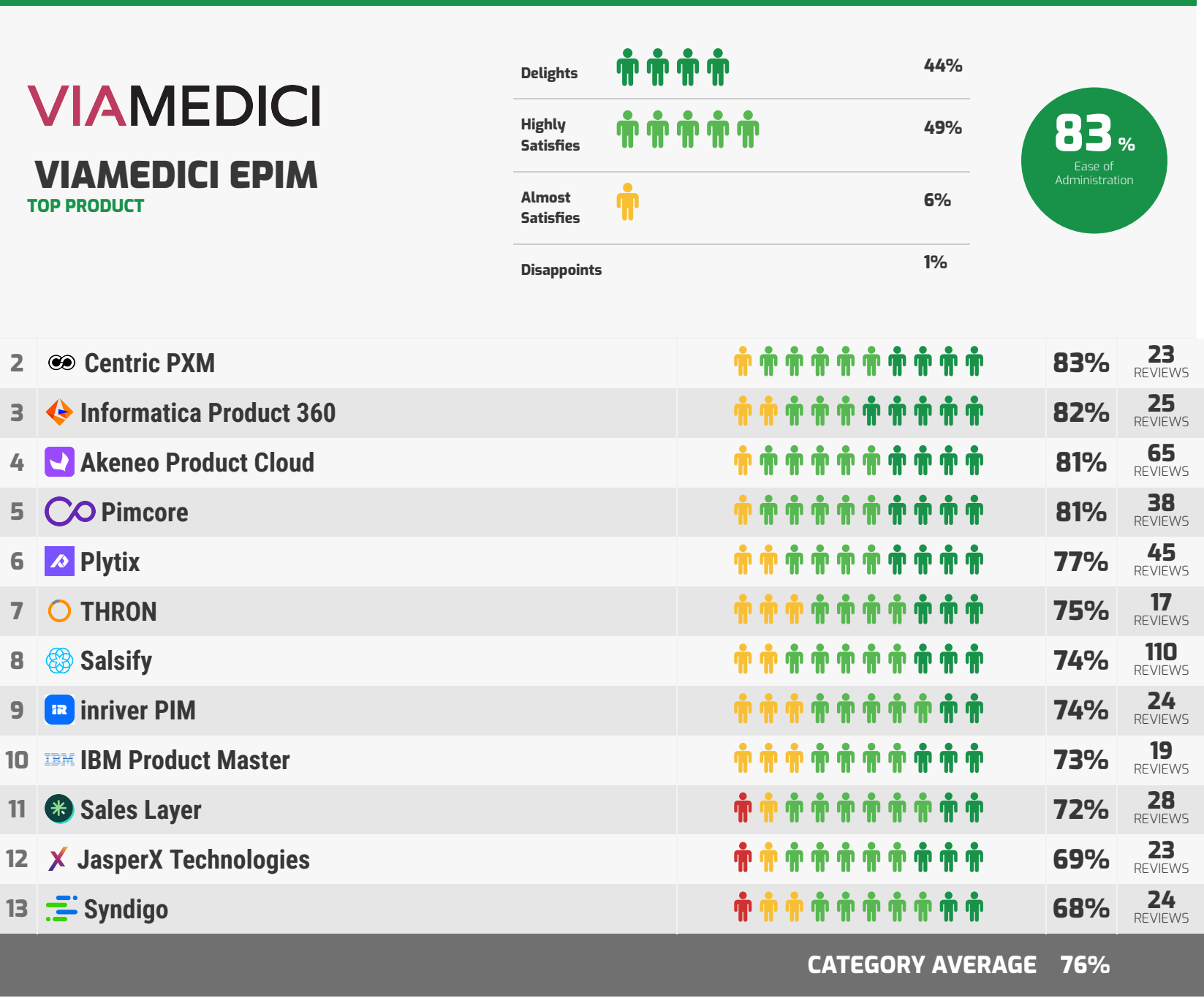
 		Delights  63% Highly Satisfies  33% Almost Satisfies 4% Disappoints -- 90% Ease of Data Integration
2	 Centric PXM	 81% 23 REVIEWS
3	 Akeneo Product Cloud	 81% 65 REVIEWS
4	 Sales Layer	 80% 28 REVIEWS
5	 Informatica Product 360	 80% 25 REVIEWS
6	 Viamedici EPIM	 79% 52 REVIEWS
7	 THRON	 78% 17 REVIEWS
8	 Plytix	 78% 45 REVIEWS
9	 Salsify	 74% 110 REVIEWS
10	 IBM Product Master	 73% 19 REVIEWS
11	 Syndigo	 66% 24 REVIEWS
12	 inriver PIM	 65% 24 REVIEWS
13	 JasperX Technologies	 63% 23 REVIEWS
CATEGORY AVERAGE		76%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Administration

Administrative interfaces don’t get the same attention as those built for end users, but they shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.



Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Customization

Out-of-the-box functionality often isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. Don't get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

 Informatica INFORMATICA PRODUCT 360 TOP PRODUCT Delights 46% Highly Satisfies 45% Almost Satisfies 9% Disappoints -- 84% Ease of Customization				
2	 JasperX Technologies		82%	23 REVIEWS
3	 Pimcore		81%	38 REVIEWS
4	 THRON		80%	17 REVIEWS
5	 Centric PXM		79%	23 REVIEWS
6	 inriver PIM		78%	24 REVIEWS
7	 Viamedici EPIM		77%	52 REVIEWS
8	 Plytix		76%	45 REVIEWS
9	 Salsify		74%	110 REVIEWS
10	 Akeneo Product Cloud		74%	65 REVIEWS
11	 Sales Layer		70%	28 REVIEWS
12	 IBM Product Master		68%	19 REVIEWS
13	 Syndigo		61%	24 REVIEWS
CATEGORY AVERAGE 76%				

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.

