



PIMCORE[®]

Own the Digital World.

Gartner[®]

Cool Vendor

FORRESTER[®]

Featured

 **Capterra**

Leading



High Performer

 **Gartner peer insights**

★★★★★

TC
TechCrunch

Featured

FROST
&
SULLIVAN

Featured

Allianz 



Bloomberg

 BOSCH



Carlsberg



 Eberspächer

expert 

FERRERO

FESTOOL

FUNKE
»»» MEDIEN
GRUPPE

GANT



G+J

HEIDELBERG



INRAM MICRO

INTERSPORT



LAVAZZA

LEGO

LIEBHERR

MARRIOTT
BONVOY

maxdome

 NEXTJET



OSRAM

OTTO

Panasonic



POLITICO



 ProSiebenSat.1
Media SE

 SEAT

SIEMENS



SONY

T-Mobile



unicef 

 United
Rentals



 Wienerberger

 YAMAHA

The infographic features three overlapping circular progress indicators. The leftmost circle is purple with a red segment at the bottom. The middle circle is purple with a green segment at the top. The rightmost circle is blue. The background is dark purple with a starry pattern.

300+

Contributing
Developers

100K+

Companies
use Pimcore

130+

Certified
Solution Partners

3.6B+

Products, Master Data
+ Customer Records

700M+

Media Assets

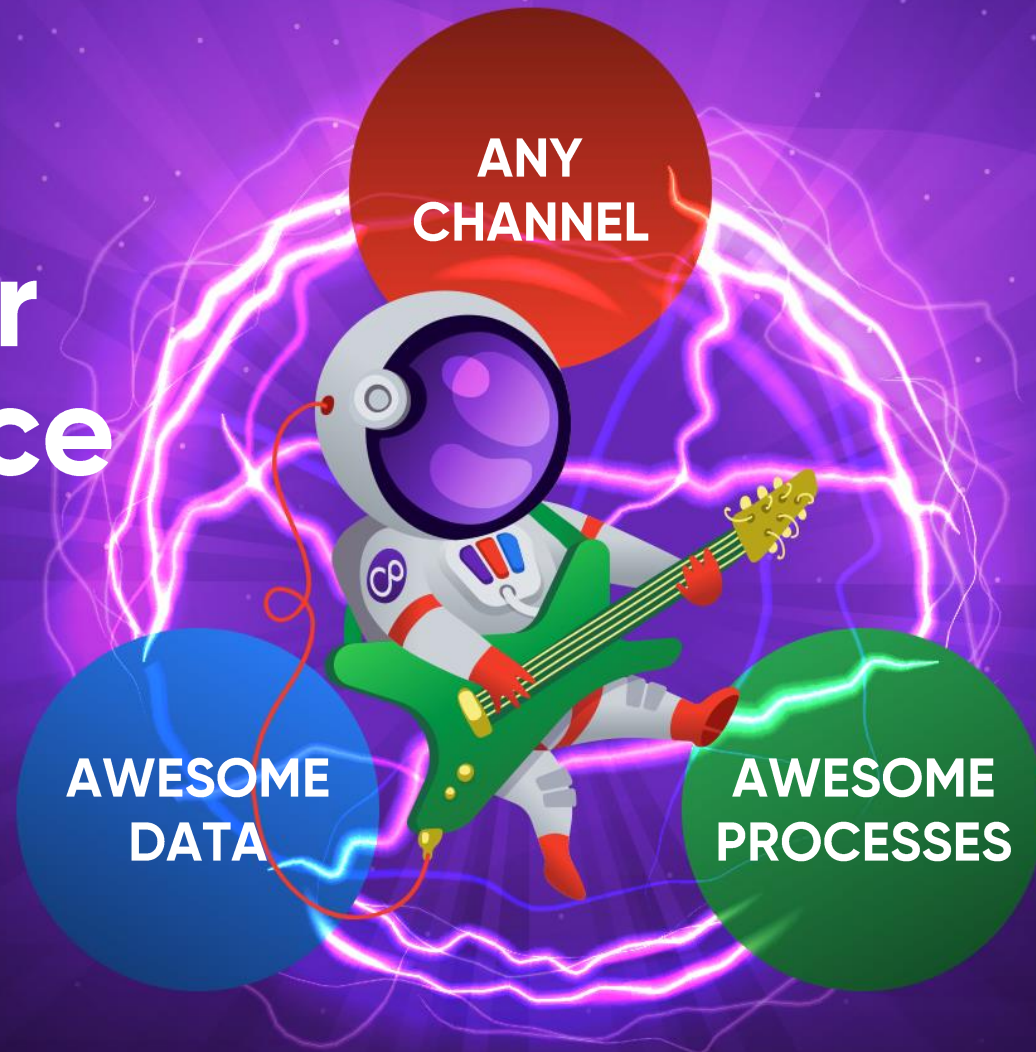
10B+

Data Intelligence
Relations managed

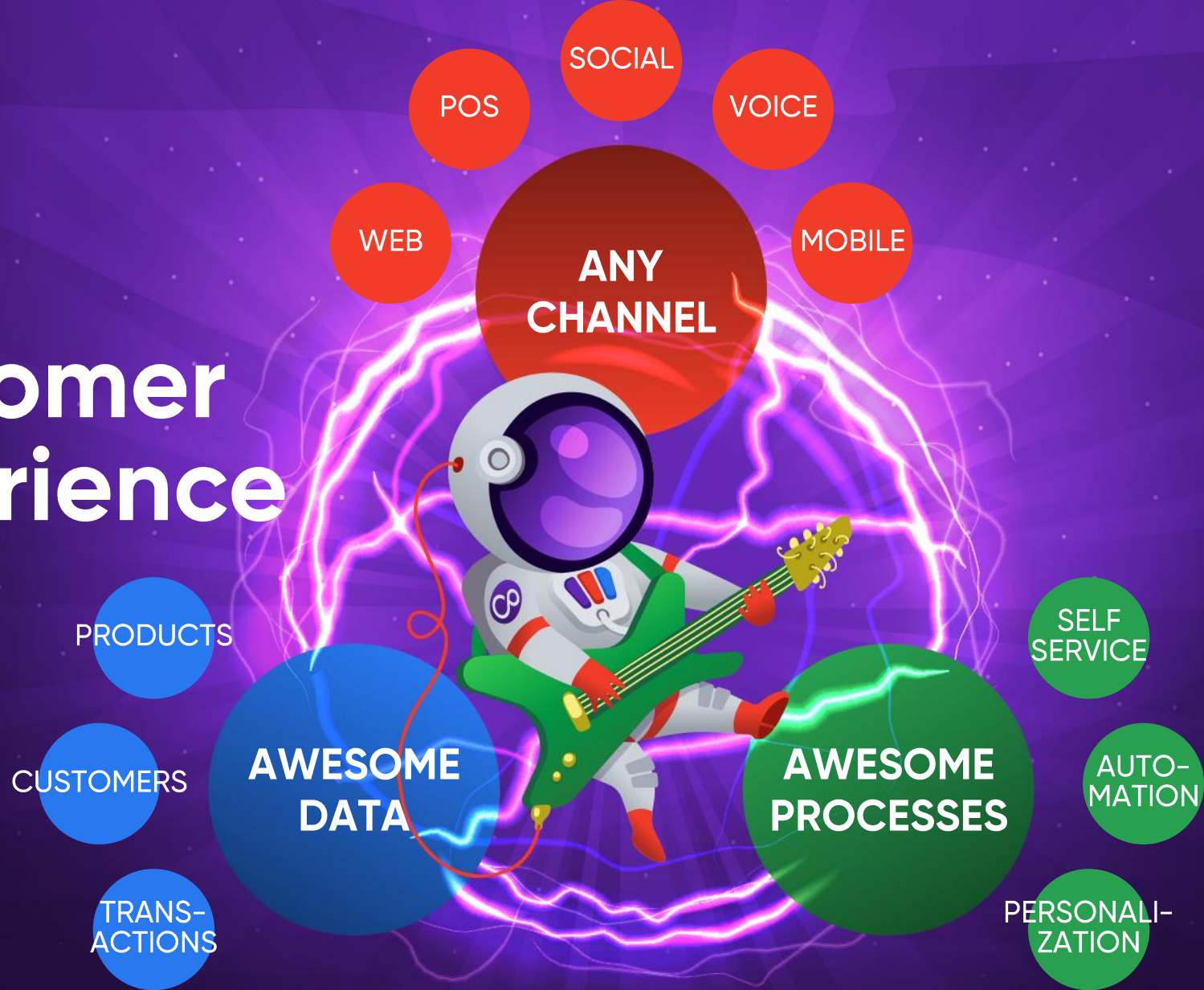
150M+

Web Pages,
Digital + Print Documents

Customer Experience



Customer Experience

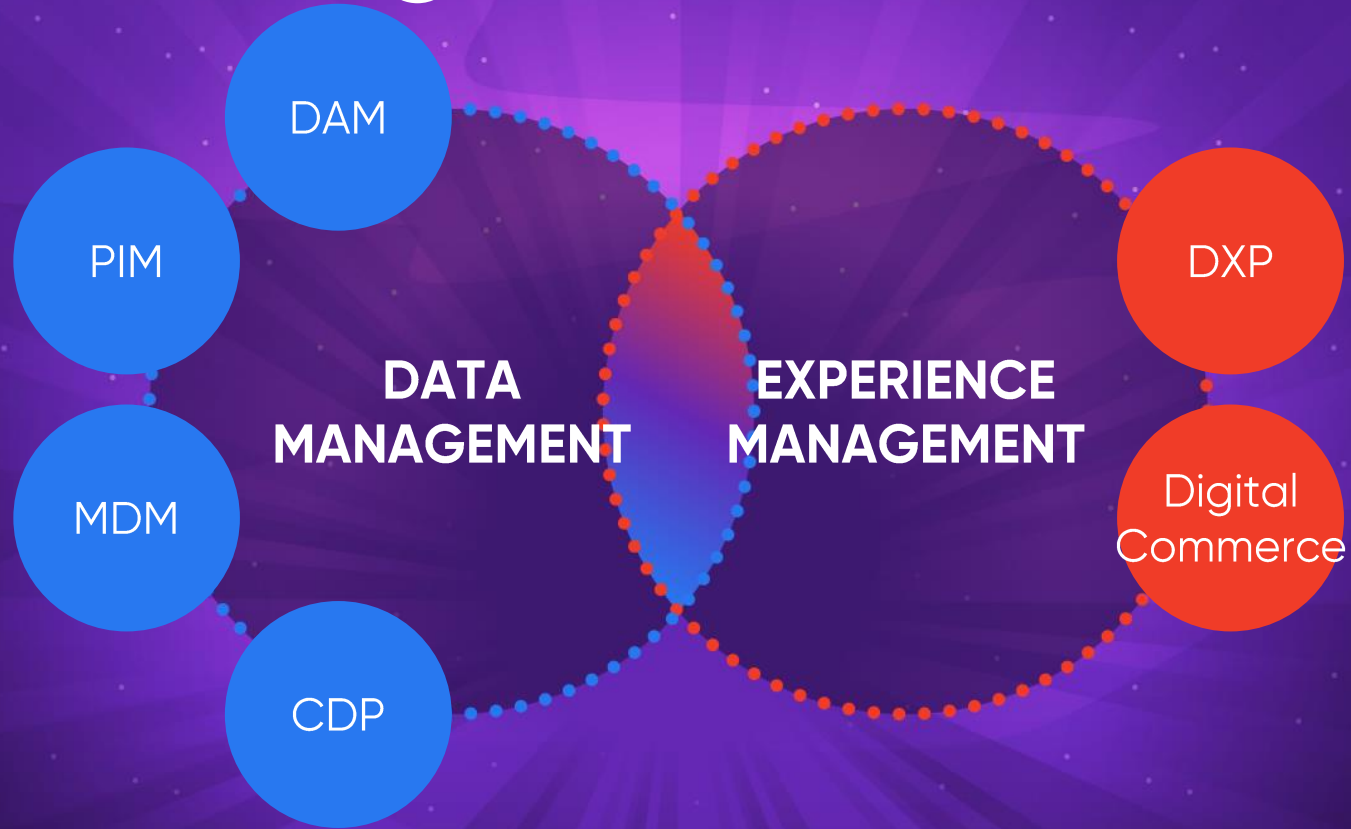


PIMCORE PLATFORM™

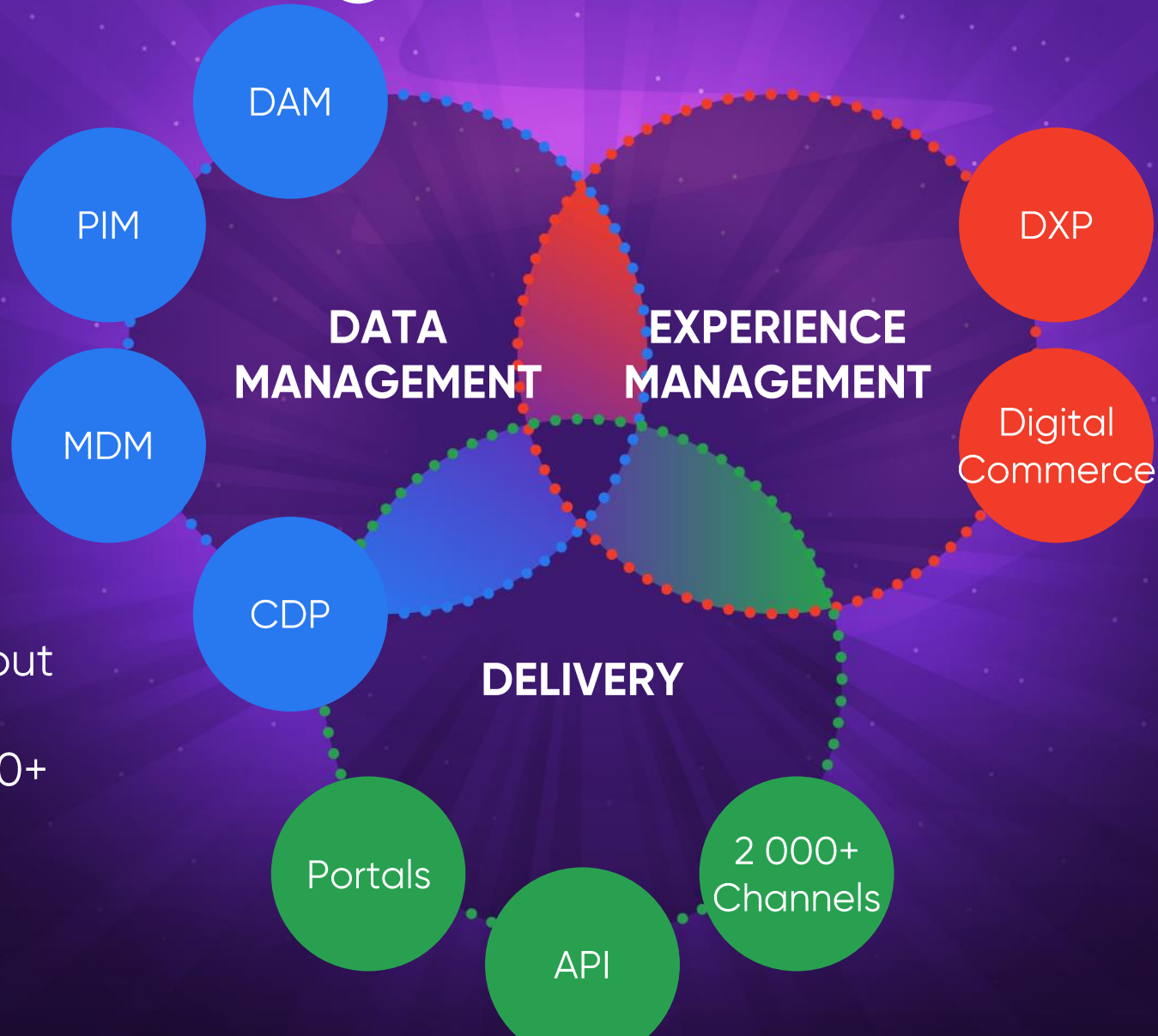


Combines data and experience management
in one single platform.

PIMCORE PLATFORM™



PIMCORE PLATFORM™



Integrated output channels with portals, to 2 000+ marketplaces and API.

PIMCORE PLATFORM™

DATA MANAGEMENT

APPLICATIONS




PIM
PRODUCT INFORMATION
MANAGEMENT



MDM
MASTER DATA
MANAGEMENT



DAM
DIGITAL ASSET
MANAGEMENT



CDP
CUSTOMER DATA
PLATFORM

CORE FUNCTIONS

- MODELING
- INTEGRATION
- MANAGEMENT
- TAGGING
- WORKFLOWS
- QUALITY
- OPTIMIZING
- REPORTING
- SHARING
- PUBLISHING
- SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP
DIGITAL EXPERIENCE
MANAGEMENT




COMMERCE
DIGITAL COMMERCE
PLATFORM


CORE FUNCTIONS

- CONTENT MANAGEMENT
- B2B / B2C COMMERCE
- MULTI-CHANNEL PUBLISHING
- MARKETING AUTOMATION

EXPERIENCE PORTALS




AXP for DAM
ASSET EXPERIENCE
PORTAL



PXP for PIM
PRODUCT EXPERIENCE
PORTAL

INTEGRATION



DATA HUB
PIMCORE DATA
INTEGRATION HUB



CORE API
APPLICATION
PROGRAMMING INTERFACE

SYNDICATION



SYNDICATION
PRODUCT DATA
SYNDICATION



MARKETPLACE
MARKETPLACE
INTEGRATION

CONSUMER FACING PORTALS

- MARKETING
- SALES
- PRODUCT MANAGEMENT
- CUSTOMER
- AGENCIES

HEADLESS DATA

- GRAPHQL
- REST
- JSON
- XML

3RD PARTY DATA

- ERP
- CRM
- DATABASES
- CLOUD

CHANNELS & MARKETPLACES

- G
- a
- f
- ebay
- + 1,600

- DIGITAL
- MOBILE/APP
- VOICE
- BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

- VR
- PRINT
- POS
- IOT

Advantages

1 Open-Source Technology

Open standards, transparent roadmap, latest technology, global community, rapid innovation, decentralized development.

2 Smart System Architecture

The fully API-driven system architecture promotes the improvement of processes, automating workflows with an unparalleled time-to-market.

3 It adapts to You

Fully adjusts to the individual digital strategy of your enterprise and guarantees seamless integration into your existing IT landscape.

4 Lowest total cost of ownership

Community Edition is free to use without any license cost. Optional Enterprise Subscription for 24/7 support services and access to certified extensions.

5 Protects Your IP no Vendor Lock-in

Secure your intellectual property with a platform you can use, develop and own yourself, without being tied to a software vendor.

6 Developer friendly

Pimcore efficiently tackles any challenge of Enterprise Digital Transformation Projects by providing a stable and tested framework for developers.

Editions

Community Edition

- ✓ Free version of the Pimcore Platform™
- ✓ Based on the open-source GPLv3 license
- ✓ All core features of the complete platform

- ✗ No support available (SLA)
- ✗ No long term support (LTS)
- ✗ No enterprise functionalities

Enterprise Subscription

- ✓ Commercial version of the Pimcore Platform™
- ✓ Based on the enterprise-friendly PCL (Pimcore commercial license)
- ✓ Access to all core features of the complete platform
- ✓ Access to all enterprise functionalities
- ✓ Access to support (SLA)
- ✓ Access to long term support (LTS)

PIMCORE PLATFORM™

Community Edition

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CUSTOMER DATA
PLATFORM

CORE FUNCTIONS

MODELING

INTEGRATION

MANAGEMENT

TAGGING

WORKFLOWS

QUALITY

OPTIMIZING

REPORTING

SHARING

PUBLISHING

SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP

DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE

DIGITAL COMMERCE
PLATFORM

CORE FUNCTIONS

CONTENT MANAGEMENT

B2B / B2C COMMERCE

MULTI-CHANNEL PUBLISHING

MARKETING AUTOMATION

INTEGRATION



DATA HUB

PIMCORE DATA
INTEGRATION HUB



CORE API

APPLICATION
PROGRAMMING INTERFACE

Enterprise Subscription

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PLATFORM

CORE FUNCTIONS

MODELING INTEGRATION MANAGEMENT TAGGING WORKFLOWS QUALITY OPTIMIZING
REPORTING SHARING PUBLISHING SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP

DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE

DIGITAL COMMERCE
PLATFORM

CORE FUNCTIONS

CONTENT MANAGEMENT B2B / B2C COMMERCE
MULTI-CHANNEL PUBLISHING MARKETING AUTOMATION

EXPERIENCE PORTALS



AXP for DAM

ASSET EXPERIENCE
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SYNDICATION

PRODUCT DATA
SYNDICATION



MARKETPLACE

MARKETPLACE
INTEGRATION

CONSUMER FACING PORTALS

MARKETING

SALES

PRODUCT
MANAGEMENT

CUSTOMER

AGENCIES

HEADLESS DATA

GRAPHQL

REST

JSON

XML

3RD PARTY DATA

ERP

CRM

DATABASES

CLOUD

CHANNELS & MARKETPLACES



ebay

+ 1,600

DIGITAL MOBILE/APP VOICE BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR PRINT POS IOT

Customer Testimonials



„We were impressed about Pimcore's flexibility when it comes to B2B online shops. Pimcore adapted perfectly to our business needs.“

Audi AG



„We needed a place for placing and promoting our own content and products. We are very pleased with how Pimcore helped us achieve this.“

T-Mobile



Based on 17 Reviews



Peer Insights



Based on 19 Reviews



Based on 38 Reviews



Market Leader in
Product Information &
Master Data Management

PIMCORE

Analyst Recognition

Gartner

Gartner Cool Vendor
"PIM & Digital
Commerce"

FORRESTER

Featured in PIM/MDM
in Forrester Reports

FROST
&
SULLIVAN

Content Management
Technology
Innovation Award

CMS Critic

Best Open-Source
Enterprise Digital
Experience Software
2018

IDC

IDC MarketScape
PIM for Commerce
2020

PIMCORE

Just ask Gartner®



Michael Moran
RESEARCH PIM/MDM



Christina Klock
RESEARCH DIGITAL COMMERCE



Mick Maccomascaigh
RESEARCH DXP



Bill O'Kane
RESEARCH PIM/MDM



Mike Lowndes
RESEARCH DIGITAL COMMERCE



Irina Guseva
RESEARCH DXP



Simon Walker
RESEARCH PIM/MDM



Penny Gillespie
RESEARCH DIGITAL COMMERCE



Colin Reid
RESEARCH DAM



Andrew White
RESEARCH PIM/MDM



Chris Fletcher
RESEARCH DIGITAL COMMERCE



Malcolm Hawker
RESEARCH CDP

PIMCORE PLATFORM™

DELIVERY



AXP for DAM

ASSET EXPERIENCE PORTAL



PXP for PIM

PRODUCT EXPERIENCE PORTAL



DATA HUB

PIMCORE DATA INTEGRATION HUB



CORE API

APPLICATION PROGRAMMING INTERFACE



SYNDICATION

PRODUCT DATA SYNDICATION



MARKETPLACE

MARKETPLACE INTEGRATION

APPLI-CATIONS



PIM

PRODUCT INFORMATION MANAGEMENT



MDM

MASTER DATA MANAGEMENT



DAM

DIGITAL ASSET MANAGEMENT



CDP

CUSTOMER DATA PLATFORM



DXP

DIGITAL EXPERIENCE MANAGEMENT



COMMERCE

DIGITAL COMMERCE PLATFORM

TECHNO-LOGY

DATABASE

MySQL

MariaDB

Percona

APPLICATION SERVER

Apache

NGiNX

PHP 8

Symfony 5

CORE TECH

Elasticsearch

Redis

Varnish

INFRA-STRUCTURE



On-Premise

ON-PREMISE INFRASTRUCTURE



AMAZON WEB SERVICES



Microsoft Azure

MICROSOFT AZURE PLATFORM



Google Cloud

GOOGLE CLOUD PLATFORM



docker

DOCKER INFRASTRUCTURE SERVICES



SAAS

PIM/DAM SAAS PLATFORM

COMING SOON!

Unified and seamless Digital Experience

Gartner

Cool
Vendor

FORRESTER

Report
Featured

 **Capterra**

Leading



High Performer

Gartner

Peer
Insights



Featured

FROST
&
SULLIVAN

Featured

PIM/MDM

CMS/DXP

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

**ERP
CRM
BI**

DAM

Commerce

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor

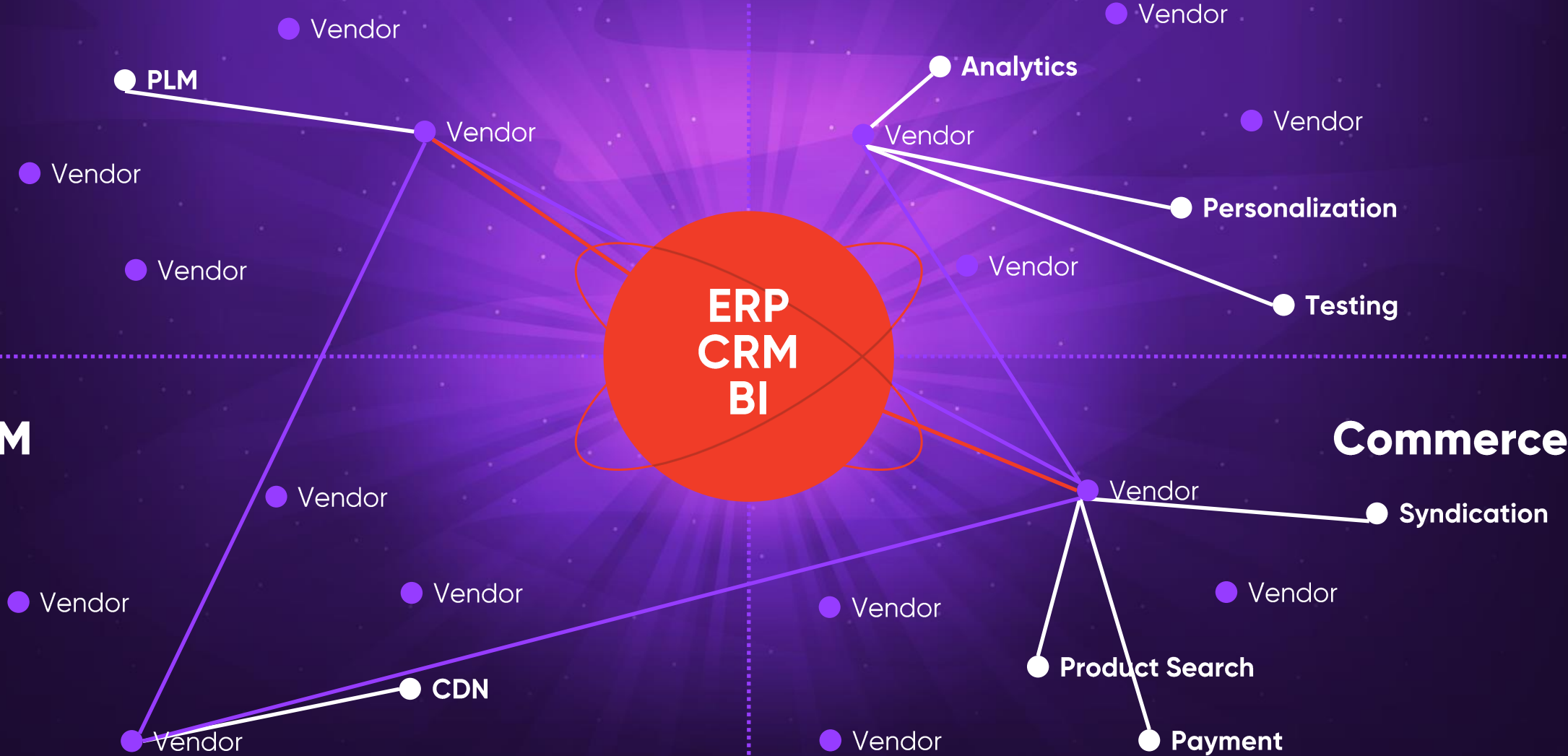
PIM/MDM

CMS/DXP

DAM

Commerce

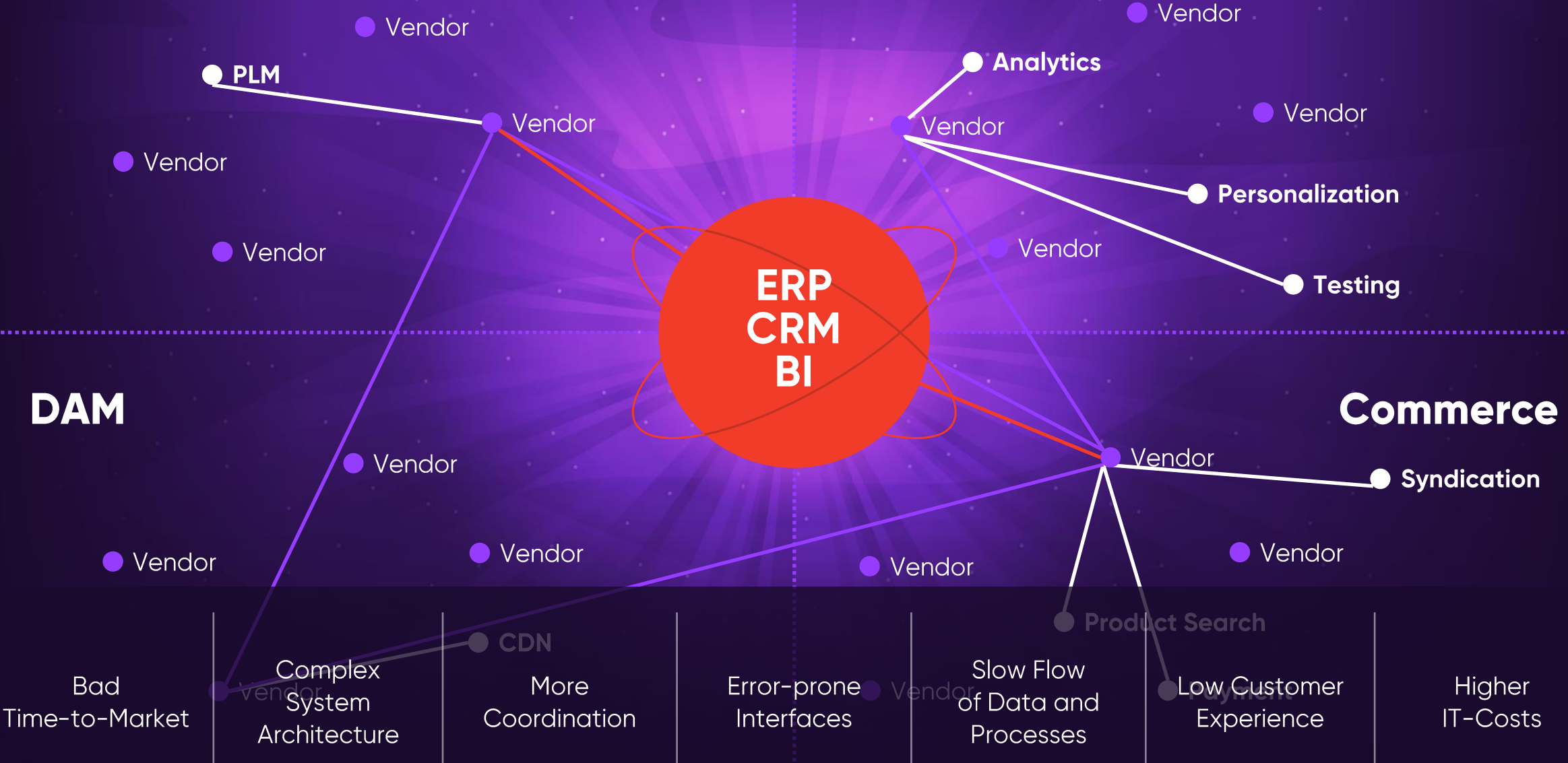
ERP
CRM
BI



PIM/MDM

CMS/DXP

ERP
CRM
BI



● PLM

● Vendor

● Vendor

● Vendor

● Vendor

● Analytics

● Vendor

● Vendor

● Vendor

● Personalization

● Vendor

● Testing

DAM

Commerce

● Vendor

● Vendor

● Syndication

● Vendor

● Vendor

● Vendor

● Vendor

● Vendor
Complex System Architecture

● CDN

More Coordination

Error-prone Interfaces

● Vendor

Slow Flow of Data and Processes

● Product Search

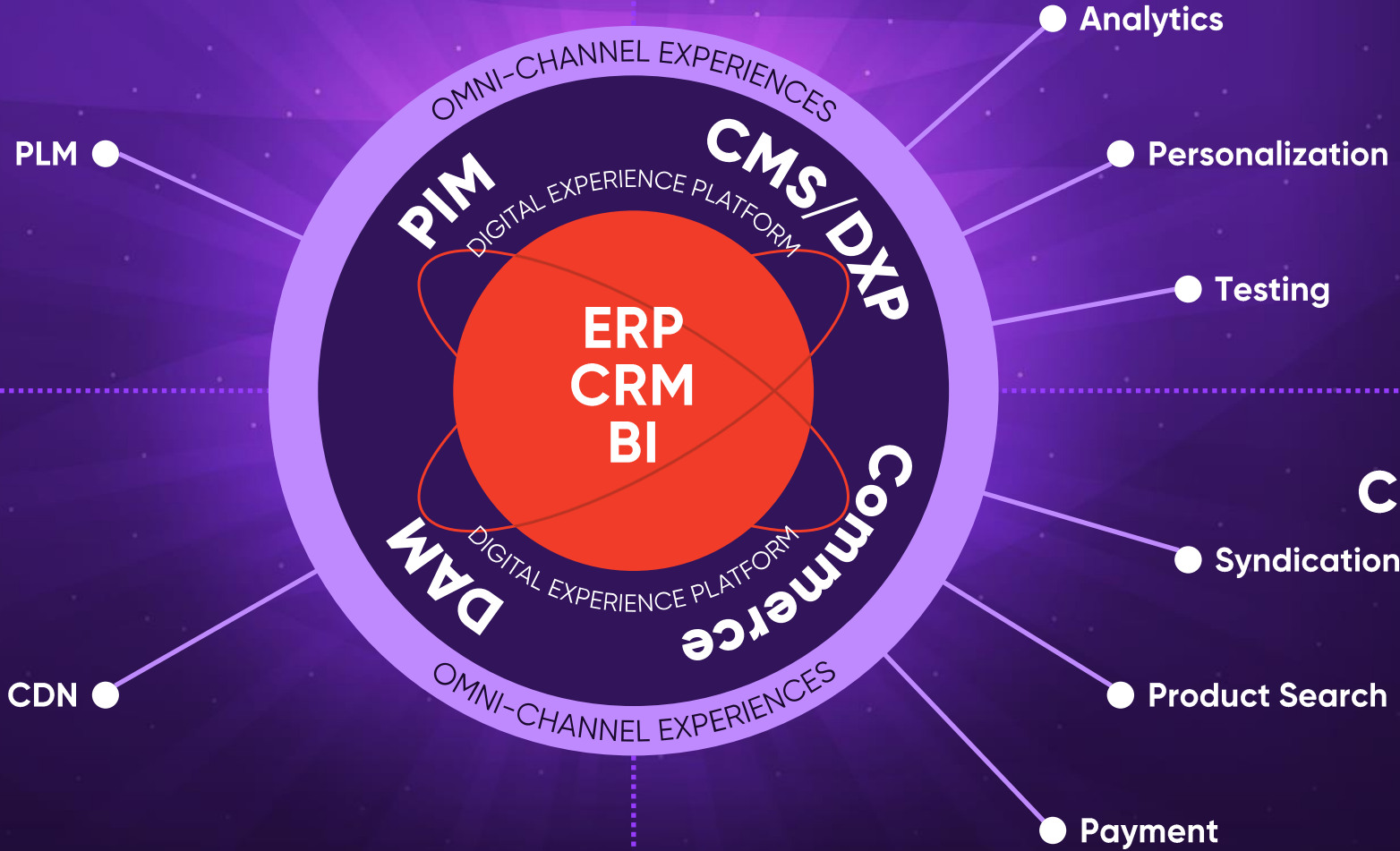
● Payment
Low Customer Experience

Higher IT-Costs

PIM/MDM

PIMCORE

CMS/DXP



DAM

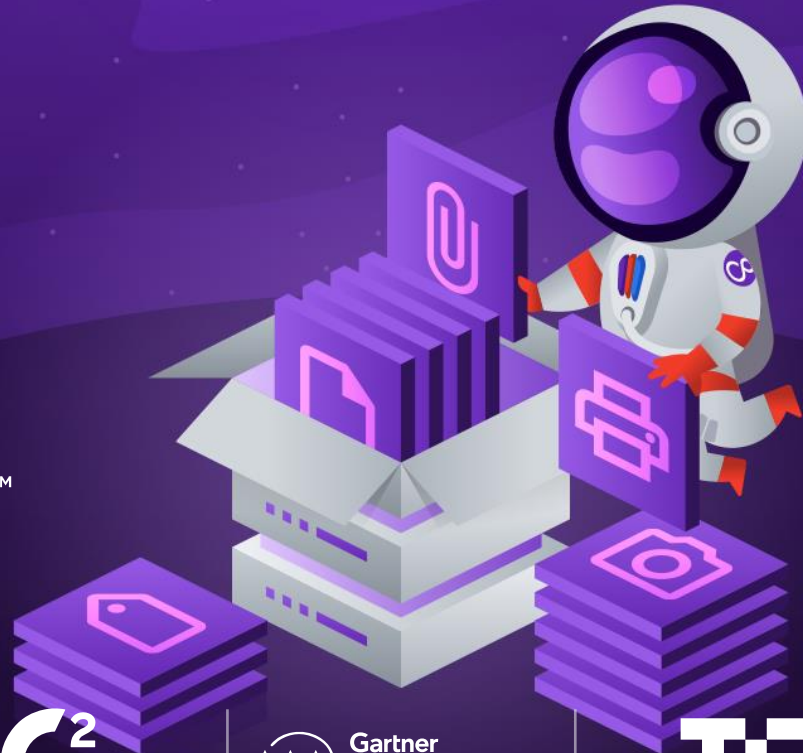
Commerce

PIMCORE

Product Information Management

Perfect data in less time with the Enterprise Open Source Pimcore Platform™

3.6B+
Products managed



Gartner

Cool Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner peerinsights

★★★★★

TE
TechCrunch

Featured

FROST
&
SULLIVAN

Featured

How you can benefit from a PIM

1

Consistent Product Data

The aim of any data management strategy is to supply various marketing and sales channels, target groups and applications from a central source.

2

Elimination of Data Silos

Product data scattered in different corporate silos leads to deficits in the quantity and quality of product data.

3

Acceleration of Digitalization

Central and consolidated product data management ensures consistent data supply and accelerates processes.

4

Omni-Channel Enablement

The central data supply of various touchpoints (online/offline) enables an efficient and flexible presence, personalized for all target groups in an omni-channel market.

5

Data Quality

Consolidated and aggregated product information leads to better workflows and higher data quality. Basis: Single source publishing.

6

Data Transparency

Availability of transparent and high-quality product information for internal and external stakeholders allow for faster processes and more satisfaction.

How do we understand PIM?

