

# The Forrester Wave™: Product Information Management Solutions, Q2 2018

The 10 Providers That Matter Most And How They Stack Up

by Bruce Eppinger  
June 18, 2018

## Why Read This Report

In our 27-criteria evaluation of product information management (PIM) providers, we identified the 10 most significant ones — Agility Multichannel, Contentserv, EnterWorks, IBM, Informatica, inRiver, Riversand, Salsify, SAP, and Stibo Systems — and researched, analyzed, and scored them. This report shows how each provider measures up and helps digital business professionals make the right choice.

## Key Takeaways

### **EnterWorks, Contentserv, And Stibo Systems Lead The Pack**

Forrester's research uncovered a market in which EnterWorks, Contentserv, and Stibo Systems are Leaders; inRiver, Salsify, Riversand, Agility Multichannel, and Informatica are Strong Performers; and SAP and IBM are Contenders.

### **Digital Business Pros Are Looking For Better Product Content In More Sales Channels**

The PIM market is growing because more digital business professionals see product content as the way to differentiate shopping experiences for shoppers, whether online or in-store. This market growth is, in large part, because digital business pros trust PIM solutions to empower their teams to create and enrich the product content they need to drive all their digital and physical channels.

### **Business User Empowerment And Exploiting Cloud Technology Are Key Differentiators**

Vendors that deliver a differentiated experience to their customers are those that provide UIs that empower business users to create, enrich, govern, and deliver content. They exploit cloud technology to offer AI-enhanced enrichment automation, rapid time-to-value, and enterprise-level scaling.

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## The 10 Providers That Matter Most And How They Stack Up



by [Bruce Eppinger](#)  
with [Fiona Swerdlow](#), Sara Sjoblom, and Diane Lynch  
June 18, 2018

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[The Forrester Wave™: Product Information Management Solutions, Q4 2016](#)

[Use Product Data Feeds To Increase Online Sales](#)

[Vendor Landscape: Product Information Management \(PIM\), Q3 2017](#)



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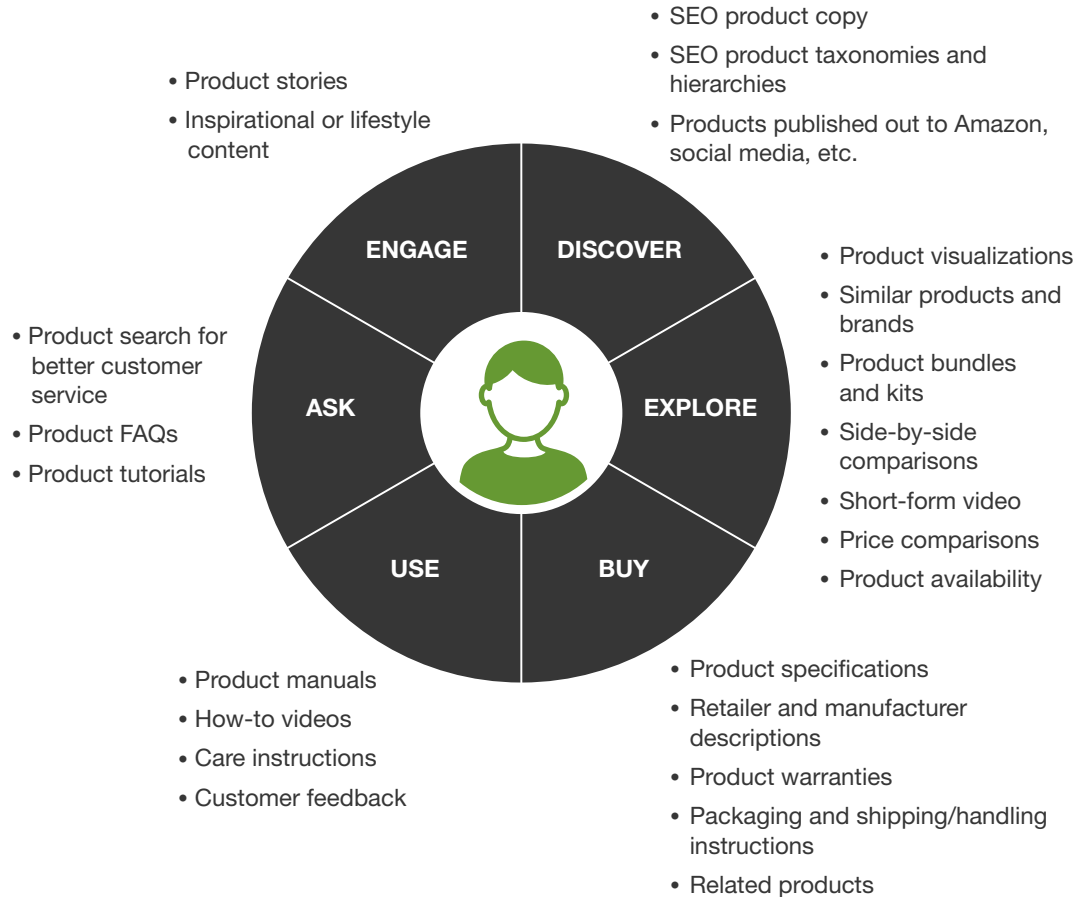
## Brands And Retailers Sprint For Dominance In A Content Arms Race