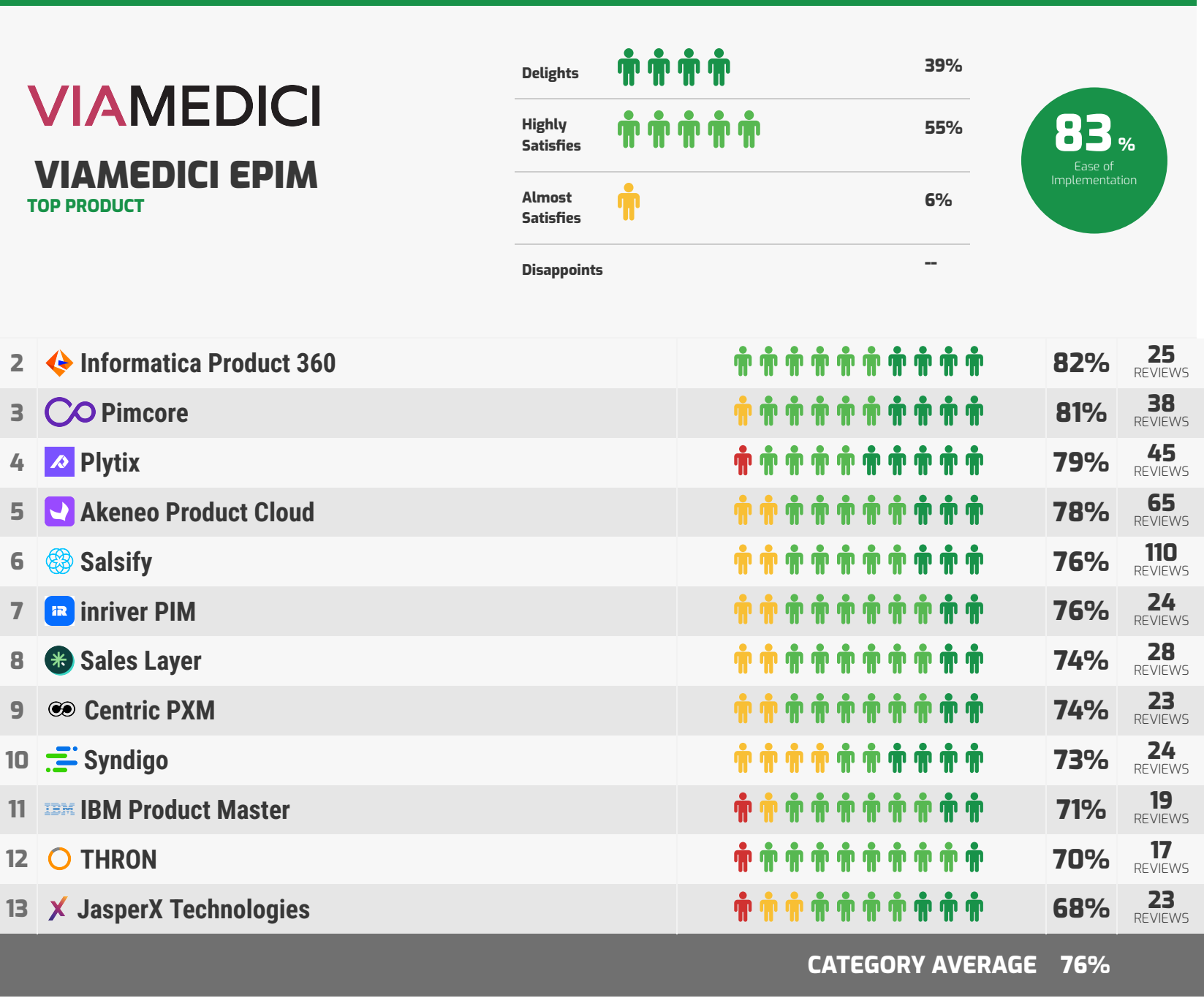


Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of Implementation

Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.



Product Feature Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ADVANCED SEARCH AND FILTERING	DATA SYNDICATION	DIGITAL ASSET MANAGEMENT	MASTER RECORD MANAGEMENT	OMNI-CHANNEL INFORMATION DELIVERY	PRODUCT CATEGORIZATION & RELATIONSHIPS	PRODUCT DATA ANALYTICS	
Pimcore	84%	86%	88%	83%	86%	80%	87%	77%	
Informatica Product 360	81%	82%	78%	80%	90%	74%	85%	78%	
Centric PXM	81%	81%	80%	82%	85%	81%	83%	75%	
Akeneo Product Cloud	80%	82%	80%	76%	84%	83%	83%	75%	
Plytix	80%	83%	76%	82%	84%	78%	82%	79%	
Viamedici EPIM	80%	80%	83%	70%	83%	83%	88%	72%	
THRON	77%	83%	74%	85%	83%	73%	68%	75%	
Salsify	77%	79%	76%	74%	80%	80%	76%	71%	
Sales Layer	76%	73%	79%	78%	81%	75%	74%	73%	
JasperX Technologies	76%	79%	76%	71%	73%	77%	79%	76%	
CATEGORY AVERAGE	77%	78%	77%	75%	82%	77%	79%	73%	

Product Feature Summary

MANDATORY FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	ADVANCED SEARCH AND FILTERING	DATA SYNDICATION	DIGITAL ASSET MANAGEMENT	MASTER RECORD MANAGEMENT	OMNI-CHANNEL INFORMATION DELIVERY	PRODUCT CATEGORIZATION & RELATIONSHIPS	PRODUCT DATA ANALYTICS	
IBM Product Master	75%	73%	79%	70%	81%	69%	79%	73%	
inriver PIM	69%	73%	66%	56%	79%	75%	74%	61%	
Syndigo	65%	63%	68%	61%	72%	70%	63%	61%	
CATEGORY AVERAGE	77%	78%	77%	75%	82%	77%	79%	73%	

Product Feature Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	BUSINESS PROCESS AUTOMATION	DATA EXPORT	GENERATIVE AI	INTEGRATION	ROLE-BASED ACCESS MANAGEMENT	WORKFLOW AND APPROVAL MANAGEMENT	
Pimcore	84%	75%	84%	87%	82%	85%	82%	
Informatica Product 360	81%	79%	86%	71%	84%	90%	82%	
Centric PXM	81%	83%	80%	83%	79%	80%	84%	
Akeneo Product Cloud	80%	73%	88%	80%	78%	84%	77%	
Plytix	80%	--	87%	--	85%	67%	60%	
Viamedici EPIM	80%	--	82%	--	81%	86%	76%	
THRON	77%	100%	83%	100%	74%	74%	72%	
Salsify	77%	92%	84%	67%	77%	78%	78%	
Sales Layer	76%	75%	75%	71%	72%	76%	82%	
JasperX Technologies	76%	--	77%	--	77%	75%	78%	
CATEGORY AVERAGE	77%	71%	80%	67%	78%	79%	75%	

Product Feature Summary

STANDARD FEATURES

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

PRODUCT	OVERALL FEATURE SATISFACTION	BUSINESS PROCESS AUTOMATION	DATA EXPORT	GENERATIVE AI	INTEGRATION	ROLE-BASED ACCESS MANAGEMENT	WORKFLOW AND APPROVAL MANAGEMENT	
IBM Product Master	75%	--	71%	--	80%	74%	72%	
inriver PIM	69%	71%	74%	60%	76%	79%	67%	
Syndigo	65%	61%	68%	54%	74%	72%	63%	
CATEGORY AVERAGE	77%	71%	80%	67%	78%	79%	75%	

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Product Features

This table lists and describes all the features that are evaluated in the Product Information Management software category. For your convenience, these descriptions are repeated under the feature subheadings in the subsequent pages.