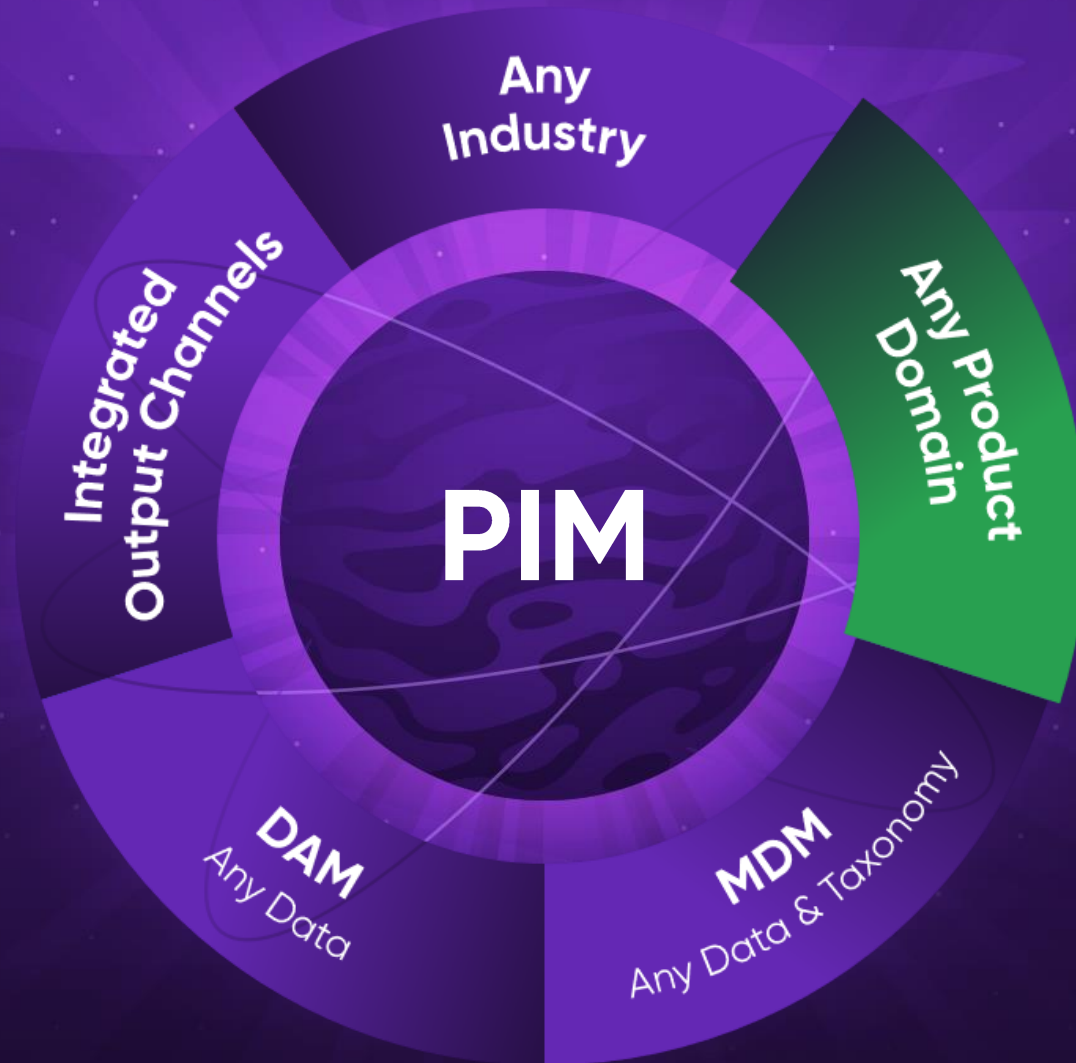


Cross Domain & Cross Industry



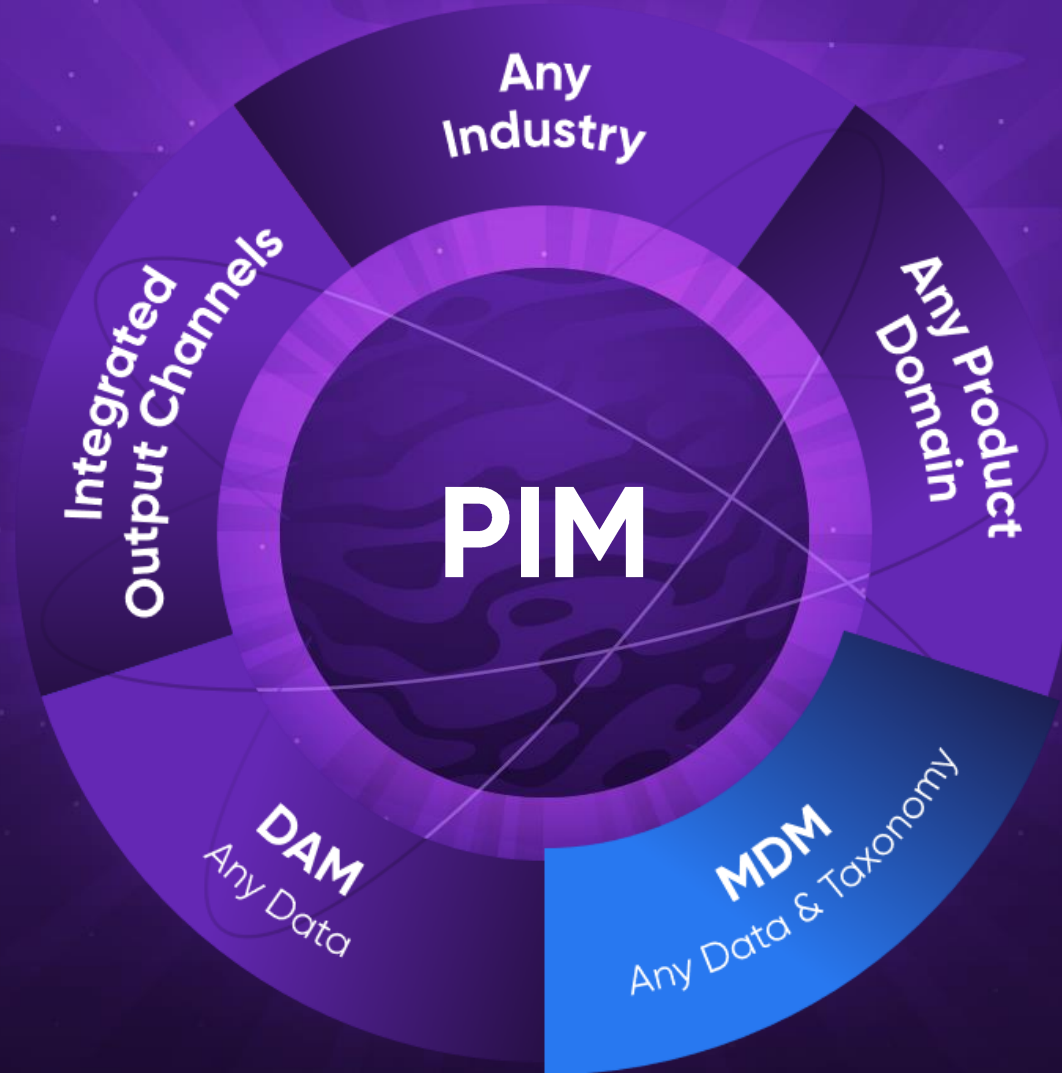
- ✓ Retail
- ✓ Technology
- ✓ Transport & Logistics
- ✓ Travel & Hospitality
- ✓ Automotive & Vehicles
- ✓ Arts, Sports & Entertainment
- ✓ Education
- ✓ Energy
- ✓ Financial Services
- ✓ Healthcare
- ✓ Manufacturing
- ✓ Media & Publishing
- ✓ Wholesale Distribution

Suitable for any kind of product



- ✓ Products
- ✓ Configurable Products
- ✓ Digital Products
- ✓ Rental Products
- ✓ Sets
- ✓ Services
- ✓ Accessories
- ✓ Spare Parts

More than just product data?



- ✓ Vendors
- ✓ Suppliers
- ✓ Manufacturers
- ✓ Technologies
- ✓ Specifications
- ✓ Customers
- ✓ Locations
- ✓ Employees
- ✓ Stock/Availability
- ✓ Pricing
- ✓ Part Lists
- ✓ Classification Standards

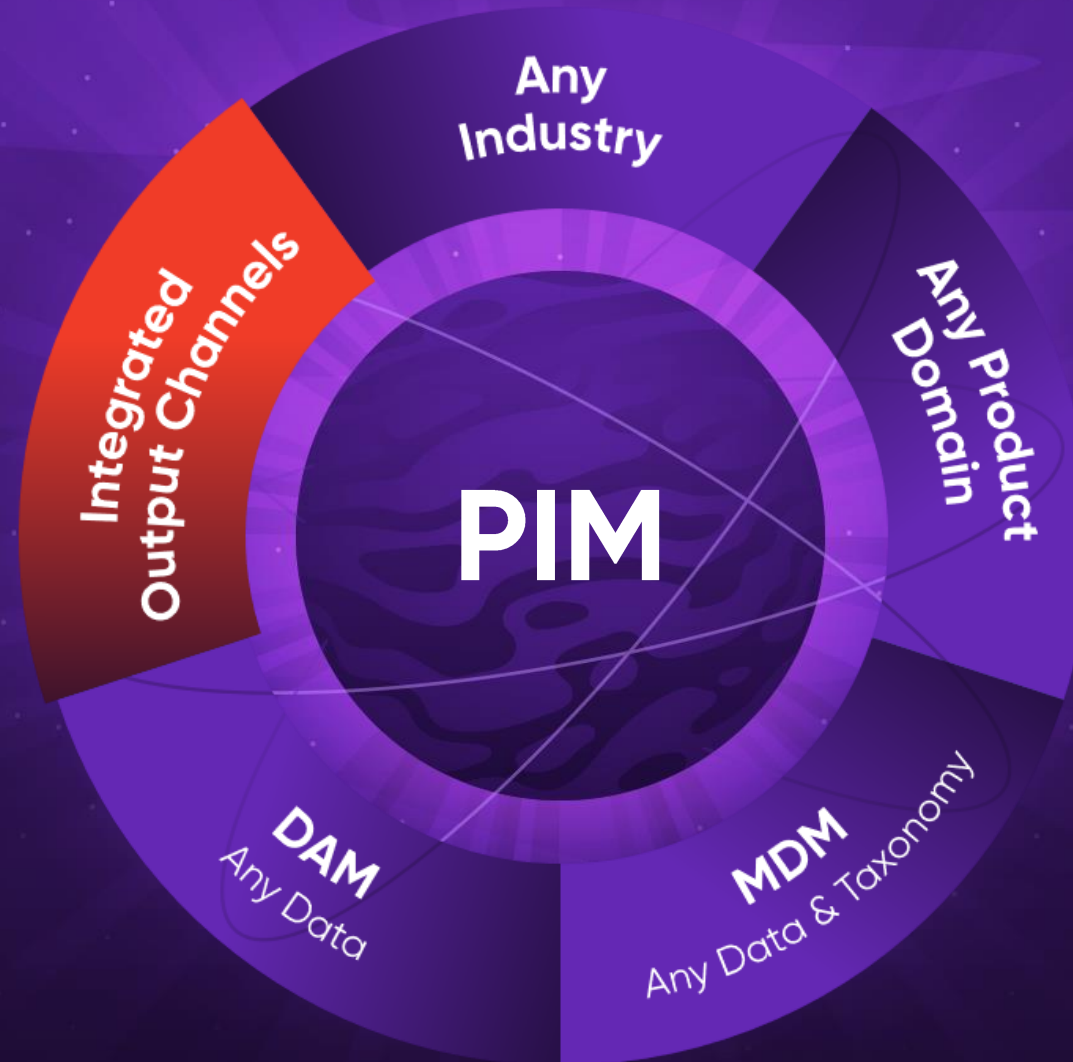
Adding enterprise DAM to PIM

- ✓ Video
- ✓ Photo
- ✓ Drawings
- ✓ 3D Rendering
- ✓ Documents



Output channels included

- ✓ E-Commerce
- ✓ Website & Portals
- ✓ Mobile/App
- ✓ Digital Signage
- ✓ Configurators
- ✓ PIM as a Service
- ✓ Print
- ✓ POS
- ✓ IOT
- ✓ Voice
- ✓ Headless APIs



Product Information Management

Tell a consistent product story across all channels.

Leading PIM

Pimcore PIM is the leader in enterprise open-source product information management.

Do anything with PIM

Pimcore centralizes, harmonizes, manages, translates and publishes marketing, sales and technical product information.

Workflows & Quality

Pimcore takes care of workflows, reporting, auditing and quality management of product information.

Content Hub & Sharing

Pimcore makes product information available for internal and external departments and teams.

Data Delivery

Pimcore delivers the right product information to more than 2 000+ marketing and sales channels.

IT Integration

Pimcore integrates perfectly with the existing IT system landscape.

PIMCORE PLATFORM™


DATA MANAGEMENT

APPLICATIONS


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PRODUCT INFORMATION
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DIGITAL ASSET
MANAGEMENT


CDP
CUSTOMER DATA
PLATFORM

CORE FUNCTIONS

- MODELING
- INTEGRATION
- MANAGEMENT
- TAGGING
- WORKFLOWS
- QUALITY
- OPTIMIZING
- REPORTING
- SHARING
- PUBLISHING
- SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP
DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE
DIGITAL COMMERCE
PLATFORM

CORE FUNCTIONS

- CONTENT MANAGEMENT
- B2B / B2C COMMERCE
- MULTI-CHANNEL PUBLISHING
- MARKETING AUTOMATION


EXPERIENCE PORTALS


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ASSET EXPERIENCE
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PIMCORE DATA
INTEGRATION HUB


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SYNDICATION


SYNDICATION
PRODUCT DATA
SYNDICATION


MARKETPLACE
MARKETPLACE
INTEGRATION

CONSUMER FACING PORTALS

- MARKETING
- SALES
- PRODUCT MANAGEMENT
- CUSTOMER
- AGENCIES

HEADLESS DATA

- GRAPHQL
- REST
- JSON
- XML

3RD PARTY DATA

- ERP
- CRM
- DATABASES
- CLOUD

CHANNELS & MARKETPLACES

- G
- amazon
- f
- ebay
- + 1,600

- DIGITAL
- MOBILE/APP
- VOICE
- BOT

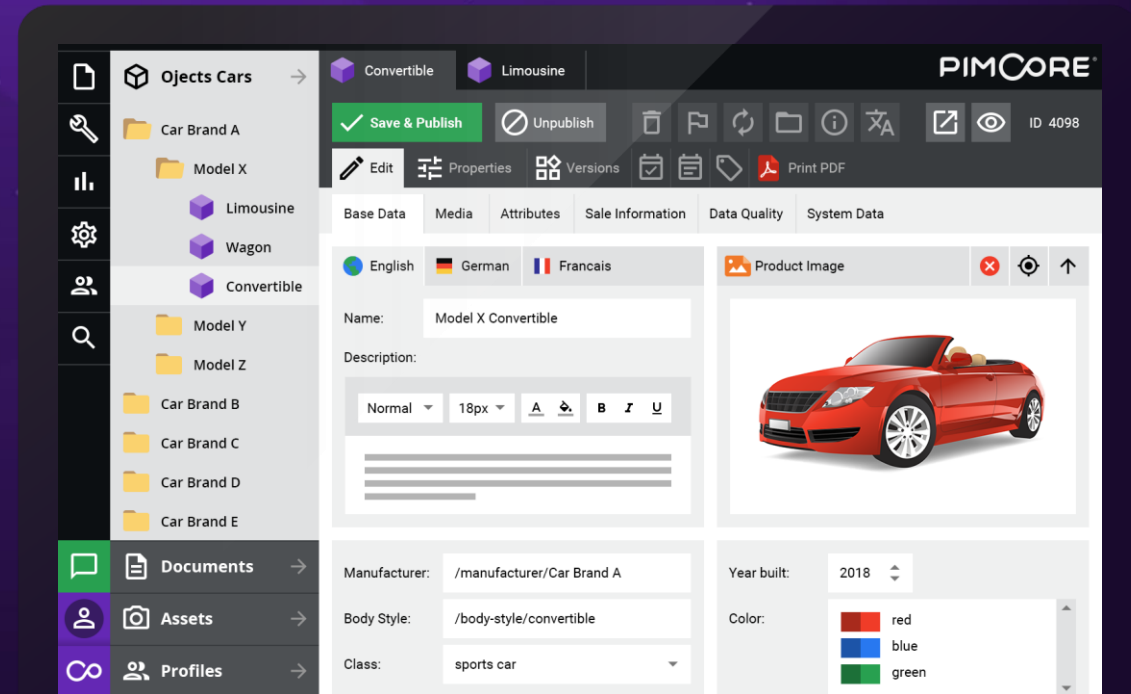
UNIFIED SEAMLESS CUSTOMER EXPERIENCE

- VR
- PRINT
- POS
- IOT

Features: Data Modeling

Industry-leading data modeling capabilities.
Cross-vertical. Cross-domain. Your value.

- ✓ Any Industries Data Model
- ✓ Intuitive Visual Data Modeling
- ✓ Flexible Multi-lingual Data Modeling
- ✓ Intelligent Relations & Classifications
- ✓ Data Intelligence
- ✓ Unlimited freedom: 45 Data Components
- ✓ Powerful Data Inheritance

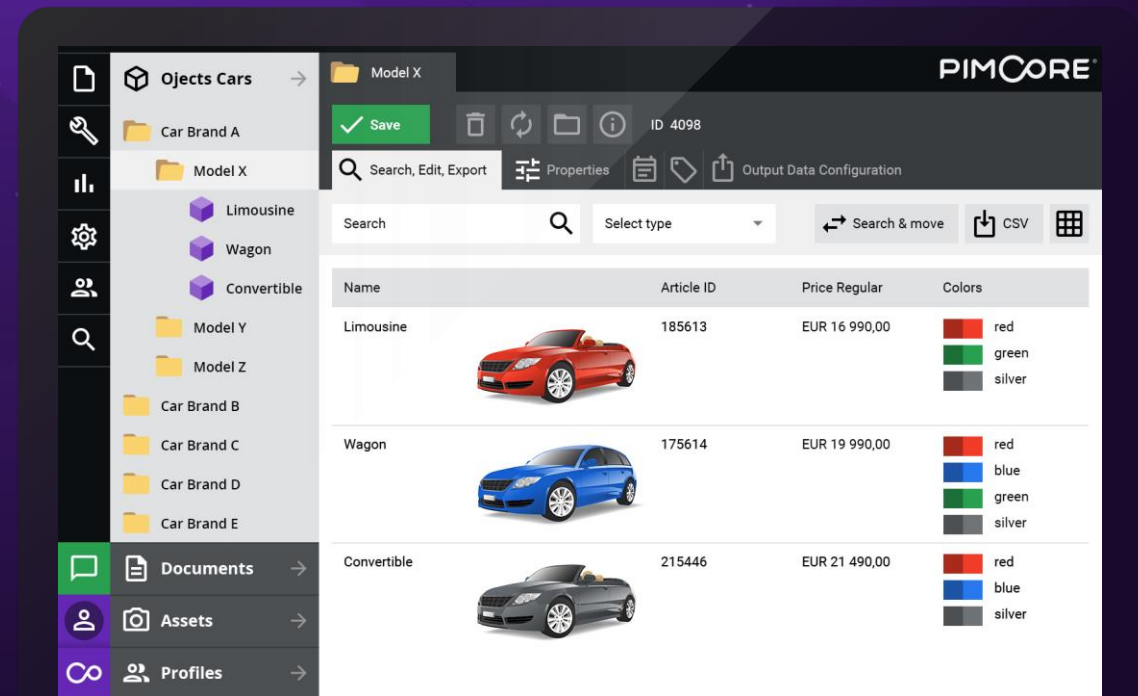


Features: Data Management

Intuitive and comfortable data management and batch editing capabilities for any user.

Happy teams, fast turn-around. Great ROI.

- ✓ Comfortable Data Editing
- ✓ Fast Search and Filtering
- ✓ Industries Leading Batch Editing
- ✓ Granular User & Right Management
- ✓ Auditable Publishing & Versioning
- ✓ 100% customizable Interface



Features: Data Quality Management

Great product content adds up to great conversions. That's why we built the most flexible and configurable data quality management features.

- ✓ Configurable Dashboards
- ✓ Data Auditing & Versioning
- ✓ Personalized Custom Reports
- ✓ End-to-end Workflow Management
- ✓ Data & Quality & Completeness
- ✓ Rich Data Validation



PIMCORE PLATFORM™

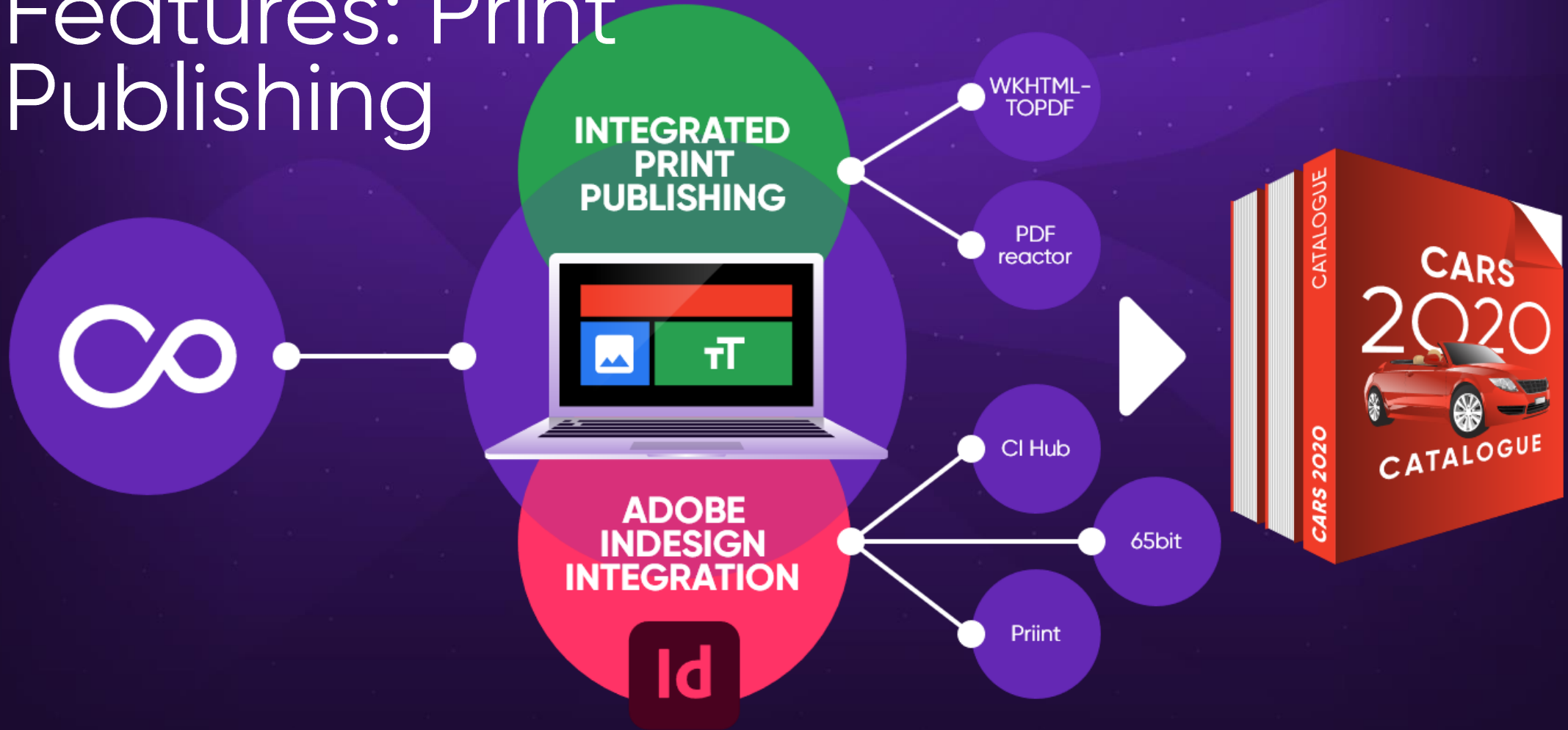
Features: Omni-Channel Publishing

Deliver the right product content to the right channel. Industries first: Multi-channel publishing included out-of-the-box.

- ✓ Digital Publishing
- ✓ Digital Commerce
- ✓ Print Publishing
- ✓ Product Configurators
- ✓ Product Experience Portals
- ✓ Data Hub & Headless PIM
- ✓ Pimcore API



Features: Print Publishing



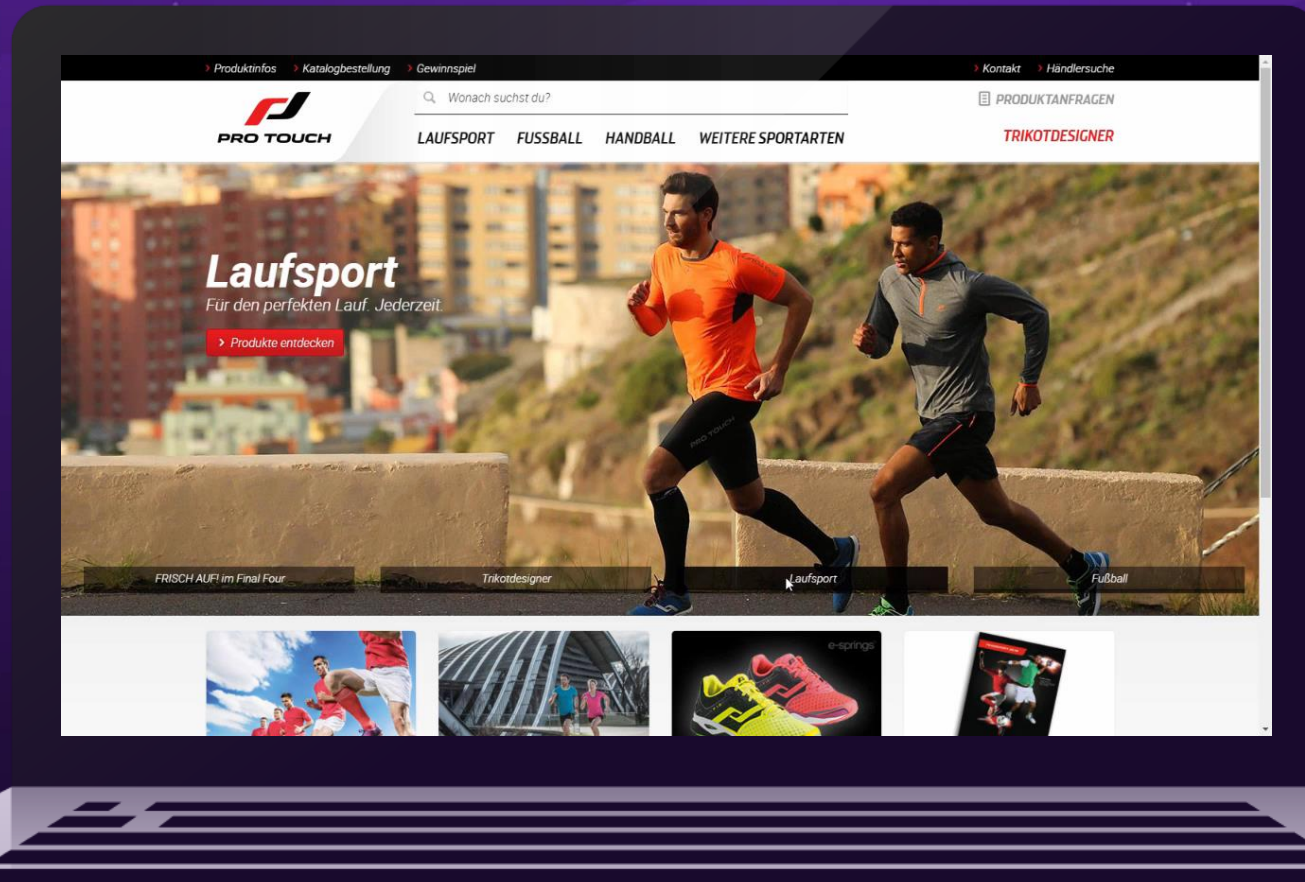
PIMCORE PLATFORM™

Solutions: Configurators



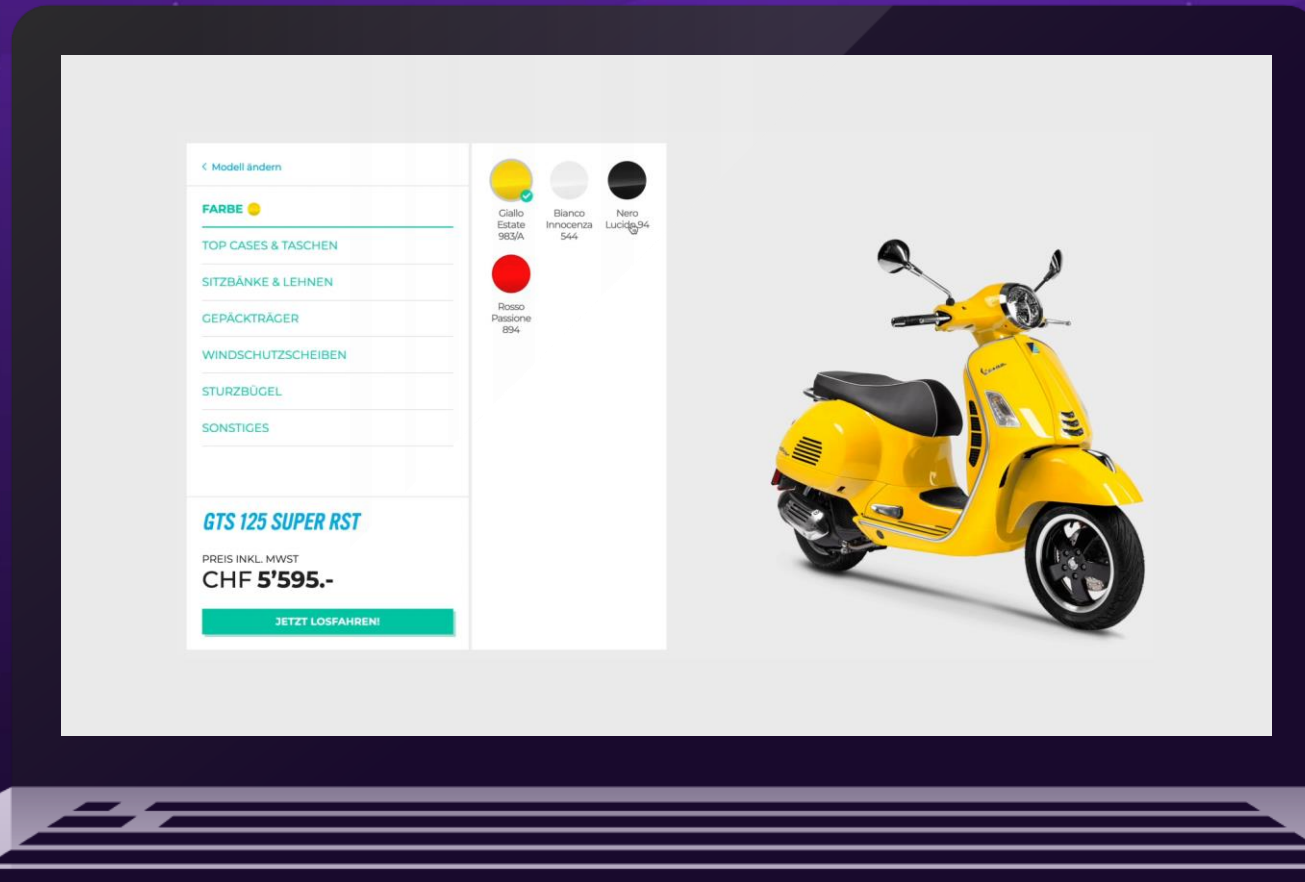
PIMCORE PLATFORM™

Solutions: Configurators



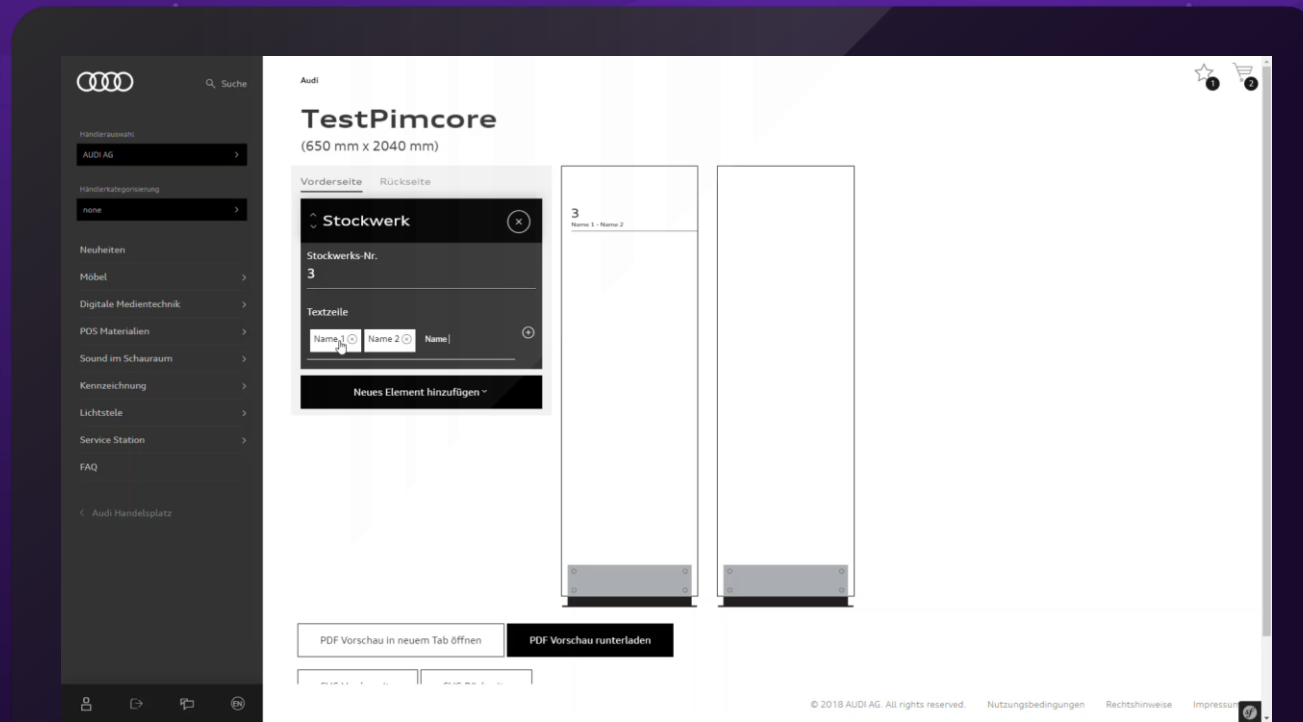
PIMCORE PLATFORM™

Solutions: Configurators



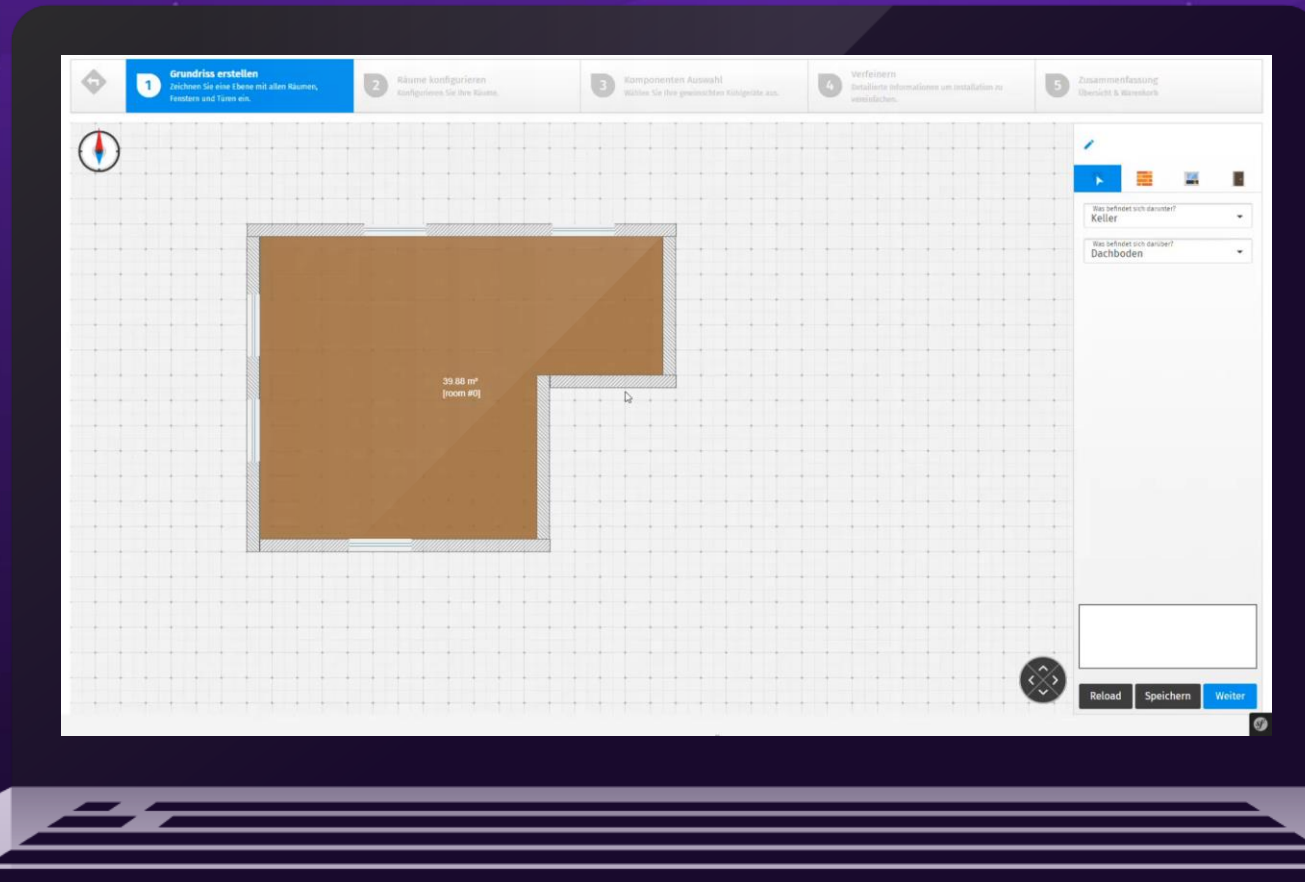
PIMCORE PLATFORM™

Solutions: Configurators



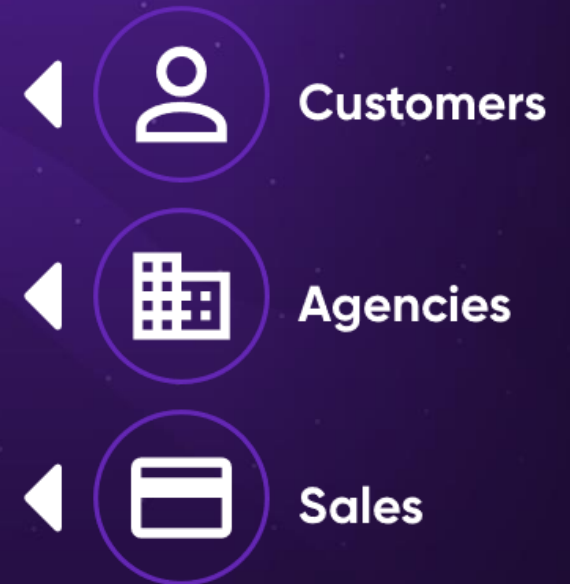
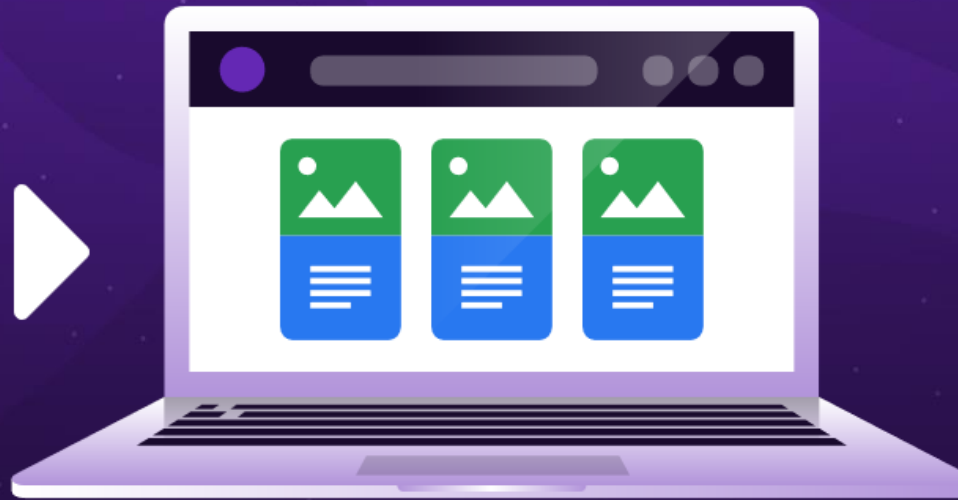
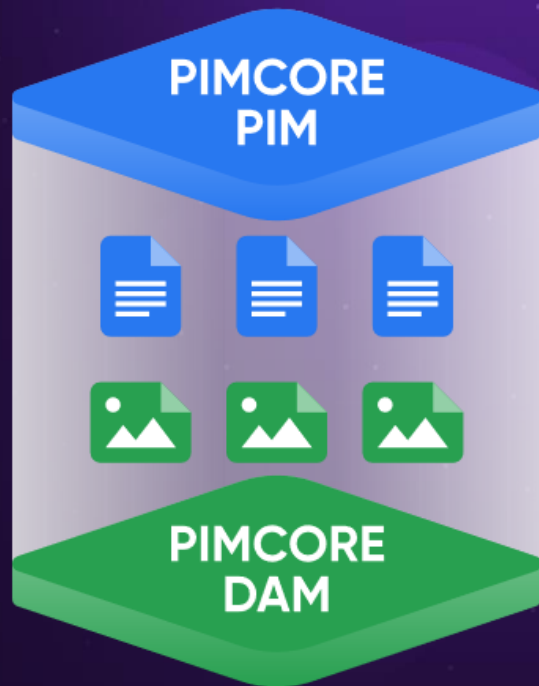
PIMCORE PLATFORM™