Brands and retailers must deliver targeted content to an ever-growing set of direct, social, and marketplace channels. To win, serve, and retain customers, sellers must provide content that's unique to a buyer's locale, need, occasion, persona, and channel at every step of the customer journey (see Figure 1). The digital business professionals we spoke with for this report are sprinting through the content arms race, delivering fresh content to dozens of websites and unique locales and maintaining as many as 200 attributes for a single product in their catalogs. They race to launch new products in as little as seven days, delivering this content with consistency and speed across all selling channels.

Meanwhile, those without an agile PIM approach and tools struggle with rigid data warehouses that force them to use spreadsheets to manage and enrich content. A woeful lack of workflow tooling means that overworked digital business pros must onboard new products and content from vendors through byzantine manual processes governed by outdated email approval chains. Even teams that have overcome these challenges must then address the complex web of content distribution networks and interfaces delivering product content to the continually expanding network of resellers, marketplaces, and marketing channels that are the wellspring of product sales.

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**FIGURE 1** PIM Is Integral To Manage Content Throughout The Customer Journey



### Teams That Use PIM Will Win Customers And Expand Their Markets

Digital business professionals need a PIM solution to manage dozens of sales channels, deliver content to hundreds of resellers, and create and manage content that's relevant for every channel and every market segment. Teams that don't have PIM tools risk palpable competitive disadvantage with content that's inconsistent, meets only the minimum market requirements, and fails to engage customers. Teams that do use PIM win customers and expand their markets with product content that engages buyers and drives purchase decisions.

To empower teams, PIM solutions deliver four core functions: content onboarding, content centralization and governance, content creation and enrichment, and content distribution.<sup>1</sup>

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- › **Content onboarding.** Especially important for retailers, a PIM solution's onboarding portal is a place for a retailer and its vendors to collaborate. Onboarding portals enforce content requirements on suppliers and provide multiple interfaces to deliver content to a retailer's merchandising team.
- › **Content centralization and governance.** Unlike an IT-led master data management (MDM) platform, a PIM offering provides a central repository for all product content, with the agility to respond to the demands of a rapidly changing digital marketplace. The governance features give business users the ability to enforce quality standards on content.
- › **Content creation and enrichment.** PIM solutions provide a UI to let merchandisers create product experiences, shoppable media, relevant search tags, cross-selling relationships, and product content that's unique to each market segment and channel. Enrichment tools transform product content from the required to the engaging. Enriched content delivers product experiences that influence buyers.
- › **Content distribution.** PIM tools manage the distribution of product content to the ever-expanding universe of commerce endpoints. They supply digital channels such as eCommerce websites and marketplaces, manage the unique content requirements of each resale channel, and push content to resellers' onboarding platforms. PIM solutions source content to catalog applications and the growing collection of internet-connected devices that engage consumers throughout the customer life cycle.

**Business User Empowerment And Cloud Services Have Transformed The PIM Landscape**

From its roots in large enterprise MDM, the PIM market transformation now is complete. Comparing the results of this 2018 Forrester Wave™ with those of "[The Forrester Wave™: Product Information Management \(PIM\), Q2 2014](#)," we see that only one market Leader (Stibo Systems) has maintained its leadership position. In the 2014 Wave, the four Wave Leaders were also the vendors with the largest market presence. By contrast, in 2018, our Wave Leaders vary significantly in market presence.

