Own the Digital World.
3.6B+
Products, Master Data + Customer Records

700M+
Media Assets

150M+
Web Pages, Digital + Print Documents

10B+
Data Intelligence Relations managed
Customer Experience

ANY CHANNEL

AWESOME DATA

AWESOME PROCESSES
Customer Experience

- POS
- SOCIAL
- VOICE
- WEB
- MOBILE
- ANY CHANNEL

- AWESOME DATA
- AWESOME PROCESSES

- PRODUCTS
- CUSTOMERS
- TRANSACTIONS
- SELF SERVICE
- AUTOMATION
- PERSONALIZATION
Combines data and experience management in one single platform.
Integrated output channels with portals, to 2000+ marketplaces and API.
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)
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
- OPTIMIZATION
- 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 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
- OPTIMIZATION
- 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

APPLICATIONS
- AXP
  ASSET EXPERIENCE PORTAL
- PXP
  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

APPLICATIONS
- MARKETING
- SALES
- PRODUCT MANAGEMENT
- CUSTOMER
- AGENCIES

HEADLESS DATA
- GRAPHQL
- REST
- JSON
- XML

3RD PARTY DATA
- ERP
- CRM
- DATABASES
- CLOUD

CHANNELS & MARKETPLACES

APPLICATIONS
- DIGITAL
- MOBILE/APP
- VOICE
- IOT

UNIFIED SEAMLESS CUSTOMER EXPERIENCE
<table>
<thead>
<tr>
<th>Company</th>
<th>Quote</th>
<th>Rating</th>
<th>Source</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audi AG</td>
<td>&quot;We were impressed about Pimcore’s flexibility when it comes to B2B online shops. Pimcore adapted perfectly to our business needs.&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T-Mobile</td>
<td>&quot;We needed a place for placing and promoting our own content and products. We are very pleased with how Pimcore helped us achieve this.&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capterra</td>
<td></td>
<td>5</td>
<td>Capterra</td>
<td>17</td>
</tr>
<tr>
<td>Gartner</td>
<td></td>
<td>5</td>
<td>Gartner. Peer Insights</td>
<td>19</td>
</tr>
<tr>
<td>C2</td>
<td></td>
<td>5</td>
<td>Market Leader in Product Information &amp; Master Data Management</td>
<td>38</td>
</tr>
</tbody>
</table>
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
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
Unified and seamless Digital Experience
Product Information Management

Perfect data in less time with the Enterprise Open Source Pimcore Platform™
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 allows for faster processes and more satisfaction.
How do we understand PIM?
Cross Domain & Cross Industry

PIM

- 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.

**Content Hub & Sharing**
Pimcore makes product information available for internal and external departments and teams.

**Do anything with PIM**
Pimcore centralizes, harmonizes, manages, translates and publishes marketing, sales and technical product information.

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

**Workflows & Quality**
Pimcore takes care of workflows, reporting, auditing and quality management of product information.

**IT Integration**
Pimcore integrates perfectly with the existing IT system landscape.
Features: Data Modeling


- 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
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

INTEGRATED PRINT PUBLISHING

ADOBE INDESIGN INTEGRATION

WKHTML-TPDF
PDF reactor
CI Hub
65bit
Print

CATALOGUE
CARS 2020
Solutions: Configurators
Solutions: Configurators
Solutions: Configurators
Solutions: Configurators
Features: Product Experience Portal

- PIMCORE PIM
- PIMCORE DAM

✅ Marketing & Sales Content Hub
✅ Product Data Sharing Platform

Customers
Agencies
Sales

✅ Product & Asset collaboration system
✅ Name it! Configure it within 5 minutes
Download
Welcome to the classic cars portal!

Our portal offers a wide range of high-quality data covering different topics like manufacturers, cars, and image material.