Solutions: Configurators



PIMCORE PLATFORM™

Features: Product Experience Portal

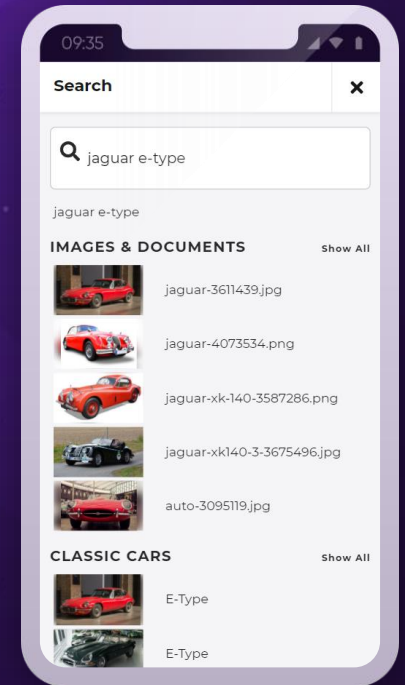
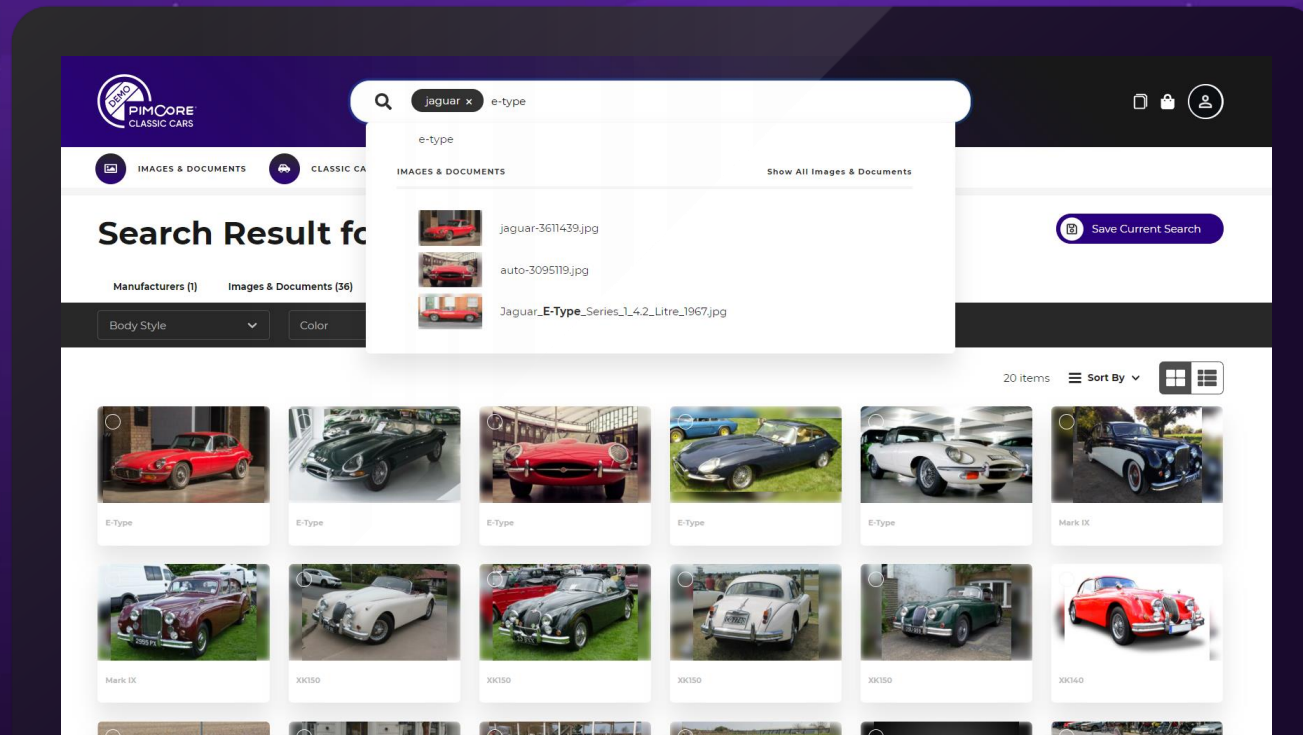


- ✓ Marketing & Sales Content Hub
- ✓ Product Data Sharing Platform

- ✓ Product & Asset collaboration system
- ✓ Name it! Configure it within 5 minutes

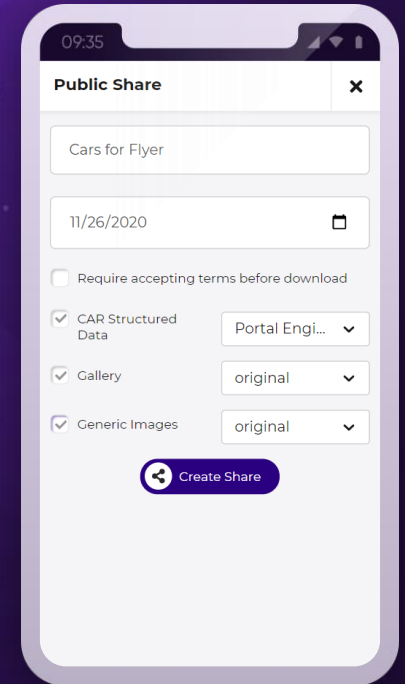
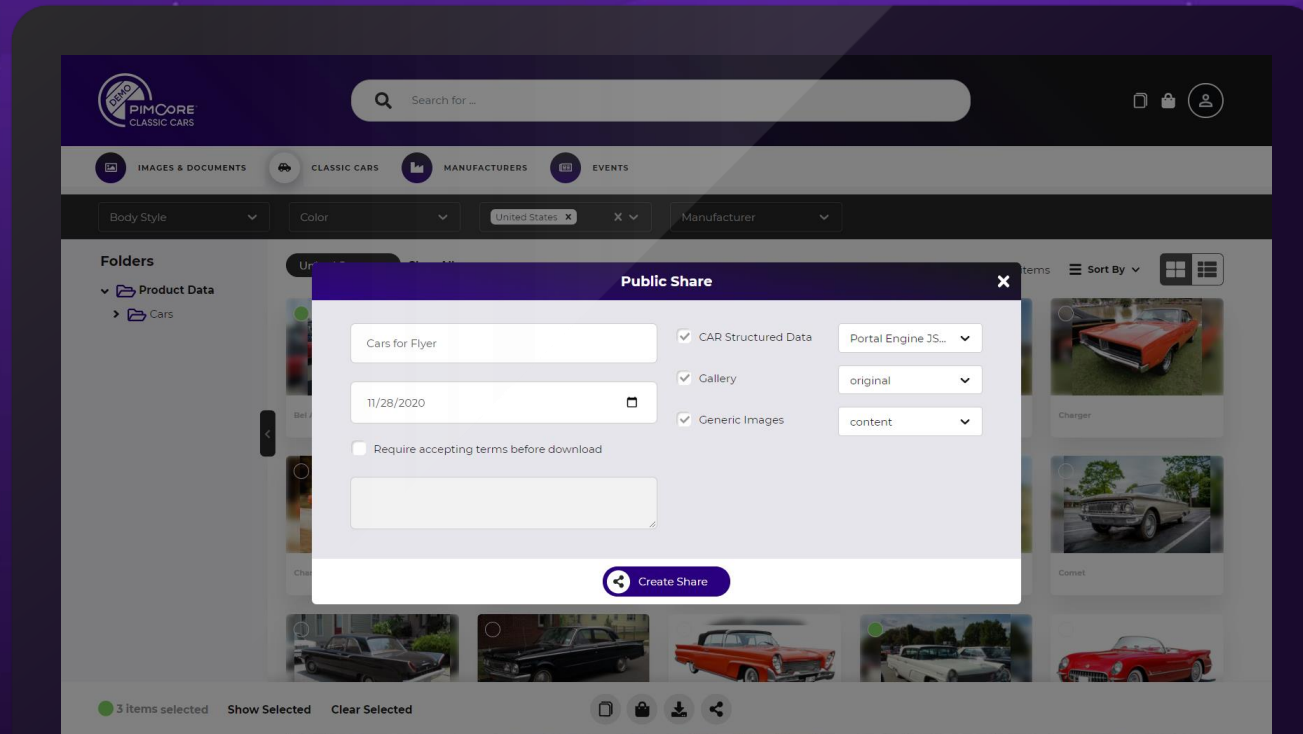
PIMCORE PLATFORM™

Search



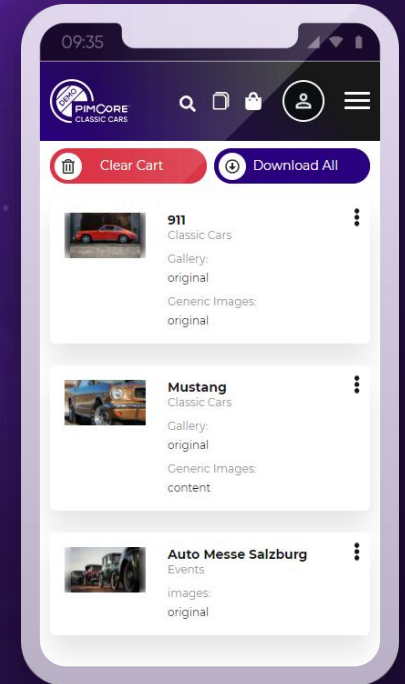
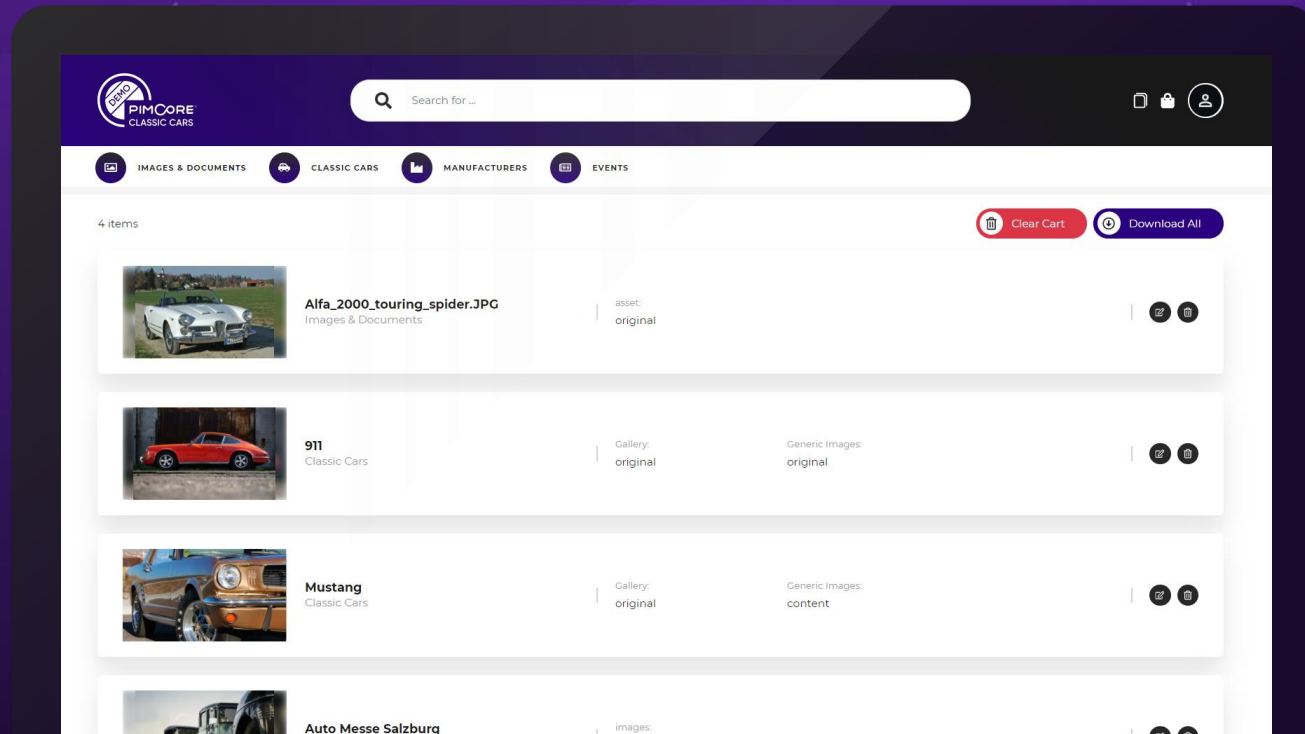
PIMCORE PLATFORM™

Sharing



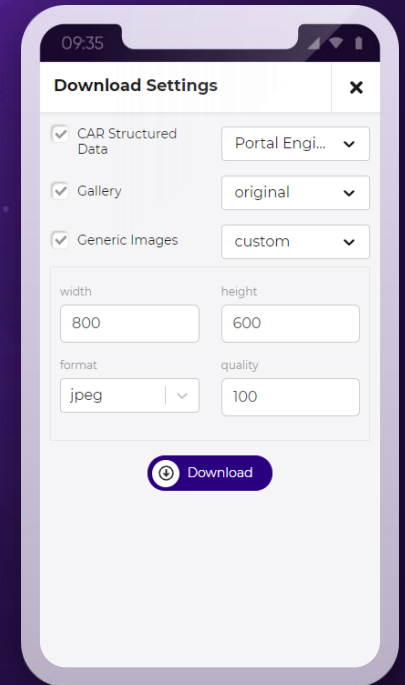
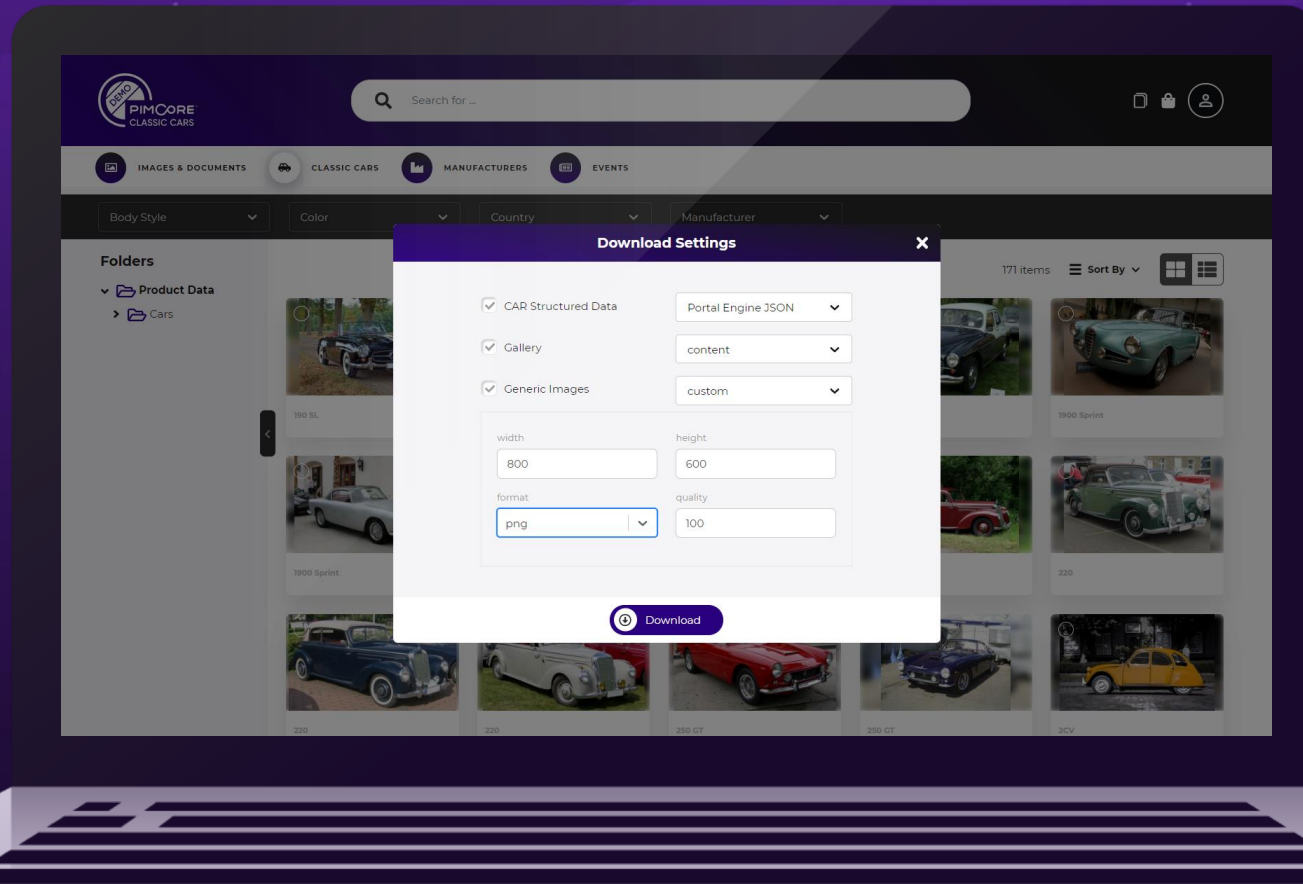
PIMCORE PLATFORM™

Cart



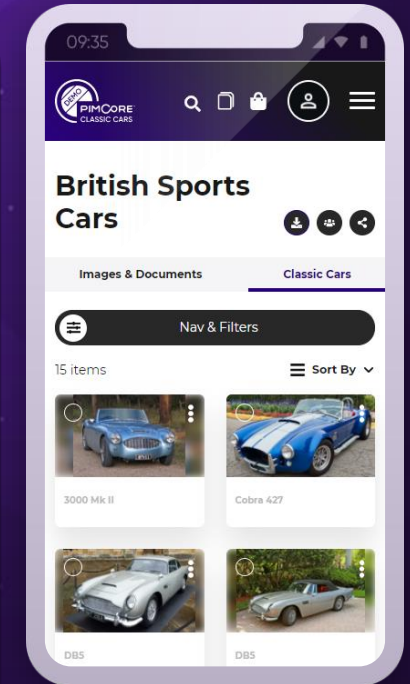
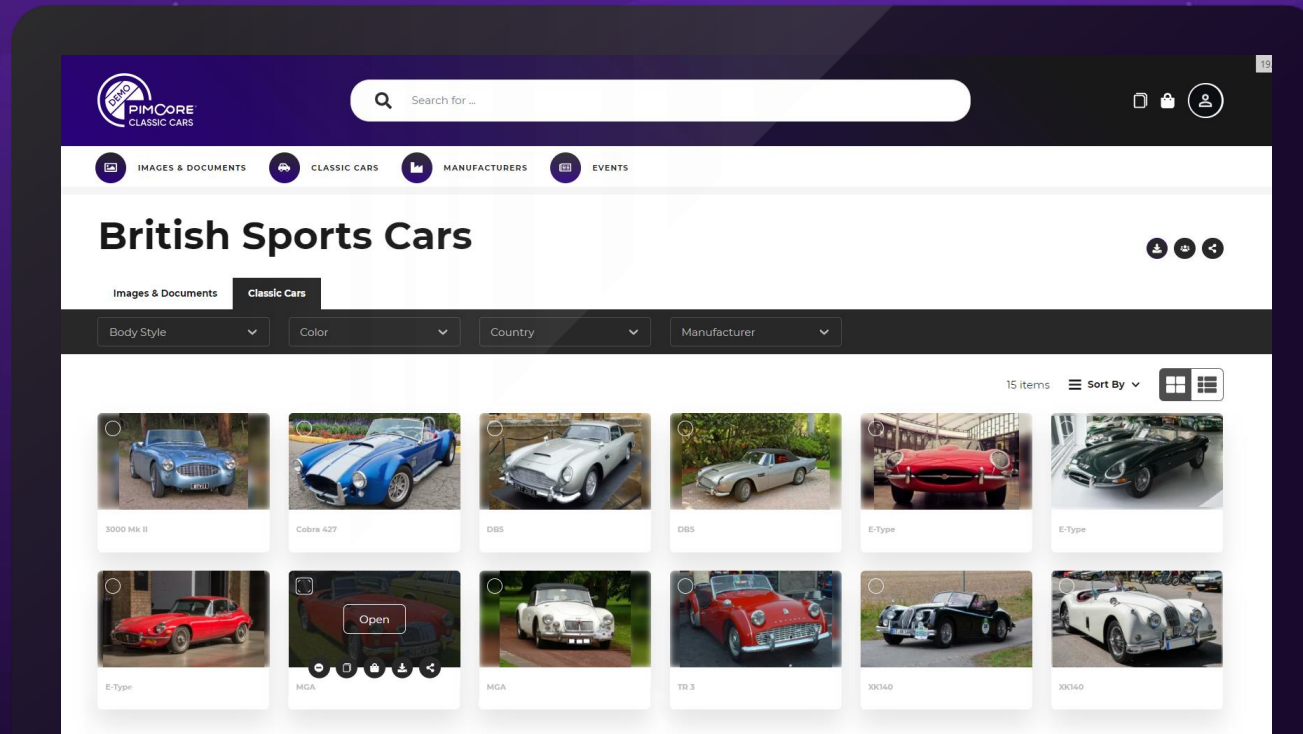
PIMCORE PLATFORM™

Download



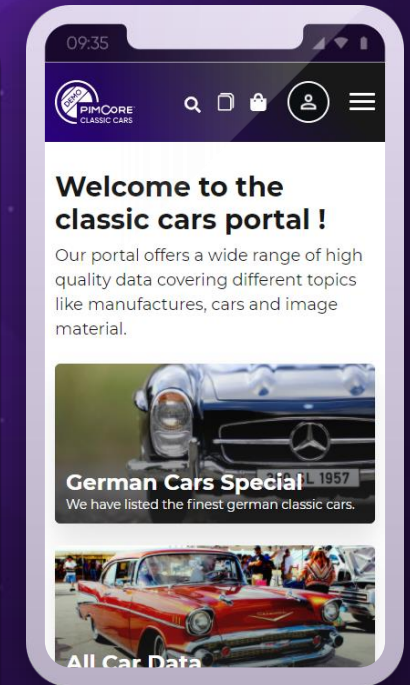
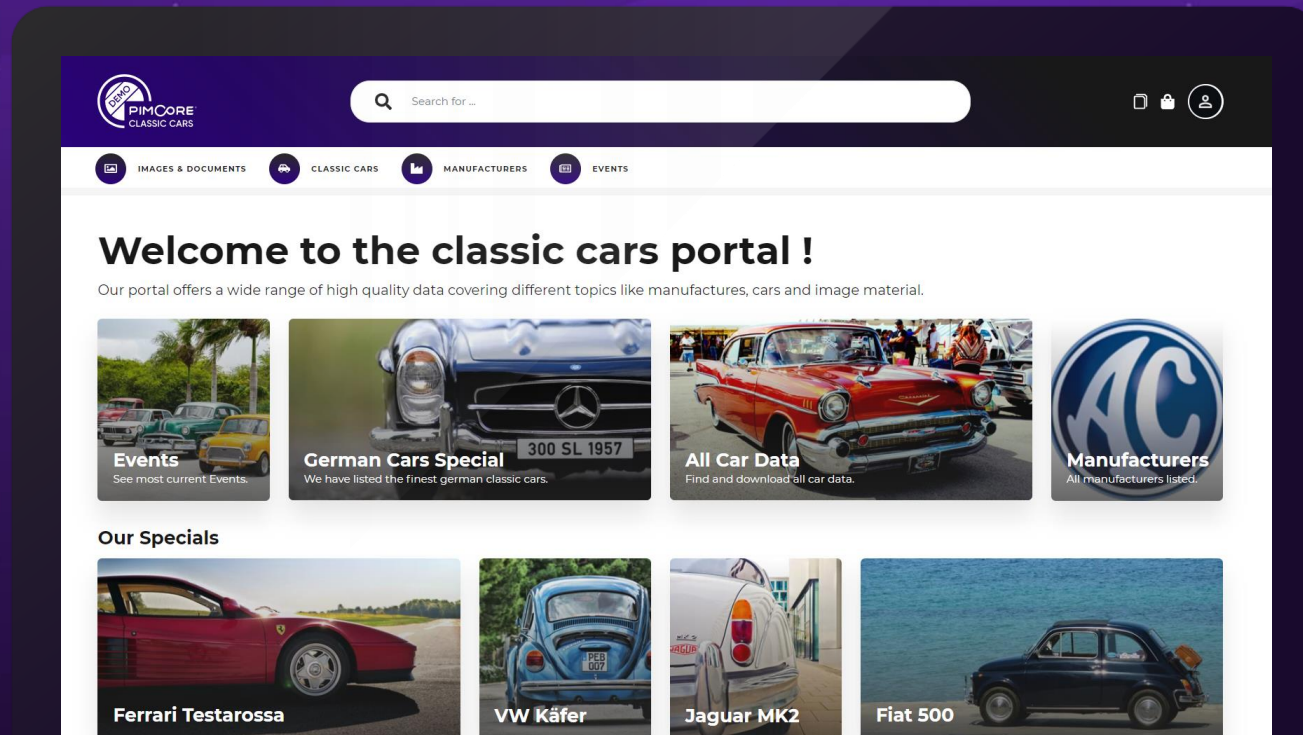
PIMCORE PLATFORM™

Collections



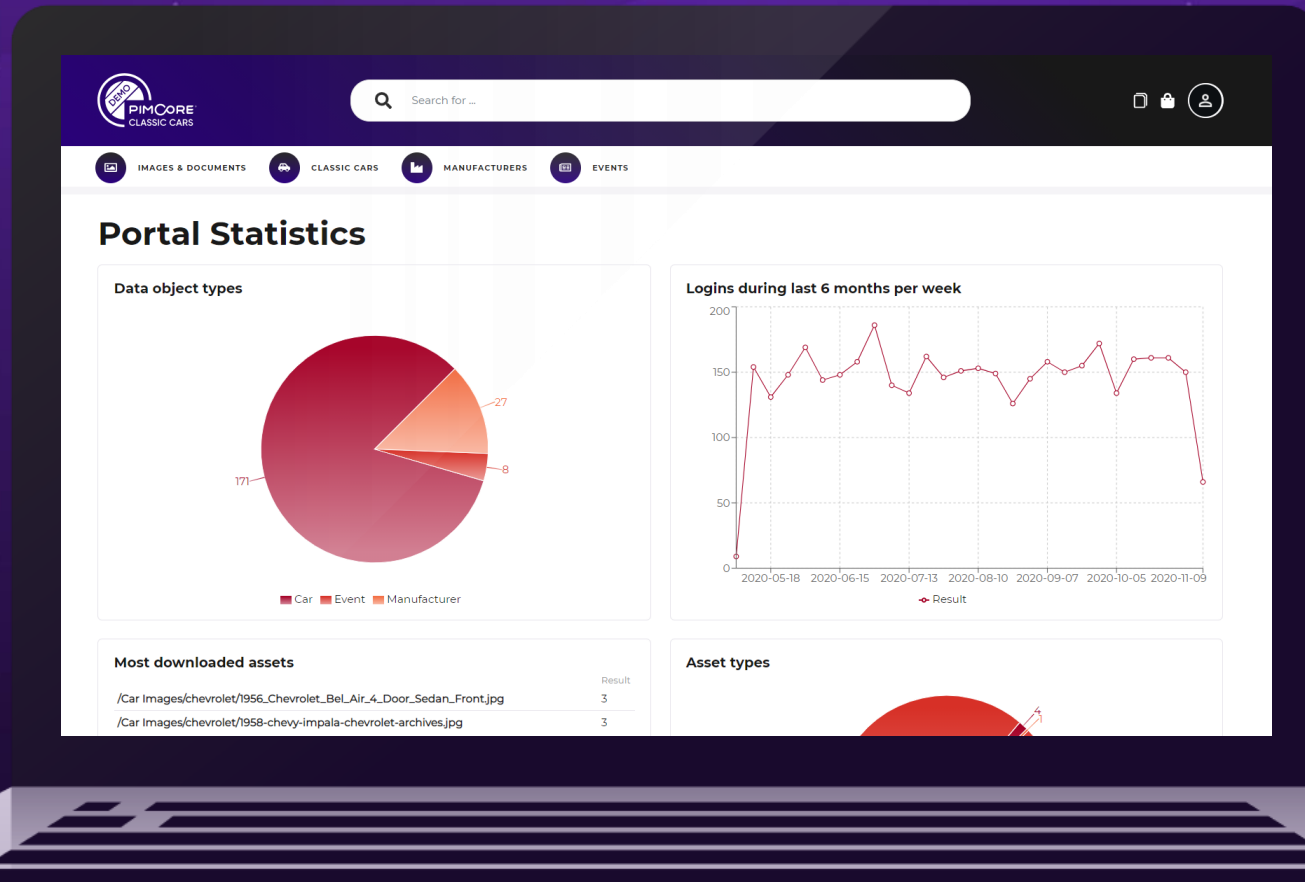
PIMCORE PLATFORM™

Dashboards



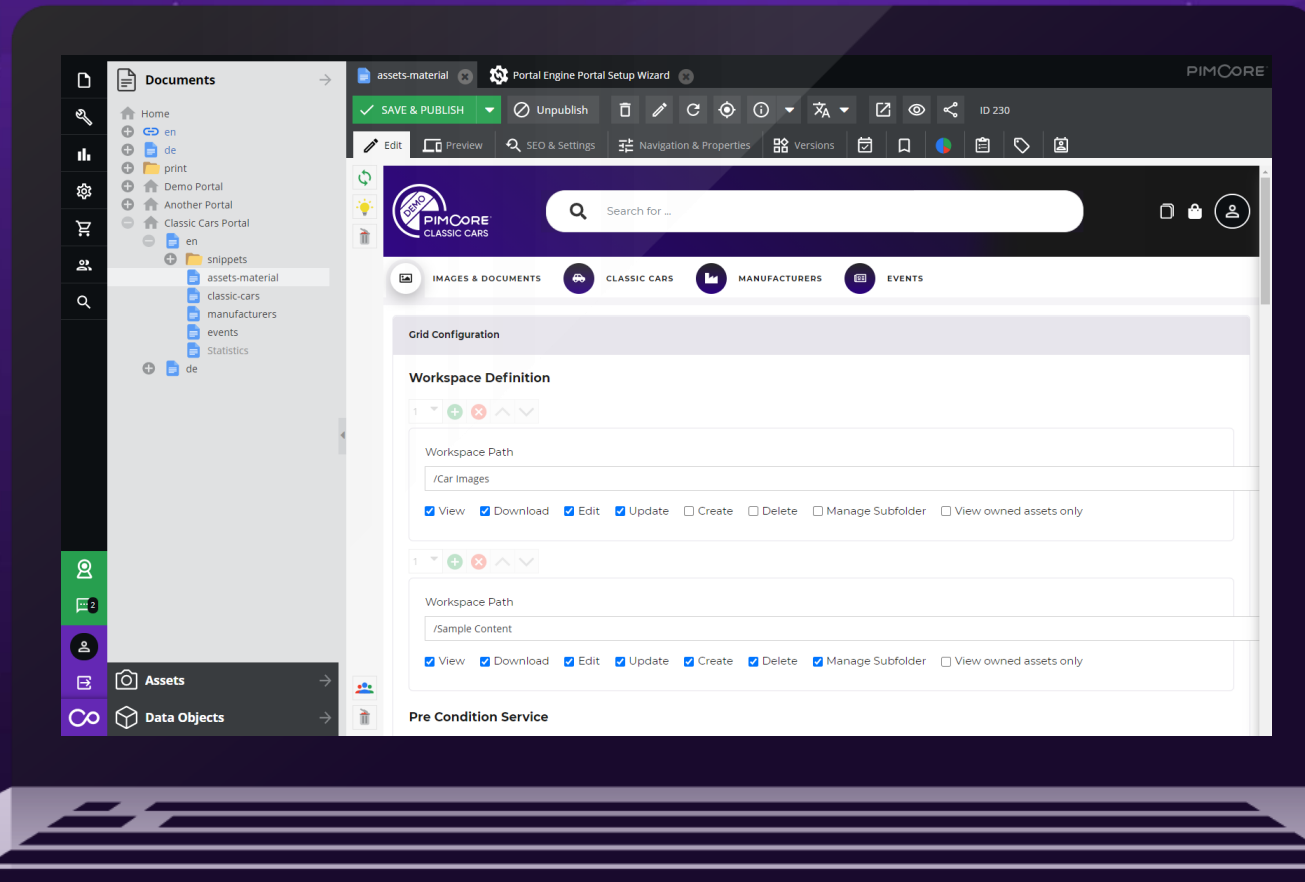
PIMCORE PLATFORM™

Analytics



PIMCORE PLATFORM™

Configuration



PIMCORE PLATFORM™

Extendable

Restrict visible data with permissions and custom preconditions

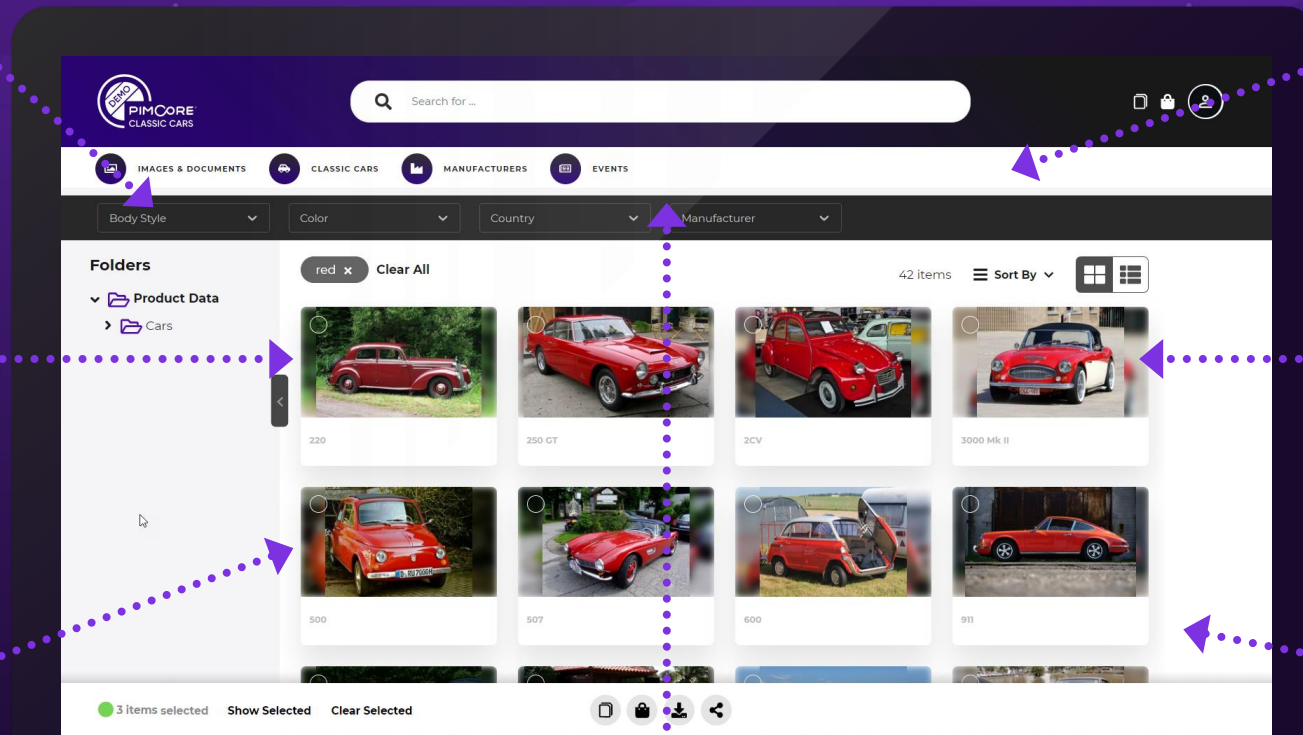
Extend the user interface and search with custom data attributes

Customize default features by simply overriding Symfony services

Add additional content with Pimcore Documents and custom Area Bricks

Customize templates via React components and Twig templates

Adapt anything you want due to a modular, flexible architecture

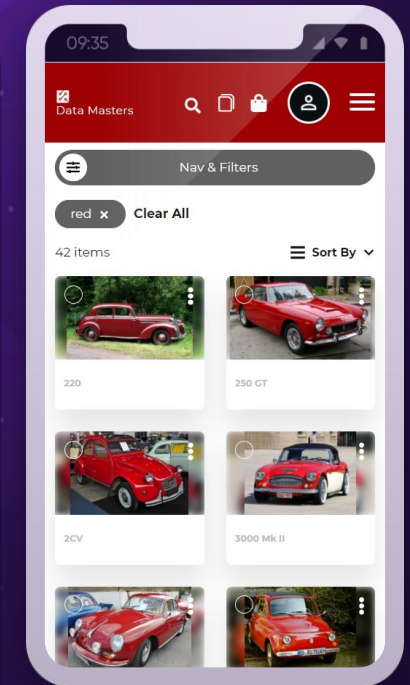
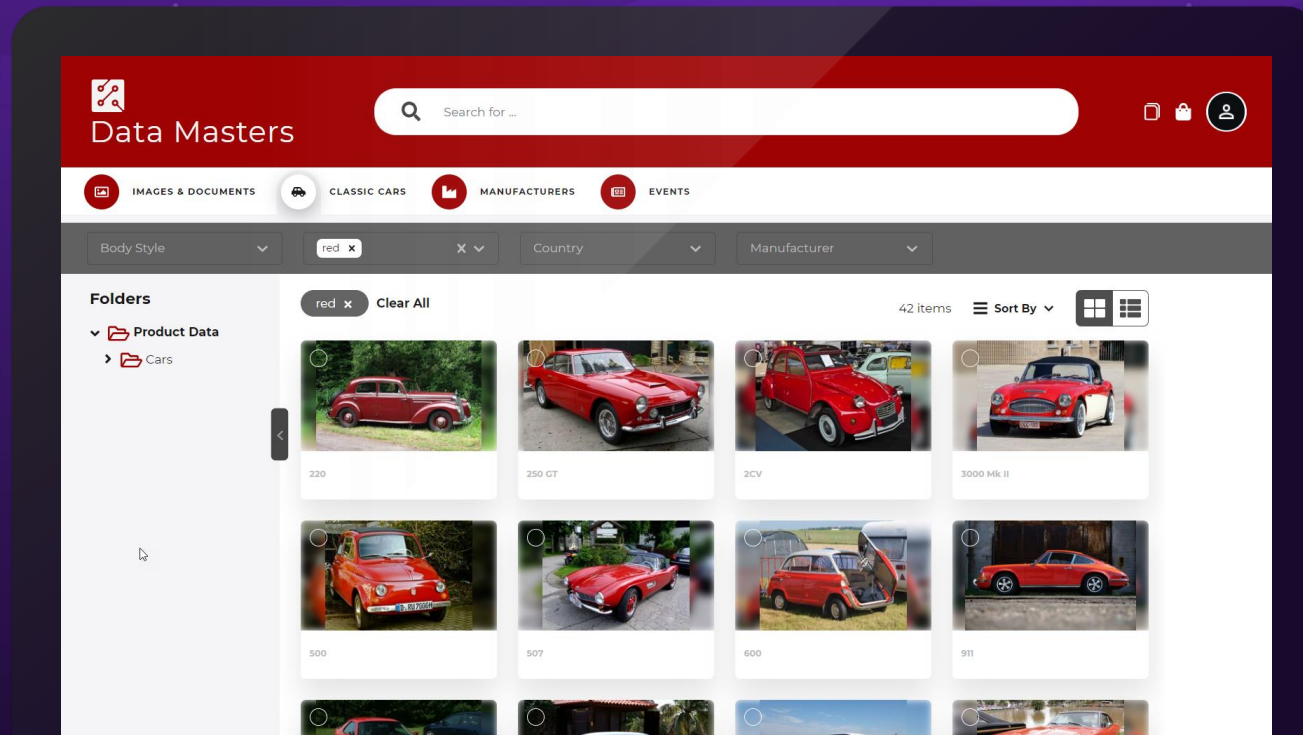


Change styling in configuration or with custom CSS

PIMCORE PLATFORM™

Brandable

Ready to
white-label



Features: Product Data Syndication

Seamless integrations provide syndication capabilities for 2 000+ marketing and sales channels.

- ✓ Product Data Syndication
- ✓ Data Integration & Standardization
- ✓ Content Tailoring
- ✓ Content Optimization
- ✓ Content Distribution

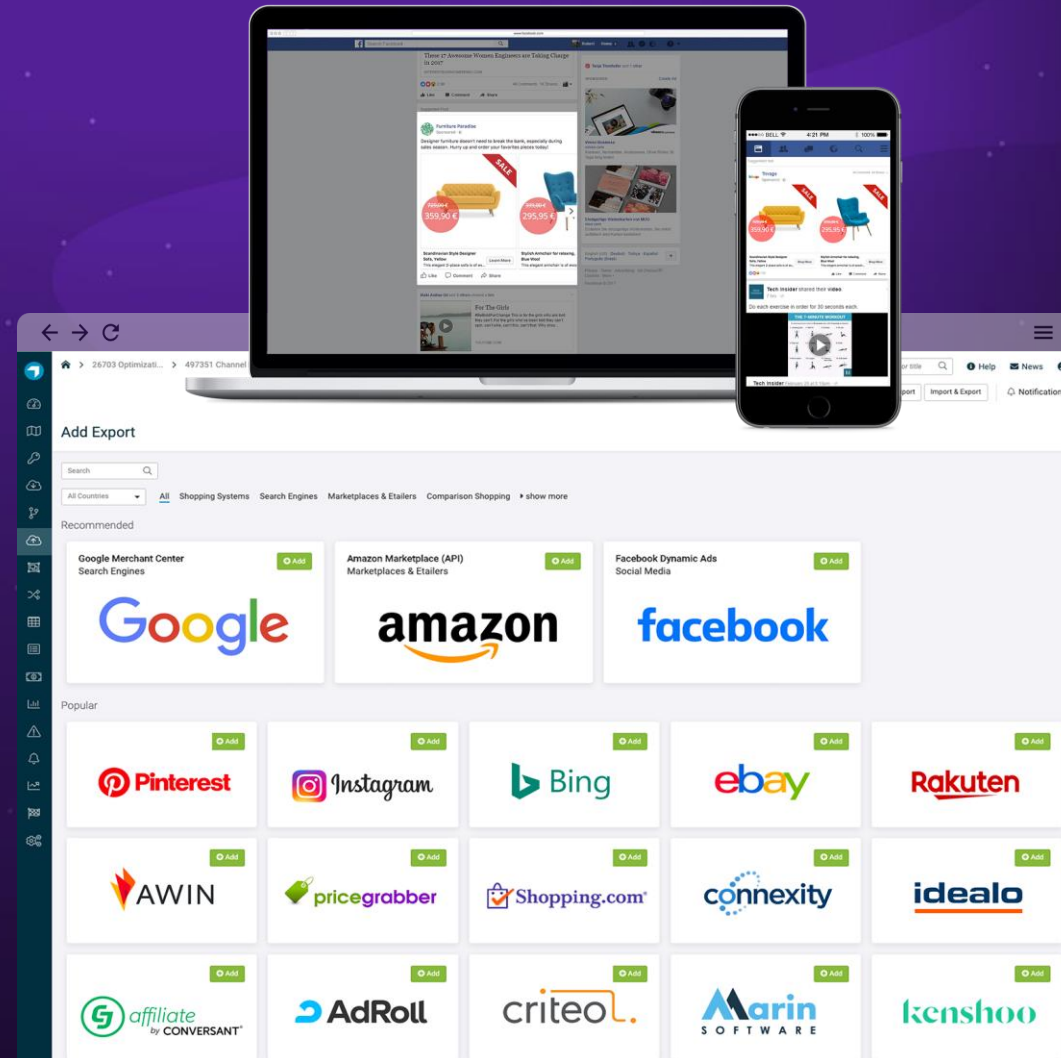
The image displays two overlapping screenshots of software interfaces. The background screenshot shows the PIMCORE Platform's 'Data View' for a product catalog. It features a table with columns for 'description', 'price', 'sale_price', 'shipping', 'image_link', 'additional_image_link', 'link', 'availability', and 'product'. The table lists various items such as dresses, tote bags, and skincare products, each with a small image and a '1 of 3' indicator. The interface includes navigation tools like 'Refresh', 'Live Preview', and 'Full View', along with filters and analysis options.