Mandatory Features	
Advanced Search and Filtering	Quickly find information based on filtering multiple attributes and conditions and save filters for future use.
Data Syndication	Ability to import data from various internal and external sources and syndicate it to industry-standard data pools and exchanges (e.g.: GDSN, 1WorldSync, GXS).
Digital Asset Management	Controls non-text assets such as images and video clips; includes advanced DAM functionality for product marketing.
Master Record Management	Ability to onboard a new product, define its attributes, update them and manage product record lifecycle.
Standard Features	
Business Process Automation	The use of technology (AI, NLP, Machine Learning or others) to automate processes throughout an organization, which can help in changing product details.
Data Export	Allows for multiple export options into CSV, XLSX, XML, Jason, or PDF.
Generative AI	Generate content for optimization and integration to perform product matching, categorization, or competitor analysis.
Differentiating Features	
Omni-Channel Information Delivery	Ability to deliver product information in a differentiated manner i.e. specific for a channel requirements.
Product Categorization & Relationships	Allows users to manage data and products based on specific traits or segments.
Product Data Analytics	Built-in functionality to analyze and aggregate product data including page views, purchases, basket information etc.
Integration	Integration with augmentation solutions like DRM, Active Directory or LDAP, SIEM, and NAC.
Role-Based Access Management	Ability to assign permissions around editing, commenting, downloading based on user roles / Active Directory groups.
Workflow and Approval Management	Ability to model, build, and execute automatic workflows for the purpose of managing content-centric processes.
Customer Experience Management	Ability to optimize customer experience based on customer profile and/or behaviour.

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Advanced Search and Filtering

Mandatory Feature

Quickly find information based on filtering multiple attributes and conditions and save filters for future use.

 PIMCORE  PIMCORE TOP PRODUCT		<table><tr><td>Delights</td><td></td><td>52%</td></tr><tr><td>Highly Satisfies</td><td></td><td>38%</td></tr><tr><td>Almost Satisfies</td><td></td><td>10%</td></tr><tr><td>Disappoints</td><td></td><td>--</td></tr></table>		Delights		52%	Highly Satisfies		38%	Almost Satisfies		10%	Disappoints		--	86% Advanced Search and Filtering	
Delights		52%															
Highly Satisfies		38%															
Almost Satisfies		10%															
Disappoints		--															
2	 Plytix			83%	45 REVIEWS												
3	 THRON			83%	17 REVIEWS												
4	 Akeneo Product Cloud			82%	65 REVIEWS												
5	 Informatica Product 360			82%	25 REVIEWS												
6	 Centric PXM			81%	23 REVIEWS												
7	 Viamedici EPIM			80%	52 REVIEWS												
8	 Salsify			79%	110 REVIEWS												
9	 JasperX Technologies			79%	23 REVIEWS												
10	 inriver PIM			73%	24 REVIEWS												
11	 Sales Layer			73%	28 REVIEWS												
12	 IBM Product Master			73%	19 REVIEWS												
13	 Syndigo			63%	24 REVIEWS												
CATEGORY AVERAGE				78%													

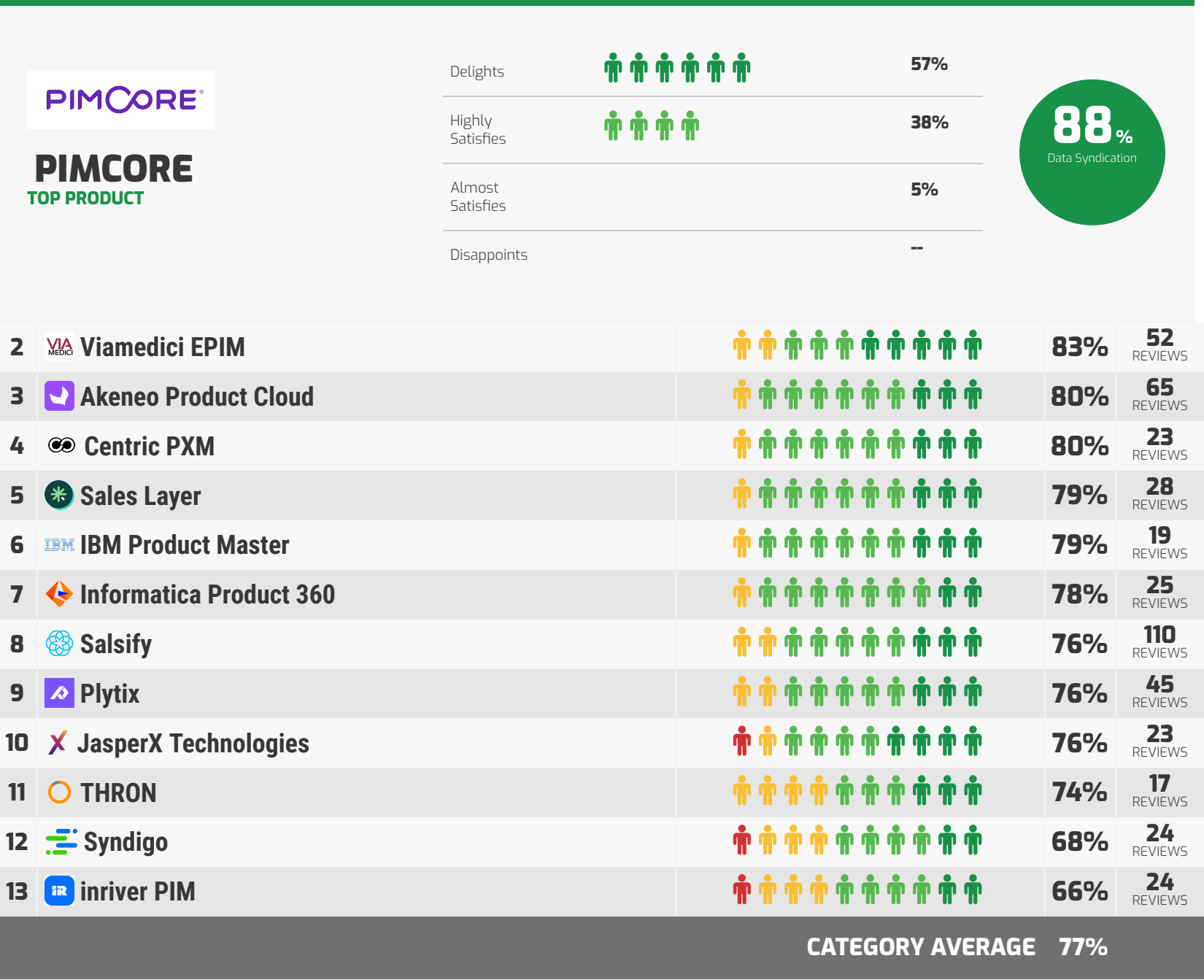
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Data Syndication

Mandatory Feature

Ability to import data from various internal and external sources and syndicate it to industry-standard data pools and exchanges (e.g.: GDSN, 1WorldSync, GXS).