Two factors account for this transformation. The first is business user empowerment. No longer a subset of the IT-centric MDM, data management and centralization are core to any PIM application. Today, PIM offerings differentiate themselves by the level of control that business users have to write rules, create workflows, manage taxonomies, and change data models. The second factor is cloud computing, which has allowed newer and smaller vendors to deliver functionality and user experience (UX) on par with vendors that have decades of experience servicing the largest enterprise clients. Specifically, cloud computing has transformed this market in three ways:

- › **Scale.** Thanks to cloud platforms and scaling infrastructures, business technology vendors can focus on delivering business function. PIM solutions now deliver scalability, availability, and elasticity via a commoditized infrastructure.
- › **Time-to-value.** Vendors that deliver cloud-first apps have demonstrably better time-to-value than their on-premises competitors. We interviewed vendor clients that were loading data in their new cloud-based PIM solutions within weeks of starting their implementations.

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- › **Access to machine learning.** Access to machine learning used to be the province of megavendors, but a profusion of cloud services based on machine learning are now accessible to even the smallest vendor. In our evaluation, PIM vendors of every size demonstrated UIs that accessed third-party cloud services such as translation, content scoring, and automated image.<sup>2</sup>

## Product Information Management Evaluation Overview

To assess the state of the PIM market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top PIM vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 27 criteria, which we grouped into three high-level buckets:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include architecture, operational properties, onboarding portal, content governance, content enrichment, content management, and content syndication.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated product vision, artificial intelligence (AI) road map, market approach, partners, and revenue growth.
- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's annual product revenue and customer base.

### Evaluated Vendors And Inclusion Criteria

Forrester included 10 vendors in the assessment: Agility Multichannel, Contentserv, EnterWorks, IBM, Informatica, inRiver, Riversand, Salsify, SAP, and Stibo Systems. Each of these vendors has (see Figure 2):

- › An established PIM product that supports enterprise and midmarket clients.
- › A solution that delivers the core functional components of a PIM system: a product content repository; product content onboarding; product content, creation, enrichment and governance; and product content distribution and syndication.
- › A product content management road map focused on the empowered business user.
- › Demonstrated solutions across several verticals and multiple geographies.
- › Sufficient use of its software platform by Forrester clients.
- › At least \$10 million in annual product revenue.

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**FIGURE 2** Evaluated Vendors: Product Information And Inclusion Criteria

Vendor	Product evaluated	Product version evaluated
Agility Multichannel	Agility	Agility Modular Interface 7.1, Agility Server 7.0
Contentserv	Contentserv Product Experience Platform	CS18.1.I
EnterWorks	EnterWorks Enable 9	9
IBM	InfoSphere Master Data Management Collaborative	11.6.0.5 IF 01
Informatica*	Informatica MDM — Product 360	8.1
inRiver	inRiver Product Marketing Cloud	N/A
Riversand	MDMCenter	8
Salsify	Salsify Product Experience Management Platform	N/A
SAP	SAP Hybris Product Content Management (SAP Hybris PCM)	SAP Hybris Product Content Management 6.6
Stibo Systems	Product MDM	8.X

**Vendor inclusion criteria**

Vendors must offer an established PIM product that supports enterprise and midmarket clients.

Solutions must deliver the core functional components of a product information management system, including a product content repository; product content onboarding; product content, creation, enrichment, and governance; and product content distribution and syndication.

Vendors must have a product content management road map that focuses on the empowered business user.

Vendors must have a demonstrated solution across several verticals and multiple geographies.

Forrester clients must show sufficient use of these vendors' software platforms.

Each vendor must have at least \$10 million in annual product revenue.

\*Informatica declined to participate in or provide information for our research. Scores are based on Forrester estimates.

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## Vendor Profiles

We intend this evaluation of the PIM market to be a starting point only and encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 3 and see Figure 4). Click the link at the beginning of this report on Forrester.com to download the tool.