The foreground screenshot shows a 'Readiness Report' for the same product catalog. It features a green progress indicator showing '100.0% products ready' and a '100%' chart. Below the report is a table with columns for 'id', 'item_group_id', and 'title'. The table lists items like 'Belle floral print crepe maxi dress' and 'Sac De Jour textured leather tote bag'. The interface also includes a sidebar with navigation icons and a top navigation bar with 'Home', 'Refresh', 'Live Preview', and 'Full View' options.

Features: Marketplace Integration

Connect PIM data to global marketplaces within minutes.

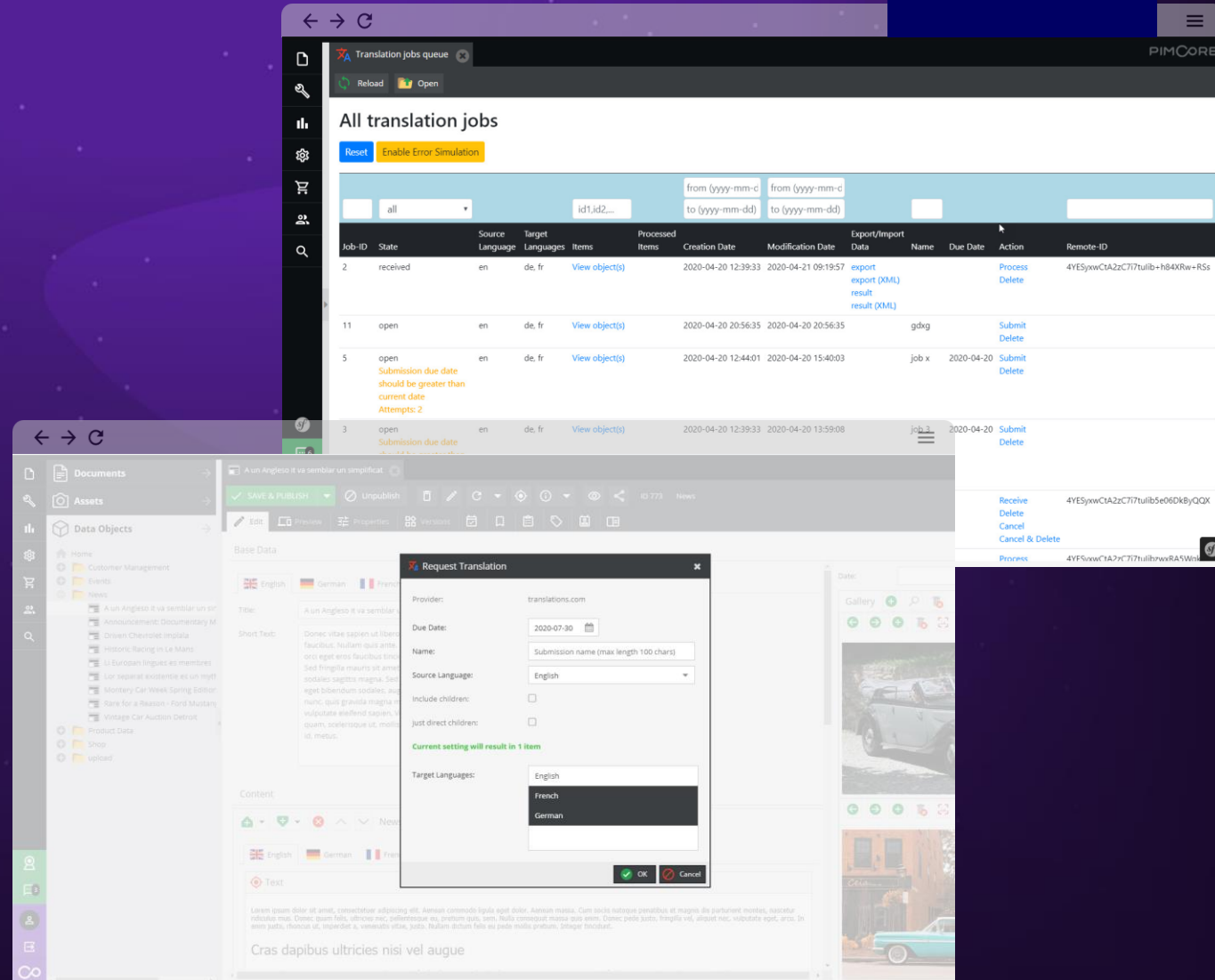
- ✓ Marketplace Integration
- ✓ Cross-Channel Connectivity
- ✓ Order Synchronization
- ✓ Product Data Syndication
- ✓ Product Feed Management
- ✓ Content Control



Features: Enterprise Translation Management

Seamless integration of the world's most powerful translation memory system. Fully automate translation workflows.

- ✓ Enterprise Translation Management
- ✓ Real-Time TMS Integration
- ✓ Automated Translation Management



Product Information Management

Community Edition

- ✓ Free version of the Pimcore Platform™
- ✓ Based on the open-source GPLv3 license
- ✓ All core features of the complete platform
- ✗ No support available (SLA)
- ✗ No long term support (LTS)
- ✗ No enterprise functionalities

Enterprise Subscription

- ✓ Commercial version of the Pimcore Platform™
- ✓ Based on the enterprise-friendly PCL (Pimcore commercial license)
- ✓ Access to all core features of the complete platform
- ✓ Access to all enterprise functionalities
- ✓ Access to support (SLA)
- ✓ Access to long term support (LTS)

PIMCORE PLATFORM™

Community Edition

DATA MANAGEMENT

APPLICATIONS



PIM

PRODUCT INFORMATION
MANAGEMENT



MDM

MASTER DATA
MANAGEMENT



DAM

DIGITAL ASSET
MANAGEMENT



CDP

CUSTOMER DATA
PLATFORM

CORE FUNCTIONS

MODELING

INTEGRATION

MANAGEMENT

TAGGING

WORKFLOWS

QUALITY

OPTIMIZING

REPORTING

SHARING

PUBLISHING

SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP

DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE

DIGITAL COMMERCE
PLATFORM

CORE FUNCTIONS

CONTENT MANAGEMENT

B2B / B2C COMMERCE

MULTI-CHANNEL PUBLISHING

MARKETING AUTOMATION

INTEGRATION



DATA HUB

PIMCORE DATA
INTEGRATION HUB



CORE API

APPLICATION
PROGRAMMING INTERFACE

Enterprise Subscription

DATA MANAGEMENT

APPLICATIONS



PIM

PRODUCT INFORMATION
MANAGEMENT



MDM

MASTER DATA
MANAGEMENT



DAM

DIGITAL ASSET
MANAGEMENT



CDP

CUSTOMER DATA
PLATFORM

CORE FUNCTIONS

MODELING INTEGRATION MANAGEMENT TAGGING WORKFLOWS QUALITY OPTIMIZING
REPORTING SHARING PUBLISHING SYNDICATION

EXPERIENCE MANAGEMENT

APPLICATIONS



DXP

DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE

DIGITAL COMMERCE
PLATFORM

CORE FUNCTIONS

CONTENT MANAGEMENT B2B / B2C COMMERCE
MULTI-CHANNEL PUBLISHING MARKETING AUTOMATION

EXPERIENCE PORTALS



AXP for DAM

ASSET EXPERIENCE
PORTAL



PXP for PIM

PRODUCT EXPERIENCE
PORTAL

INTEGRATION



DATA HUB

PIMCORE DATA
INTEGRATION HUB



CORE API

APPLICATION
PROGRAMMING INTERFACE

SYNDICATION



SYNDICATION

PRODUCT DATA
SYNDICATION



MARKETPLACE

MARKETPLACE
INTEGRATION

CONSUMER FACING PORTALS

MARKETING

SALES

PRODUCT
MANAGEMENT

CUSTOMER

AGENCIES

HEADLESS DATA

GRAPHQL

REST

JSON

XML

3RD PARTY DATA

ERP

CRM

DATABASES

CLOUD

CHANNELS & MARKETPLACES



ebay

+ 1,600

DIGITAL MOBILE/APP VOICE BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR PRINT POS IOT

PIMCORE PLATFORM™

PIM for Black & Decker

Stanley
Black &
Decker

215 000
SKUs

53 700
Attributes

ID	Chemin complet	Cdt	Date de Modification	Gamme	Argumentaire de gamme	Slogan
379620	/Gamme/PerformAndProt...	PerformAndProtect	1606751685	PerformAndProtect		SECURITE ULTIME. PRODU...

10
Brands

6
Months

PIM for Gabor

Gabor

FASHION PIM & DAM

Complexities in product content management, legacy systems could not meet the needs of sales and marketing for 300K products und 70 retailers.

SOLUTION

Pimcore multi-domain PIM, MDM and DAM centralized product content for all physical and digital channels. Enriched product data provides consistent customer experience across channels.

B2C COMMERCE

Pimcore's digital commerce framework was chosen as the primary output channel for showcasing all products. The enriched product data from the PIM ensures great SEO for their online shop.

SOLUTION

The flexible headless microservices from Pimcore were migrated from Magento 2 and used in an API-first implementation. Germany's leading manufacturer of high-quality women's shoes sells their products now in more than 60 countries worldwide.

DIGITAL EXPERIENCE

Formerly the company was using a dedicated CMS plus a dedicated commerce software. This led to many challenges regarding personalization and enriching content with commerce and vice versa.

SOLUTION

Central data management makes personalization easier. The integrated experience management features (DXP/CMS) cleverly combine content and commerce. The result: The possibility to create holistic digital experiences for customers on all channels.

PIM for Gabor

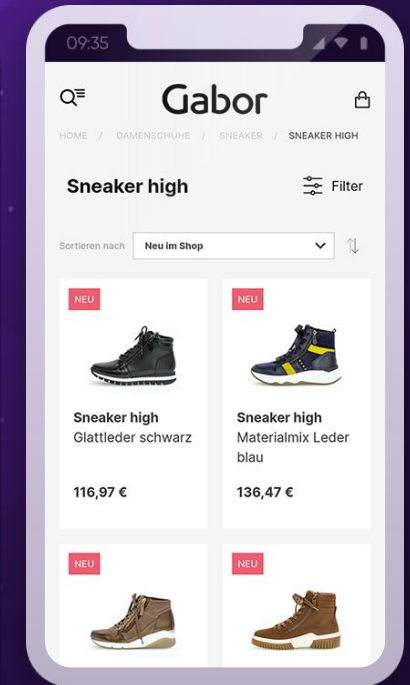
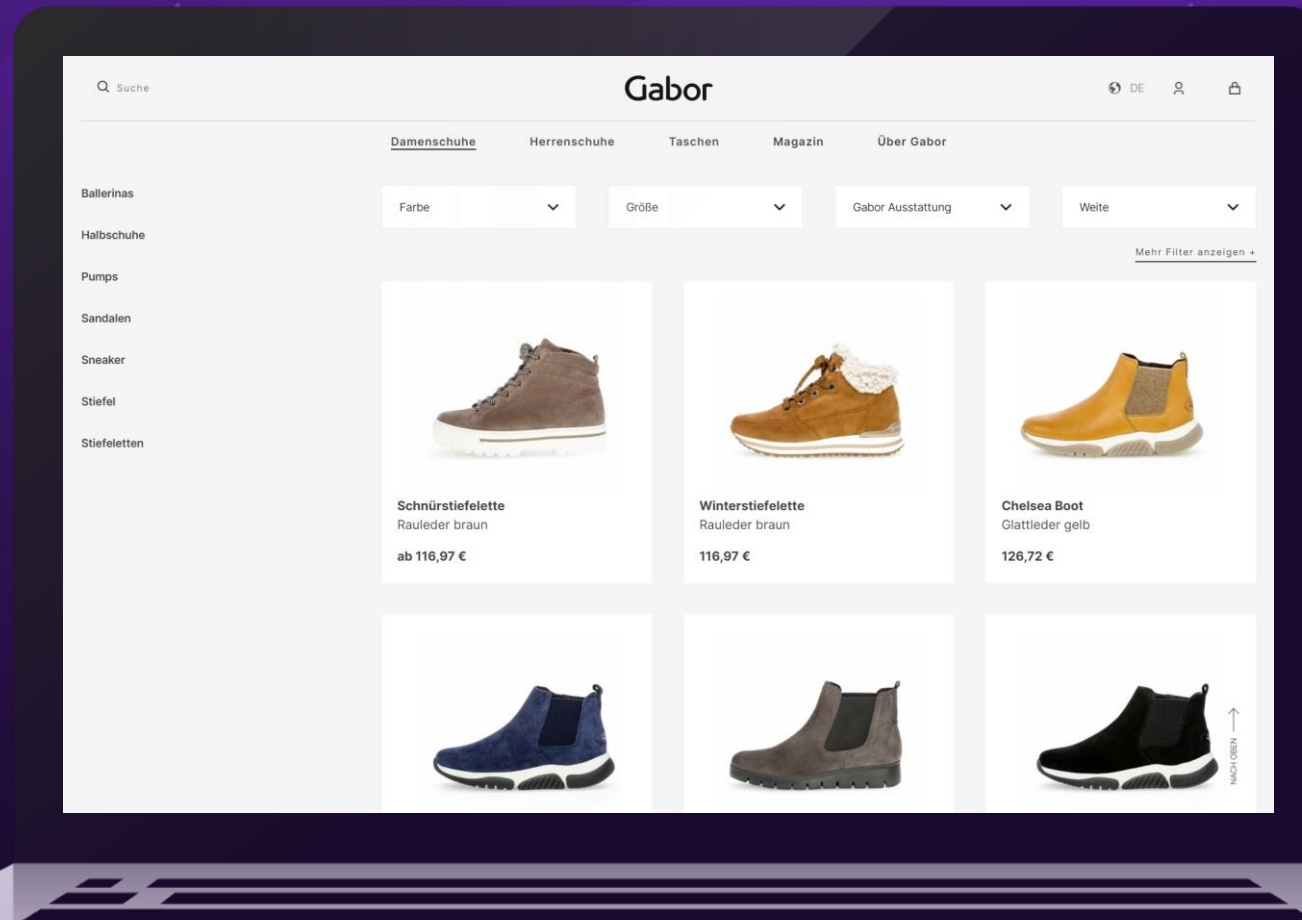
Gabor

The screenshot displays the PIMCORE platform interface for editing a product. The left sidebar shows a navigation tree with categories like 'Bestellungen', 'Ecommerce', 'Kunden', 'Outlets', 'PIM', 'Kategorien', 'Marken', 'Produkte', 'Produkt', 'Schuhe', 'Damenschuhe', 'Ballerinas', 'Halbschuhe', 'Pumps', 'Sandalen', 'Sneaker', 'Sneaker high', 'Sneaker low', 'Stiefel', 'Stiefeletten', 'Herrenschuhe', 'Taschen', 'Unklassifiziert', 'Presse', 'System', and 'test'. The main content area is titled '576877' and includes a 'SAVE & PUBLISH' button and various action icons. The product details are organized into sections: 'Basisdaten' (Basic Data), 'Zusatzinformationen' (Additional Information), 'Attribute', 'Media', 'Verknüpfungen' (Links), and 'System'. The 'Basisdaten' section contains fields for 'Gabor ID (Artmat ID): 576877', 'Artikelnummer (EAN):', 'Zolltarifnummer: 64039998900', and 'Artikelnummer: 66.496.95'. The 'Klassifikationen' (Classifications) section shows 'Typ: Shoe' and 'Klassifikation: Article'. The 'Marke' (Brand) is set to '/PIM/Marken/Marke/Gabor Comfort' and the 'Hauptkategorie' (Main Category) is '/PIM/Kategorien/Kategorie/Schuhe/Damenschuhe/Sneaker/Sneaker low'. The 'Vorgängerartikel' (Predecessor Articles) section lists 'Artikelnummer:', 'Artikelnummern', 'Gabor ID (Artmat ID):', and 'Gabor IDs (Artmat ID)'. At the bottom, there are language selection options for German, English, French, Dutch, and German (Austria), and a 'Name' field with the value 'Sneaker low Effektleder braun'.

PIMCORE PLATFORM™

PIM for Gabor

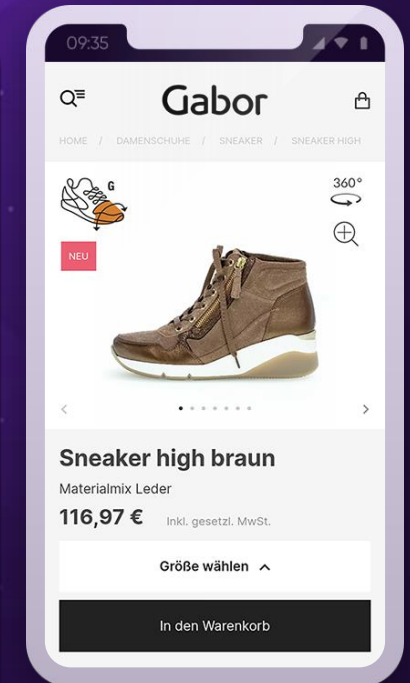
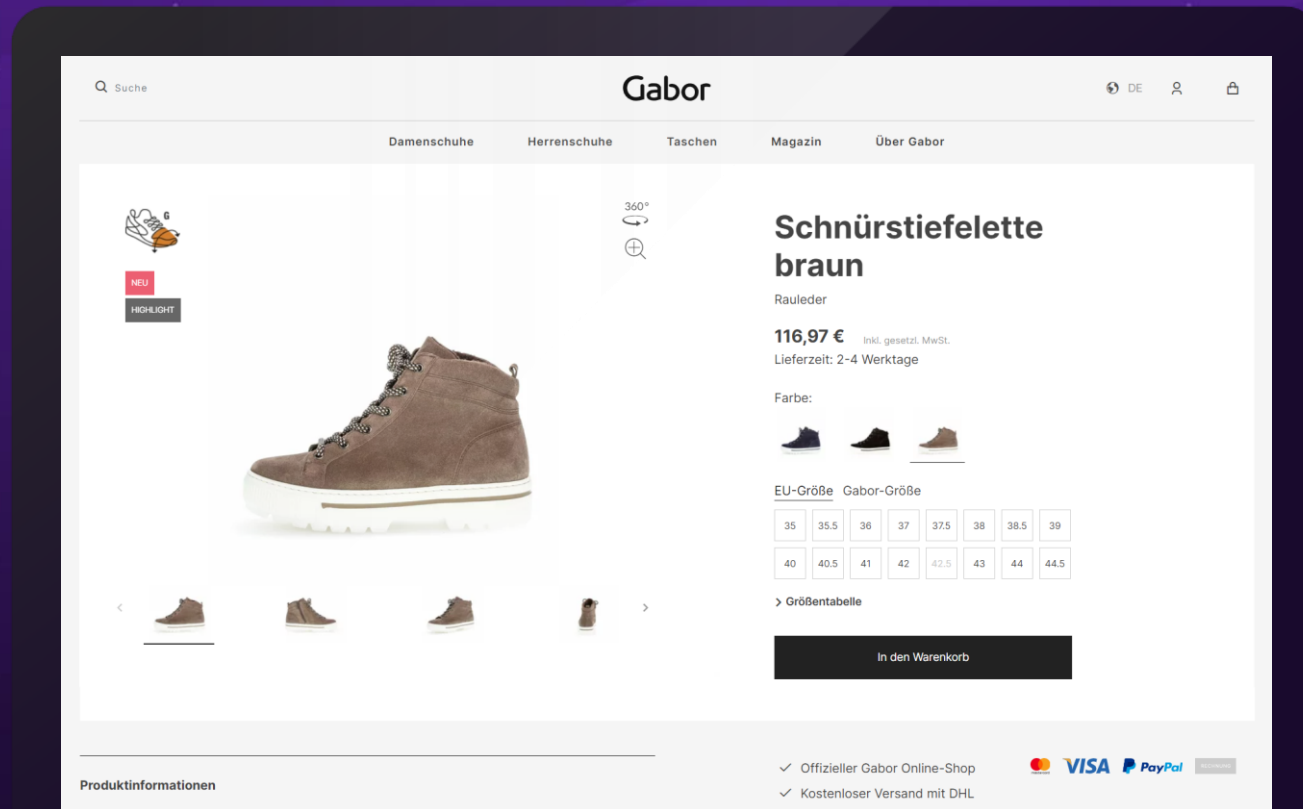
Gabor



PIMCORE PLATFORM™

PIM for Gabor

Gabor



PIM for Ingram Micro



BUSINESS CHALLENGE

The leading US-based wholesale B2B distributor of information technology devices wanted to consolidate all product data. The various data formats from external data providers and vendors had to be integrated in a common structure and system.

- 20+ Million Products
- 60 000+ Attributes
- 30+ Countries/Languages

PIMCORE PIM & DAM

Pimcore stores all product-related entities and ingests and syndicates the data. The DAM module handles all images, videos, and documents.

RESULT

40% reduction in time to market

WHY PIMCORE?

They chose Pimcore because of its total-cost-of-ownership (TCO) and the powerful features for batch processing, enrichment, and automation.

RESULT

60% improved data quality

CUSTOMER FEEDBACK

"We were impressed about Pimcore's suitability for the PIM needs of distribution companies. Pimcore adapted perfectly to our workflows."

PIMCORE PLATFORM™

PIM for Audi



500
SKUs

15
Suppliers

3000
Shops

3
Months



PIMCORE

Digital Asset Management

Collaboration and brand consistency with the Enterprise Open Source Pimcore DAM Platform™

700M+
Assets managed



Gartner

Cool Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner peerinsights

★★★★★

TE
TechCrunch

Featured

FROST & SULLIVAN

Featured

Reasons for a DAM Strategy

- 1 Consistent Media Assets**

The aim of any DAM strategy is to supply various marketing and sales channels, target groups and applications with media assets from a central source.
- 2 Elimination of Data Silos**

Media assets scattered in different corporate silos leads to deficits in the quantity and quality of media data.
- 3 Centralized Brand Management**

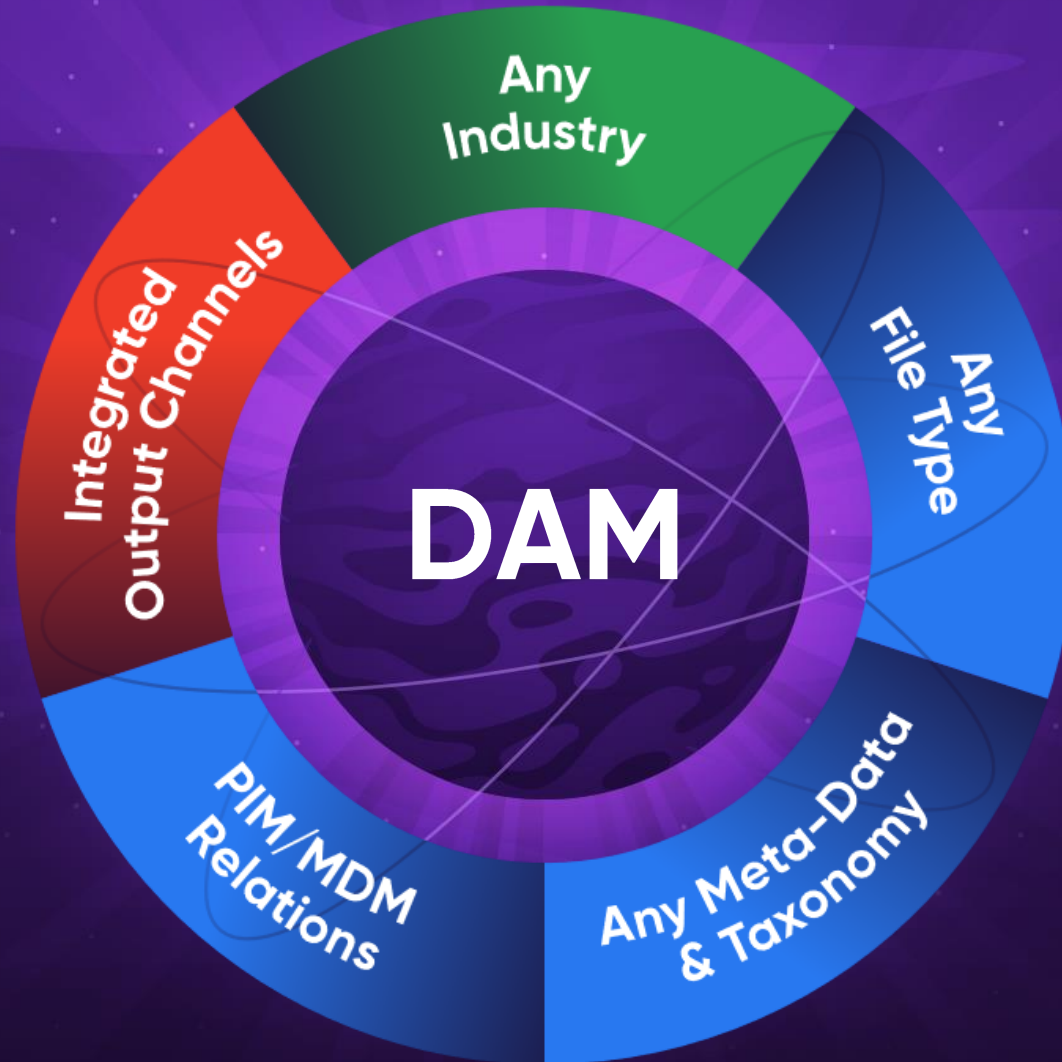
Streamline digital media assets to eliminate inaccuracies and inconsistencies to achieve consistent brand experiences.
- 4 Omni-Channel Enablement**

For enhanced customer experience deliver the right and optimized media asset to the right communication channel in the right format and resolution.
- 5 Ease Communication Workflows & Processes**

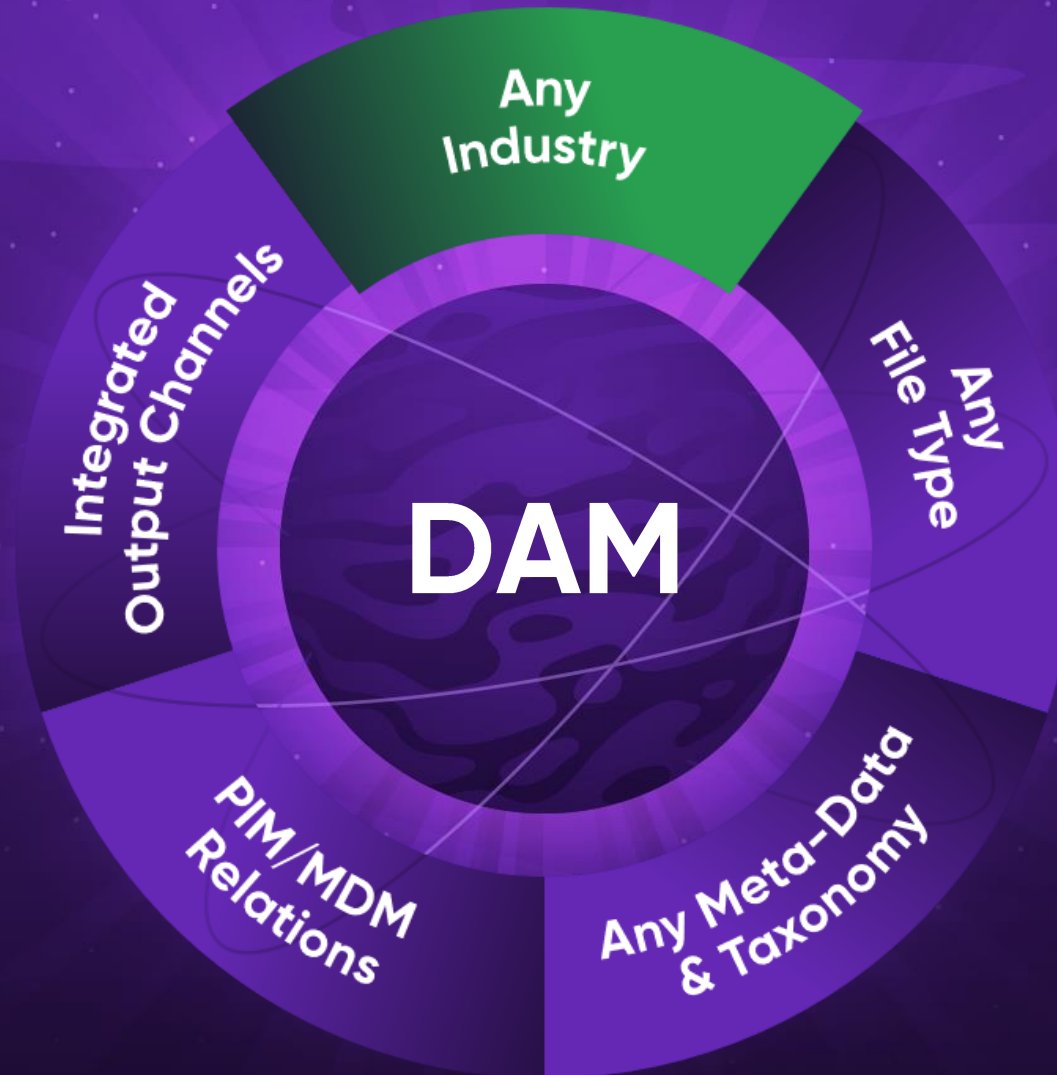
Share and synchronize high-quality media assets between external users, enterprise departments and external agencies.
- 6 Raise Media Asset Values**

Up-to-date media with high-quality descriptive meta-data and relations to 3rd party data – such as product data – is a highly-valuable enterprise asset.

How do we understand DAM?

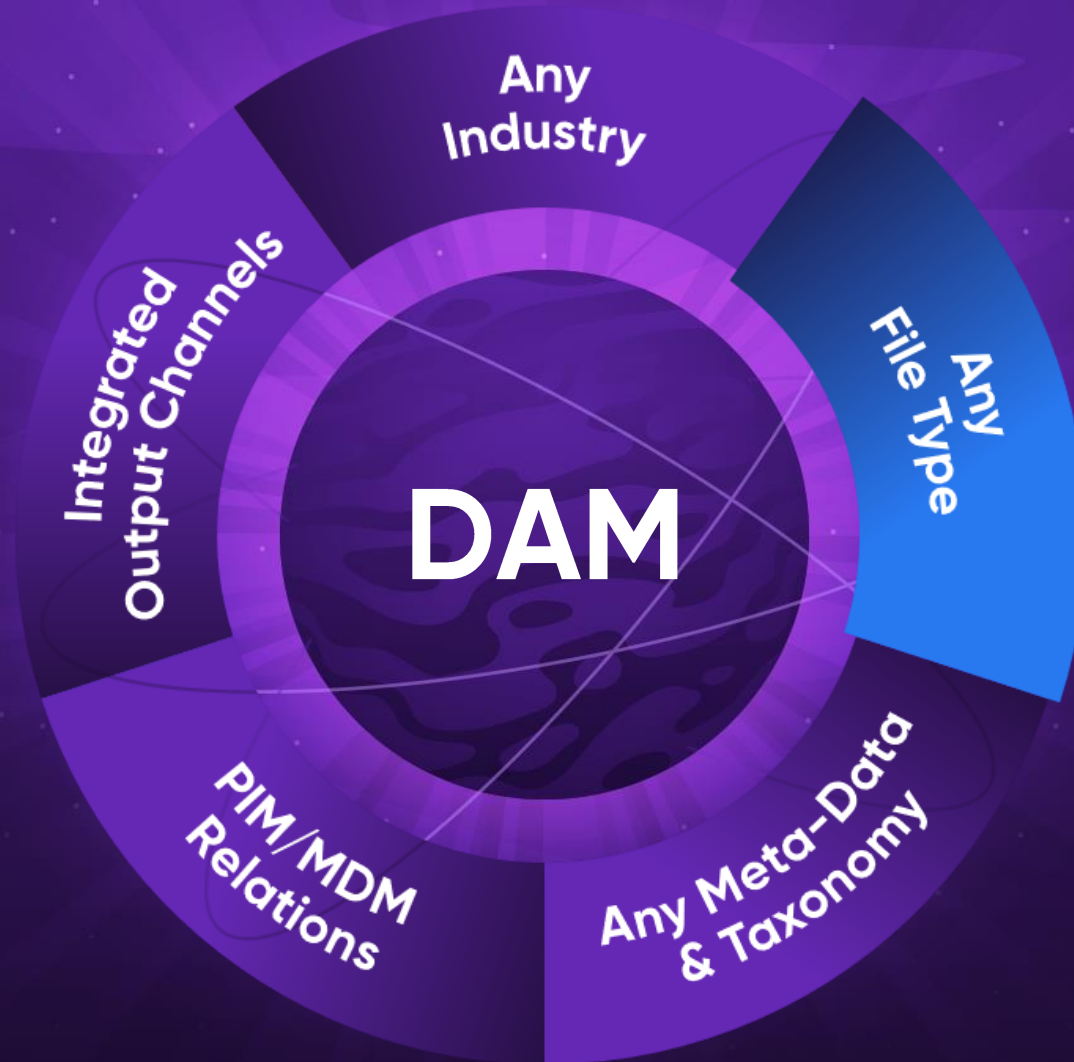


Cross Domain & Cross Industry



- ✓ Retail
- ✓ Technology
- ✓ Transport & Logistics
- ✓ Travel & Hospitality
- ✓ Automotive & Vehicles
- ✓ Arts, Sports & Entertainment
- ✓ Education
- ✓ Energy
- ✓ Financial Services
- ✓ Healthcare
- ✓ Manufacturing
- ✓ Media & Publishing
- ✓ Wholesale Distribution

220+ file types & unlimited storage



- ✓ Video
- ✓ Photo
- ✓ Drawings
- ✓ 3D rendering
- ✓ Documents
- ✓ Sound/music

Most flexible meta data models in the DAM industry



- ✓ Validity
- ✓ Ownership
- ✓ Digital Rights Management (DRM)
- ✓ Topics
- ✓ Categories
- ✓ Collections
- ✓ Brands
- ✓ Color

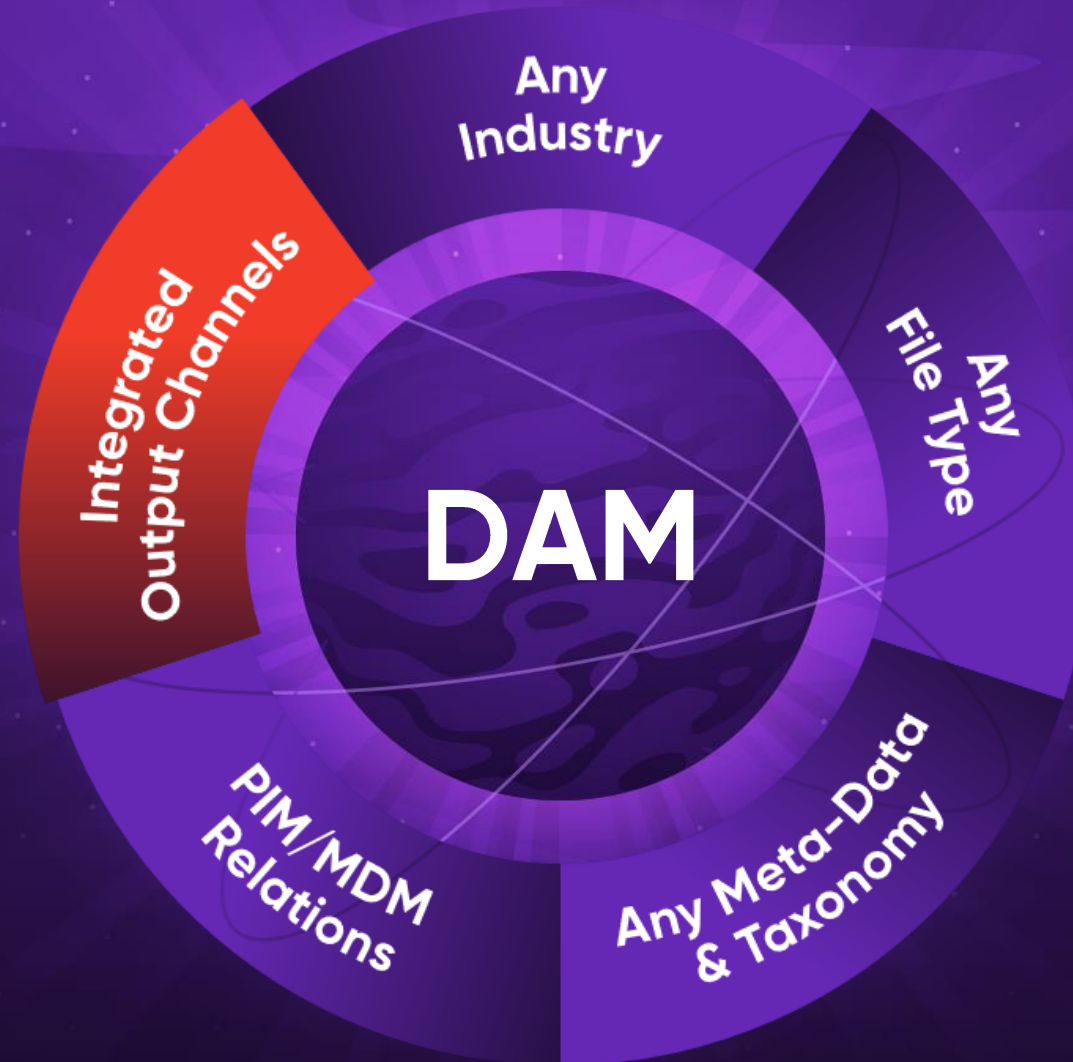
Integrated PIM/MDM for more flexibility

- ✓ Vendors
- ✓ Suppliers
- ✓ Manufacturers
- ✓ Technologies
- ✓ Specifications
- ✓ Customers
- ✓ Locations
- ✓ Employees
- ✓ Products
- ✓ Stock/Availability
- ✓ Pricing
- ✓ Part Lists



Deliver media assets anywhere

- ✓ E-Commerce
- ✓ Website & Portals
- ✓ Mobile/App
- ✓ Digital Signage
- ✓ Configurators
- ✓ PIM as a Service
- ✓ Print
- ✓ POS
- ✓ IOT
- ✓ Voice
- ✓ Headless APIs



Digital Asset Management

Manage, enrich, share and deliver the right digital media across all channels.

Leading DAM

Pimcore Digital Asset Management (DAM) is the leader in enterprise open-source digital media asset management.

Media Asset Management

Pimcore centralizes, harmonizes, converts, describes, manages, tags and delivers any type of media assets and documents.

Workflows & Quality

Pimcore takes care of workflows, reporting, auditing and quality management of media assets.

Marketing Hub & Media Sharing

Pimcore is your central brand hub and makes media assets available for internal and external departments and teams.

Media Delivery

Pimcore delivers the right digital asset in the right format/resolution to any channel, such as digital/mobile, print or digital signage.

Adobe & Microsoft Integration

Pimcore integrates perfectly with the existing IT system landscape, with the Adobe Creative Cloud and Microsoft Office applications.