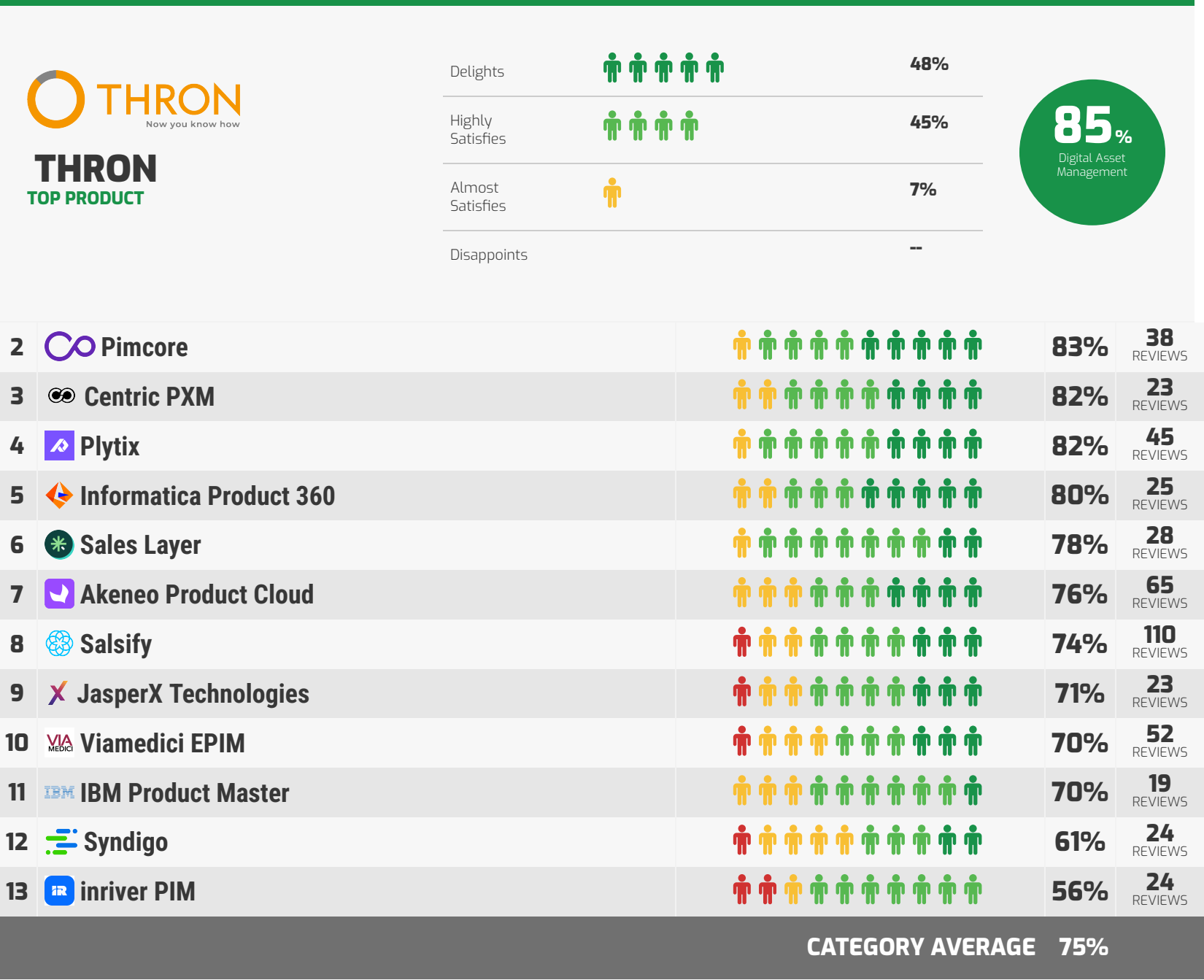
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Digital Asset Management

Mandatory Feature

Controls non-text assets such as images and video clips; includes advanced DAM functionality for product marketing.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Master Record Management

Mandatory Feature

Ability to onboard a new product, define its attributes, update them and manage product record lifecycle.



Informatica™

INFORMATICA

PRODUCT 360

TOP PRODUCT

Delights



63%

Highly Satisfies



34%

Almost Satisfies

2%

Disappoints

--

90%

Master Record Management

2	 Pimcore		86%	38 REVIEWS
3	 Centric PXM		85%	23 REVIEWS
4	 Plytix		84%	45 REVIEWS
5	 Akeneo Product Cloud		84%	65 REVIEWS
6	 THRON		83%	17 REVIEWS
7	 Viamedici EPIM		83%	52 REVIEWS
8	 Sales Layer		81%	28 REVIEWS
9	 IBM Product Master		81%	19 REVIEWS
10	 Salsify		80%	110 REVIEWS
11	 inriver PIM		79%	24 REVIEWS
12	 JasperX Technologies		73%	23 REVIEWS
13	 Syndigo		72%	24 REVIEWS
CATEGORY AVERAGE			82%	

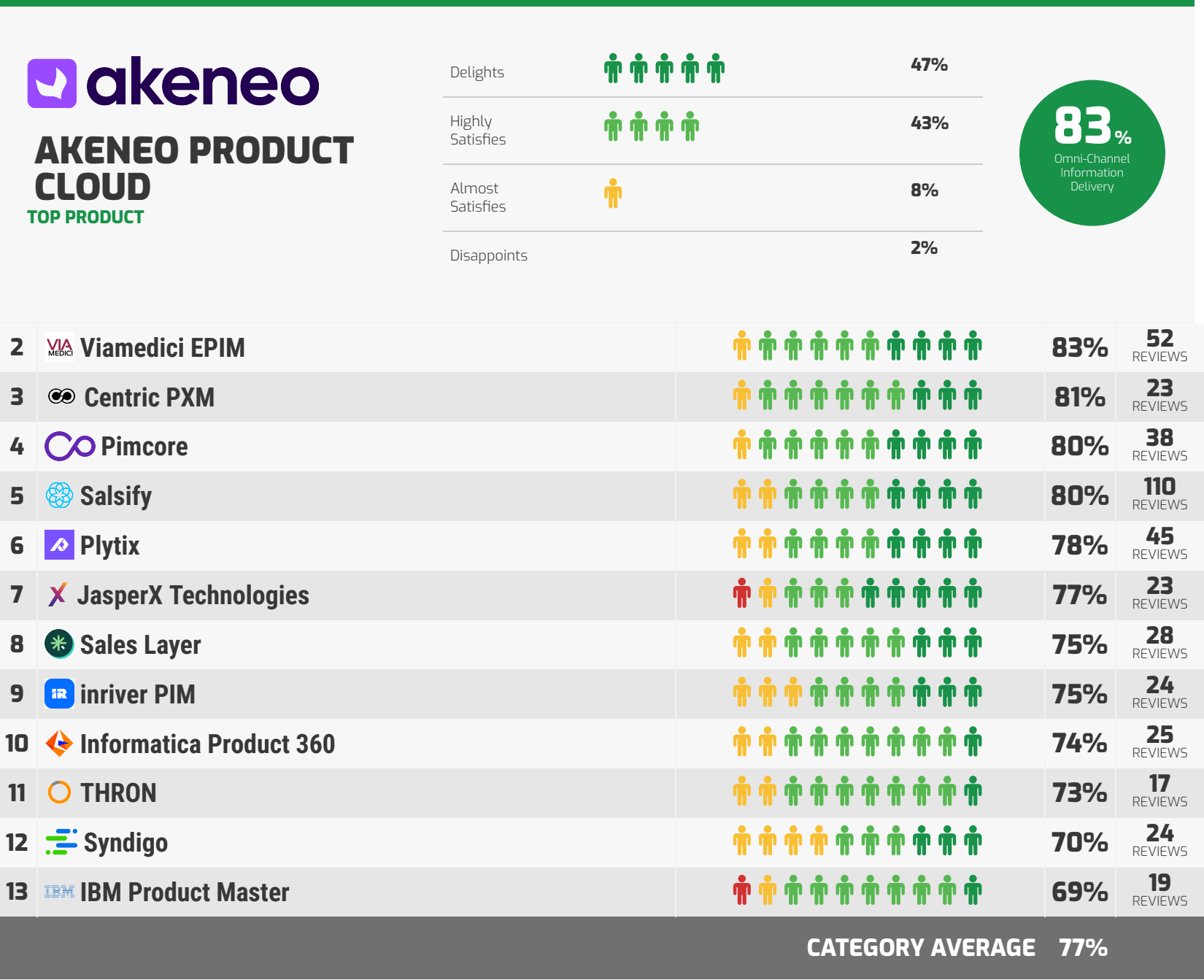
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Omni-Channel Information Delivery