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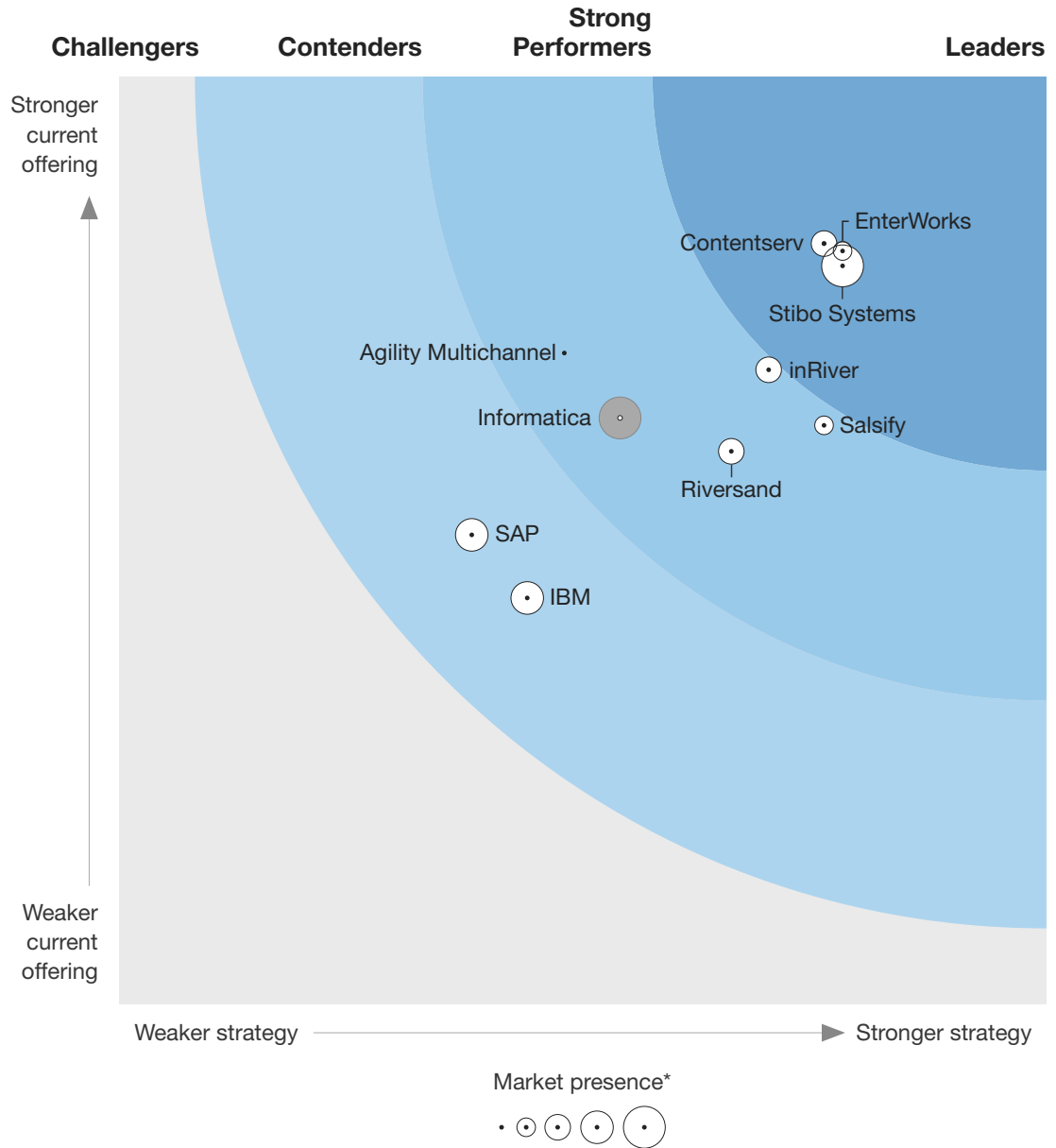
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**FIGURE 3** Forrester Wave™: Product Information Management Solutions, Q2 2018

**THE FORRESTER WAVE™**

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\*A gray bubble indicates incomplete vendor participation.

