Gartner Peer Insights – Choose Contentserv With Confidence
Gartner Peer Insights is a popular platform for peer-driven ratings and review insights for enterprise IT companies*. Currently, over 6,000 technology partners are engaged with the platform, and over 1,400 new enterprise products have been listed in just the first half of 2020. The platform aims to provide an overview of how well vendors perform within their market. Besides showcasing peer reviews, vendors are also ranked based on product capabilities, implementation and overall experience. This creates a comprehensive view to aid key-decision makers throughout the buying process.

**Exceptional Customer Approval**

Contentserv has gained remarkable recognition within the IT professional and technology leaders circle and this is reflected through Gartner Peer Insights. As of this document’s publication, Contentserv has received:

- **65 reviews**, and boasts an overall rating of **4.9 out of 5** in the MDM solution market.
- **26 reviews**, with an overall rating of **4.9 out of 5** in the PIM solution market.

### Master Data Management

**Contentserv MDM Ratings Overview**

![MDM Rating Distribution](Image)

**Rating Distribution**

- 5 Star: 88%
- 4 Star: 11%
- 3 Star: 2%
- 2 Star: 0%
- 1 Star: 0%

Distribution based on 65 ratings

### Product Information Management

**Contentserv PIM Ratings Overview**

![PIM Rating Distribution](Image)

**Rating Distribution**

- 5 Star: 92%
- 4 Star: 8%
- 3 Star: 0%
- 2 Star: 0%
- 1 Star: 0%

Distribution based on 26 ratings

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

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The Four Key Areas of Assessment

Vendors on Gartner Peer Insights are evaluated based on the following criteria:

/ Evaluation & Contracting. 
Assessment based on the flexibility of their licensing model, engagement during the evaluation, and understanding of a prospect’s business requirements.

/ Integration & Deployment. 
Implementation strategy, deployment architecture and product integration.

/ Service & Support. 
Quality of support and training provided.

/ Product Capabilities.

Evaluation & Contracting

Contentserv has displayed helpfulness and proactive engagement when connecting with both prospect and clients. For MDM, this garnered a 4.7 score on the Timely and complete response to product questions category. Altogether, the company earned an overall Evaluation & Contracting rating of 4.4 in the MDM solution market.

<table>
<thead>
<tr>
<th>Evaluation &amp; Contracting</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timely and complete response to product questions</td>
<td>4.7</td>
</tr>
<tr>
<td>Pricing and contract flexibility (pricing and terms)</td>
<td>4.2</td>
</tr>
<tr>
<td>Ability to understand your organization's needs</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Source: https://www.gartner.com/reviews/home [screenshots taken on 08/11/2020]

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MDM – Why Contentserv? (by number of responses)

Why did you purchase this product or service? What were the key factors that drove your decision?

/ Create internal/operational efficiencies / Product functionality and performance
/ Improve business processes outcomes / Strong customer focus
/ Reduce time-to-market / Product roadmap and future vision
For PIM, Contentserv gained a score of 4.2 with key highlights being the ability to understand customer needs, and once again the **Timely and complete response to product questions** category. This highlights Contentserv’s deep industry knowledge as well as our sales process, pricing and response time.

**Evaluation & Contracting**

<table>
<thead>
<tr>
<th>Section</th>
<th>Evaluation &amp; Contracting (26)</th>
<th>Ability to understand your organization’s needs (24)</th>
<th>Timely and complete response to product questions (25)</th>
<th>Pricing and contract flexibility (pricing and terms) (25)</th>
</tr>
</thead>
</table>

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

**PIM – Why Contentserv? (by number of responses)**

Why did you purchase this product or service?

/ Enhance decision making
/ Improve business processes outcomes
/ Drive innovation

What were the key factors that drove your decision?

/ Product roadmap and vision
/ Strong customer focus
/ Financial/organizational viability

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Integration & Deployment

For the MDM market, Contentserv also gained high marks based on deployment time, with 54% of solutions fully deployed in less than 6 months. This allowed the company to obtain a rating of 4.6 out of 5 for Integration & Deployment. Furthermore, most reviewers were satisfied that the deployment process was both easy and fast, which earned Contentserv a 4.8 rating on the Ease of deployment category.

This trend continues for the PIM space, where Contentserv not only ranked higher with a score of 4.9 but also 65% of customers experienced a total deployment time of under 6 months. Furthermore, the company gained a perfect 5.0 score on the Ease of deployment category.

Source: https://www.gartner.com/reviews/home [screenshots taken on 08/11/2020]
Service & Support

The service and support category evaluated how easy it was for customers to get support for the product or service. This delves into direct support from the company as well as other channels where support may be found such as peer user communities and training. For MDM, most customers were satisfied with the quality of the service from Contentserv, and **97%** of customers purchased a support package from the company.

<table>
<thead>
<tr>
<th>Service &amp; Support</th>
<th>4.7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of technical support</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Did your organization purchase a support package from the vendor?

<table>
<thead>
<tr>
<th>Yes</th>
<th>(62 Reviewers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>(1 Reviewer)</td>
</tr>
</tbody>
</table>

Quality of peer user community **4.8**

Quality and availability of end-user training **4.5**

This is mirrored for PIM, where **96%** of customers also opted to purchase a support package. However, here Contentserv achieves a **perfect 5.0 score** for the category, bolstered by high marks in both the quality of technical support and peer user communities.