Mandatory Feature

Ability to deliver product information in a differentiated manner i.e. specific for a channel requirements.



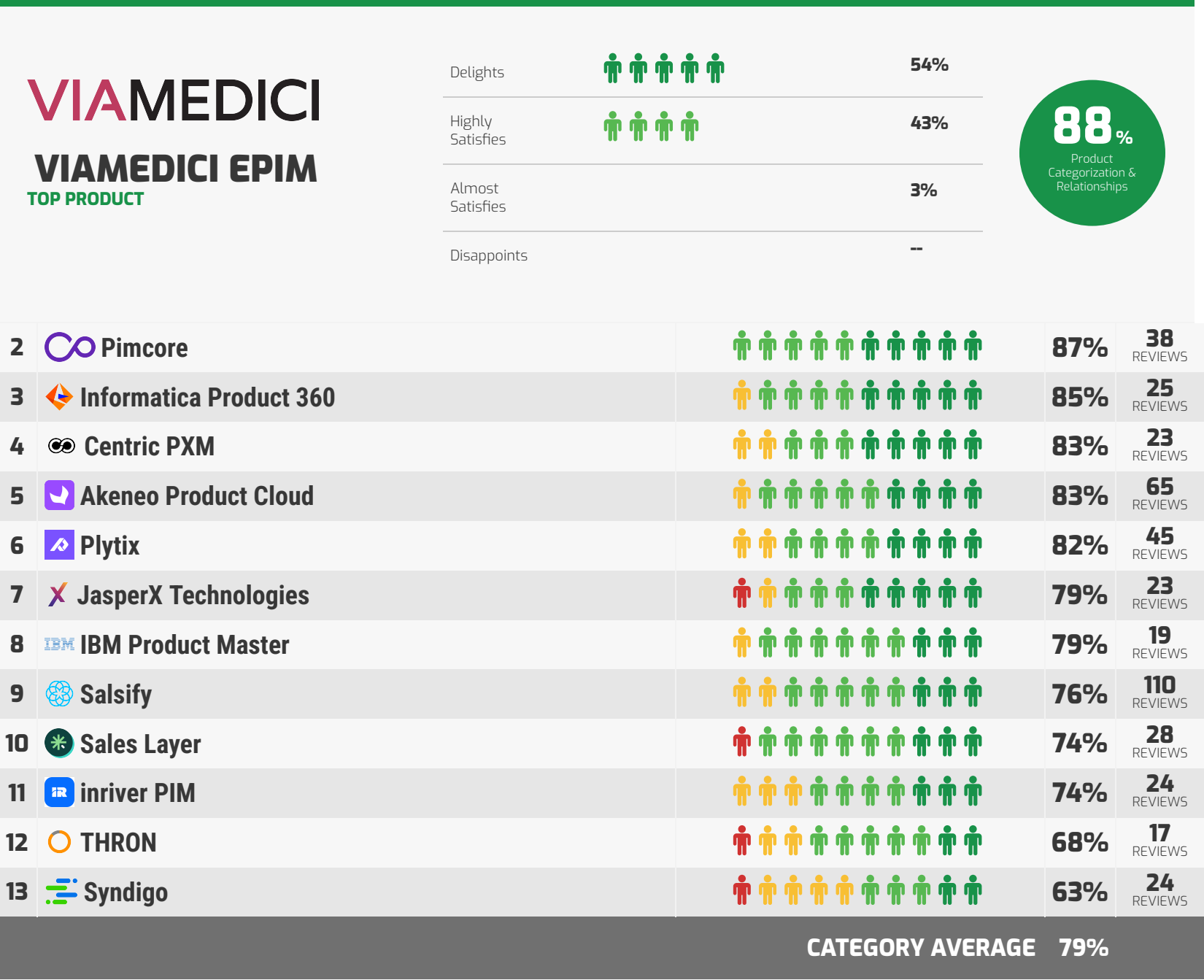
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Product Categorization & Relationships

Mandatory Feature

Allows users to manage data and products based on specific traits or segments.