PIMCORE PLATFORM™

DIGITAL ASSET MANAGEMENT

APPLICATIONS



DAM

DIGITAL ASSET
MANAGEMENT



AXP

ASSET EXPERIENCE
PLATFORM



MARKETING HUB

BRAND HUB & MARKETING



INTEGRATION

DESKTOP, MICROSOFT
& ADOBE INTEGRATION

CORE FUNCTIONS

MODELING

INTEGRATION

MEDIA-MANAGEMENT

METADATA-MANAGEMENT

TAGGING

CONVERSION & TRANSCODING

SEARCH & FILTERING

SHARING

COLLECTIONS

WORKFLOWS

OPTIMIZING

PUBLISHING

DIRECT EDIT

MEDIA DELIVERY



DATA HUB

PIMCORE DATA
INTEGRATION HUB



DELIVERY

DIRECT MULTI-CHANNEL
MEDIA DELIVERY

HEADLESS DIGITAL ASSET MANAGEMENT

GRAPHQL

REST

JSON

XML

FLEXIBLE ASSET & MULTI- CHANNEL DELIVERY

PERFORMANCE

GLOBAL SCALE

CACHING / CDN

DIGITAL

MOBILE/APP

VOICE

BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR

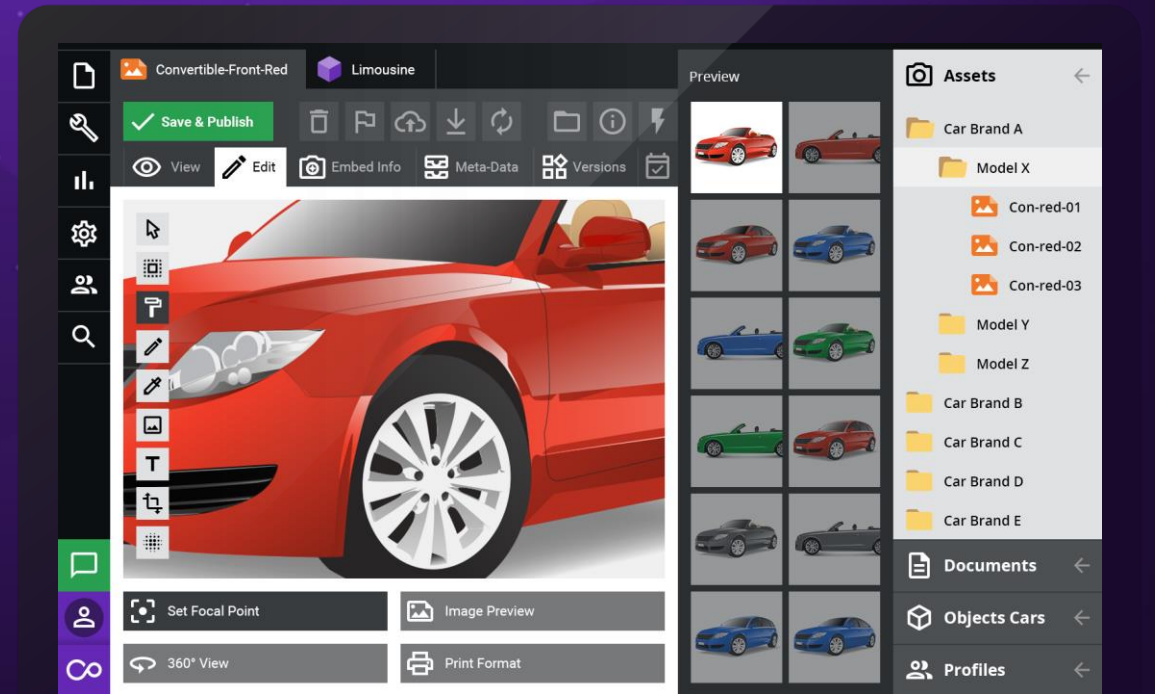
PRINT

POS

IOT

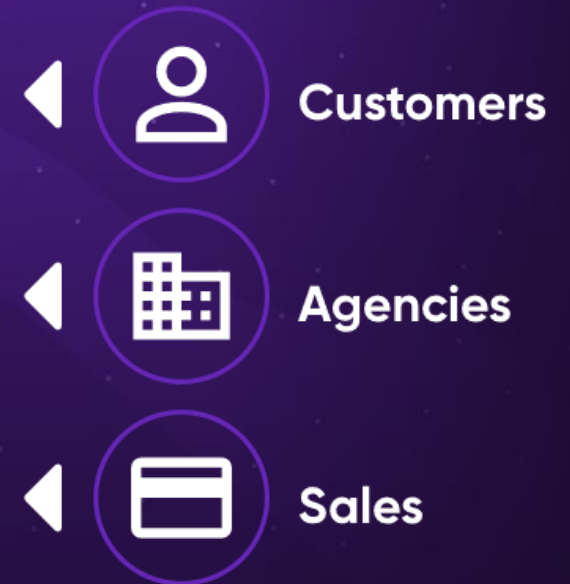
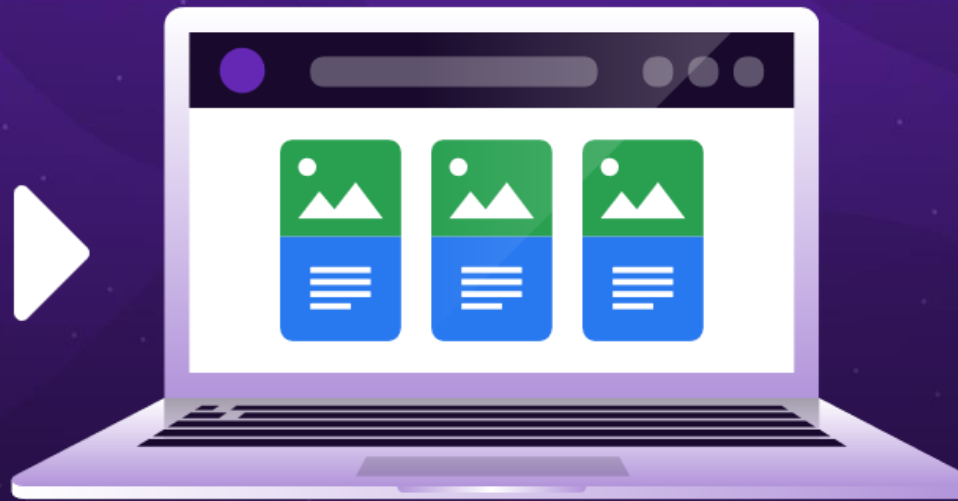
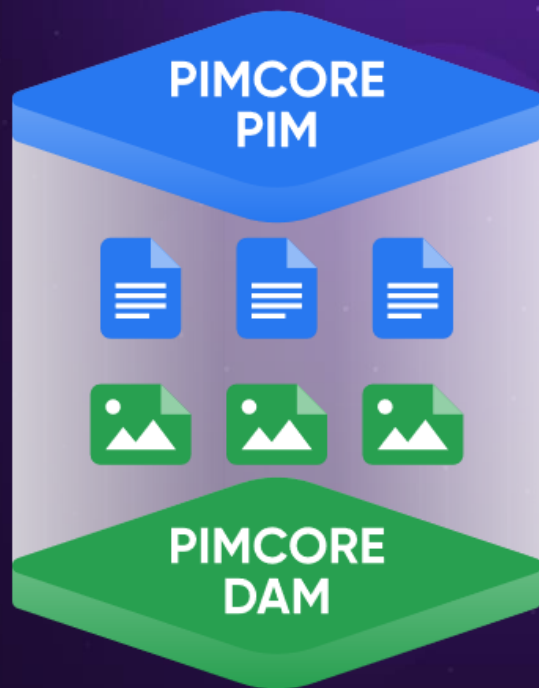
Features: Digital Asset Management

- ✓ Best in class Media Asset Organization & Right Management
- ✓ Most flexible Meta-Data Management & Tagging
- ✓ Real-time Image & Video Conversion
- ✓ Compatibility to all Filetypes
- ✓ Integrated Workflow Management
- ✓ Scalable Media Asset Delivery & Integration



PIMCORE PLATFORM™

Features: Asset Experience Portal

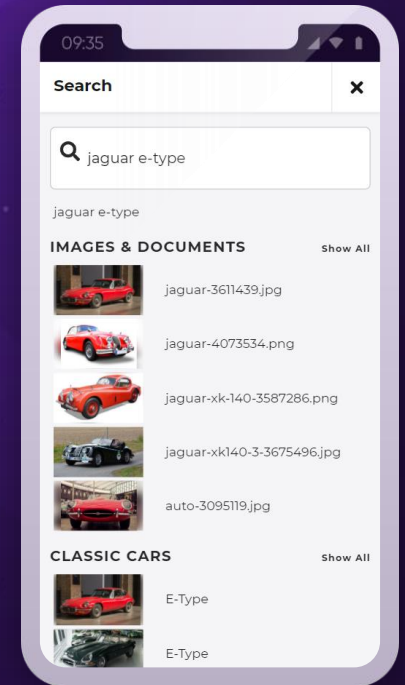
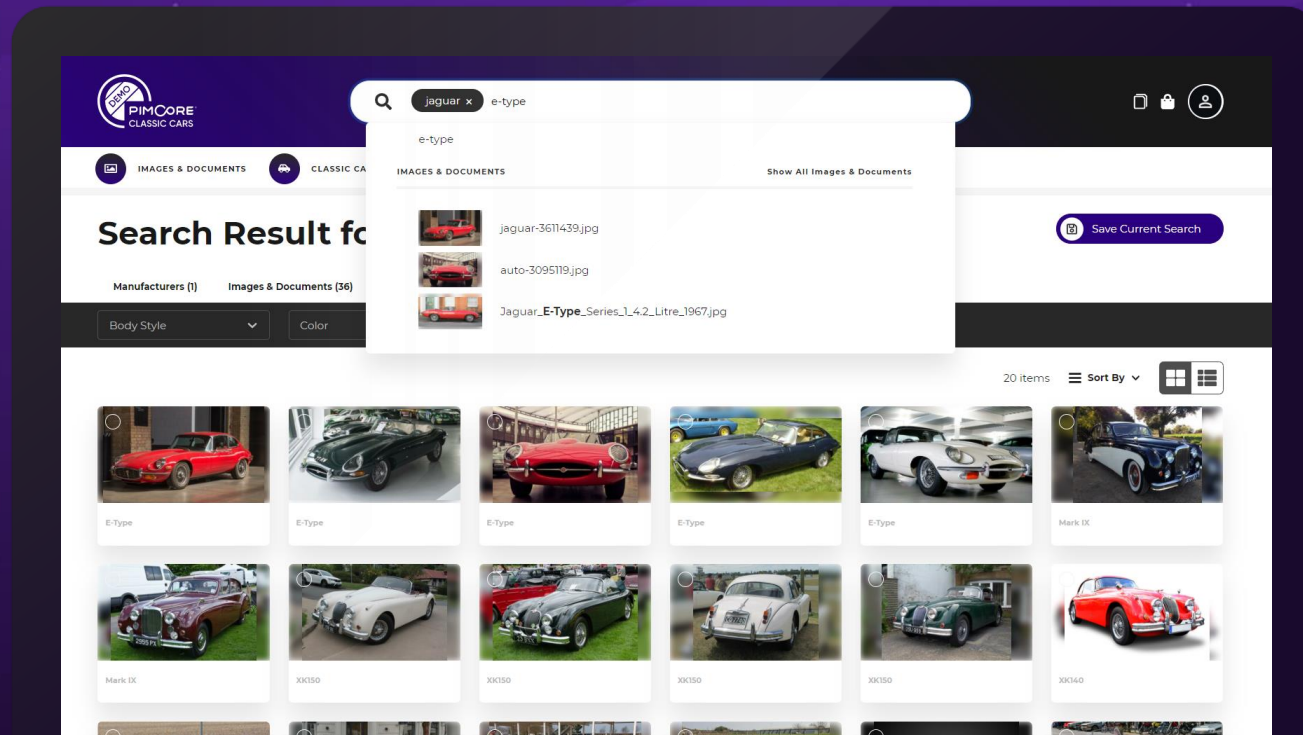


- ✓ Marketing & Sales Content Hub
- ✓ Product Data Sharing Platform

- ✓ Product & Asset collaboration system
- ✓ Name it! Configure it within 5 minutes

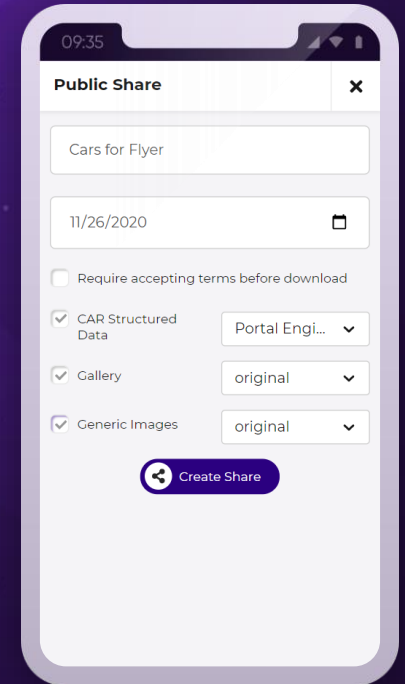
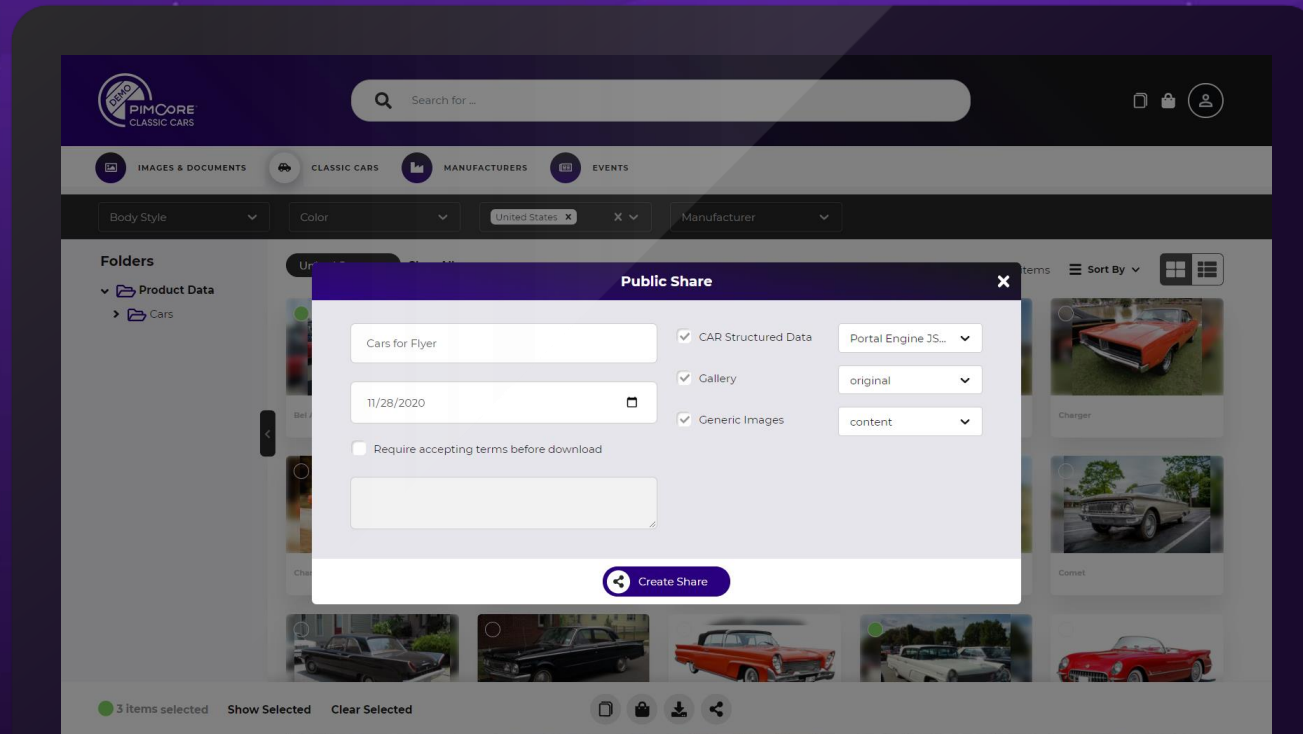
PIMCORE PLATFORM™

Search



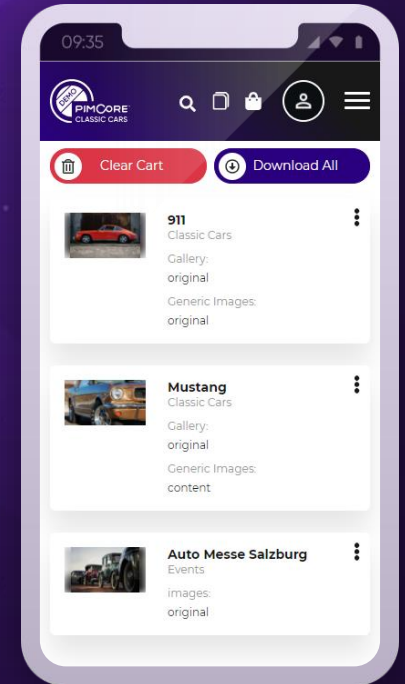
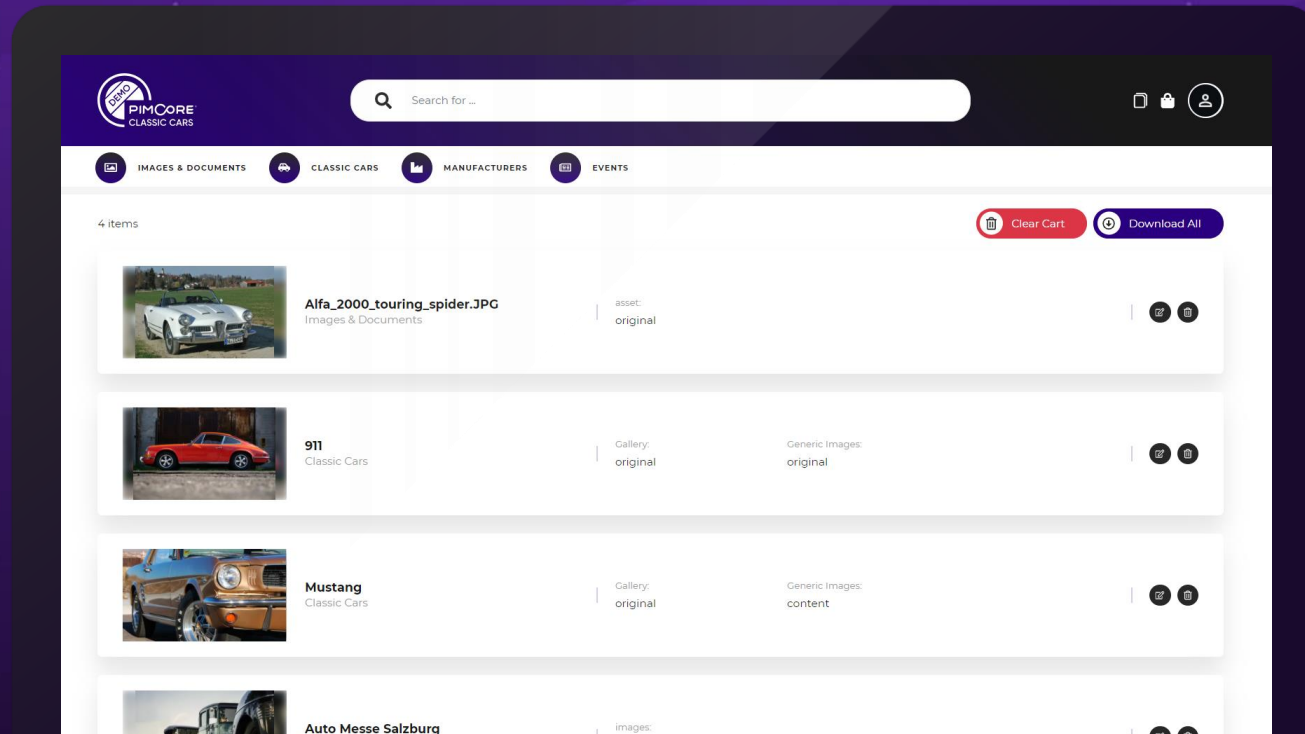
PIMCORE PLATFORM™

Sharing



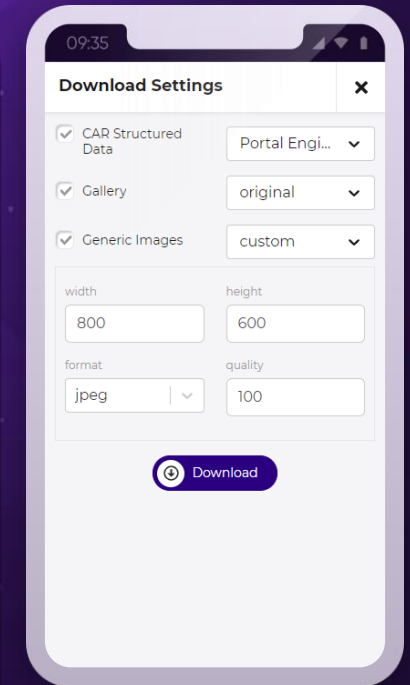
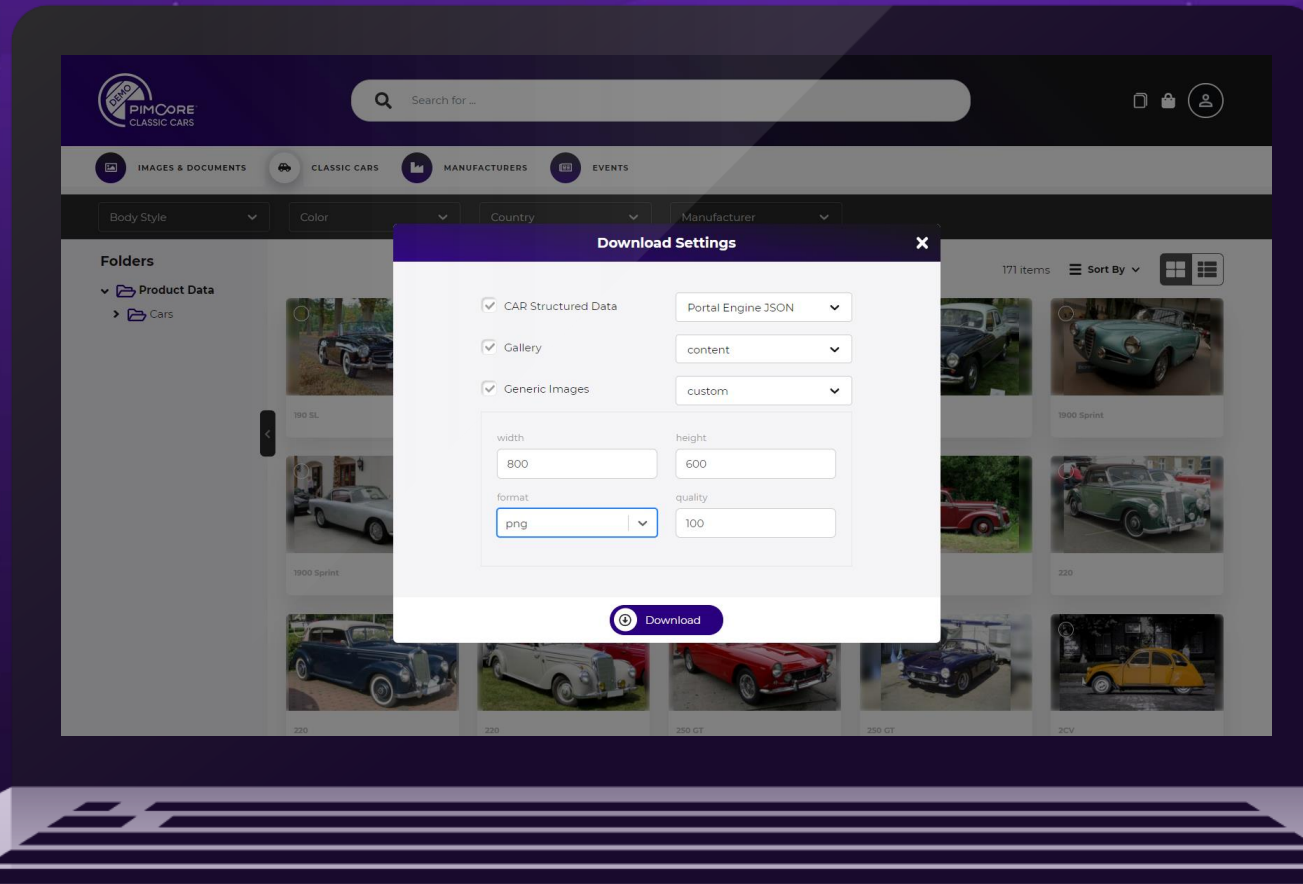
PIMCORE PLATFORM™

Cart



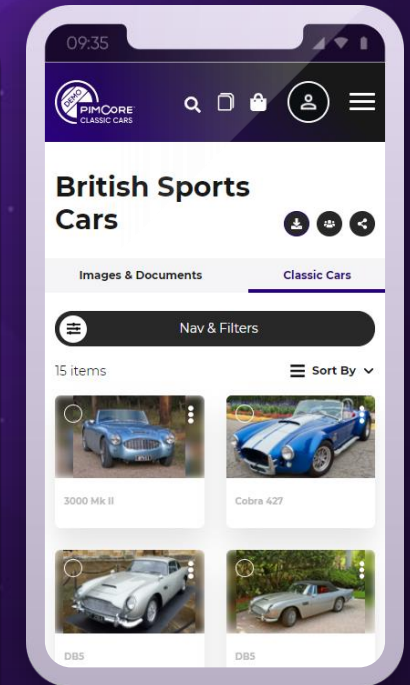
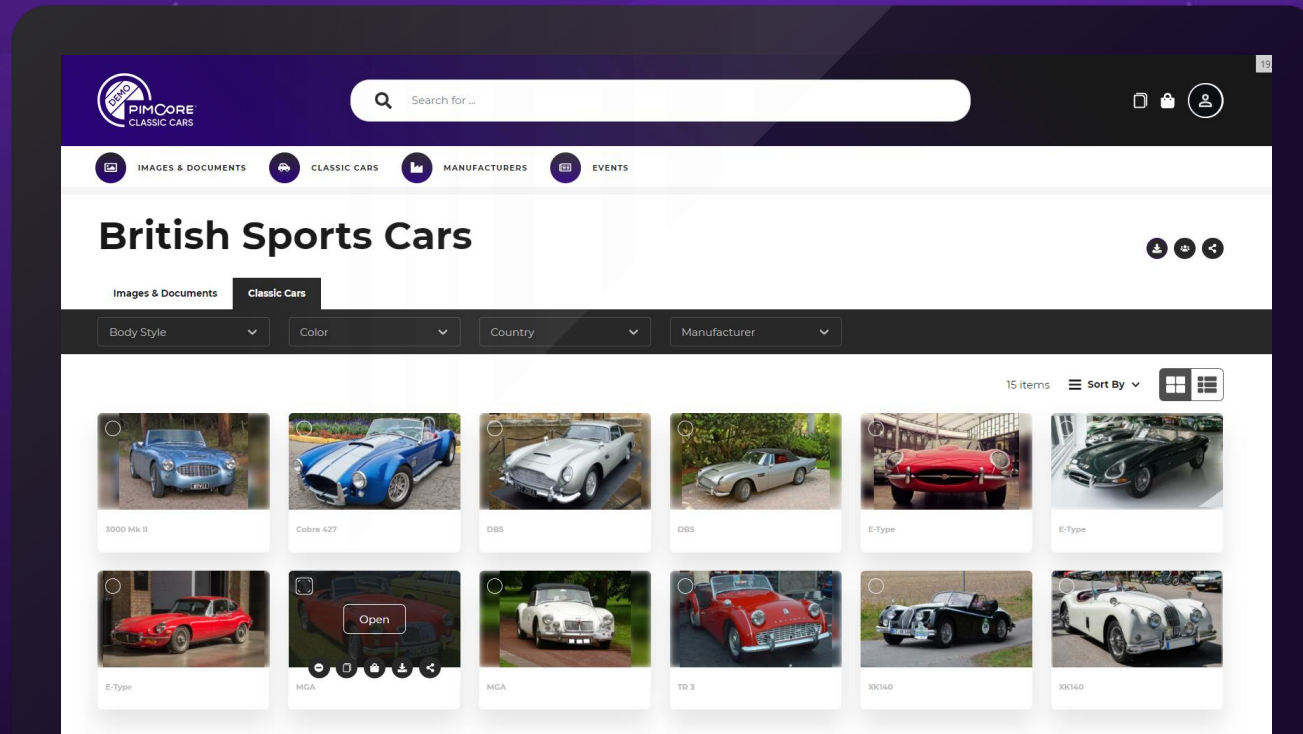
PIMCORE PLATFORM™

Download



PIMCORE PLATFORM™

Collections



PIMCORE PLATFORM™

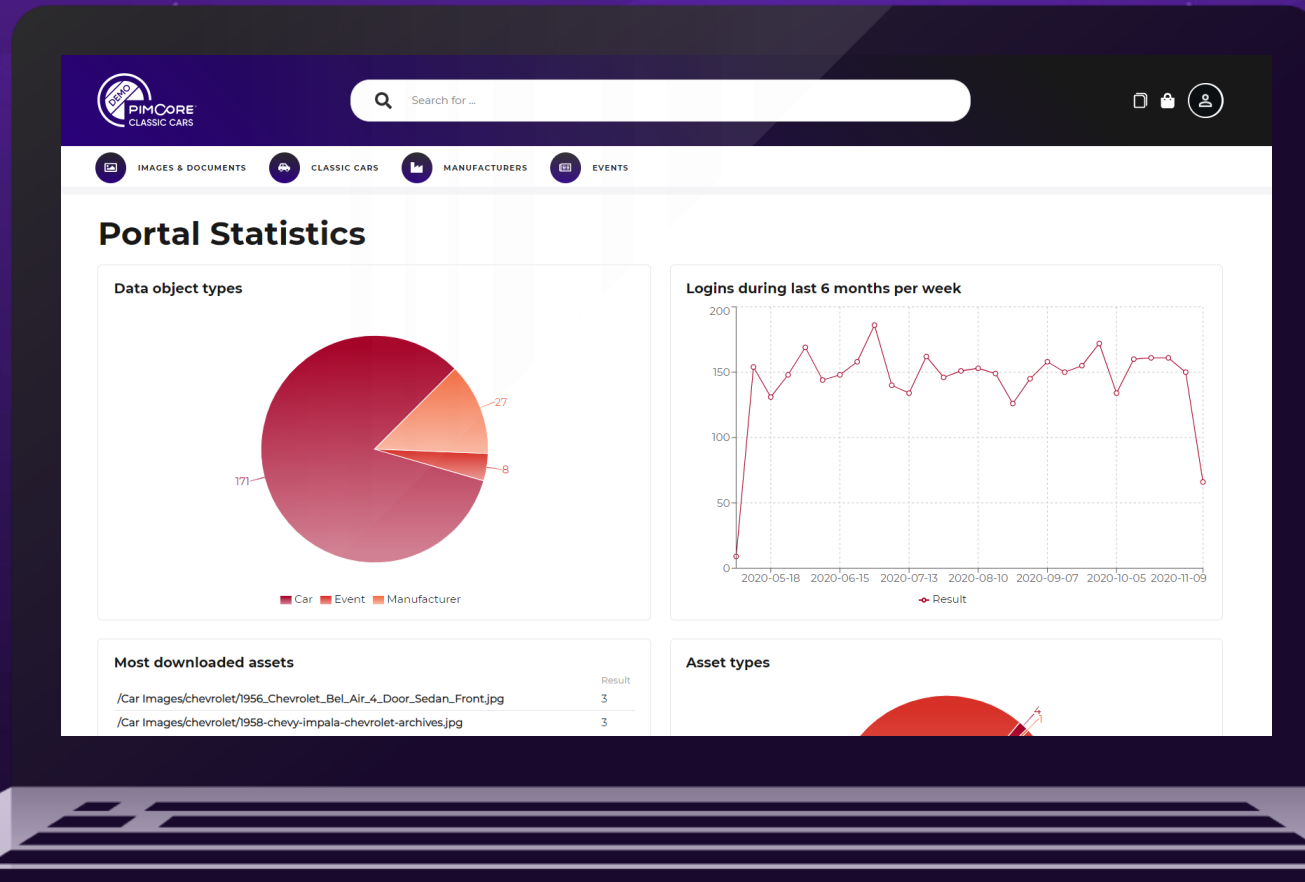
Dashboards

The desktop dashboard features a dark purple header with the PIMCORE CLASSIC CARS logo on the left, a search bar in the center, and navigation icons on the right. Below the header is a horizontal menu with icons for IMAGES & DOCUMENTS, CLASSIC CARS, MANUFACTURERS, and EVENTS. The main content area starts with a large heading "Welcome to the classic cars portal !" followed by a sub-heading "Our portal offers a wide range of high quality data covering different topics like manufactures, cars and image material." Below this are four featured cards: "Events" (See most current Events), "German Cars Special" (We have listed the finest german classic cars), "All Car Data" (Find and download all car data), and "Manufacturers" (All manufacturers listed). A section titled "Our Specials" follows, containing four smaller car-specific cards: "Ferrari Testarossa", "VW Käfer", "Jaguar MK2", and "Fiat 500".

The mobile view shows the same dashboard content adapted for a smartphone screen. The header includes the time 09:35, the PIMCORE CLASSIC CARS logo, and navigation icons. The main heading "Welcome to the classic cars portal !" is prominent, followed by the introductory text. The featured cards are displayed in a single column, with the "German Cars Special" and "All Car Data" cards being the most visible.

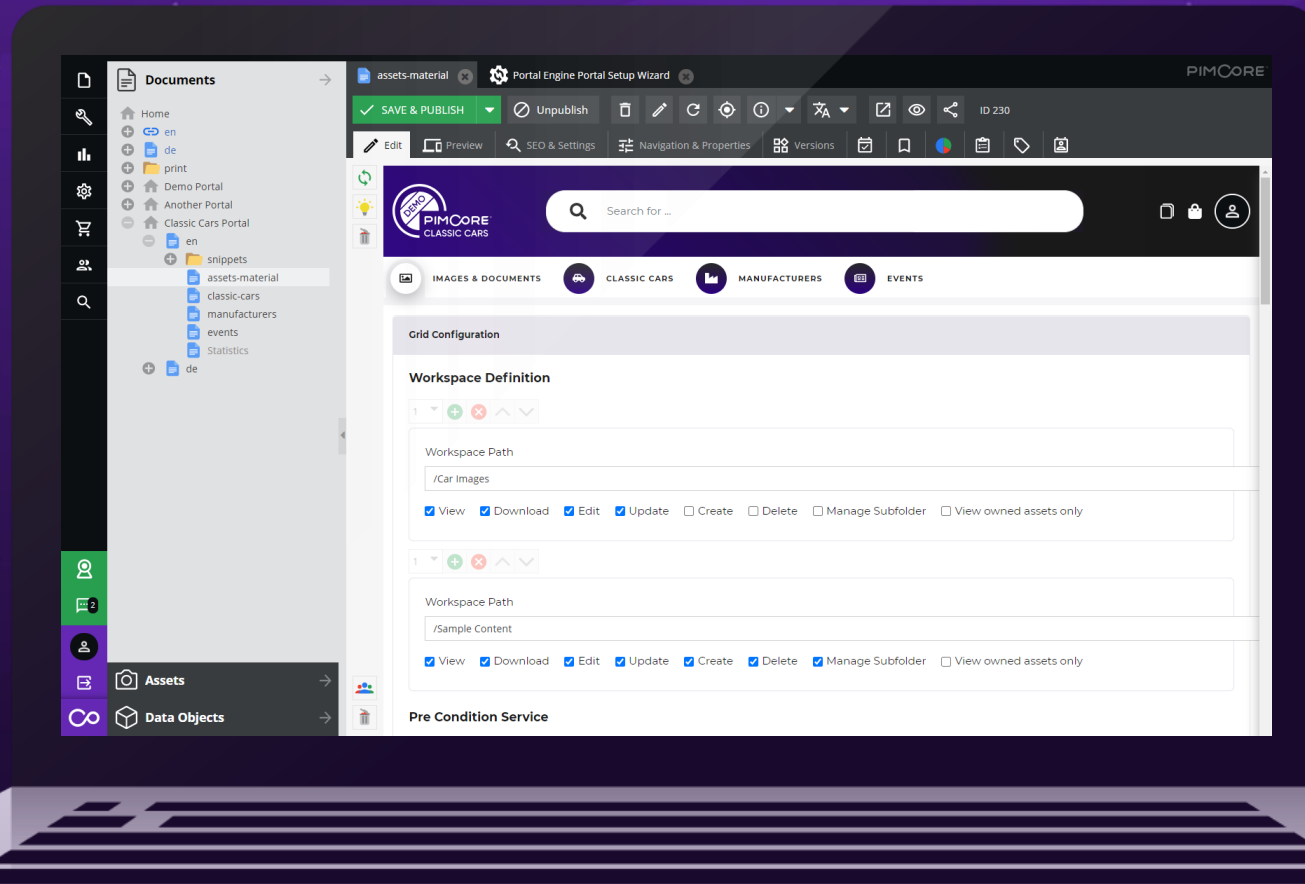
PIMCORE PLATFORM™

Analytics



PIMCORE PLATFORM™

Configuration



PIMCORE PLATFORM™

Extendable

Restrict visible data with permissions and custom preconditions

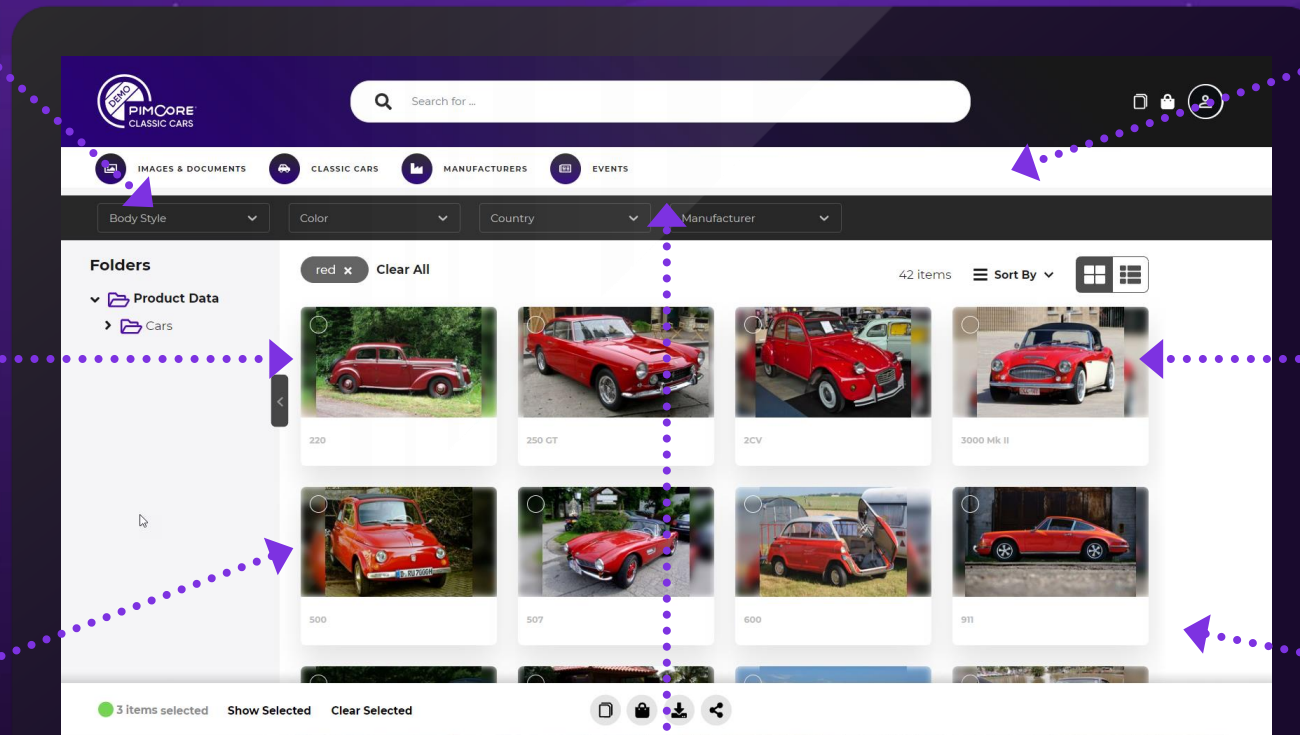
Extend the user interface and search with custom data attributes

Customize default features by simply overriding Symfony services

Add additional content with Pimcore Documents and custom Area Bricks

Customize templates via React components and Twig templates

Adapt anything you want due to a modular, flexible architecture

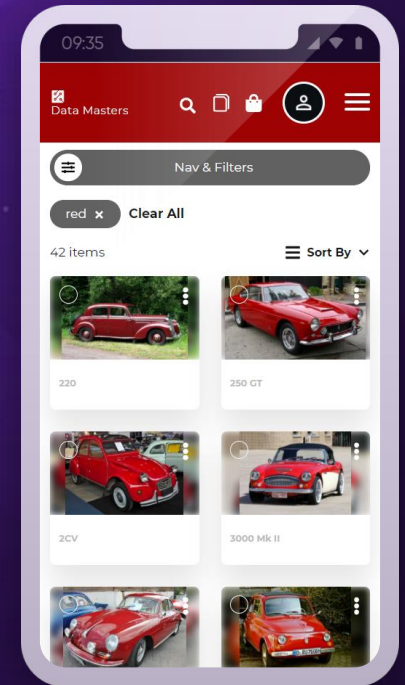
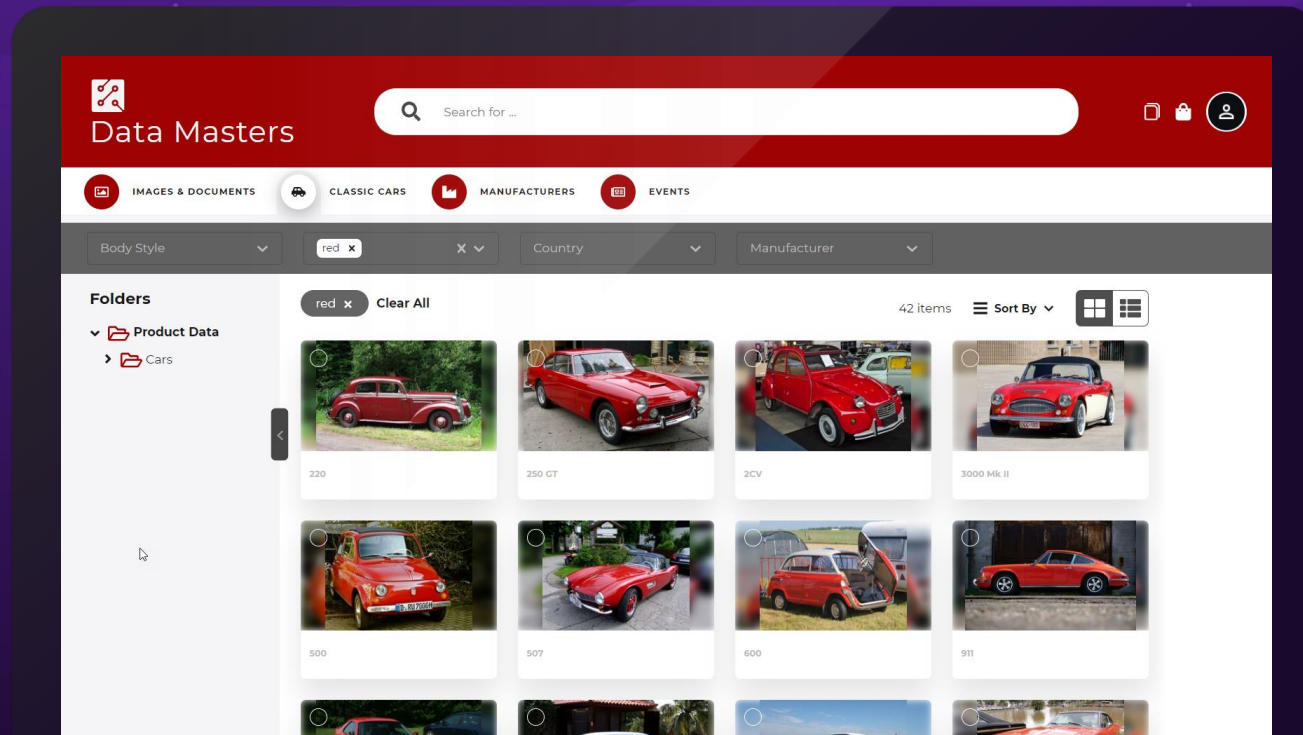