<table>
<thead>
<tr>
<th>Service &amp; Support</th>
<th>5.0</th>
</tr>
</thead>
</table>

Did your organization purchase a support package from the vendor?

<table>
<thead>
<tr>
<th>Yes</th>
<th>(24 Reviewers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>(1 Reviewer)</td>
</tr>
</tbody>
</table>

Timeliness of vendor's response **4.5**

Quality of technical support **4.8**

Quality of peer user community **4.8**

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

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## Product Capabilities

Furthermore, these peer perspectives are complemented by other Gartner-led research such as the Magic Quadrant and Critical Capabilities for Master Data Management Solutions. Contentserv was recently recognized in the Gartner MDM Magic Quadrant and has continued to gain awareness in the market.

Gartner Peer Insights provides a glimpse into how Contentserv ranks when it comes to both MDM and PIM critical capabilities. For instance, for MDM, Contentserv earned a **perfect score of 5.0** and compares extremely favorable with competitors.

<table>
<thead>
<tr>
<th>Product Capabilities</th>
<th>Contentserv MDM by Contentserv</th>
<th>Riversand MDM Center by Riversand</th>
<th>SAP Master Data Governance by SAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score</td>
<td>5.0 (65)</td>
<td>4.8 (28)</td>
<td>4.7 (41)</td>
</tr>
</tbody>
</table>

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

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In addition, a breakdown of product capabilities is also available. For example, Contentserv’s data model was awarded a **perfect score of 5.0** for both the MDM and PIM space, highlighting both its capabilities and flexibility to successfully adapt to customer use cases. This was also reflected in Gartner’s Voice of the Customer report for Master Data Management Solutions, from June 2020, where Contentserv had the highest score for product capabilities of the all vendors showcased (4.7).

![Product Capabilities Table]

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

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Vendor Comparison: Overall Rating

Gartner Peer Insights’ reviews also provide information on the willingness of end-users to recommend their overall experience with the vendor, product/service support and quality of implementation. Contentserv currently has a **Willingness to recommend** rating of **98%** in the MDM vendor market. Compared with the scores of competitors that commonly compete with the company in the field, Informatica (69%) and Stibo Systems (93%), Contentserv’s rating serves as another spotlight into the overall satisfaction of our customers when compared to its competitors.

![Vendor Comparison Table]

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Overall Peer Rating</th>
<th>Ratings Distribution</th>
<th>Willingness to recommend</th>
<th>Product Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contentserv MDM</td>
<td>4.9 (65 reviews)</td>
<td>88% 11% 2% 0% 0%</td>
<td>98% Yes</td>
<td>5.0 (65)</td>
</tr>
<tr>
<td>Informatica MDM</td>
<td>4.4 (13 reviews)</td>
<td>54% 31% 15% 0% 0%</td>
<td>69% Yes</td>
<td>4.5 (13)</td>
</tr>
<tr>
<td>Stibo Systems MDM</td>
<td>4.6 (40 reviews)</td>
<td>55% 45% 0% 0% 0%</td>
<td>93% Yes</td>
<td>4.5 (40)</td>
</tr>
</tbody>
</table>

Source: [https://www.gartner.com/reviews/home](https://www.gartner.com/reviews/home) [screenshots taken on 08/11/2020]

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5-Star Overall User Rating

Written reviews are one of the best ways to showcase customer satisfaction. Here's a review from a customer in the healthcare industry:

"A+ Of Product And Service For Contentserv"
Submitted: July 1, 2020

★★★★★ Overall User Rating Was this user review helpful? 👍🏻👎🏻
Product(s): Contentserv MDM

Overall Comment: "The greatest strength of Contentserv is it's Golden Record creation regardless of domain -- may it be supplier data, distributor, or product. Golden record creation also happens intuitively from a very easy to learn and use UI. Usually, new systems intimidate users due to complex and hard to learn design and flow, but Contentserv is designed by business users, for business users, so it's really what business users and marketers (or data stewards) need to perform their day to day tasks."

Read full review. Source: https://www.gartner.com/reviews/home [screenshots taken on 07/14/2020]

A review from a manufacturer:

"Fair, Simple, Smart Business Model"
Submitted: July 6, 2020

★★★★★ Overall User Rating Was this user review helpful? 👍🏻👎🏻
Product(s): Contentserv MDM

Overall Comment: "The solution is pretty simple and straightforward, even though it solves our most complicated data problems. Contentserv is also a reliable vendor with a very admirable and smart business model."

Read full review. Source: https://www.gartner.com/reviews/home [screenshots taken on 07/14/2020]
And also a review from a retailer:

"High End PIM And Very Inspired Team To Help To Be Successful"
Submitted: June 23, 2020

Overall User Rating: ★★★★★
Product(s): Contentserv PIM

Overall Comment: "The solution is so easy to manage but also met all our business requirements even with a lot of unexpected factors such as our dependency on legacy systems. The team found a way to solve the issue making true to the promise of a flexible system."

Evaluation & Contracting: ★★★★★
Integration & Deployment: ★★★★★
Service & Support: ★★★★★
Product Capabilities: ★★★★★

Source: https://www.gartner.com/reviews/home [screenshots taken on 07/14/2020]

Want to read what others customers are saying about Contentserv? Check Gartner Peer Insights and see why Contentserv is a highly recommended vendor in the MDM market!

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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