Product Information Management (PIM)

Software serving as a centralized hub to collect, consolidate, manage and distribute product information, detail and customer-facing product data

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

If customer data represents the "source of customer truth" for an organization, and solutions like customer relationship management (CRM) and customer data platforms (CDP) collect, manage, normalize and institutionalize that truth, then a product information management (PIM) system is the organization and customer's source of "product truth." PIM solutions aggregate, organize and distribute information and detail about products in real time. But perhaps most importantly in this age of AI and experience, this product information is now a critical source of data and critically important when establishing and deploying personalized experiences.

For every product an organization sells, there are dozens of individual attributes that collectively describe a product across tangible and intangible details, even subjective attributes. And this compilation of individual attributes can be a source of exceptional business and customer signal.

Product is a collaboration across multiple teams, highlighting the need for a single repository that must catalog and organize everything from product descriptions and details, SKU numbers, item numbers, material lists, colors and dimensions, keyword descriptors, product groupings and classifications, often in multiple languages to serve global customers. As immersive AI-driven e-commerce continues to grow, PIM solutions, especially those that seamlessly integrate with enterprise resource planning (ERP), sales enablement tools like configure-price-quote (CPQ), and digital asset management (DAM) will become must-have tools in the stack. Solutions like ProductsUp are emerging in the space as a core partner connection to PIM solutions. While not a traditional PIM, these tools are delivering product to commerce enhancement.

9 SOLUTIONS TO KNOW

Constellation evaluates more than 40 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ACQUIA PIM
- AKENEO
- CATSY
- CONTENTSERV PIM
- INRIVER PIM
- PIMCORE
- PLYTIX
- RIVERSAND
- SALSIFY

LIKE WHAT YOU SEE?

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To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Multimedia file storage including images, documents and video
- Ability to support localized and international sites and content
- Ease of use for product onboarding, ongoing management, enrichment and governance
- Flexible data fields to capture technical and use data including specifications, measures, ingredients, material sources, dimensions, descriptions, how-tos and tutorials
- Capacity to collect, clean and prioritize data across complex landscape of SKUs
- Robust taxonomy to enable product classification across multiple filters
- Easy-to-develop workflows and role-based alerts and collaboration
- Flexible editing including bulk, automated, bulk editing and import/export
- Life-cycle management and controls, version variation tracking and handling
- Quickly and easily establish product relationships
- Distribution and connection across all engagement channels including commerce, social, mobile and web applications
- Role-based access and cross-functional collaboration
- Automation tools to improve efficiency and effectiveness, data quality, updates and cross-channel publishing
- Dynamic product expansion and enrichment
- Capacity to manage complex catalogs and large volume of products and brands with frequent updates
- Distribution and content syndication for commerce in both B2B and B2C environments
- Connectivity and API marketplace for quick, seamless connection to ERP, PLM, CRM, CPQ, DAM, CMS, CDN and DX platforms, and native integrations to companion solutions like product data , digital merchandising and product-to-consumer platformsCapacity to manage large media assets of any format
- Flexible interface for updates, previews and reporting
- Workflows for collaboration and cross-organization access and utilization
- Automated update and ingestion of data from product, partner suppliers, photographers, agencies and procurement
- AI and ML to optimize information and asset intake
- Generative AI to aid in automated content generation for product descriptions, information detail at scale. New agentic processes have started to bring capabilities around automated content iteration and generation worksflows

BUSINESS THEMES

- Marketing Transformation
- Matrix Commerce
- Next-Generation Customer Experience

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Liz Miller
VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.