Change styling in configuration or with custom CSS

PIMCORE PLATFORM™

Brandable

Ready to
white-label



PIMCORE PLATFORM™

Features: Enterprise Desktop Integration

- ✓ Access Pimcore from Desktop
- ✓ Adobe Creative Cloud Integration
- ✓ Microsoft Office Integration
- ✓ Pimcore Direct Edit
- ✓ Pimcore WebDAV



WebDAV



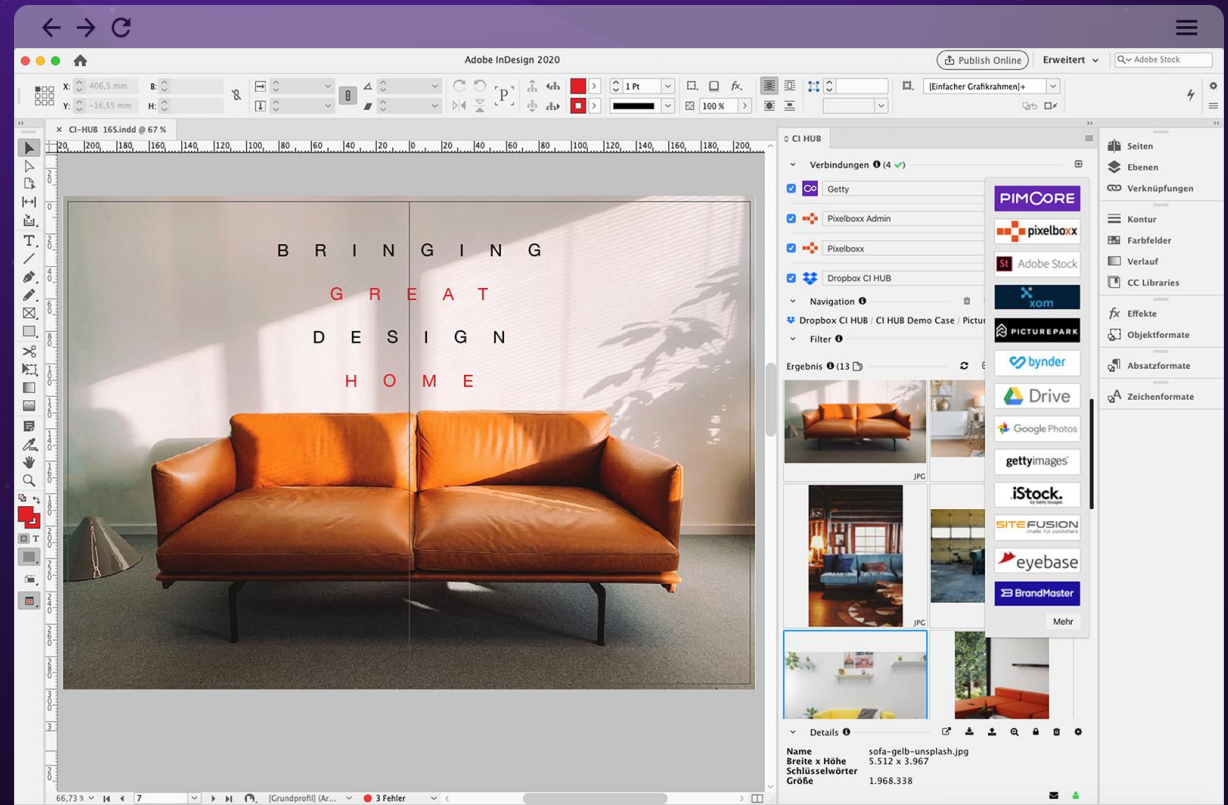
Pimcore
Direct Edit



Adobe
Creative



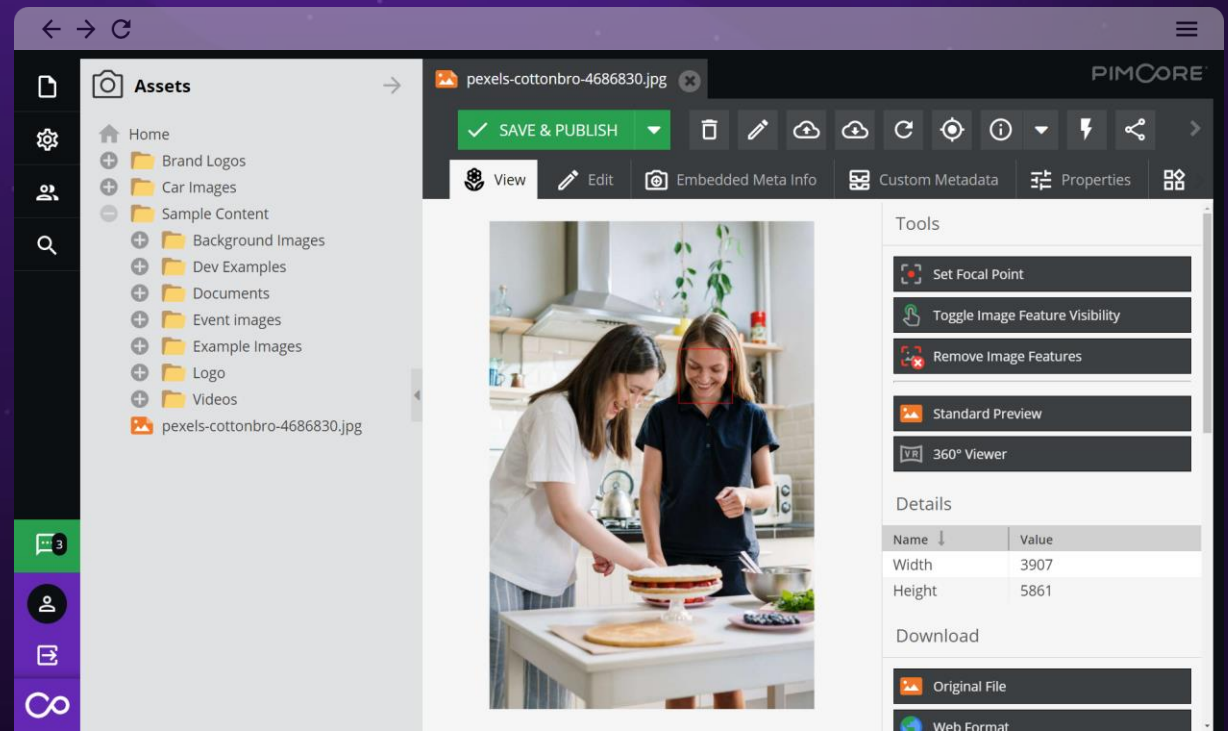
Microsoft
Office



Features: Auto-Tagging and Image-Recognition

Integrate Pimcore with the leading image recognition services and AI/ML stacks from Microsoft, Google and Amazon AWS.

- ✓ Focal point and face recognition out of the box
- ✓ Interfaces to Microsoft, Google and Amazon AWS image recognition libraries



Digital Asset Management

Community Edition

- ✓ Free version of the Pimcore Platform™
- ✓ Based on the open-source GPLv3 license
- ✓ All core features of the complete platform

- ✗ No support available (SLA)
- ✗ No long term support (LTS)
- ✗ No enterprise functionalities

Enterprise Subscription

- ✓ Commercial version of the Pimcore Platform™
- ✓ Based on the enterprise-friendly PCL (Pimcore commercial license)
- ✓ Access to all core features of the complete platform
- ✓ Access to all enterprise functionalities
- ✓ Access to support (SLA)
- ✓ Access to long term support (LTS)

PIMCORE PLATFORM™

Pimcore
Enterprise
Subscription

DIGITAL ASSET MANAGEMENT

APPLICATIONS



DAM
DIGITAL ASSET
MANAGEMENT



AXP
ASSET EXPERIENCE
PLATFORM



**MARKETING
HUB**
BRAND HUB & MARKETING




INTEGRATION
DESKTOP, MICROSOFT
& ADOBE INTEGRATION


CORE FUNCTIONS

MODELING	INTEGRATION	MEDIA-MANAGEMENT	METADATA-MANAGEMENT	TAGGING	CONVERSION & TRANSCODING	
SEARCH & FILTERING	SHARING	COLLECTIONS	WORKFLOWS	OPTIMIZING	PUBLISHING	DIRECT EDIT

MEDIA DELIVERY



DATA HUB
PIMCORE DATA
INTEGRATION HUB



DELIVERY
DIRECT MULTI-CHANNEL
MEDIA DELIVERY

HEADLESS DIGITAL ASSET MANAGEMENT

GRAPHQL	REST
JSON	XML

FLEXIBLE ASSET & MULTI- CHANNEL DELIVERY

PERFORMANCE
GLOBAL SCALE
CACHING / CDN

DIGITAL MOBILE/APP VOICE BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR PRINT POS IOT

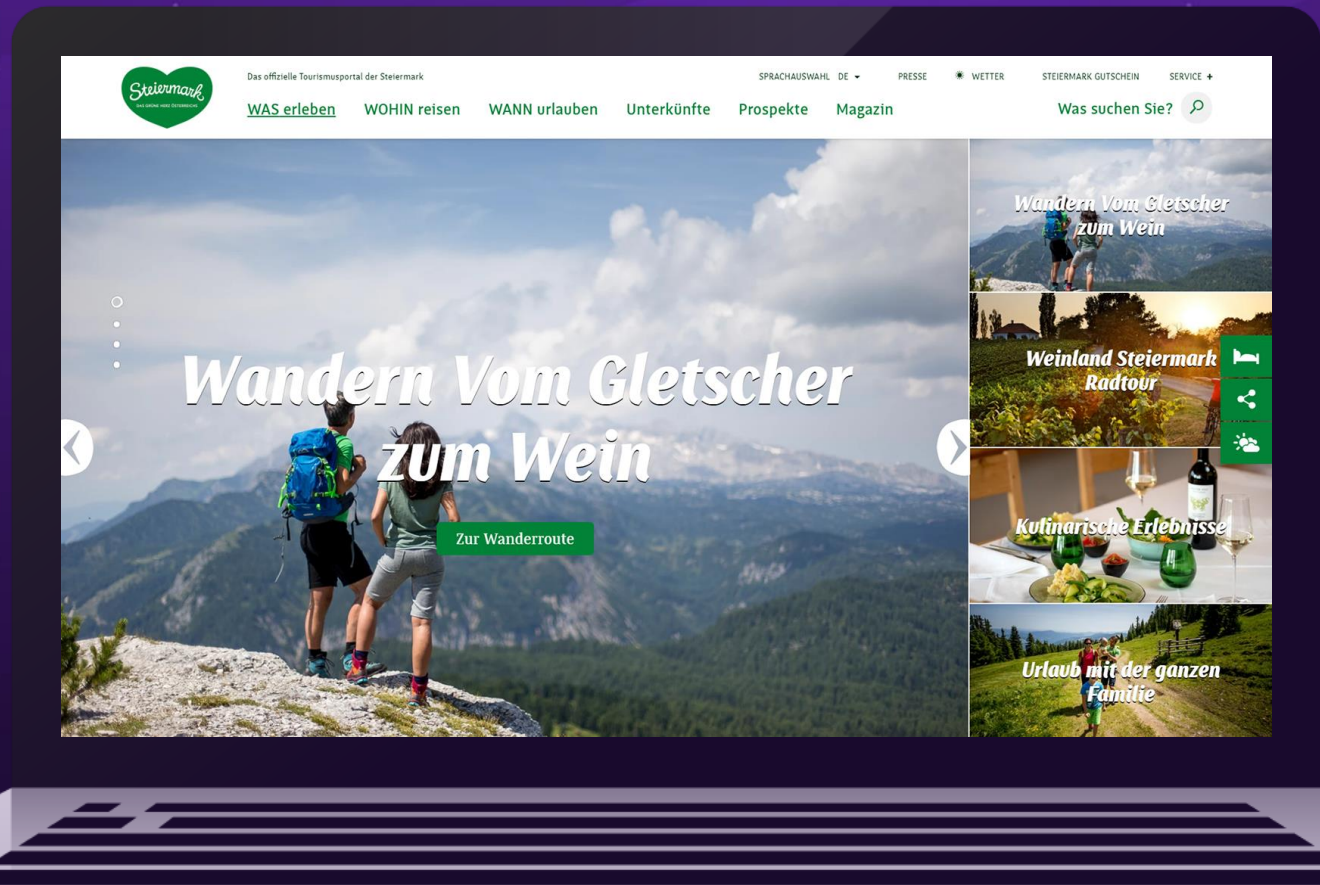
PIMCORE

DAM for Styria Travel



150 000
Files

300 000
POIs



9
Languages

287
Cities

DAM for Styria Travel



CHALLENGE

Complexities in product content management, legacy systems could not meet the needs of the association and its members.

SOLUTION

Pimcore DAM centralizes the content for all physical and digital channels such as:

- Accommodations
- Infrastructure
- Events
- Tours & Routes
- Restaurants
- Live data (snow depths, lift & trail status)
- Webcam data
- Brochures

DIGITAL EXPERIENCE

With many different CMS systems in place at each of 287 regions, numerous data silos and technical islands existed. Digitization, especially against the background of new semantic technologies, required an open, uniformly structured and sustainably designed system architecture and content structure.

SOLUTION

A migration of the official travel portal to the Pimcore DXP accelerates the digital transformation in this region.

WHY PIMCORE?

For Tourism 4.0 and the use of artificial intelligence in the future, it necessary to store data and content directly in machine-readable formats to make it comprehensible and interpretable.

SOLUTION

The distribution takes place via Pimcore Datahub through own channels and partners. Every partner can use the data from the central database via an open and performant API interface.

PIMCORE

Digital Experience Management

Speed up your marketing with the Enterprise Open Source Pimcore DXP/CMS Platform™

150M+
Documents managed



Gartner

Cool Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner peerinsights

★★★★★

TE
TechCrunch

Featured

FROST & SULLIVAN

Featured

6 Reasons for a DXP Strategy

1 Commerce & Content Experience

A consistent, continuous and x-channel customer experience including commerce is one of the most important prerequisites for a successful brand appearance.

2 Personalization

Customers expect to be addressed individually and personalized across channels and devices. Behavioral targeting with the creation of user profiles makes this possible in real time.

3 Efficient Marketing

Aggregation of structured content at a central location (single-source publishing) allows multiple channels to be supplied from a single repository (multi-channel publishing or content as a service).

4 Omni-Channel Enablement

Deliver any content to any channel. With a solid DXP strategy central content can be delivered in a headless environment to any output channel, even POS, Print & IOT.

5 Marketing Automation & CDP

Connect customer data to digital experiences to create personalized marketing automation via newsletter, push messaging and personalized content portals.

6 Programmatic Marketing

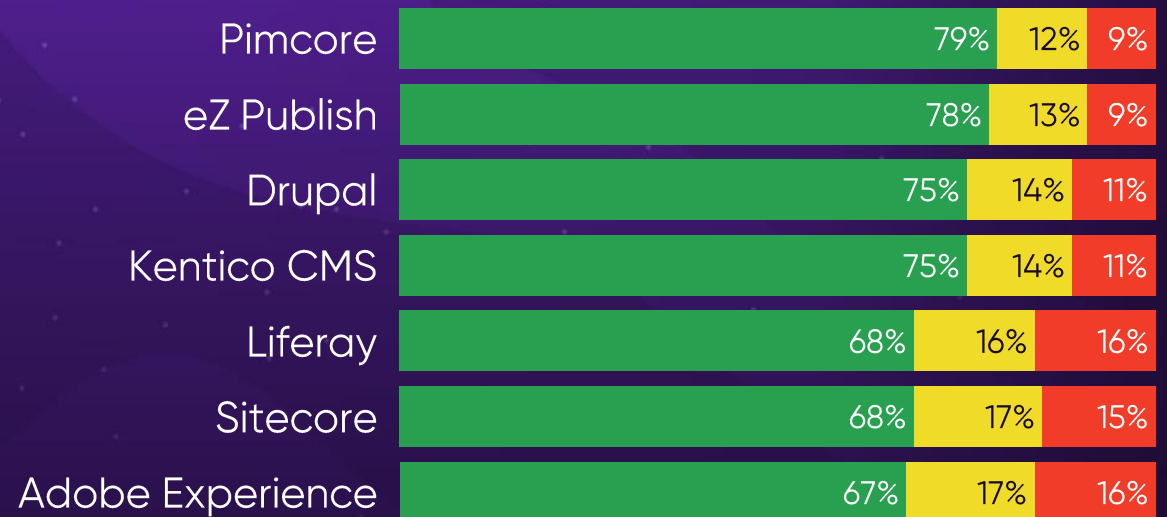
Deliver programmatic marketing campaigns by connecting data sources in real time to marketing and social providers such as Google, Facebook and Instagram.

PIMCORE PLATFORM™

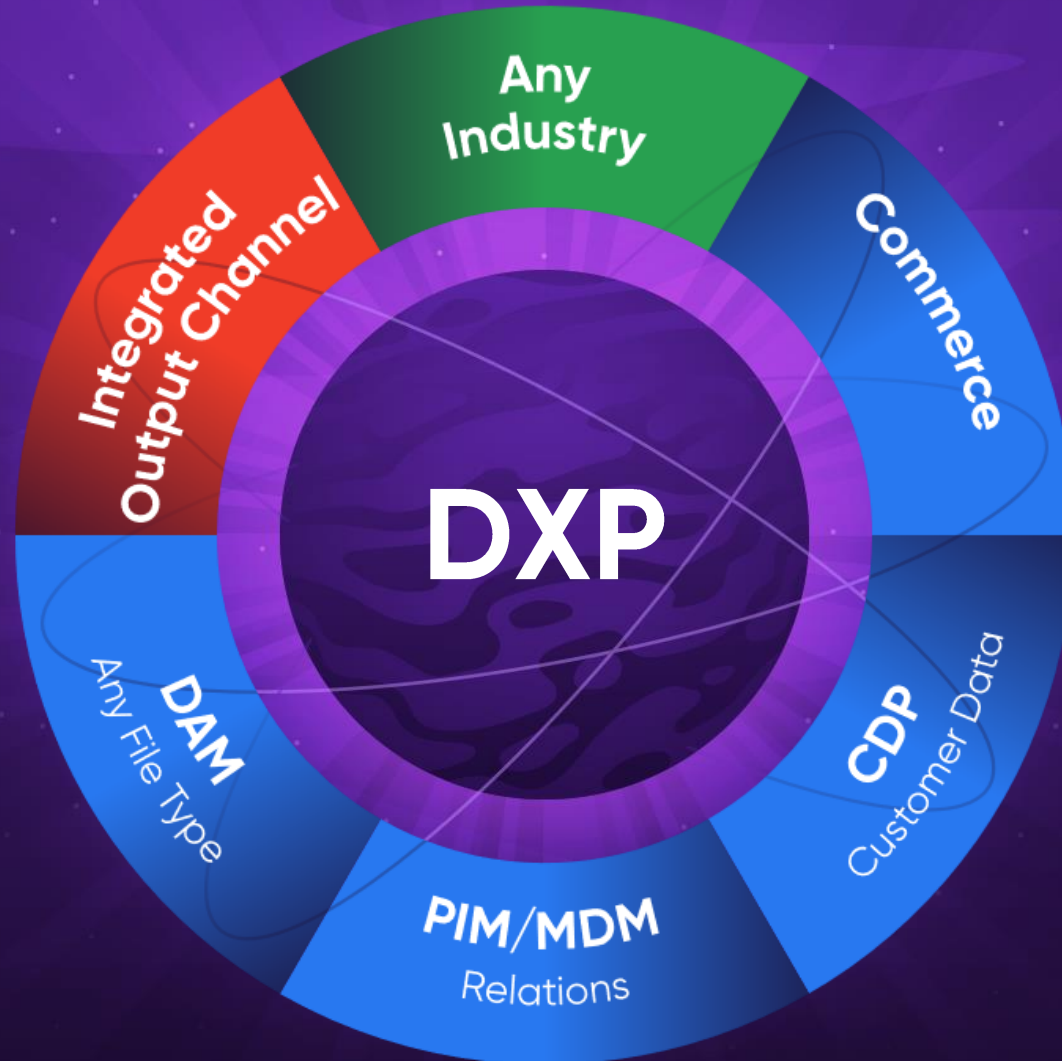
Digital Experience Management

The fastest Digital Experience Management Platform in the world.

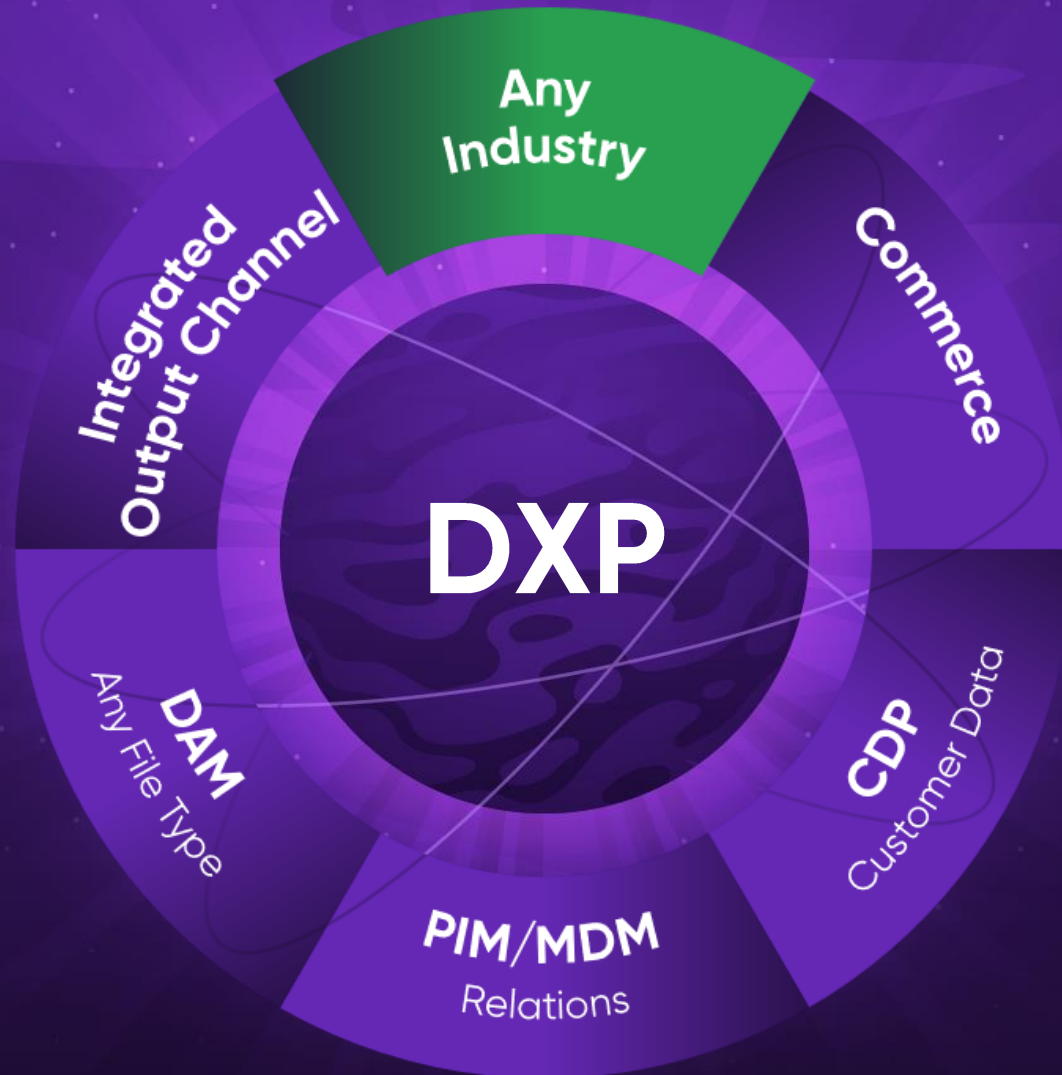
Based on an Analysis of 18,5M Domains by Sistrix



How do we understand DXP?

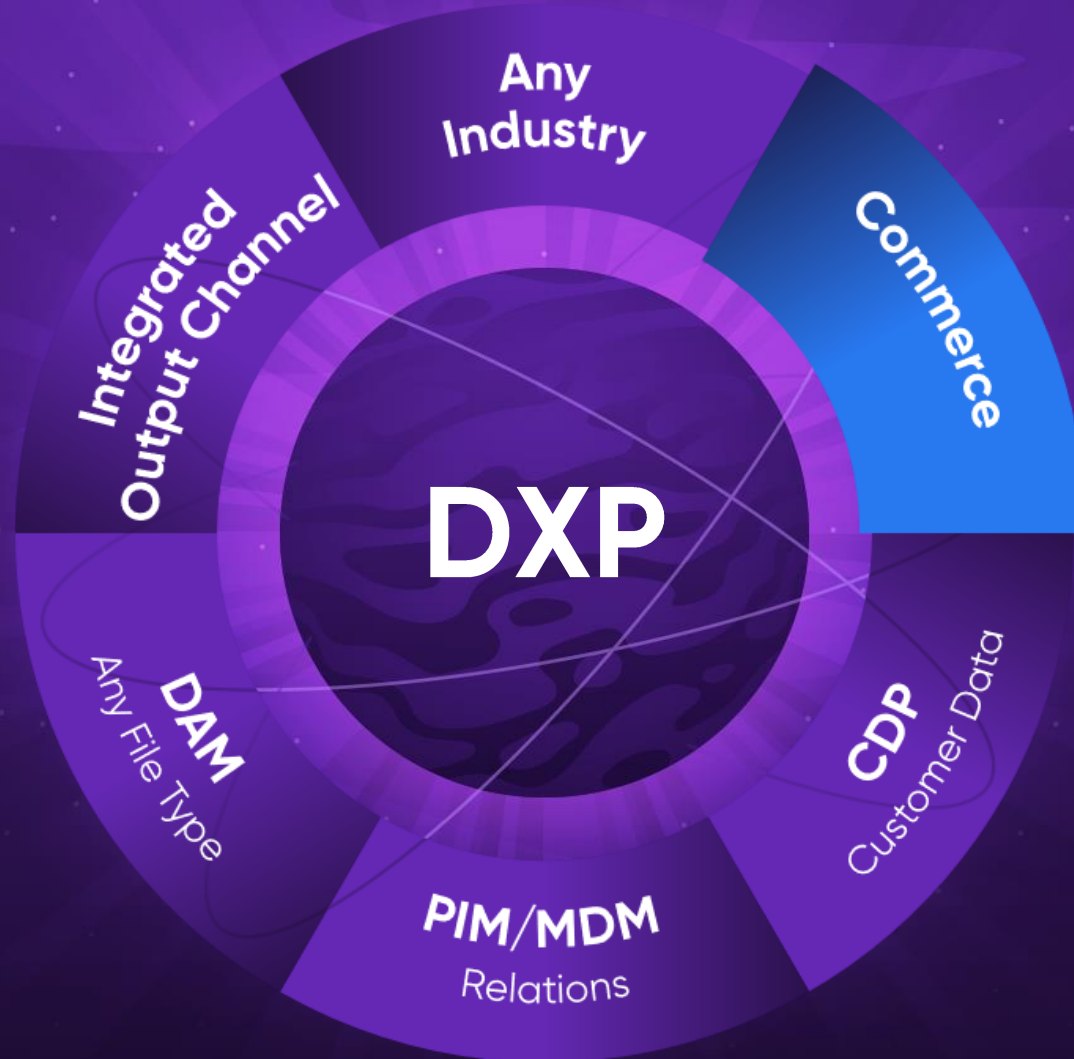


Cross Domain & Cross Industry



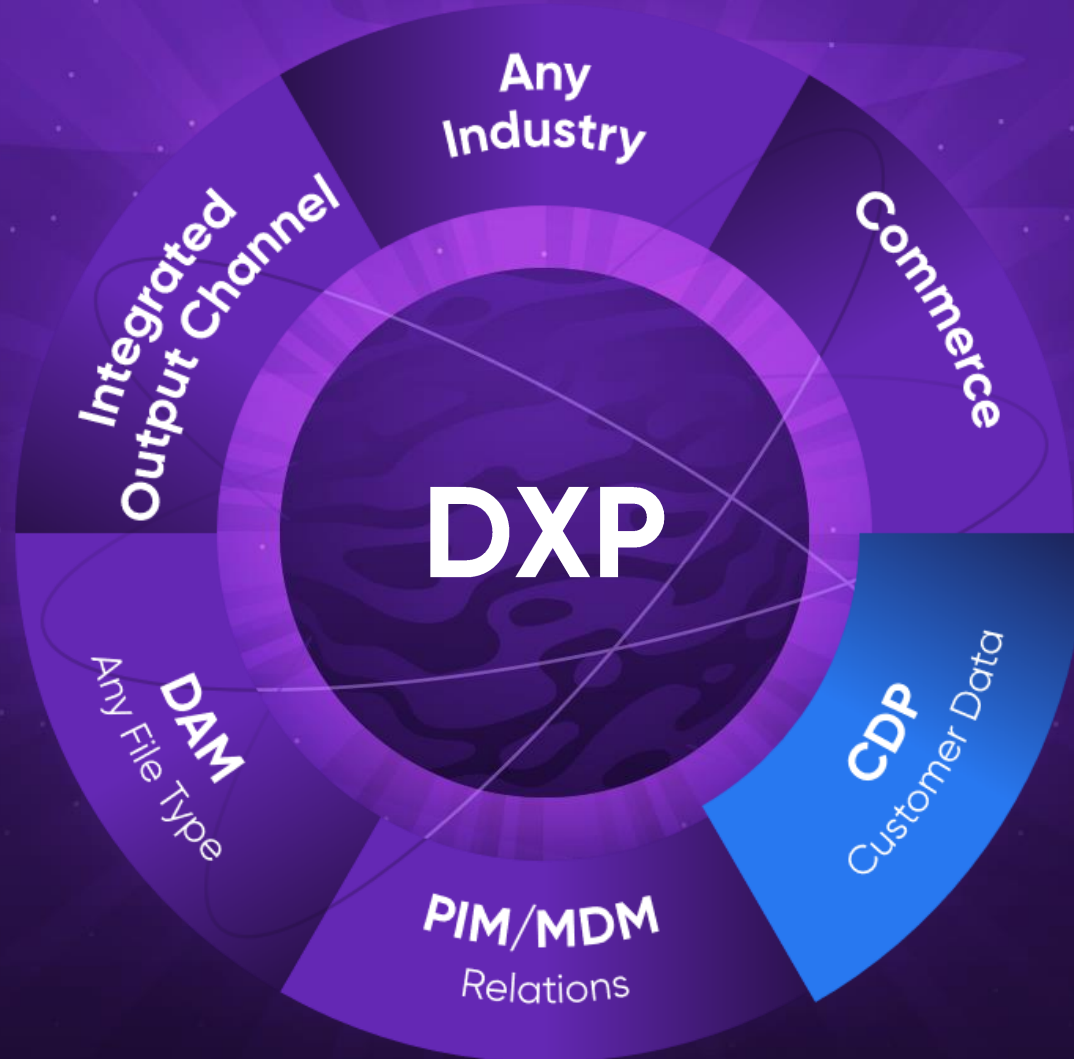
- ✓ Retail
- ✓ Technology
- ✓ Transport & Logistics
- ✓ Travel & Hospitality
- ✓ Automotive & Vehicles
- ✓ Arts, Sports & Entertainment
- ✓ Education
- ✓ Energy
- ✓ Financial Services
- ✓ Healthcare
- ✓ Manufacturing
- ✓ Media & Publishing
- ✓ Wholesale Distribution

Integrated Commerce Stack



- ✓ B2B
- ✓ B2C
- ✓ Configurators

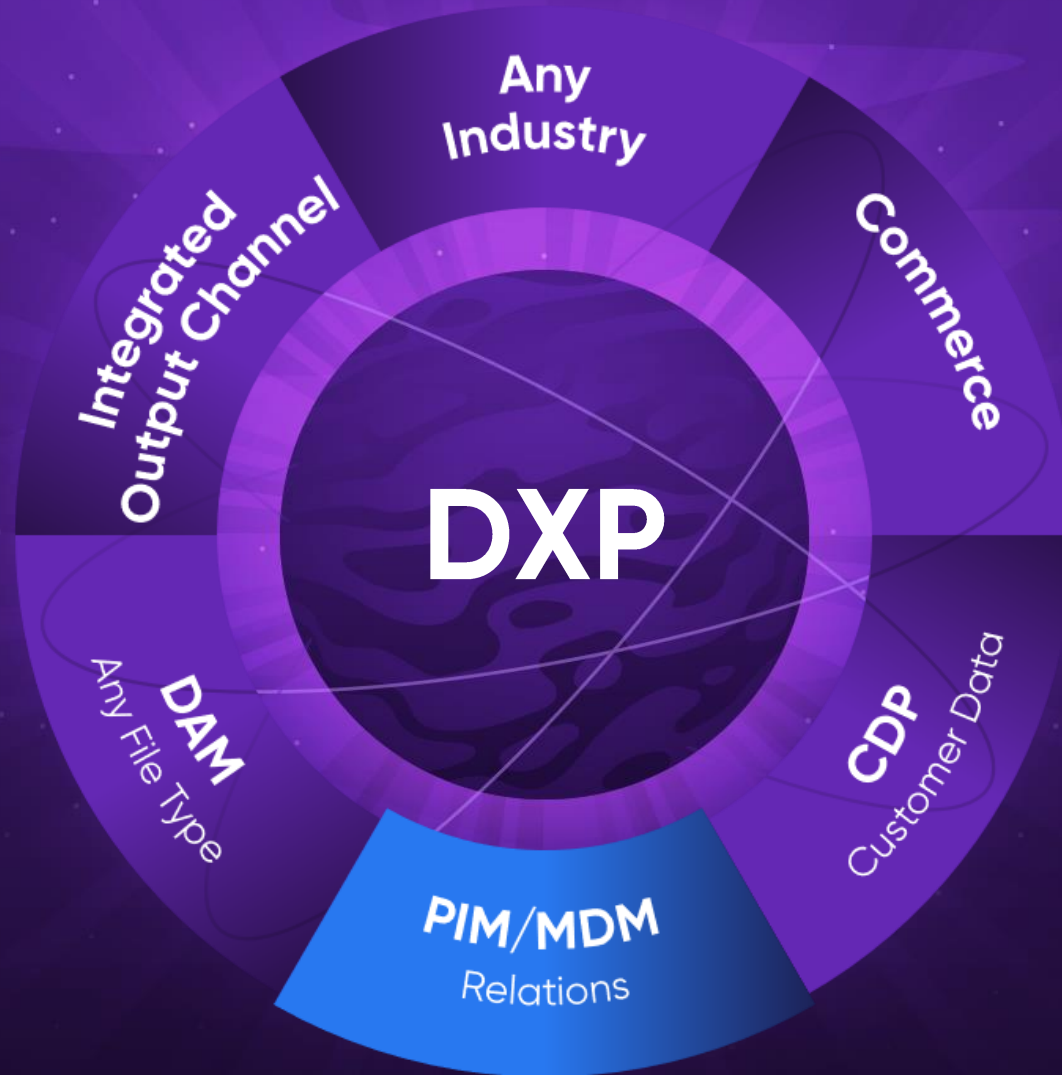
Personalization via CDP



- ✓ Customers
- ✓ Login/SSO
- ✓ Business Intelligence
- ✓ Personalization
- ✓ Behavioral Targeting
- ✓ Events
- ✓ Trigger
- ✓ Marketing Automation

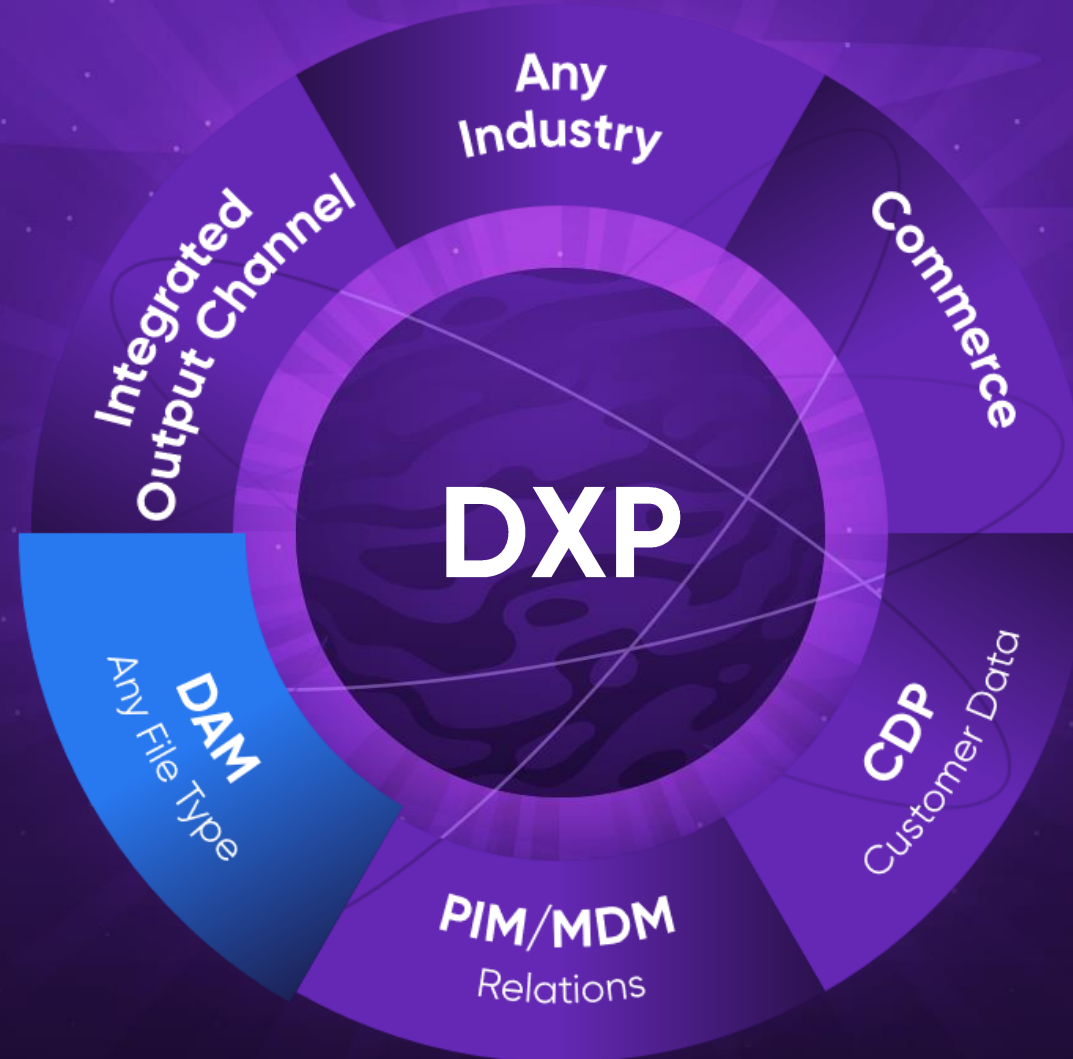
Seamless integration with PIM/MDM

- ✓ Suppliers
- ✓ Manufacturers
- ✓ Technologies
- ✓ Specifications
- ✓ Locations
- ✓ Employees
- ✓ Vendors
- ✓ Products
- ✓ Part lists
- ✓ Pricing
- ✓ Stock/Availability



World-class Asset Management

- ✓ Video
- ✓ Drawings
- ✓ Photo
- ✓ Documents
- ✓ 3d renderings
- ✓ Sound/music
- ✓ 220+ File formats



Multi-channel Publishing

- ✓ E-Commerce
- ✓ Website & Portals
- ✓ Mobile/App
- ✓ Digital Signage
- ✓ Configurators
- ✓ Any Customer Touchpoint
- ✓ PIM as a Service
- ✓ Print
- ✓ POS
- ✓ IOT
- ✓ Voice
- ✓ Headless APIs



Digital Experience Management

Tell a personalized brand and product story across all channels.

Leading DXP

Pimcore Digital Experience Management (DXP) is the leader in enterprise open-source digital experience management.

Web Content Management

Visually manage multi-site, multi-lingual, and mobile-friendly content for any output channel.

Multi-Channel & Headless

Use multi-channel publishing and headless to automate publishing processes across devices and channels for consistency and accuracy.

Personalization & Marketing Automation

Create compelling and personalized digital experiences and deliver messages via marketing automation.

B2B/B2C Commerce

Flexible open-source e-commerce framework for creating complex, customized and personalized B2C, B2B and omni-channel e-commerce scenarios.

Seamless Access to PIM

Access rich product information to enable awesome product experiences in real-time.