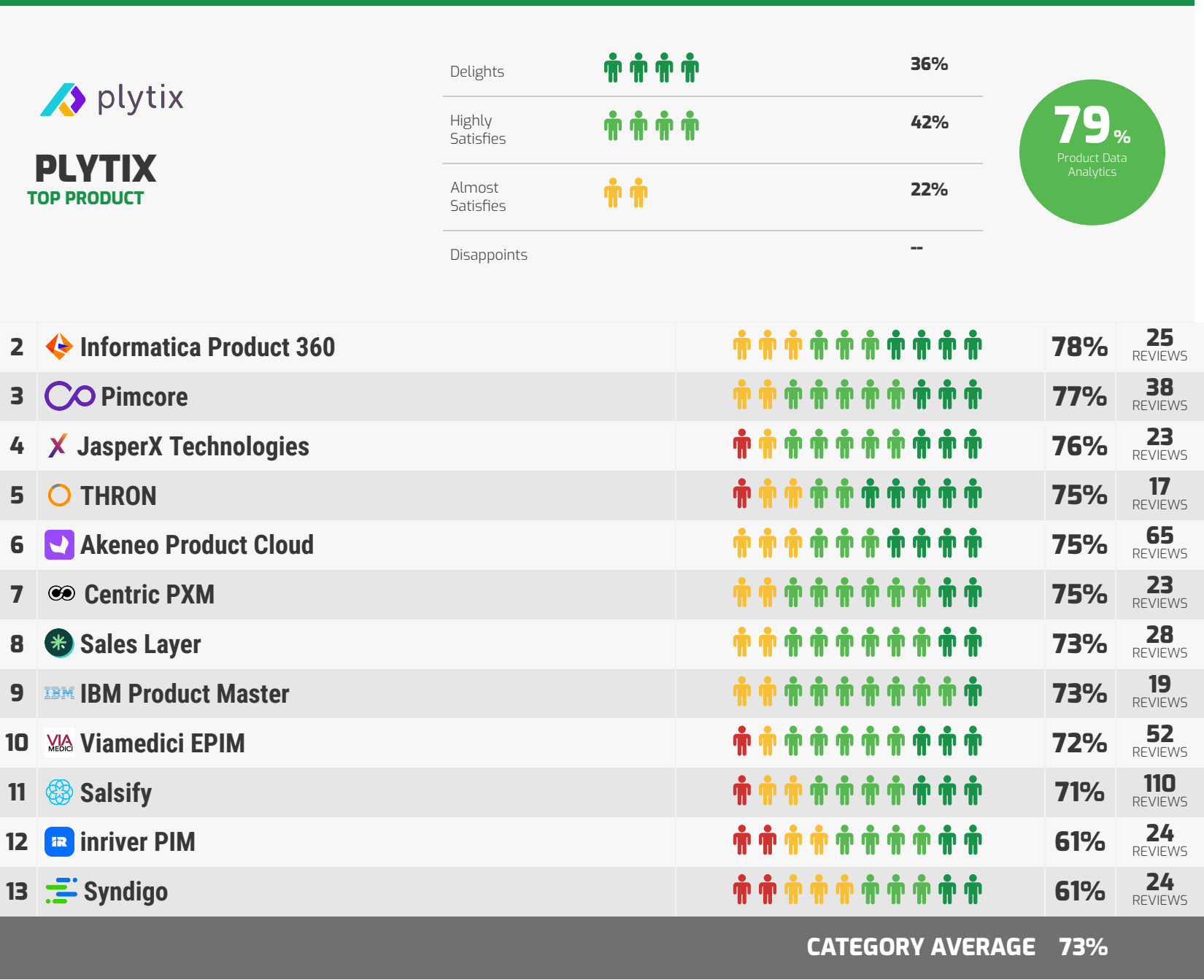
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Product Data Analytics

Mandatory Feature

Built-in functionality to analyze and aggregate product data including page views, purchases, basket information etc.



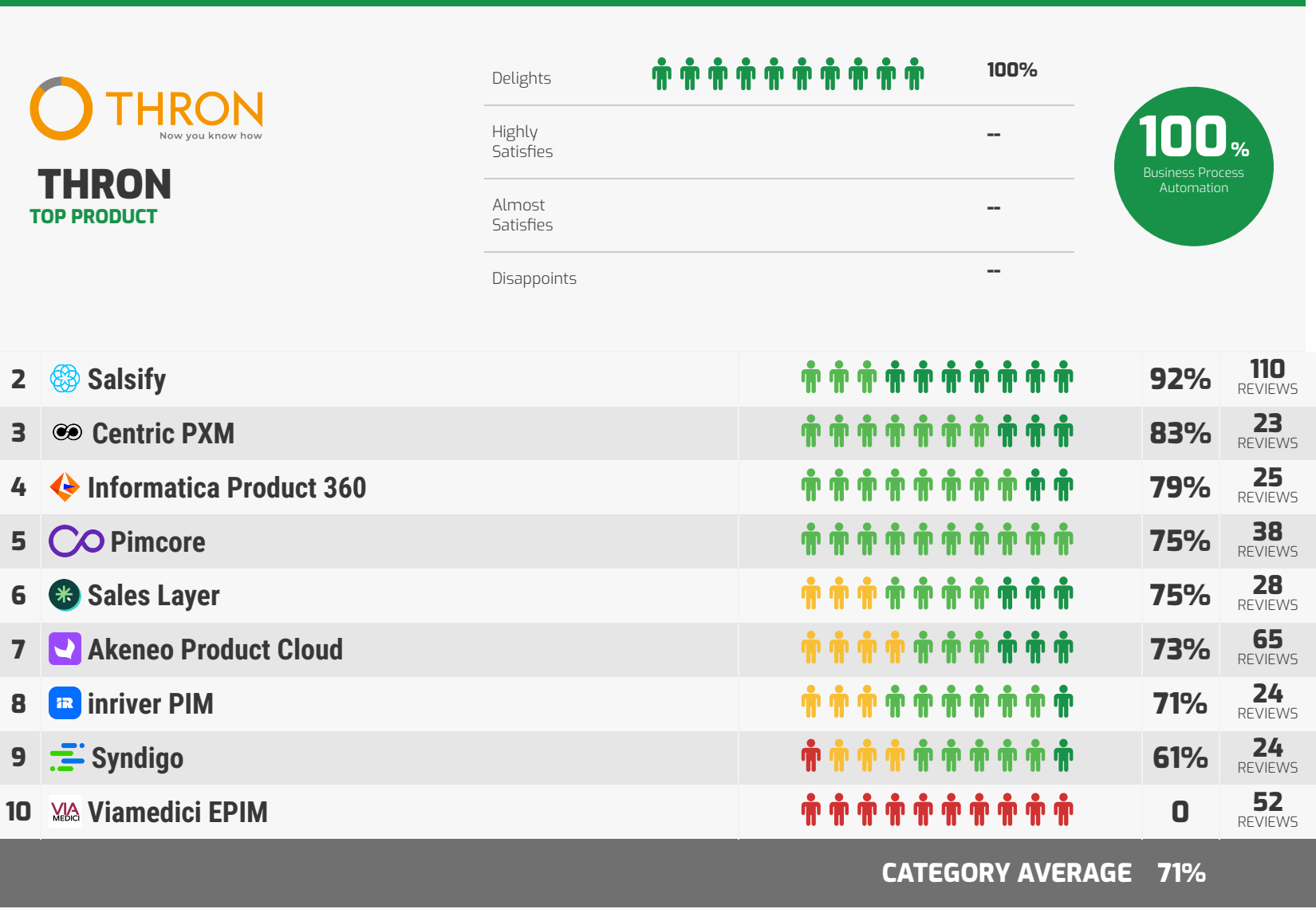
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Business Process Automation

Standard Feature

The use of technology (AI, NLP, Machine Learning or others) to automate processes throughout an organization, which can help in changing product details.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Data Export

Standard Feature

Allows for multiple export options into CSV, XLSX, XML, Jason, or PDF.