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**FIGURE 4** Forrester Wave™: Product Information Management Solutions Scorecard, Q2 2018

	Forrester's weighting	Agility Multichannel	Contentserv	EnterWorks	IBM	Informatica*	inRiver	Riversand	Salsify	SAP	Stibo Systems
<b>Current offering</b>	50%	3.51	4.10	4.06	2.19	3.16	3.42	2.98	3.12	2.53	3.98
Architecture and scalability	12%	2.34	3.00	3.02	1.68	1.68	4.34	4.34	3.64	2.34	3.68
Content onboarding portal	7%	5.00	5.00	5.00	1.00	3.00	3.00	5.00	3.00	1.00	5.00
Content governance	5%	4.00	3.00	4.00	3.00	4.00	3.00	3.00	2.00	3.00	4.00
Content creation	12%	3.80	5.00	5.00	3.00	4.20	3.80	4.20	1.00	1.80	5.00
Content enrichment	15%	3.80	4.20	3.00	2.20	3.00	3.00	1.60	4.40	1.60	5.00
Content management	14%	3.80	5.00	4.60	3.00	4.20	3.00	2.60	2.60	4.20	4.20
Content syndication	10%	3.00	3.00	3.00	1.00	3.00	3.00	1.00	5.00	3.00	3.00
Digital asset management	6%	3.00	5.00	5.00	3.00	3.00	5.00	3.00	3.00	5.00	5.00
Systems integrations	7%	4.00	3.00	5.00	1.00	3.00	5.00	3.00	2.00	1.00	2.00
Operational properties	12%	3.00	4.20	4.20	2.60	2.60	2.20	3.00	3.40	2.60	2.60
<b>Strategy</b>	50%	2.40	3.80	3.90	2.20	2.70	3.50	3.30	3.80	1.90	3.90
Product vision	25%	3.00	5.00	3.00	1.00	3.00	5.00	3.00	5.00	1.00	3.00
Big data and AI road map	15%	1.00	3.00	3.00	5.00	3.00	1.00	3.00	5.00	3.00	5.00
Market approach	30%	3.00	5.00	5.00	1.00	3.00	3.00	3.00	3.00	1.00	5.00
Partner ecosystem	15%	3.00	1.00	3.00	5.00	3.00	3.00	5.00	1.00	5.00	5.00
Revenue growth	15%	1.00	3.00	5.00	1.00	1.00	5.00	3.00	5.00	1.00	1.00
<b>Market presence</b>	0%	1.00	3.00	2.00	4.00	5.00	3.00	3.00	2.00	4.00	5.00
Revenue	50%	1.00	3.00	3.00	3.00	5.00	3.00	3.00	1.00	3.00	5.00
Customer base	50%	1.00	3.00	1.00	5.00	5.00	3.00	3.00	3.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

\*Informatica declined to participate in or provide information for our research. Scores are based on Forrester estimates.

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**Leaders**

- › **EnterWorks.** Since its acquisition by Black Dragon Capital in April of 2015, Virginia-based EnterWorks has focused on growth and expanding its product road map. The company has applied its 20 years of experience managing complex data to the challenge of PIM and has delivered a platform that is architecturally sound, rapid to deploy, and delivers the flexibility to solve the most complex data management challenges. EnterWorks delivers PIM, MDM, and digital asset management (DAM) in a single platform. It reports that 70% of its customers use the built-in DAM as their enterprise DAM solution. In addition to the standard PIM use cases for brands, manufacturers, and retailers, EnterWorks delivers a community content hub for the B2B2C market that empowers content distribution and collaboration across member organizations, such as buying groups and franchisers.

The solution has excellent reporting capabilities, allowing users to easily view, track, and manage the products for which they're responsible. It includes dashboard widgets that enable users to scorecard vendor quality and performance, which the tool's vendor portal also exposes. The portal offers a complete business workbench that provides visibility into the state and quality of product data and product management workflows. EnterWorks offers fixed price/fixed time implementations that get customers up and running in as little as 90 days. While the software is built with many features that accelerate deployment, customers will need support from IT professionals to implement views, workflows, and quality rules. Customers we spoke with were ecstatic to have a vendor commit to fixed-time implementations and take ownership of client success even when partners are leading the implementation project. EnterWorks is a best fit for organizations looking for a single view of data across multiple domains and a PIM offering that includes a powerful DAM and supplier portal.