PIMCORE PLATFORM™

DIGITAL EXPERIENCE MANAGEMENT

APPLICATIONS



DXP

DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE

DIGITAL COMMERCE
PLATFORM



CDP

CUSTOMER DATA
PLATFORM



DAM

DIGITAL ASSET
MANAGEMENT

CORE FUNCTIONS

CONTENT MANAGEMENT

B2C/B2B E-COMMERCE

MULTI-CHANNEL-PUBLISHING

SEO/SEM

MARKETING AUTOMATION

PERSONALIZATION

CUSTOMER DATA MANAGEMENT

DIGITAL ASSET MANAGEMENT

MULTI-SITE & MULTI-LANGUAGE

HEADLESS DELIVERY

CONTENT DELIVERY



DATA HUB

PIMCORE DATA
INTEGRATION HUB



**DIRECT
DELIVERY**

MULTI-CHANNEL DELIVERY

HEADLESS CONTENT MANAGEMENT

GRAPHQL

REST

JSON

XML

MULTI-SITE & MULTI- CHANNEL DELIVERY

WEBSITES

PERFOR-
MANCE

PORTALS

GLOBAL
SCALE

MOBILE/
APPS

CACHING

DIGITAL

MOBILE/APP

VOICE

BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR

PRINT

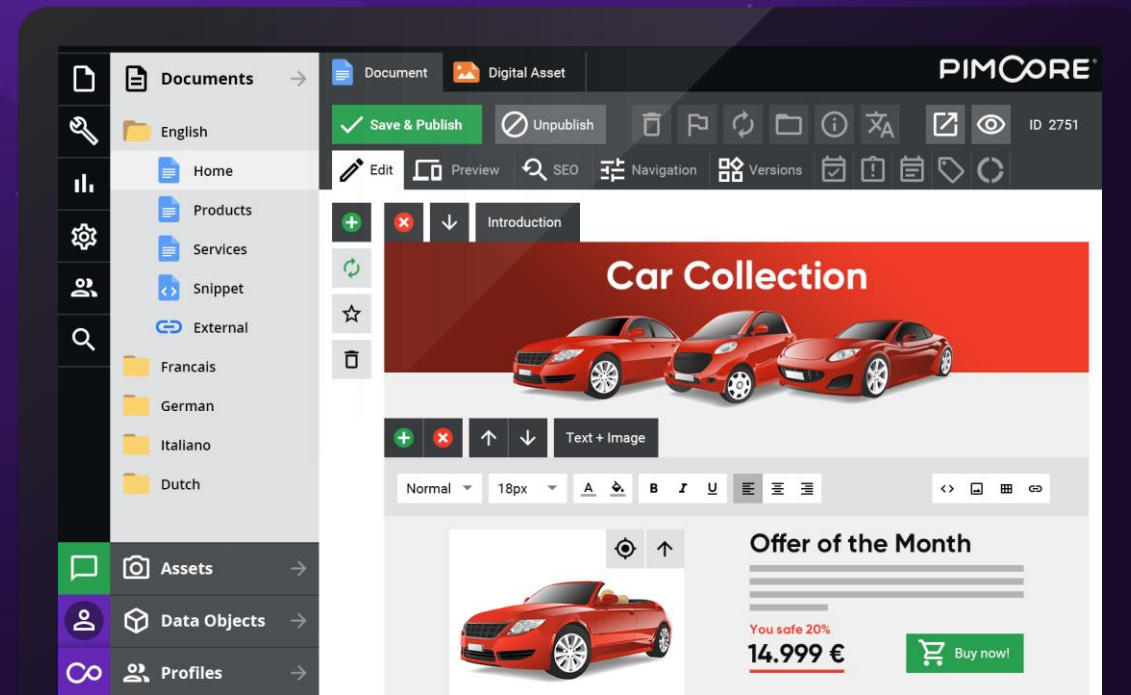
POS

IOT

Features: Web Content Management

Easy to use and powerful. Pimcore is the DXP of choice for Fortune 500 and leading enterprises globally. Give it a try.

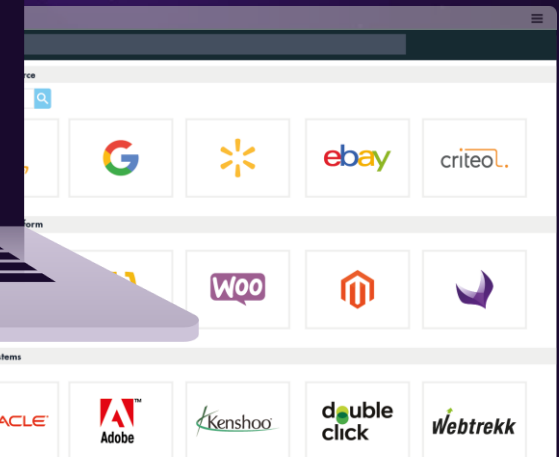
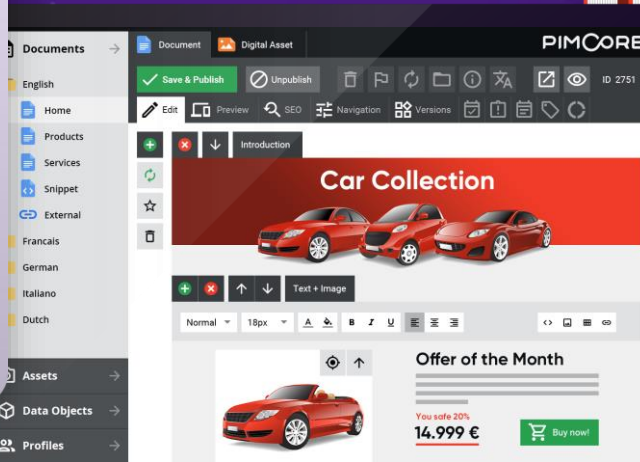
- ✓ Intuitive Visual Content Management
- ✓ Multi-Lingual & Multi-Site & Multi-Portal
- ✓ Real-time Personalization & Targeting
- ✓ Integrated Content Commerce
- ✓ Marketing Optimizer
- ✓ Workflow Management
- ✓ Headless & Direct Delivery



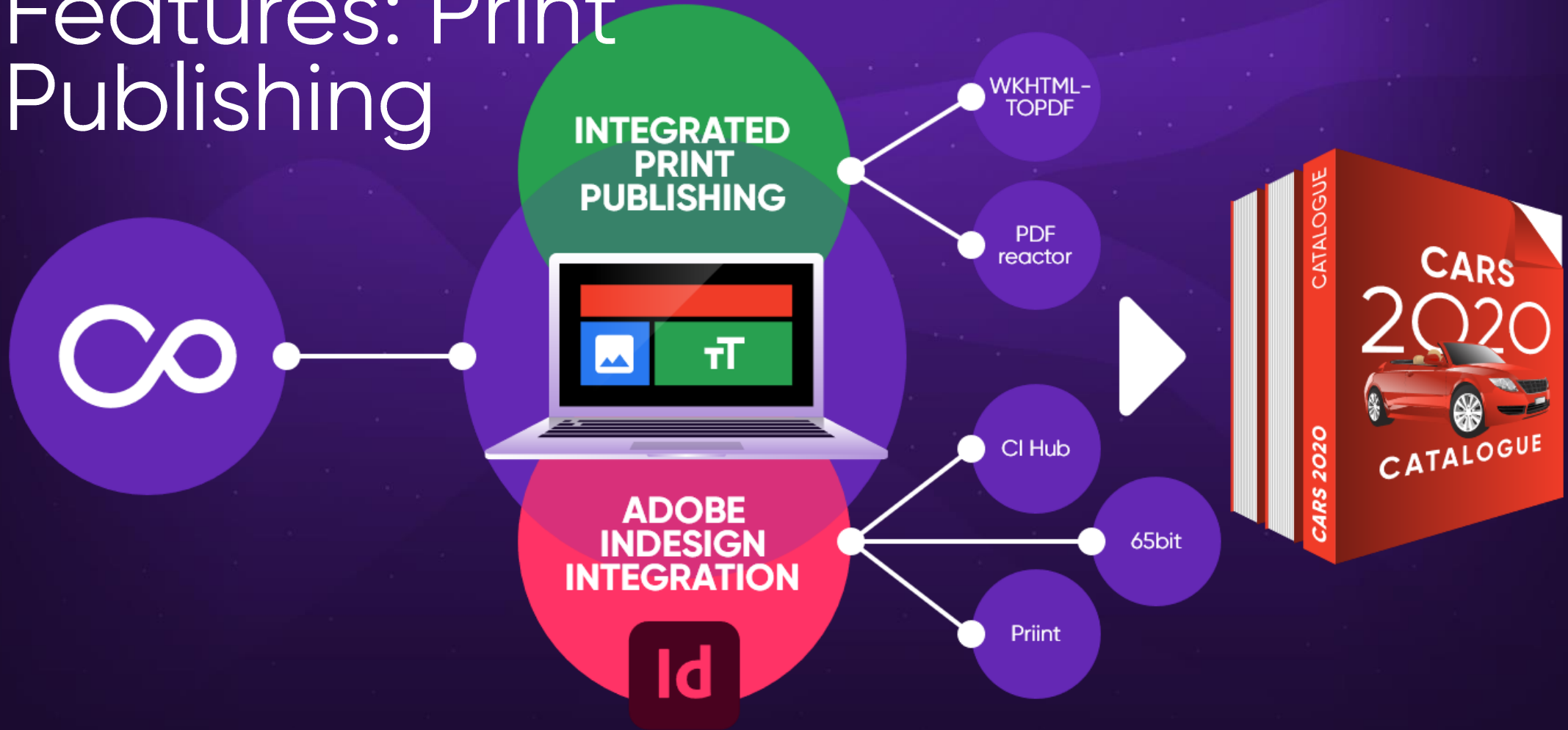
PIMCORE PLATFORM™

Features: Multi-Channel Publishing

- ✓ Digital Publishing
- ✓ Mobile/App Publishing
- ✓ Print Publishing
- ✓ POS & Digital Signage
- ✓ Data Hub:
 - Headless & CAAS
- ✓ Connect to 2 000+ Marketing Channels

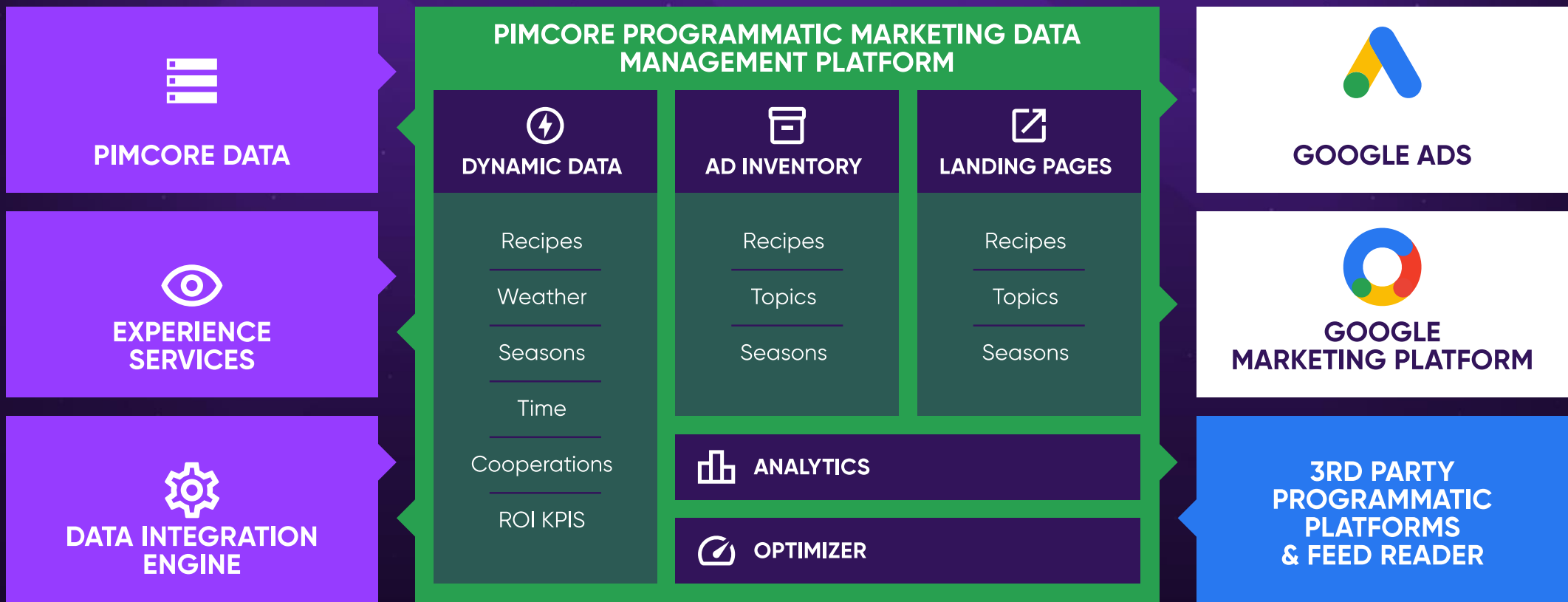


Features: Print Publishing



PIMCORE PLATFORM™

Solution: Real-Time Programmatic Marketing



Digital Experience Management

Community Edition

- ✓ Free version of the Pimcore Platform™
- ✓ Based on the open-source GPLv3 license
- ✓ All core features of the complete platform

- ✗ No support available (SLA)
- ✗ No long term support (LTS)
- ✗ No enterprise functionalities

Enterprise Subscription

- ✓ Commercial version of the Pimcore Platform™
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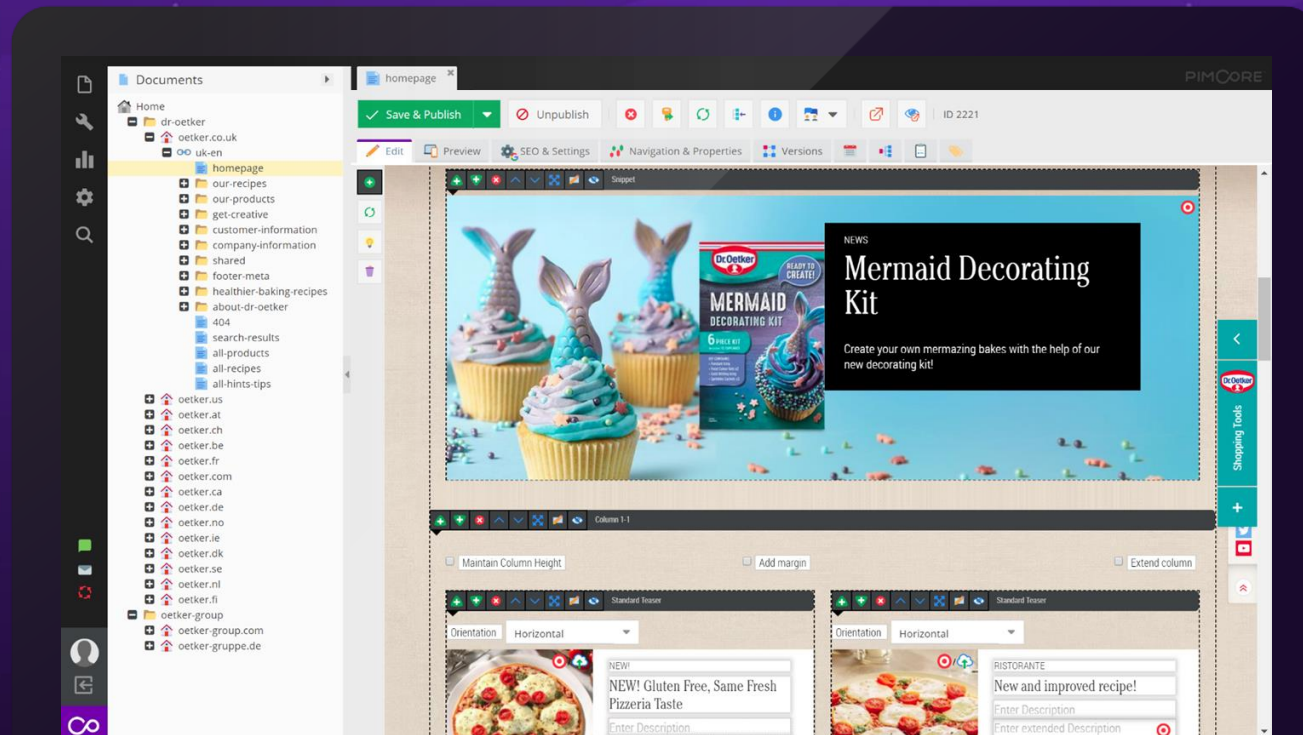
PIMCORE PLATFORM™

DXP/CMS for Oetker Group



20
Brands

41
Countries

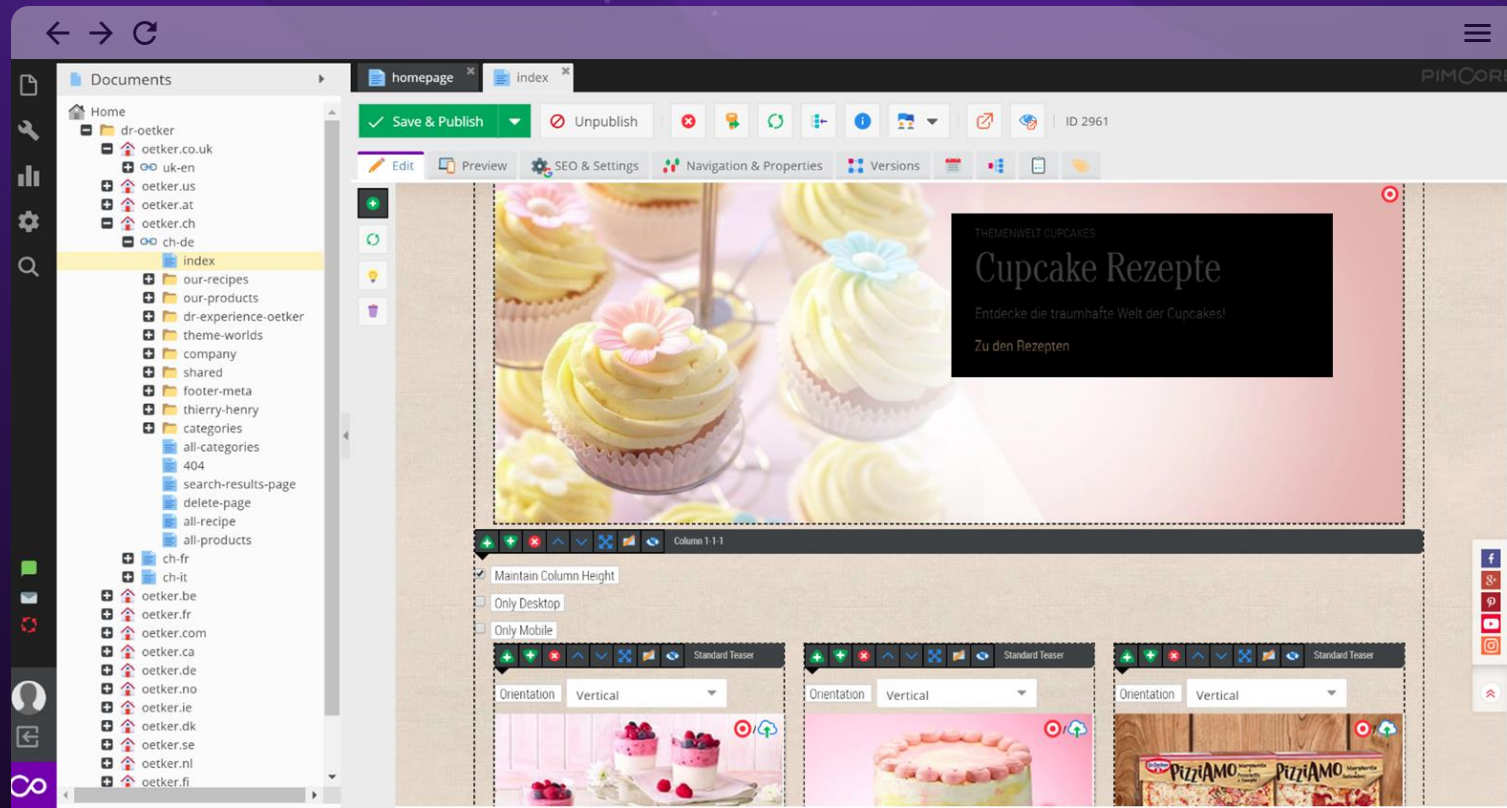


4 000
Products

100+
Websites

PIMCORE PLATFORM™

DXP/CMS for Oetker Group



DXP/CMS for Oetker Group

A screenshot of the PIMCORE CMS interface. The top navigation bar includes a breadcrumb trail: 'Products > cake-in-the-box-lemon-poppy-seed'. The main content area is divided into several sections: a left-hand navigation tree, a top toolbar with 'Save & Publish' and 'Unpublish' buttons, and a central product information form. The form is currently in the 'German' language and displays the following details for the product 'Cake in the Box Lemon-Poppy Seed':

- Product Name: Cake in the Box Lemon-Poppy Seed
- SEO Uri: cake-in-the-box-lemon-poppy-seed
- Short Description: Dr. Oetker Cake in the Box - die neue Linie für den schnellen Kuchengenuss!

Below the form, there are sections for 'Description' and 'Ingredient'. The 'Description' section contains the text: 'Dr. Oetker Cake in the Box Lemon-Poppy Seed garantiert dir einen super schnell zubereiteten Kuchengenuss. Die Linie ist in den zwei trendigen und feinen Sorten Lemon & Poppy Seed und Banana & Choc Chip erhältlich.' followed by 'Einfache Zubereitung: Deckel abreißen, Beutelinhalt in die Box füllen, Milch hinzufügen, mixen und in der Box backen! Keine Backform und kein Abwasch nötig! Ideal für Single- und Kleinhaushalte und für den kleinen süßen Hunger zwischendurch!'. The 'Ingredient' section is currently empty. On the right side of the interface, there is an 'Image' gallery showing a product image of the 'Cake in the Box Lemon-Poppy Seed' packaging.

DXP/CMS for Oetker Group

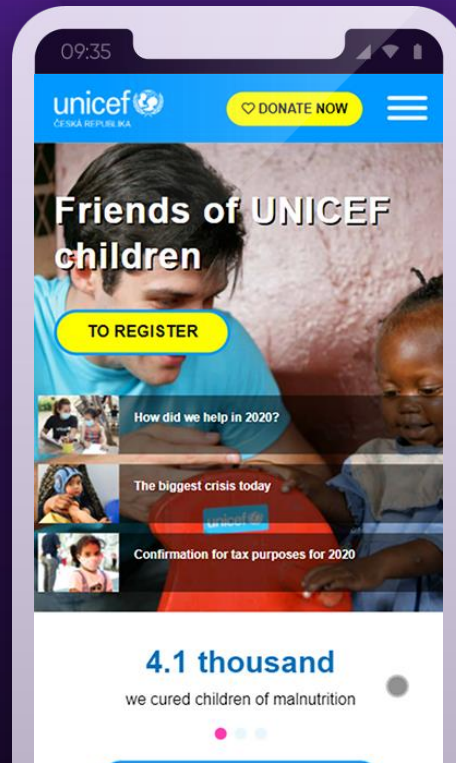


The screenshot displays the PIMCORE interface for managing recipes. On the left, a sidebar shows a hierarchical tree of products and recipes, with 'oetker.ch' selected. The main area shows a table of recipes with columns for ID, Image, Title, Time In Minutes, Status, Path, and Published. The table contains 18 rows of recipe data.

ID	Image	Title	Time In Minutes	Status	Path	Published
139090		Rosetten-Muffins	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139095		Konfirmationsgrüsse	60	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139100		Schwarzwälder-Dessert im Glas	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139105		Joghurt-Apfel-Roulade	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139108		Vanille-Träumli	20	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139109		Aprikosen-Quark-Torte	60	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139114		Nordischer Schokokuchen mit Glamour	60	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139117		Eulen-Muffins	60	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139123		Pistazienmarzipan	60	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139129		Erdbeer-Ingwer-Konfitüre	20	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139130		Apfelstrudel aus Mürbeteig	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139131		Pony-Torte	35	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139132		Tropical-Cupcakes	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139133		Mais-Muffins mit Heidelbeeren	30	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139136		Fussball-Feld	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139137		Kaukasische Torte	20	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139140		Banana Bread in der Tasse	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139141		Erfrischendes Früchte-Quark-Joghurt-Dessert	20	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>
139142		Gedeckter Quittenkuchen	40	active	/Recipe/Recipes/oetker.ch/c...	<input checked="" type="checkbox"/>

PIMCORE PLATFORM™

DXP/CMS Customers



PIMCORE

Digital Commerce Platform

Composable B2B & B2C commerce with the Enterprise Open Source Pimcore Platform™

3.6B+
Products managed



Gartner

Cool Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner peerinsights

★★★★★

TE
TechCrunch

Featured

FROST & SULLIVAN

Featured

Composable Commerce

1 **Complex B2B & B2C processes**

Complex multi-tenant processes are a big challenge for traditional shop systems. Checkout workflows and constant communication with ERP systems require a highly flexible digital commerce platform.

2 **Configurable and complex products**

For millions of configurable products with 1000s of attributes each, a perfect CX requires a fast and easy to adapt commerce platform, that delivers the right products on the right channel in a fast time.

3 **Complex pricing and availability structures**

Especially within B2B, complex tier pricing and multiple, personalized discounting rules are a constant need. For a perfect CX, real-time pricing and availability information is an absolute requirement.

4 **Personalized experiences**

Within modern commerce portals a personalized experience with customer-tailored assortments, pricing and sorting are a pre-condition for good conversion rates and high customer satisfaction.

5 **Content commerce**

Seamlessly integrating brand, content and commerce in one single experience is key to modern day commerce. Composable commerce brings content and commerce together and fosters digital success.

6 **Agile and challenging customer expectations**

Constantly changing demands of agile customers need a platform that scales and adapts to the ever-evolving needs of the business. Design and features must be 100% independent from each other.

How do we understand Commerce?



Cross Domain & Cross Industry



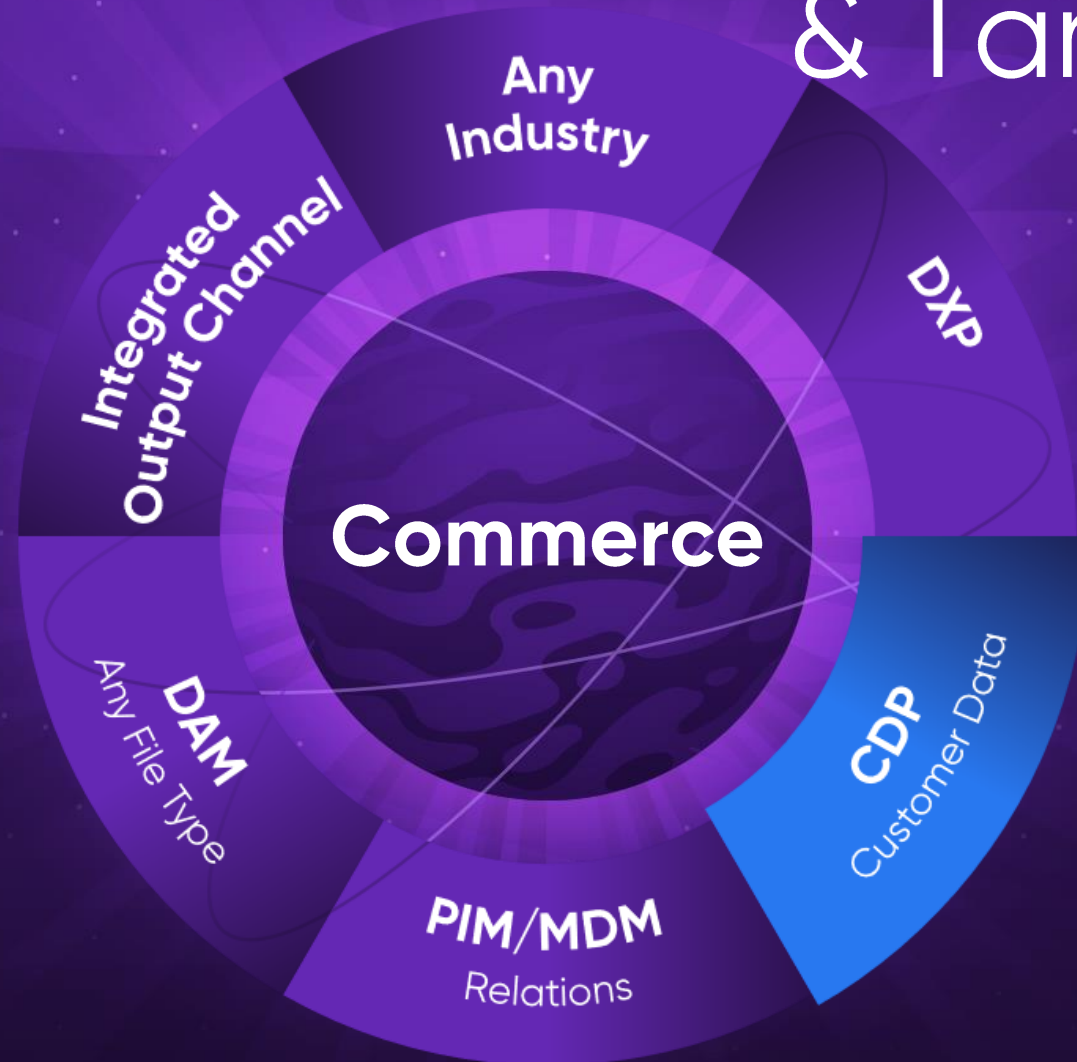
- ✓ Retail
- ✓ Technology
- ✓ Transport & Logistics
- ✓ Travel & Hospitality
- ✓ Automotive & Vehicles
- ✓ Arts, Sports & Entertainment
- ✓ Education
- ✓ Energy
- ✓ Financial Services
- ✓ Healthcare
- ✓ Manufacturing
- ✓ Media & Publishing
- ✓ Wholesale Distribution

Integrated content commerce



- ✓ Programmatic Marketing
- ✓ Website Content
- ✓ Marketing Automation
- ✓ Content Commerce
- ✓ Landing Pages
- ✓ Marketing Optimization

Customer Data, Personalization & Targeting



- ✓ Customers
- ✓ Login/SSO
- ✓ Business Intelligence
- ✓ Personalization
- ✓ Behavioral Targeting
- ✓ Events
- ✓ Trigger
- ✓ Marketing Automation

Seamless Product data integration

- ✓ Suppliers
- ✓ Manufacturers
- ✓ Technologies
- ✓ Specifications
- ✓ Locations
- ✓ Employees
- ✓ Vendors
- ✓ Products
- ✓ Part lists
- ✓ Pricing
- ✓ Stock/
Availability



Integrate media assets easily

- ✓ Video
- ✓ Drawings
- ✓ Photo
- ✓ Documents
- ✓ 3D renderings
- ✓ Sound/music
- ✓ +220 File formats



Any channel technology

- ✓ E-Commerce
- ✓ Website & Portals
- ✓ Mobile/App
- ✓ Digital Signage
- ✓ Configurators
- ✓ Commerce as a Service
- ✓ Print
- ✓ POS
- ✓ IOT
- ✓ Voice
- ✓ Headless APIs



PIMCORE PLATFORM™

Digital Commerce Platform

Create an outstanding commerce experience on any channel.

✓ Commerce platform

Pimcore Commerce Platform is the leader in Enterprise Open Source digital commerce platforms.

✓ B2C/B2B commerce

Composable framework for creating customized B2C, B2B and omni-channel digital commerce solutions for complex requirements.

✓ Content commerce

Built-in DXP/CMS combines content and commerce to create outstanding, highly-converting experiences on any channel.

✓ Configurators & finders

Create compelling and personalized product configurators and product finders to guide and inspire your customers.

✓ Personalized commerce

Solve the challenges of complex digital transformation projects by creating a highly personalized customer experience with exceptional scalability.

✓ Seamless access to PIM

Access rich product information to enable awesome product experiences in real-time.

PIMCORE PLATFORM™

B2C/B2B COMMERCE PLATFORM

APPLICATIONS

 COMMERCE DIGITAL COMMERCE PLATFORM	 DXP DIGITAL EXPERIENCE MANAGEMENT	 CDP CUSTOMER DATA PLATFORM	 DAM DIGITAL ASSET MANAGEMENT	 PIM PRODUCT INFORMATION MANAGEMENT
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CORE FUNCTIONS

B2C/B2B E-COMMERCE	CONTENT-COMMERCE	MULTI-CHANNEL-PUBLISHING	SEO/SEM
MARKETING AUTOMATION	PERSONALIZATION	CUSTOMER DATA MANAGEMENT	
DIGITAL ASSET MANAGEMENT	MULTI-SHOP & MULTI-LANGUAGE	HEADLESS DELIVERY	

COMMERCE API

O1 INDEX, SEARCH & FILTERING

SEARCH	LISTS	TYPES	FILTERS
ADAPTERS: MySQL / elastic / Findologic / FACT-Finder			

O2 PRICING, AVAILABILITY & STOCK

PRICES	SYSTEMS	ACTIONS	RULES
--------	---------	---------	-------

O3 CART

TENANTS	CARTS	PRICE CALCULATOR
---------	-------	------------------

O4 CHECKOUT & PAYMENT

CHECKOUT STEP	PAYMENT PROVIDER	OM
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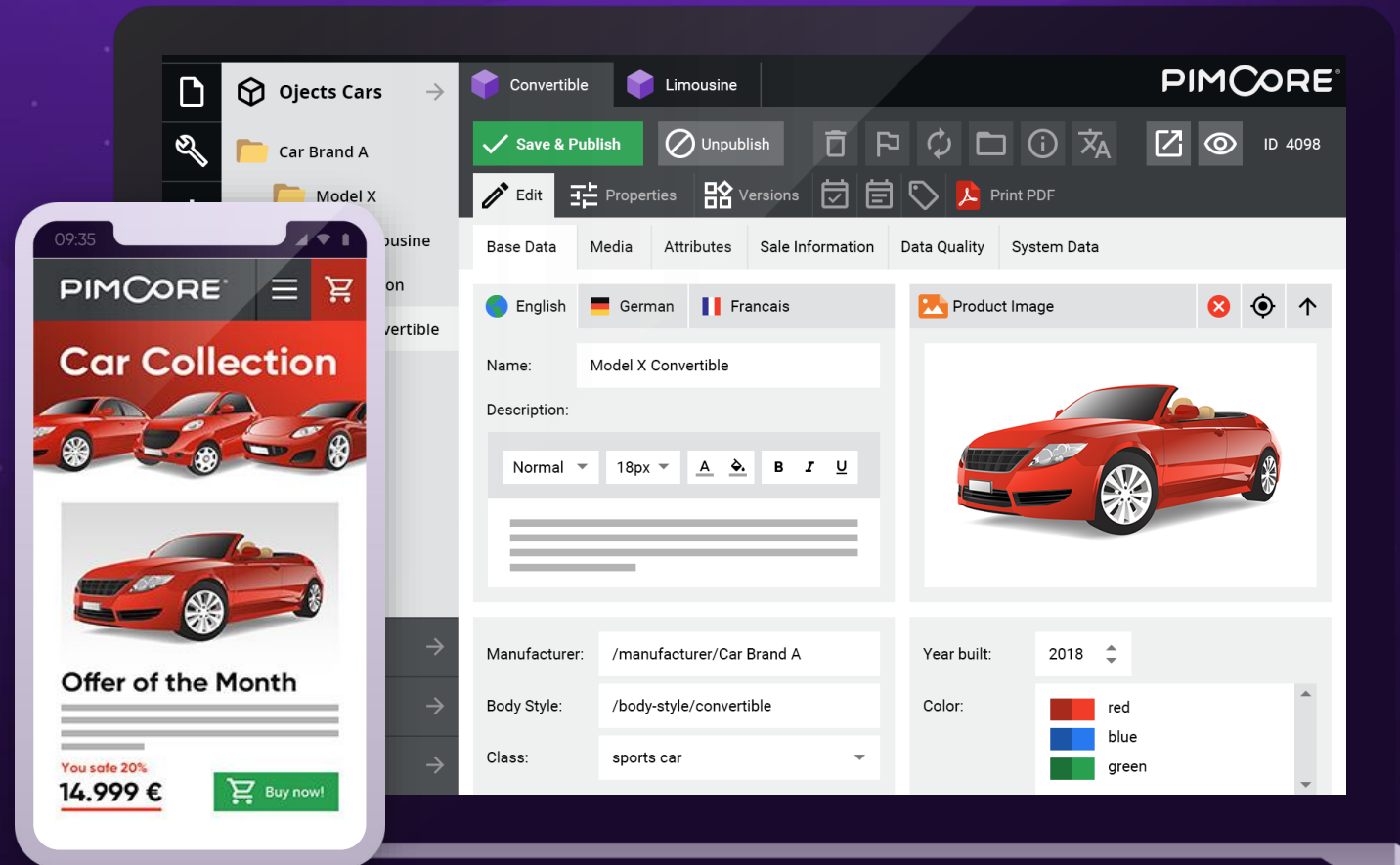
DIGITAL MOBILE/APP VOICE BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR PRINT POS IOT

Features: Digital Commerce Platform

- ✓ Digital Store Front
- ✓ Product Search & Filtering
- ✓ Price Systems & Promotions
- ✓ Shopping Carts
- ✓ Checkout Workflows
- ✓ Payment Providers



PIMCORE PLATFORM™

B2C Customer: Gabor

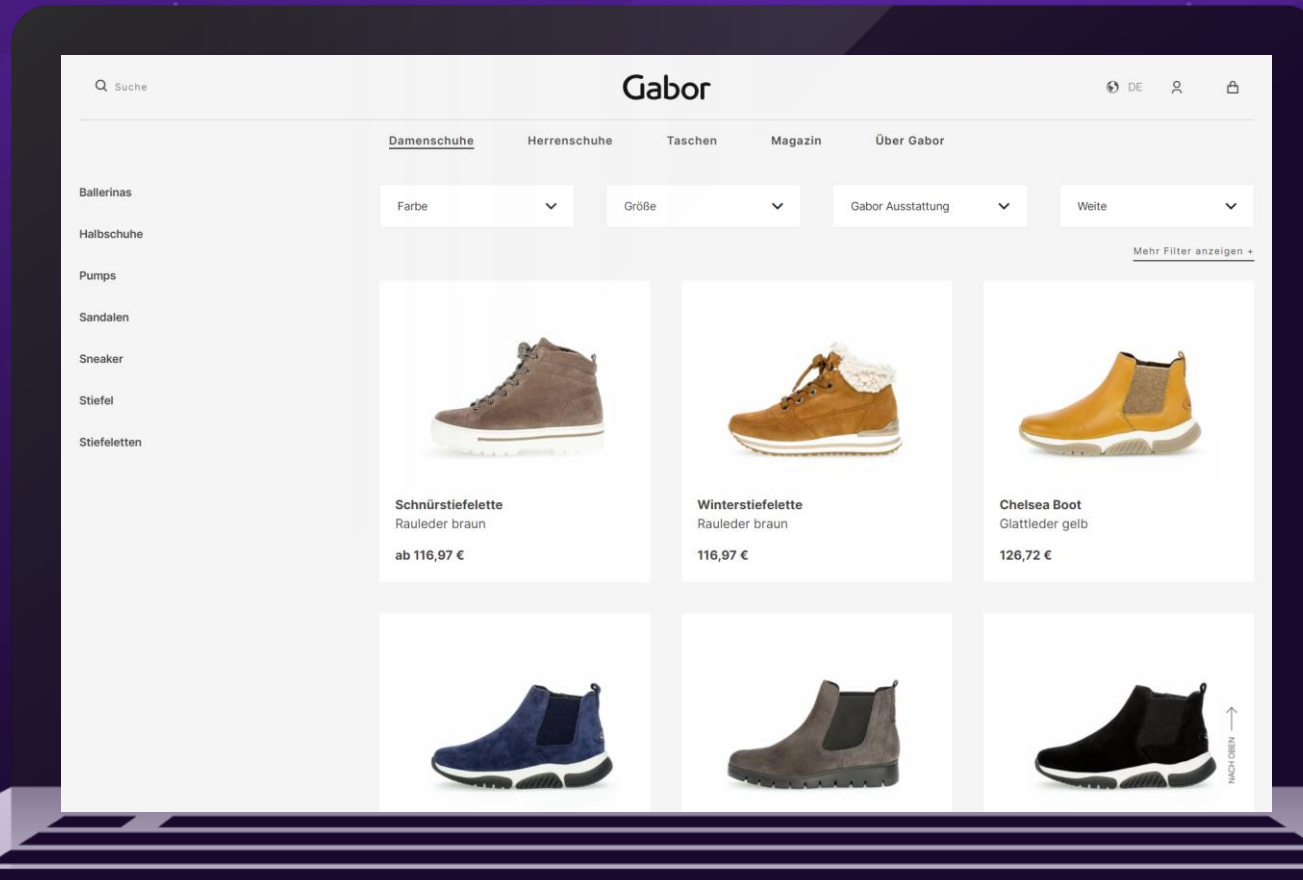
Gabor

300 000
SKUs

60
Countries

70
Retailers

EUR 400M
Revenue



B2C Customer: Gabor

Gabor

FASHION PIM & DAM

Complexities in product content management, legacy systems could not meet the needs of sales and marketing for 300K products und 70 retailers.

SOLUTION

Pimcore multi-domain PIM, MDM and DAM centralized product content for all physical and digital channels. Enriched product data provides consistent customer experience across channels.

B2C COMMERCE

Pimcore's digital commerce framework was chosen as the primary output channel for showcasing all products. The enriched product data from the PIM ensures great SEO for their online shop.

SOLUTION

The flexible headless microservices from Pimcore were migrated from Magento 2 and used in an API-first implementation. Germany's leading manufacturer of high-quality women's shoes sells their products now in more than 60 countries worldwide.

DIGITAL EXPERIENCE

Formerly the company was using a dedicated CMS plus a dedicated commerce software. This led to many challenges regarding personalization and enriching content with commerce and vice versa.

SOLUTION

Central data management makes personalization easier. The integrated experience management features (DXP/CMS) cleverly combine content and commerce. The result: The possibility to create holistic digital experiences for customers on all channels.