AKENEO PRODUCT CLOUD
TOP PRODUCT

Delights



55%

Highly Satisfies



41%

Almost Satisfies

4%

Disappoints

--

88%

Data Export

2	 Plytix		87%	45 REVIEWS
3	 Informatica Product 360		86%	25 REVIEWS
4	 Pimcore		84%	38 REVIEWS
5	 Salsify		84%	110 REVIEWS
6	 THRON		83%	17 REVIEWS
7	 Viamedici EPIM		82%	52 REVIEWS
8	 Centric PXM		80%	23 REVIEWS
9	 JasperX Technologies		77%	23 REVIEWS
10	 Sales Layer		75%	28 REVIEWS
11	 inriver PIM		74%	24 REVIEWS
12	 IBM Product Master		71%	19 REVIEWS
13	 Syndigo		68%	24 REVIEWS

CATEGORY AVERAGE 80%

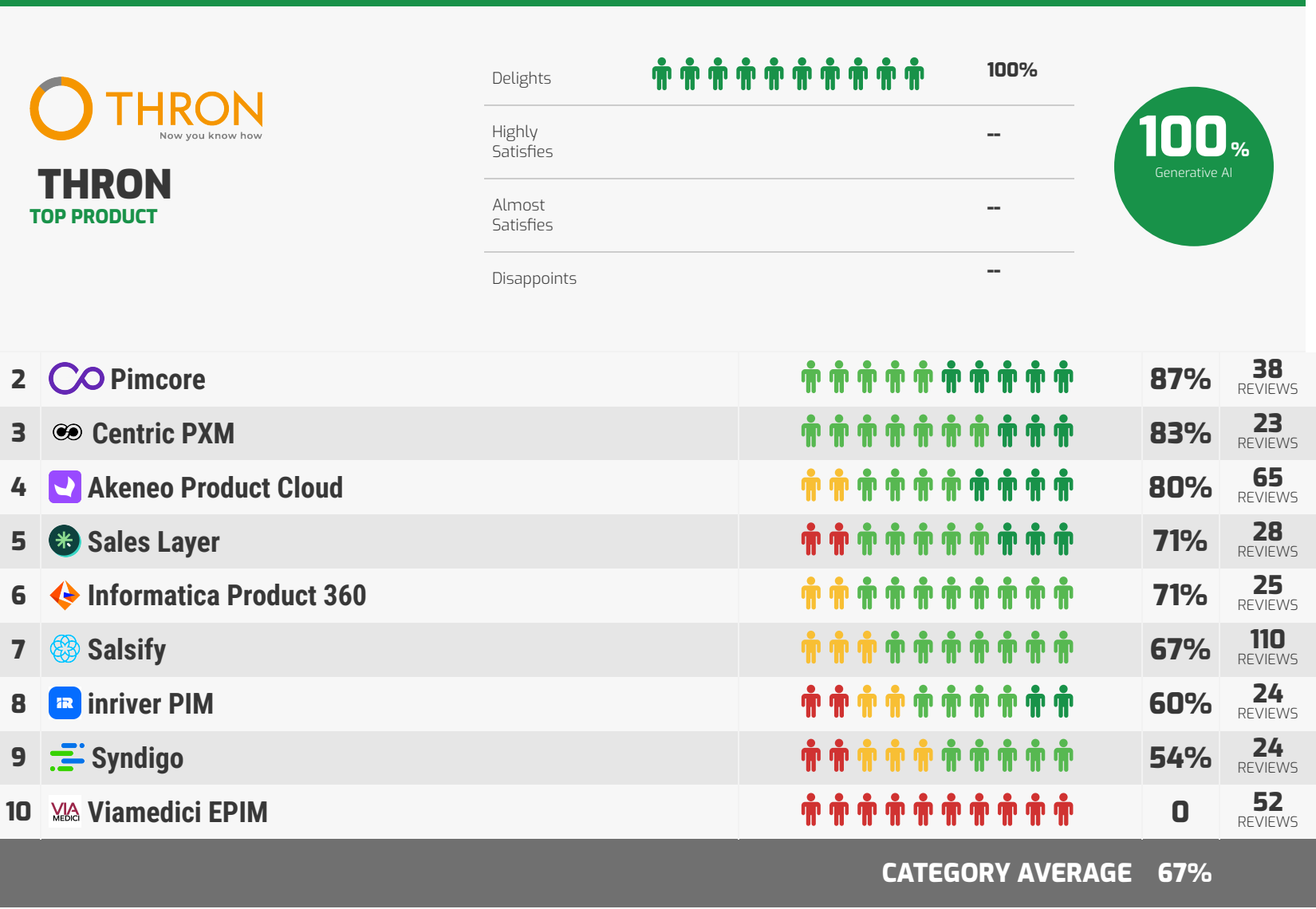
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Generative AI

Standard Feature

Generate content for optimization and integration to perform product matching, categorization, or competitor analysis.



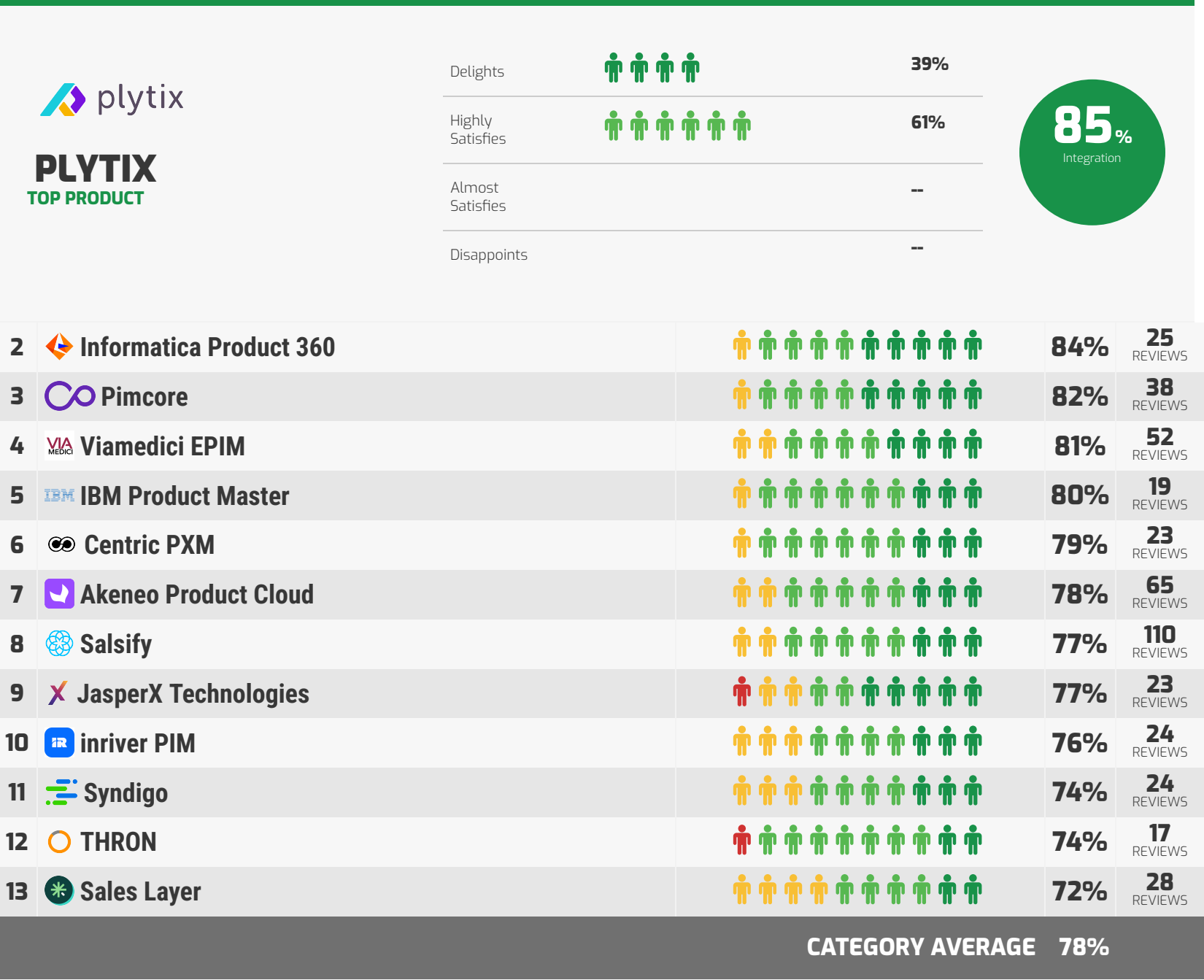
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Integration