- › **Contentserv.** Switzerland-based Contentserv has built its PIM solution with a focus on B2C commerce, marketing, and content relevance. The suite includes MDM, PIM, and DAM as well as marketing management tools such as campaign management, budgeting, and SEO. This vendor provides the most extensive suite of all the providers we evaluated in this Forrester Wave. The company focuses on customers that drive a strong brand experience, with most of its customers in retail, distribution, brands, and manufacturing.

Contentserv has earned its leadership position by delivering the powerful combination of a full-suite product experience management platform coupled with "very intuitive and modern" business user interfaces. One customer told us that its business users queued to get access to the PIM solution during its rollout, as productivity gains were so dramatic. Contentserv has traditionally competed in the European market (all its customer references for this evaluation are based in Austria or Germany), and its current reach in North America is limited. Because Contentserv implementations require support services, customers outside Europe will need to secure commitment from Contentserv for local implementation and ongoing support resources in their region. Contentserv is best for brands and retailers that want to focus on content creation and management and need a platform that integrates PIM and MDM with marketing management capabilities.

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- › **Stibo Systems.** Denmark-based Stibo Systems' Product MDM (PMDM) is the only PIM vendor to maintain a position as a Leader across Forrester's past three PIM Waves. Stibo Systems has grown its PIM offering organically over its 30-plus years and has successfully transitioned from an IT-first to a business-first mindset. The core of its offering is the STEP platform, which delivers a common UI and data layer across multiple domains of data. Building on STEP, Stibo Systems offers PMDM, a PIM solution, and CMDM, a domain for customer data, as well as DAM and PLM.

Stibo Systems has a unique hybrid cloud strategy: It's a mostly on-premises or managed service solution but is deploying new functionality as cloud services. For example, its data syndication service is provided as a service connectivity to retailers and marketplaces for content syndication. Stibo Systems excels in the core PIM use cases, winning high marks in content creation, enrichment, and the power of its vendor portal. The solution boasts an in-memory data option as a performance differentiation. Customers report that Stibo Systems is a rock-solid platform but also caution that it delivers performance only with significant hardware investments. Customers also reported challenges with the level 1 offshore support that Stibo Systems provides, telling us that it's frustrating and time-consuming getting past these gatekeepers to talk to the engineers in Denmark. Stibo Systems is a best fit for businesses looking for a leading multidomain data management platform with an outstanding vendor portal and data governance model.

### Strong Performers

- › **inRiver.** Privately held inRiver delivers a purely software-as-a service (SaaS) PIM offering, the inRiver Product Marketing Cloud. inRiver's product experience management (PXM) focus and cloud architecture are reasons that its revenue growth is among the highest of the vendors we evaluated. The company's PXM focus is evident in its richly featured content creation tools, which let business users easily create shoppable media so consumers can "shop the look" or "shop a room." inRiver sources 50% of its revenue from its close-knit partner network. The North American market already represents 45% of the company's new sales; inRiver opened its North American headquarters in Chicago five years ago to drive its growth strategy.

inRiver's Product Marketing Cloud is ideal for the marketing-led business team that needs to focus on content creation and visualization. PIM vendors strive to eliminate product content silos stored in spreadsheets, but there's no getting around the fact that many marketers still want to bulk-edit their content in Excel. In addition to a powerful web client, inRiver supports live editing of the product content stored in the PIM system via an Excel plug-in that also enforces data governance rules in real time within the spreadsheet. inRiver's multilingual UI is ready to support international marketing teams with native language speakers around the globe. The company excels at supporting the needs of global retailers. As one fashion retailer told us, with inRiver, it can introduce new products in as little as seven days, deploying content to more than 30 locales and websites with speed and consistency. inRiver is a best fit for global brands looking to drive product experience with engaging content.

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- › **Salsify.** Boston-based Salsify is a new entrant to the 2018 PIM Forrester Wave and a relative newcomer to the PIM market. The company focuses on brands and their need to deliver product content to the “digital shelf.” Salsify combines a product content management platform with an analytics engine. It leads with its content syndication capabilities that deliver content to marketplaces and retailers. Salsify differentiates itself with its insight into the algorithms that drive marketplace search results and with its ability to deliver that insight to its customers.