B2C Customer: Gabor

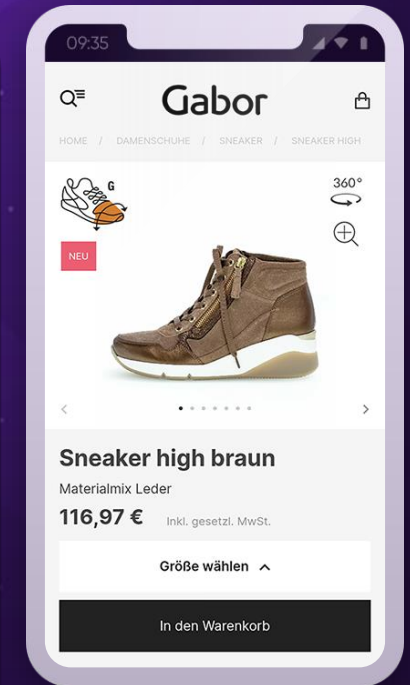
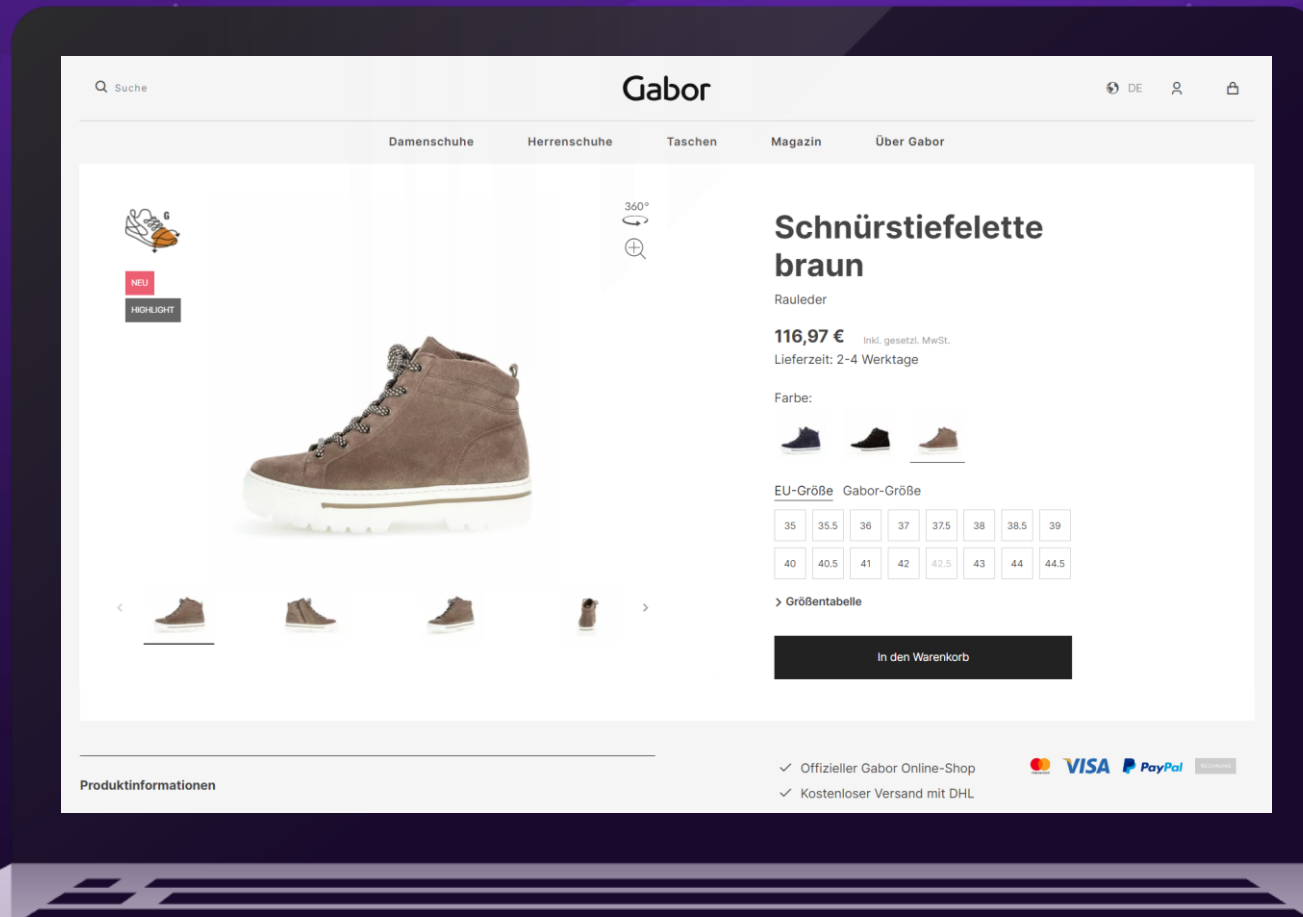
Gabor

The screenshot displays the PIMCORE platform interface for editing a product. The left sidebar shows a navigation tree with categories like 'Bestellungen', 'Ecommerce', 'Kunden', 'Outlets', 'PIM', 'Kategorien', 'Marken', 'Produkte', 'Produkt', 'Schuhe', 'Damenschuhe', 'Ballerinas', 'Halbschuhe', 'Pumps', 'Sandalen', 'Sneaker', 'Sneaker high', 'Sneaker low', 'Stiefel', 'Stiefeletten', 'Herrenschuhe', 'Taschen', 'Unklassifiziert', 'Presse', 'System', and 'test'. The main content area is titled '576877' and includes a 'SAVE & PUBLISH' button and various action icons. The product details are organized into sections: 'Basisdaten' (Basic Data) with fields for 'Gabor ID (Artmat ID): 576877', 'Artikelnummer (EAN):', 'Zolltarifnummer: 64039998900', and 'Artikelnummer: 66.496.95'; 'Klassifikationen' (Classifications) with 'Typ: Shoe' and 'Klassifikation: Article'; 'Marke: /PIM/Marken/Marke/Gabor Comfort'; 'Hauptkategorie: /PIM/Kategorien/Kategorie/Schuhe/Damenschuhe/Sneaker/Sneaker low'; 'Vorgängerartikel' (Predecessor Articles) with fields for 'Artikelnummer:', 'Artikelnummern', 'Gabor ID (Artmat ID):', and 'Gabor IDs (Artmat ID)'; and a language selector for 'German', 'English', 'French', 'Dutch', and 'German (Austria)'. The 'Name' field is filled with 'Sneaker low Effektleder braun'.

PIMCORE PLATFORM™

PIM for Gabor

Gabor



PIMCORE PLATFORM™

B2B Customer: Schiessl

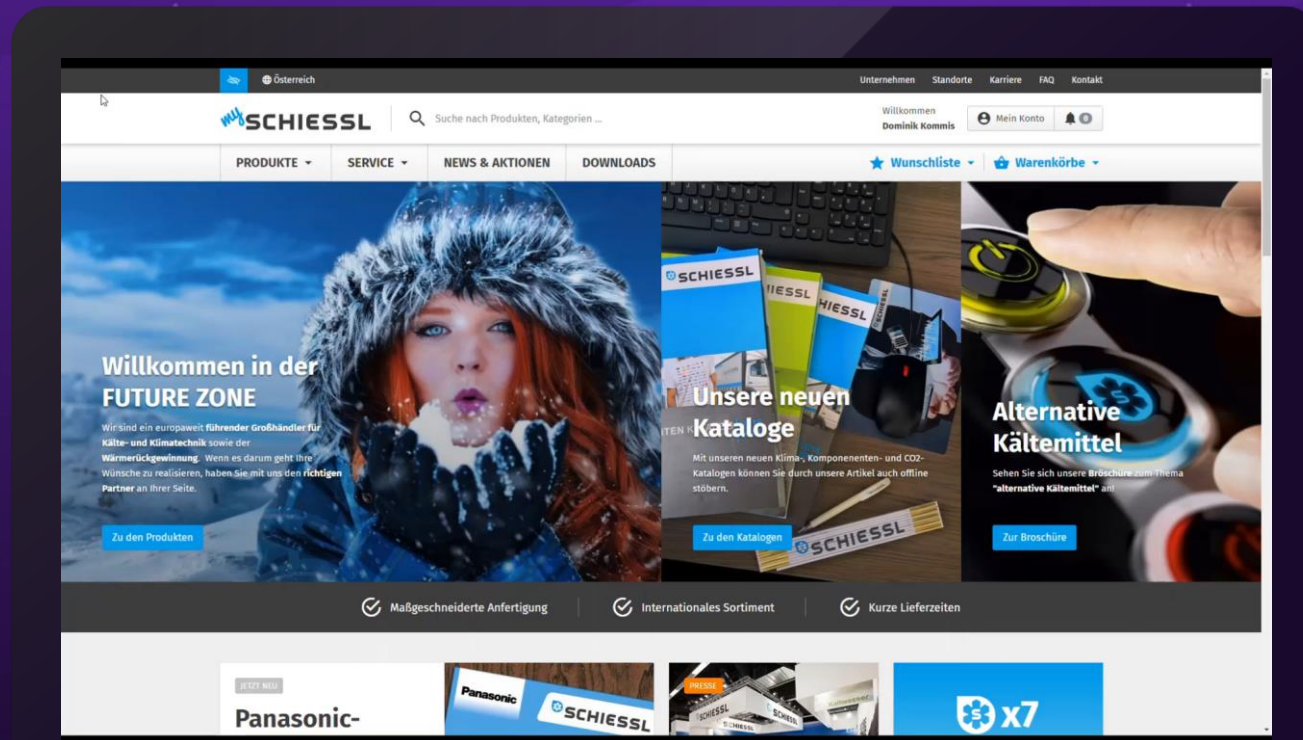


150 000
SKUs

16.000
B2B Customers

185
Suppliers

EUR 122M
Revenue



B2B Customer: Schiessl



PIM & DAM

Complexities in product content management, legacy systems could not meet the needs of sales and marketing.

SOLUTION

Pimcore multi-domain PIM, MDM and DAM centralized product content for all physical and digital channels. Enriched product data provides consistent customer experience across channels.

B2B COMMERCE PORTAL

Complex products required lots of explanation by the sales team, customers could not find up-to-date information.

SOLUTION

Central digital portal including website, B2B self-service portal, commerce, CRM, BI, intranet and extranet provides pioneering customer experience.

PRODUCT CONFIGURATOR

Calculation of the required power capacity for ACs of individual homes needed extensive knowledge and staff training and was often done incorrectly.

SOLUTION

A Pimcore based product configurator with focus on usability and powered by precise, self-learning algorithms. In less than 15 minutes the tool guides the user through a multi-step process to find the best combination of AC units for an individual home. The tool is seamlessly integrated in the B2B commerce application and provides multiple shopping carts, individual pricing and an offer creation feature.

B2B Customer: Schiessl

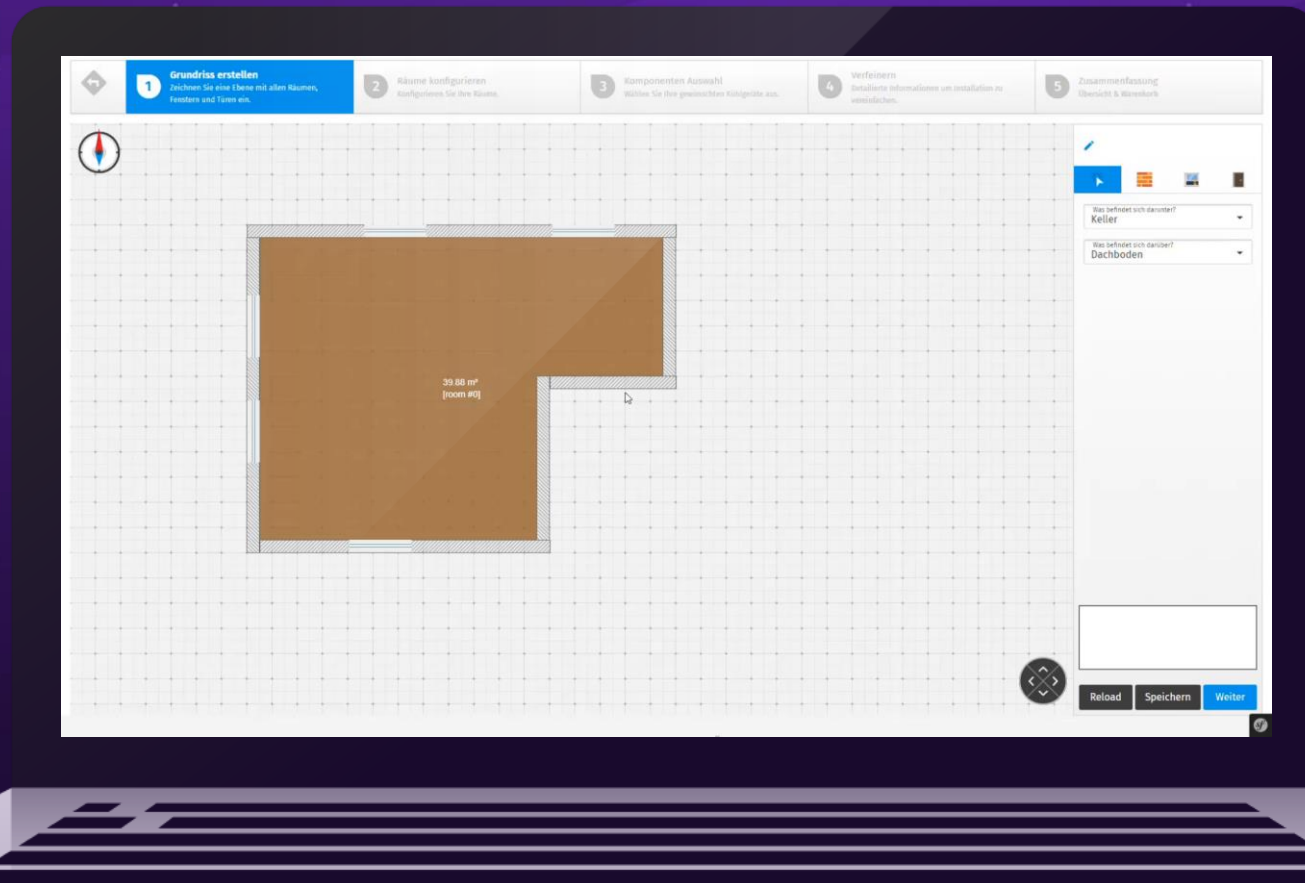
The screenshot displays the PIMCORE Platform interface. On the left, a sidebar shows a file tree with folders like 'clients', 'customer-download-categories', 'demo', and 'import', and a list of products under 'product' with IDs from 101.1601 to 101.1624. The main area shows a detailed view for Erp ID 103.4697. The top navigation bar includes 'Save & Publish', 'Unpublish', 'Import', and 'ID'. Below the navigation, there are tabs for 'ERP', 'PIM', 'Shop', 'Content', 'Assets', 'Attribute', 'Zusätzliche Daten', 'Alternativen', and 'Bearbeitung'. The product details form includes fields for Erp ID, Erp Name 1, Erp Name 2, Artikel Kurzname, EAN, Herstellernummer, Status, Weight (kg), Length (m), Unit, Bezugsgröße, and Datenform Flag.

Field	Value
Erp ID:	103.4697
Erp Name 1:	Copeland halbh. Verdichter 2-stufig
Erp Name 2:	6TJ*-250X AWM 400V/3/50Hz
Artikel Kurzname:	6TJ250X
EAN:	200000115958
Herstellernummer:	5003651
Status:	(Empty)
Weight (kg):	245
Length (m):	0
Unit:	Stk
Bezugsgröße:	Stück (S)
Datenform Flag:	A

ID: 59 | Type: Product

PIMCORE PLATFORM™

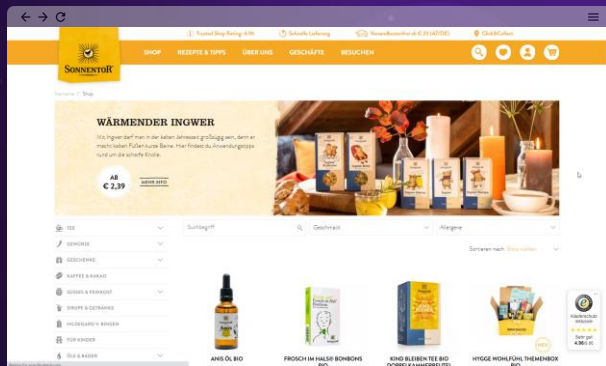
B2B Customer: Schiessl



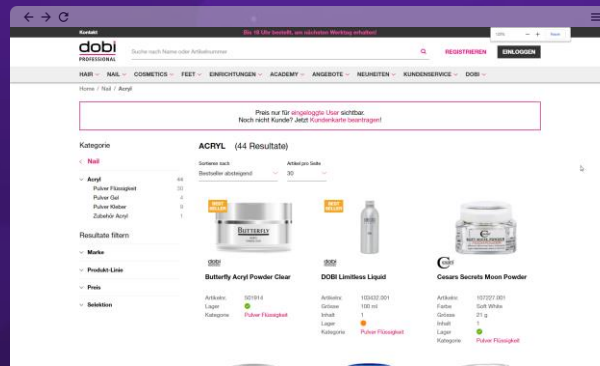
PIMCORE PLATFORM™

Customers: Pimcore Commerce

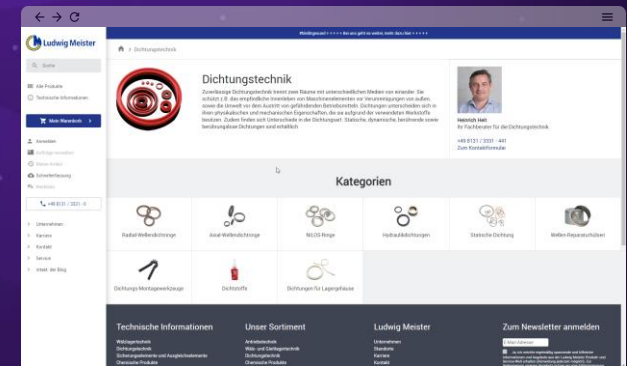
SONNENTOR.AT (B2C)



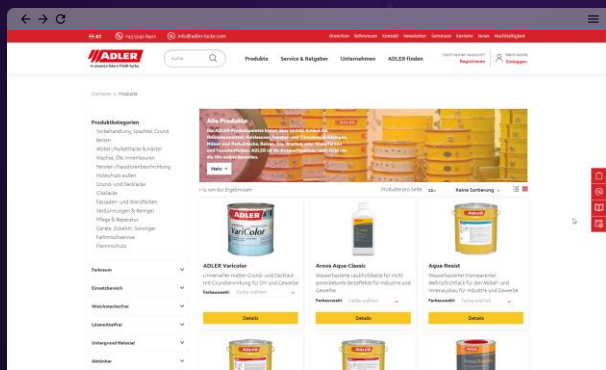
DOBI.CH (B2B + B2C)



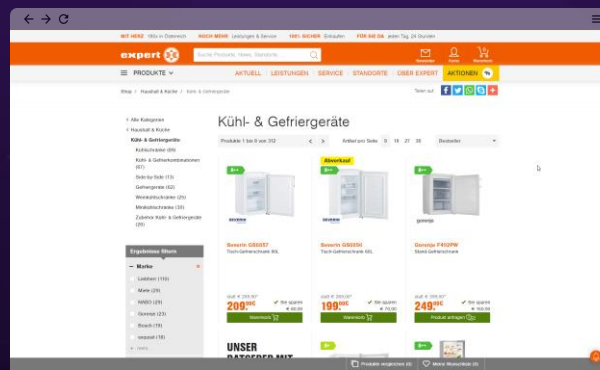
LUDWIGMEISTER.DE (B2B)



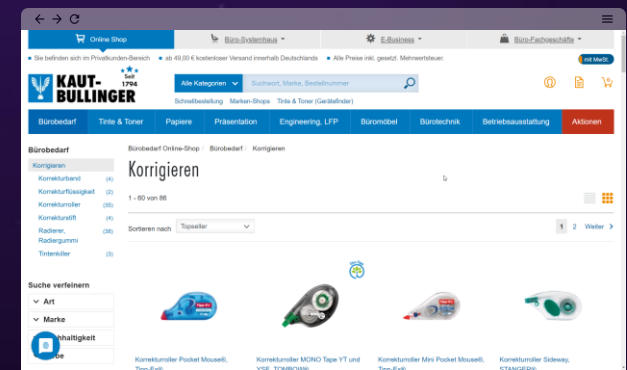
ADLER-LACKE.COM (B2B)



EXPERT.AT (B2C)



KAUTBULLINGER.DE (B2C)



PIMCORE

Customer Data Platform Framework

Global Customer Data Management with the Enterprise Open Source Pimcore Platform™

3.6B+ Products managed



Gartner

Cool Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner peerinsights

★★★★★

TECHCRUNCH

featured

FROST & SULLIVAN

featured

6 Reasons for a CDP Strategy

360° view of a customer

CDPs are designed to collect real-time behavioral data from a wide variety of sources, devices and channels, unify them in a single, complete profile and make them available to other systems.

Be more competitive

Marketing executives know that the use and analysis of customer data for decision making and the creation of campaigns provides them with a substantial competitive advantage.

Be more agile

A CDP is a tool to create and connect a flexible technology stack that adapts to the behavior of users. It gives businesses a database that collects data from everywhere and can be used to create better customer experiences.

Exit data silos

The benefits of customer data encompass all departments. Business intelligence and customer service depend on the availability of data to get ahead. CDPs democratize access to all this data in all departments and points of contact.

Better customer & marketing experiences

Thanks to unified customer records companies gain a complete view of customer behavior that can be used to create a customer experience without blind spots, which will lead to higher loyalty.

Improve operational efficiency

Previously, integrating different solutions and specific tools to view customer data used to consume many resources. CDPs centralize data with ready-to-use integrations, which saves many working hours.

Customer Data Platform Framework

Centralize, harmonize, record and measure customer data on any channel.

Leading CDP

Pimcore Customer Data Platform Framework is the leader in the Enterprise Open Source environment.

Customer data management

Flexible data storage for collecting, aggregating and storing customer data and user profiles from each touchpoint.

Activities & segments

Activities are online conversions, offline and CRM data. Segments are groups of customers which share common characteristics, behavior, sociodemographic, or socioeconomic attributes.

Real-time personalization

This is based on customer segmentation. Deliver the right content to the right audience at the right time. Natively integrated with the Pimcore DXP/CMS and Digital Commerce modules.


Marketing automation

Triggers release marketing automation for your customer segments. Integrated with MailChimp, IBM Marketing Cloud or any other external tool.

PIMCORE PLATFORM™

CUSTOMER DATA PLATFORM

APPLICATIONS



CDP
CUSTOMER DATA
PLATFORM



DXP
DIGITAL EXPERIENCE
MANAGEMENT



COMMERCE
DIGITAL COMMERCE
PLATFORM



DAM
DIGITAL ASSET
MANAGEMENT

CORE FUNCTIONS

CUSTOMER DATA MODELING

CUSTOMER DATA INTEGRATION

CUSTOMER PROFILE SEGMENTING

MARKETING AUTOMATION

REAL-TIME PERSONALIZATION


CUSTOMER DATA MANAGEMENT

E-MAIL MARKETING

CONTENT MANAGEMENT

HEADLESS DELIVERY

CONTENT DELIVERY



DATA HUB
PIMCORE DATA
INTEGRATION HUB



**DIRECT
DELIVERY**
MULTI-CHANNEL DELIVERY

HEADLESS CONTENT MANAGEMENT

GRAPHQL

REST

JSON

XML

MULTI-SITE & MULTI- CHANNEL DELIVERY

PERFORMANCE

GLOBAL SCALE

CACHING

DIGITAL

MOBILE/APP

VOICE

BOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE

VR

PRINT

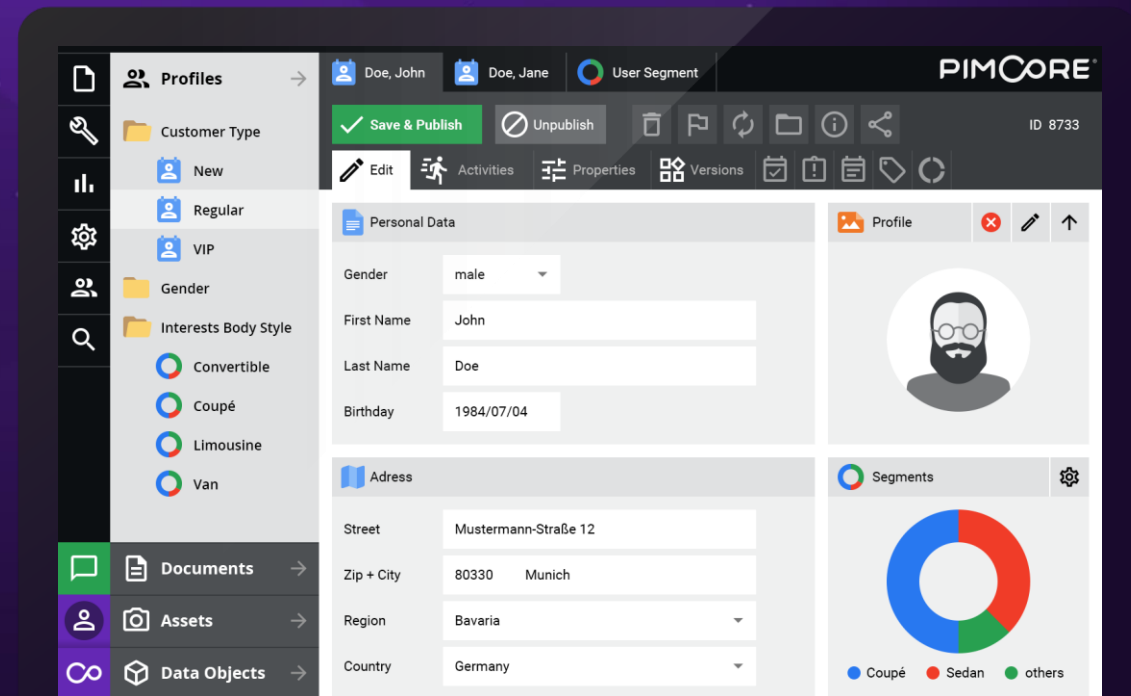
POS

IOT

Features: Customer Data Platform

Collect, aggregate and manage any kind of customer records and deliver personalized experiences and marketing automation on any channel.

- ✓ Flexible Customer Data Management
- ✓ Configurable Activities & Trigger
- ✓ Behavioral Targeting & Personalization
- ✓ Marketing Automation



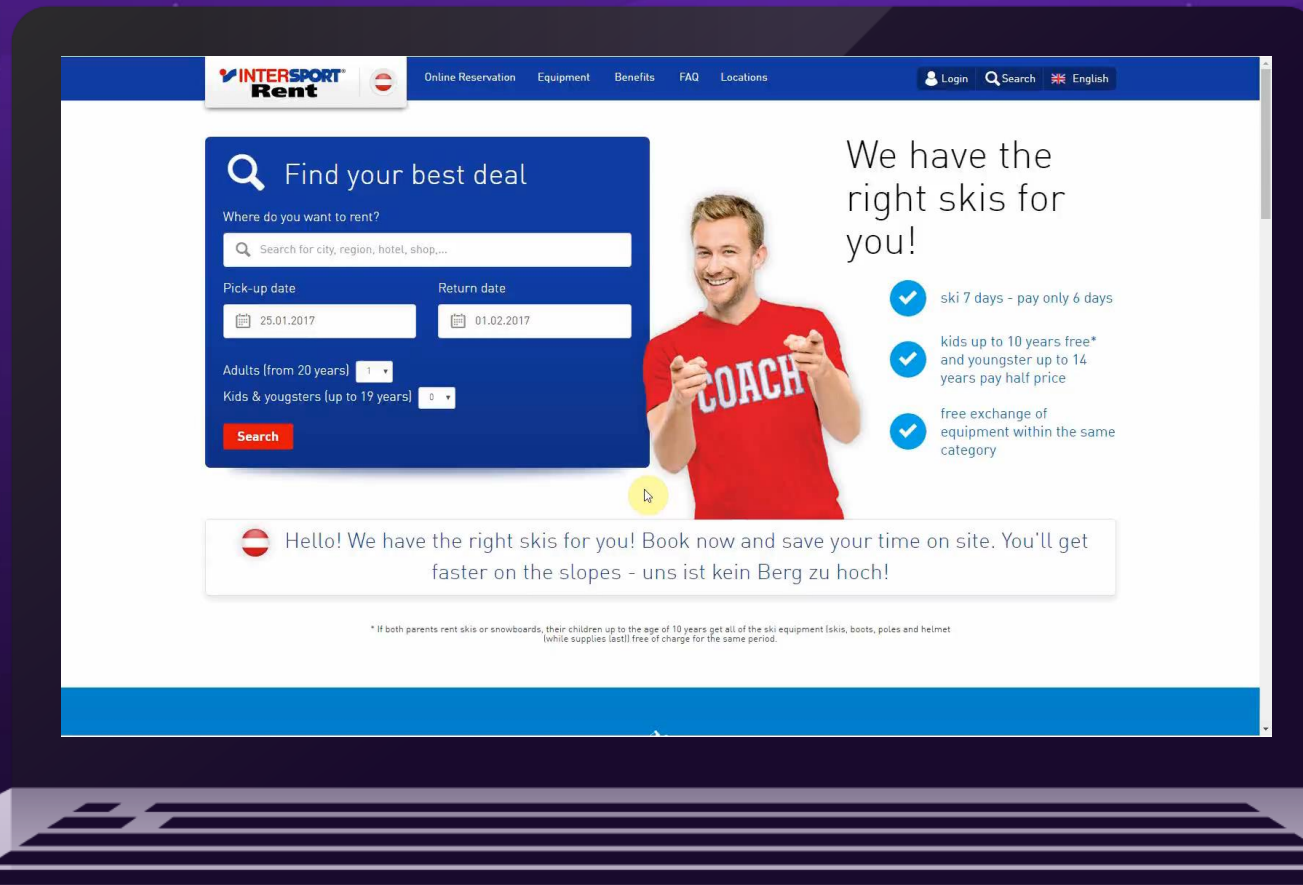
PIMCORE PLATFORM™

CDP for Intersport Rent



3M
Customers

260K
Transactions



240K
Reviews

310
Shops

PIMCORE

Join the Pimcore Partner Program

Grow your business.
With a digital platform trusted
by leading agencies around the globe.



130+

Solution
Partners

What's Partnership for us?

The most indispensable ingredients to a successful partnership



Trust & Respect

Trust is the foundation of a successful partnership. Mutual respect, transparency and honesty come along.



Exchange

We believe in the power of partnerships and bring all our partners together to exchange and share experience during the annual summit 'Pimcore Inspire'.



Shared Vision & Values

Shared passion and values drive us everyday to best serve our customers. Let's own the digital world together!

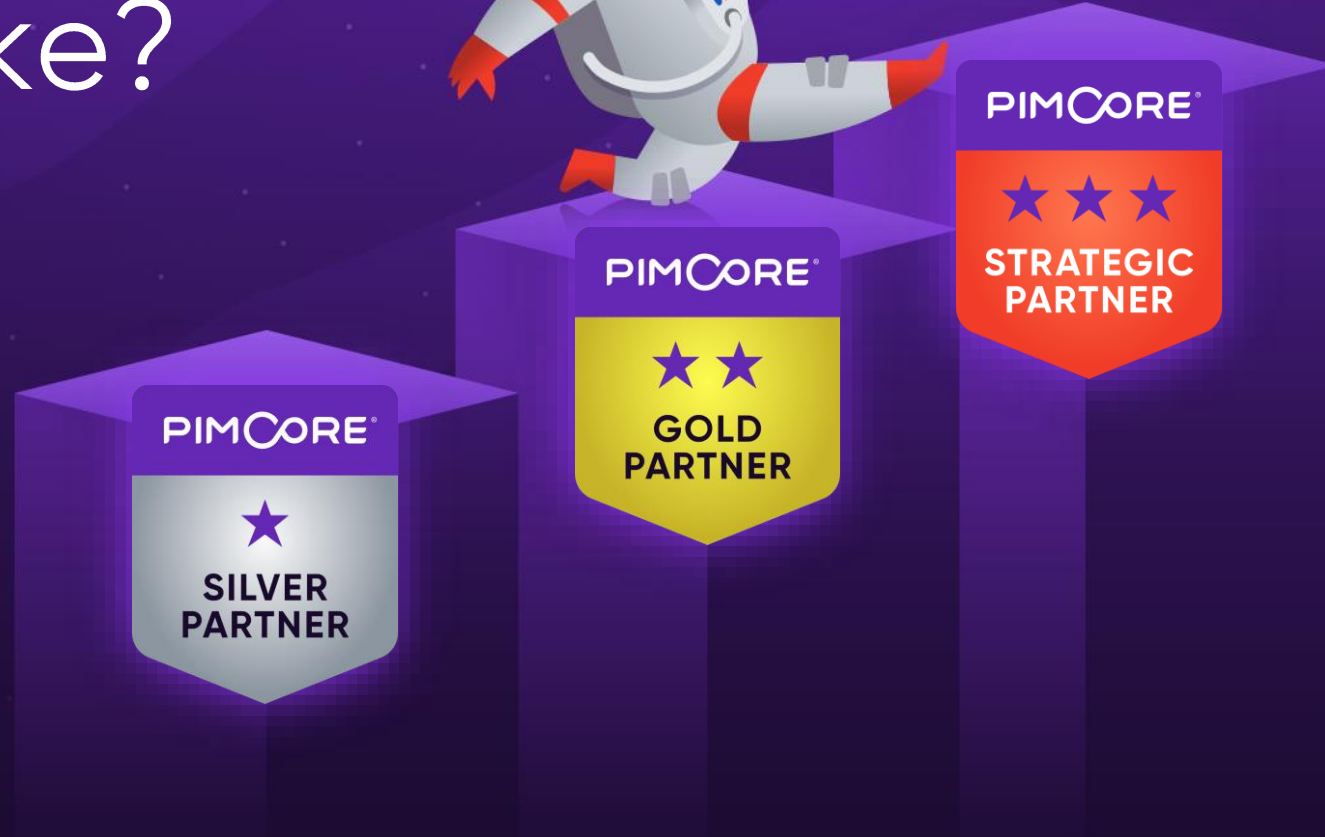


Recognition

We acknowledge our partners and customers, by presenting five awards for extraordinary commitment and brilliant customer solutions.

PIMCORE

How can
a Partnership
look like?



PIMCORE
★
SILVER
PARTNER

PIMCORE
★★
GOLD
PARTNER

PIMCORE
★★★
STRATEGIC
PARTNER

What's in for you?



Visibility

Introduce yourself to the community and present your Pimcore capabilities on your partner profile at pimcore.com.



Marketing & Promotion

Increase your customers trust with joint marketing activities like webinars, events and guest blogs. We also provide an official Partner badge.



Partner Portal

Download the latest Pimcore presentations, comparisons, case studies and media assets to rock your Pimcore pitch!



Marketplace

List your greatest extensions on the Pimcore Marketplace and let customers from around the globe benefit from your solutions.



Partner News

Be the first to know about roadmap updates and new product features via our partner newsletter and dedicated partner webinars.



Leads & Support

Become Pimcore Gold Partner to benefit from lead management, technical & client acquisition support, agency SLAs, and more!

What do you need?



Experience & Knowledge

- ✓ One completed Pimcore Project
- ✓ Two Pimcore certified Developers
- ✓ One submitted case study/year



Entrepreneurship

You are Pimcore enthusiasts and true believers in the digital platform approach. You solve the complex needs of your clients with Pimcore solutions everyday and want to win new business by sharing your success stories.



Community Spirit

You interact with our community and other partners to learn from each other, strengthen the Pimcore ecosystem and contribute to a galaxy of happy Pimconauts.

Annual Partner Fee:

EUR 0,-

What's the process?

1 Developer Certification

Pimcore Academy is available to certify developers with video training classes for EUR 299 / account / year.

2 Get your first Project

We assist you with remote presentations and questions until your team learns how Pimcore sells itself easily.

3 Implement your first Project

The Pimcore company provides optional paid technical support or you can also rely on our community.

4 Show us your first success

Present your first project to us in a screensharing session and show us what you built and what you are proud of. Submit your case to

5 Sign the Partner Agreement

It describes the partner benefits and obligations and all requirements and details of the partnership.

6 Get listed as a Partner

We provide our partners with valuable insights about the product roadmap, sales, marketing and support.

What's next?



Benefits

- ✓ All Silver Partner Benefits
- ✓ Summit Tickets (2)
- ✓ Technical Support (2h)
- ✓ Client Acquisition Support (2h)
- ✓ Services Discount (10%)
- ✓ Multiple Business Locations
- ✓ Lead Management



Requirements

- ✓ Completed Projects >10
- ✓ Certified Developers >5
- ✓ Case Study / >1 Year
- ✓ Annual Fee = EUR 5.000

PIMCORE

Ready to
become a
Pimcore Partner?



PIMCORE

Case Study

What is it?

Brief overview about a project you're proud of. This includes a company description, the business needs of your client, an explanation why you relied on Pimcore and finally the business results.

What do we need?

Beside the Submission on the Pimcore Partner Portal, nothing! Once a month we are featuring and showcasing one highlight case study of our partners.

Example

The screenshot shows the Pimcore website's case study for Stanley Black & Decker France. The page features a navigation bar with links for Platform, Services, Customers, Partners, Developers, Resources, and About. The main header includes the company name and a 'More Information' button. The hero section displays the title 'How Stanley Black & Decker France created a single point of data management' over a background image of a toolbox. The content area is divided into two columns: the left column contains descriptive text about the company and its data management challenges, while the right column lists key facts and partners. A 'Customer Key Facts' section highlights 5 locations, 3,000 employees, and 200,000 products. The 'Challenge' section is partially visible at the bottom.

Platform **Services** **Customers** **Partners** **Developers** **Resources** **About**

Stanley Black & Decker France

Intro **Keyfacts** Challenge Solution Result Key Result **More Information**

How Stanley Black & Decker France created a single point of data management

STANLEY BLACK & DECKER France is the French subsidiary of the #1 tooling company in the world. Established in 1961, it operates through major brands like Stanley, DeWalt, Black & Decker and Facom.

Working with distributors, Stanley Black & Decker has to provide product data in multiple formats. Discover how the implementation of Pimcore improves data processing and publication across the company, by creating a single point for all its product data.

DATASOLUTION
YOUR E-BUSINESS PARTNER

PIMCORE
STRATEGIC PARTNER

Customer
Stanley Black & Decker France

Solution Partner
DATASOLUTION

Industry
Manufacturing

Products Used
PIM, MDM, DAM

Customer Key Facts

5 LOCATIONS	3.000 EMPLOYEES	200.000 PRODUCTS
-----------------------	---------------------------	----------------------------

CHALLENGE
More data, more business

When it comes to product management, Stanley Black & Decker has to face many challenges : find data quickly and easily, avoid too many exchanges between teams (product, web, marketing, sales ...) and reduce the « loss »

PIMCORE

Blog Article

What is it?

An article about a Pimcore topic which can be targeted towards the community and/or CTOs, CMOs or other executives to educate them and make them aware of some relevant feature or news.

What do we need?

Information about the Author, like Name and Position. Images, videos, plus an English version of the content (you can also supply additional languages).

Example

May 19, 2020 Topics: Guest Bloggers

Digital commerce with Shopify and Pimcore - The Sintra Omnichannel HUB

How can you scale your digital commerce to the next level? Multilingual, Multistore, Multi-currency, Multi-everything. If you want your commerce not just to survive, but to live up its full potential and to thrive, you must go "multi".



sintra
DIGITAL BUSINESS

PIMCORE
SILVER PARTNER

Iacopo Pecchi
Head of E-commerce & Partner, Sintra Consulting

1 articles by this author



This is a guest blog post by Pimcore solution partner Sintra Consulting. The original version was published in Italian and can be found [here](#).

Efficient marketing needs structure

Successful digital commerce requires you to automate daily operations such as marketing and sales processes and order fulfillment to spend human resources' time on choices of "value". Many cloud-based technologies foster this evolution and progress that allows us to focus on activities of great value to make your business live and prosper.

Let's have a look at the daily life of an eCommerce Manager. Every eCommerce has daily needs that keep the staff busy; A webshop, just like a biological system, must be fed with daily updated data and these operations are time-consuming.

We can group these "necessary for eCommerce" operational tasks under the following 3 macro points:

1. Data management
2. Management of an order's life cycle
3. Management of marketing activities

These activities take place on a daily basis in most digital commerce businesses.

PIMCORE

Webinar

What is it?

A virtual event which we host together with you to show your coolest extensions, projects, and success. Similar to the sessions at the partner conference. The topic should be relevant to a large audience.

What do we need?

Send us your proposed topic, the length of the webinar, information about the speaker(s) and suggested dates.

Example

PIMCORE®

Translation Management

Webinar
April 1, 2020



PIMCORE®

TWOCREAM

across

Automated translation management with Pimcore and Across Language Server (German)

Together with our new technology partner Across Systems and Gold Partner Twocream, we will introduce the Translation Management Interface on Wednesday April 1, 2020.

Customers prefer to search for product data in their national languages. Every company must therefore ensure that the content is provided in the appropriate languages and the desired quality. The Pimcore open source platform offers all possibilities to deliver personalized customer experiences based on centralized and up-to-date data across all channels and touchpoints in real-time. Across Language Server is the central system that takes care of the automated handling of all translation processes in an organization.

Register now

SHARE SOME FEEDBACK WITH US

Please do not hesitate to get back to us, in case of any questions.

Thank you very much,
Your Pimcore Team

Call Us

Write us

PIMCORE

Whitepaper

What is it?

Short guide about your knowledge and experience about specific topics in PIM/MDM, DAM, customer experience management and/or eCommerce.

What do we need?

Send us your proposed topic. You will deliver the content (text and images). We can do the final design. The white paper will be co-branded with your company logo.

Example





Own the Digital World.



Stefan Gruber, CSO

+43 / 662 / 23 09 91

stefan.gruber@pimcore.com

Gartner

Cool
Vendor

FORRESTER

Featured

Capterra

Leading



High Performer

Gartner
peerinsights

★★★★★

TE
TechCrunch

Featured

FROST
&
SULLIVAN

Featured