Standard Feature

Integration with augmentation solutions like DRM, Active Directory or LDAP, SIEM, and NAC.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Role-Based Access Management

Standard Feature

Ability to assign permissions around editing, commenting, downloading based on user roles / Active Directory groups.

 Informatica INFORMATICA PRODUCT 360 TOP PRODUCT		Delights  66% Highly Satisfies  27% Almost Satisfies  6% Disappoints --	90% Role-Based Access Management	
2	 Viamedici EPIM		86%	52 REVIEWS
3	 Pimcore		85%	38 REVIEWS
4	 Akeneo Product Cloud		84%	65 REVIEWS
5	 Centric PXM		80%	23 REVIEWS
6	 inriver PIM		79%	24 REVIEWS
7	 Salsify		78%	110 REVIEWS
8	 Sales Layer		76%	28 REVIEWS
9	 JasperX Technologies		75%	23 REVIEWS
10	 THRON		74%	17 REVIEWS
11	 IBM Product Master		74%	19 REVIEWS
12	 Syndigo		72%	24 REVIEWS
13	 Plytix		67%	45 REVIEWS
CATEGORY AVERAGE		79%		

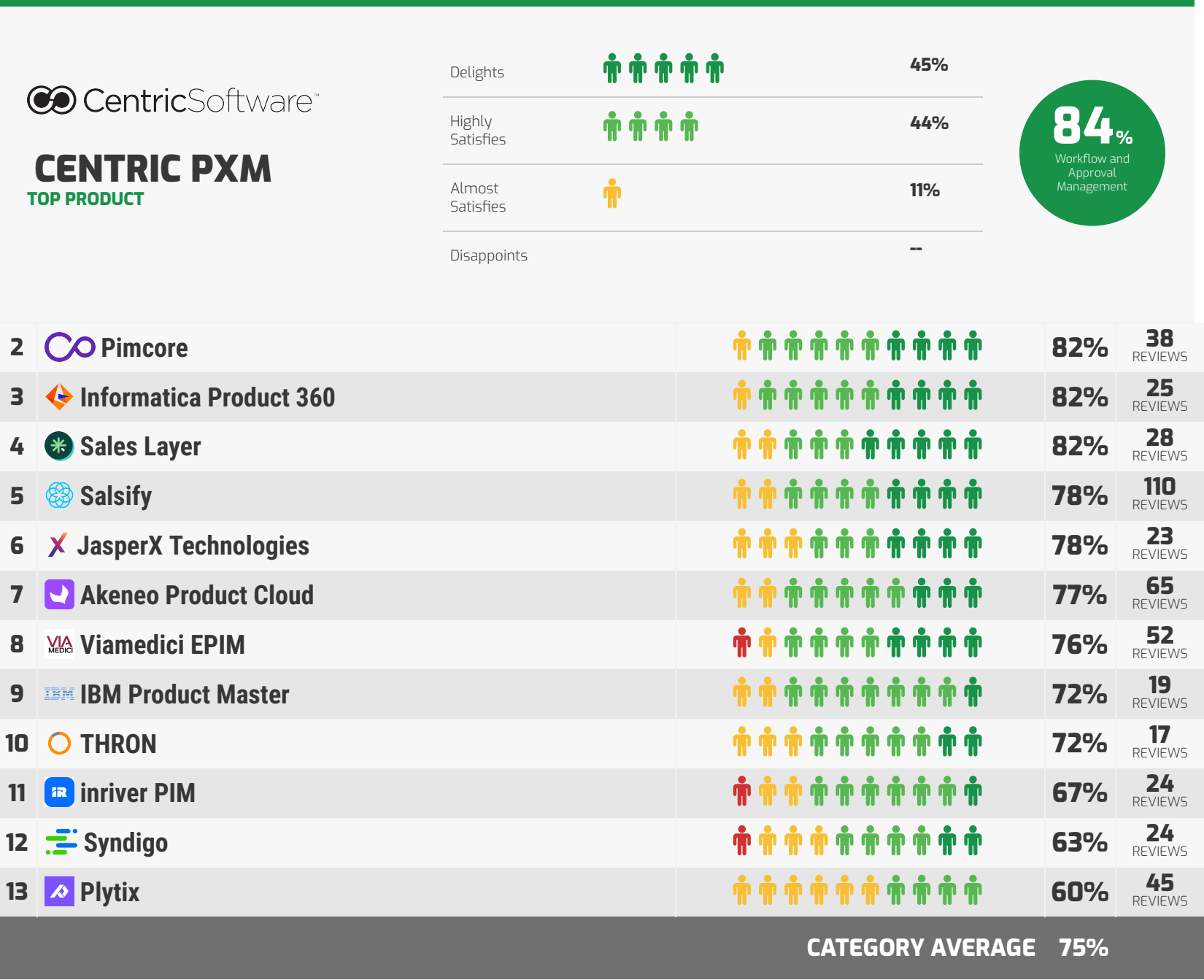
Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Workflow and Approval Management

Standard Feature

Ability to model, build, and execute automatic workflows for the purpose of managing content-centric processes.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Customer Experience Management

Differentiating Feature

Ability to optimize customer experience based on customer profile and/or behaviour.