Salsify has pioneered the “syndication as a service” model, which brings the customer prebuilt knowledge of an endpoint’s content requirements and format. Salsify delivers content scoring and recommendations based on its knowledge of a marketplace’s internal workings. The solution’s true multitenant platform delivers the fastest time-to-value of any PIM solution in this evaluation: Customers have loaded catalog data as soon as week 2 into an implementation and have completed integrating with digital platforms in under 12 weeks. Customers have noted that Salsify has limited API connections for retailers outside the US, and the company’s model to manage internationalized content is weak compared with those of other PIM vendors. Salsify is a best fit for brands that need a PIM system to manage the rapidly changing content requirements of digital channels.

- › **Riversand.** Texas-based Riversand made a big play with its V8 release in 2017, unveiling the new cloud-first platform, retooling the back end by moving to a multiple NoSQL database design, and completely redesigning the UI to make it more self-service. In addition, the company improved the UX, enabling business users to efficiently onboard and manage content. Riversand has created a multidomain data management platform that its partner network can extend to deliver applications that support an expanded set of business applications. To this end, Riversand made the bold move to split its development team into separate platform and applications teams. The V8 PIM offering is built as an app on top of Riversand’s new data management platform, as is its DAM, vendor portal, and Global Data Synchronization Network (GDSN) data management app. This strategy is now bearing fruit, with third parties building apps on the Riversand platform, including Riversand Connect for content syndication.

Riversand customers report that the new V8 UI is intuitive and easy to learn, and they depend on the onboarding portal to ingest content from hundreds of vendors. Because Riversand manages customer data as well as product data, Forrester would expect it to have better capabilities to enable personalization. Looking ahead, we’re optimistic that Riversand will reap the rewards of investing 60% of its operating profit in R&D. Riversand is a best fit for companies looking for a multidomain MDM platform that’s PIM-focused and that they can customize and expand to support the complete data governance needs for an enterprise.

- › **Agility Multichannel.** Magnitude Software acquired UK-based Agility Multichannel in Q4 2017 to expand its enterprise solution portfolio. The combined company focuses on integrating business applications to deliver “unified application data management” across the enterprise. Agility now belongs to a suite that includes MDM, an analytics platform for corporate performance management, and an SAP data management product. The solution ships with Pentaho Enterprise

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Edition, which brings strong data integration and business analytics to its customer base. The firm boasts a broad set of partnerships with and connectivity to leading eCommerce platforms, plus Adobe's Creative Cloud for print and back-end enterprise systems.

The intuitive Agility UI empowers business users with templates that let them create rules and workflows. The content onboarding portal delivers efficient content staging and side-by-side views that compare new content with previously ingested data. Agility customers speak to the transformative effect their PIM deployments have had on their teams: "Agility has transformed our team. We're longer considered the data team; we're now the team that drives business." Agility's AI road map and cloud strategy are less developed than those for other vendors in this evaluation, and some customers reported being several versions behind in their upgrade cycles, which doesn't happen to PIM customers on leading cloud platforms. Agility is best for marketing-led organizations in need of a business-user-empowering PIM offering that they can integrate across the enterprise's data ecosystem.

- › **Informatica.** Informatica declined to participate in or provide information for our research. Scores are based on Forrester estimates. Germany-based Informatica is a leader in enterprise data integration with its MDM offering. In 2012, the company purchased Heiler Software and then rebranded the Heiler PIM solution as Informatica Product 360. Informatica's market presence in the enterprise data management space makes it a common entrant in RFPs for large IT-centric PIM use cases. Informatica positions Product 360 as part of its multidomain strategy, which includes Supplier 360 and Customer 360. The PIM offering also includes an integrated DAM and prebuilt connectors for all major eCommerce platforms.

More than five years after the acquisition of Heiler, customers still report that integration with the rest of the Informatica MDM suite is lacking. Informatica remains an IT-centric solution, with some of the longest implementation times of any PIM solution in this evaluation. Informatica is best for enterprises that focus on data governance and have large IT staffs that can support, maintain, and customize the solution.

## Contenders

- › **SAP.** Germany-based SAP provides SAP Hybris Product Content Management (PCM) as a standalone PIM offering that it also sells as part of the SAP Commerce Cloud. SAP Hybris PCM is most commonly used in conjunction with the SAP Commerce Cloud, and customers benefit from the tight integration with this leading eCommerce platform. The vendor also sells SAP Hybris PCM as a standalone on-premises offering when it's not bundled with the SAP Commerce Cloud standard, professional, and enterprise editions.

Unlike a traditional eCommerce suite catalog, SAP Hybris PCM supports content onboarding with a portal, offers industry taxonomy templates, and has advanced taxonomy and governance tools that are superior to those of most eCommerce suite catalogs. SAP has taken a best-of-breed approach for SAP Hybris PCM and resells a leading digital asset manager (OpenText) as an integrated DAM

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solution. Similarly, for advanced syndication requirements, SAP is working closely with Productsup, a content syndication network that has achieved premium certification status from SAP. Customers benefit most from tight integration with the entire SAP suite. Customers have also noted that the new catalog management UI has delivered a significant improvement in usability. SAP Hybris PCM is a best fit for customers working within the SAP product family that need to manage content onboarding and print catalog use cases directly from their eCommerce suites.

- › **IBM.** Based in Armonk, New York, IBM's MDM Collaborative Edition (CE) is built for teams that want to govern how companies enrich data. In this solution, all content enrichment happens within the context of a workflow. IBM has focused on modernizing its PIM architecture and has added Elasticsearch, a NoSQL database to store media assets, to enable free text searching of content. The company also has invested heavily to add RESTful APIs that enable integration of automated workflows and data access from the PIM offering. As a global entity, IBM has a presence across regions, and CE has footholds in the telecom and banking sectors as well as more traditional PIM sectors of retail and consumer packaged goods (CPG).

CE's greatest strength is the workflow model that permeates all aspects of its PIM offering. All enrichment and content creation happen within the context of a workflow. This tight governance model allows management and access control down to the individual attribute level. Teams are supported by a locking system, where users can check out and check in the content they need to edit. Going forward, CE's greatest strategic opportunity is to deliver content insights and automation via integration to IBM's Watson Machine Learning platforms. Today, CE's greatest weakness is the heavy IT load that all aspects of this product place on the customer: IT resources have to handle most customizations and taxonomy work. IBM CE is a solution to consider for customers looking for an IT-led data governance solution designed for product content.



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## Supplemental Material

### Online Resource

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings. Click the link at the beginning of this report on Forrester.com to download the tool.

### Data Sources Used In This Forrester Wave

Forrester used a combination of four data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by March 14, 2018.



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- › **Hands-on lab evaluations.** Vendors spent one day with a team of analysts who performed a hands-on evaluation of the product using a scenario-based testing methodology. We evaluated each product using the same scenarios, creating a level playing field by evaluating every product against the same criteria.
- › **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- › **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- › **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with at least three of each vendor's current customers.

### The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation. Vendors marked as incomplete participants met our defined inclusion criteria but declined to participate or contributed only partially to the evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, please visit [The Forrester Wave™ Methodology Guide](#) on our website.

### Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

**The Forrester Wave™: Product Information Management Solutions, Q2 2018**

The 10 Providers That Matter Most And How They Stack Up

## Endnotes

- <sup>1</sup> See the Forrester report “[Vendor Landscape: Product Information Management \(PIM\), Q3 2017.](#)”
- <sup>2</sup> Services include natural language generation (NLG) for language translation, Acrolinx for content scoring, and Google Cloud Vision API and Amazon Rekognition for image tagging. Source: Analyst observation during vendor product demo in March and April 2018.

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

#### PRODUCTS AND SERVICES

- › Core research and tools
- › Data and analytics
- › Peer collaboration
- › Analyst engagement
- › Consulting
- › Events

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Forrester's research and insights are tailored to your role and critical business initiatives.

#### ROLES WE SERVE

##### **Marketing & Strategy Professionals**

CMO

B2B Marketing

B2C Marketing

Customer Experience

Customer Insights

- › eBusiness & Channel Strategy

##### **Technology Management Professionals**

CIO

Application Development & Delivery

Enterprise Architecture

Infrastructure & Operations

Security & Risk

Sourcing & Vendor Management

##### **Technology Industry Professionals**

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