Our Specials:
- Ferrari Testarossa
- VW Käfer
- Jaguar MK2
- Fiat 500
Configuration
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
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
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

<table>
<thead>
<tr>
<th>Community Edition</th>
<th>Enterprise Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Free version of the Pimcore Platform™</td>
<td>✓ Commercial version of the Pimcore Platform™</td>
</tr>
<tr>
<td>✓ Based on the open-source GPLv3 license</td>
<td>✓ Based on the enterprise-friendly PCL (Pimcore commercial license)</td>
</tr>
<tr>
<td>✓ All core features of the complete platform</td>
<td>✓ Access to all core features of the complete platform</td>
</tr>
<tr>
<td>✗ No support available (SLA)</td>
<td>✓ Access to all enterprise functionalities</td>
</tr>
<tr>
<td>✗ No long term support (LTS)</td>
<td>✓ Access to support (SLA)</td>
</tr>
<tr>
<td>✗ No enterprise functionalities</td>
<td>✓ Access to long term support (LTS)</td>
</tr>
</tbody>
</table>
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 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
- DIGITAL
- MOBILE/APP
- VOICE
- IOT
- VR
- PRINT
- POS
- 1,600

UNIFIED SEAMLESS CUSTOMER EXPERIENCE
PIM for Black & Decker

215,000 SKUs

53,700 Attributes

10 Brands

6 Months
FASHION PIM & DAM
Complexities in product content management, legacy systems could not meet the needs of sales and marketing for 300K products and 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.
<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artikelnummer</td>
<td>578677</td>
</tr>
<tr>
<td>Artikelnummer</td>
<td>6403899888</td>
</tr>
<tr>
<td>Artikelnummer</td>
<td>6648035</td>
</tr>
</tbody>
</table>

**Klassifikationen**

- **Typ**: Schoe
- **Klassifikation**: Schuh
- **Marken**: Pimcoreversand/versand/Confort
- **Hauptkategorie**: Konfektion/Schuhe/Sneaker/Sneaker/sneaker/sneaker

**Vorgänge artikel**

- **Artikelnummer**: 578677
- **Artikelnummer**: 6403899888
- **Artikelnummer**: 6648035
PIM for Gabor
PIM for Gabor

Schnürstiefelette braun

Preis: 116,97 €
Liefertag: 2-4 Werktage

Gabor

Sneaker high braun
Preis: 116,97 €

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.”
PIM for Audi

500 SKUs
3000 Shops
15 Suppliers
3 Months
Digital Asset Management

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

- Integrated Output Channels
- Any Industry
- PIM/MDM Relations
- Any Meta-Data & Taxonomy
- Any File Type
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

DAM

- Integrated Output Channels
- PIM/MDM Relations
- Any Meta-Data & Taxonomy
- Any Industry
- Any File Type

- 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

DAM

Integrated Output Channels

Any Industry

File Type

Any Meta-Data & Taxonomy

PIM/MDM Relations
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
Features: Asset Experience Portal

- Marketing & Sales Content Hub
- Product Data Sharing Platform

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

Customers
Agencies
Sales
Search
Sharing
Download
Pimcore Platform™

Collections

British Sports Cars

Images & Documents Classic Cars Manufacturers Events

Body Style ▼ Color ▼ Country ▼ Manufacturer ▼

15 items Sort By ▼

British Sports Cars

Classic Cars

Images & Documents Classic Cars

Sort By ▼

15 items
Welcome to the classic cars portal!

Our portal offers a wide range of high-quality data covering different topics like manufacturers, cars, and image material.

Our Specials

- Ferrari Testarossa
- VW Käfer
- Jaguar MK2
- Fiat 500
- German Cars Special
- All Car Data
Analytics

Portal Statistics

Data object types

Logins during last 6 months per week

Most downloaded assets

Asset types
PIMCORE PLATFORM™

Configuration
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: 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)
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.
Digital Experience Management

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

Gartner
Cool Vendor

Forrester
Featured

Capterra
Leading

G2
High Performer

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.
Digital Experience Management

The fastest Digital Experience Management Platform in the world.

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>占有率</th>
<th>用户满意度</th>
<th>平均性能</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pimcore</td>
<td>79%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>eZ Publish</td>
<td>78%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Drupal</td>
<td>75%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Kentico CMS</td>
<td>75%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Liferay</td>
<td>68%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Sitecore</td>
<td>68%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Adobe Experience</td>
<td>67%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

https://www.sistrix.de/news/core-web-vitals-wix-vs-wordpress-shopify-vs-shopware-was-ist-schneller/
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

- DXP
- Integrated Output Channel
- Any Industry
- DAM
- PIM/MDM
- CDP
- Customer Data
- Any File Type

✓ 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**

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

INTEGRATED PRINT PUBLISHING

ADOBE INDESIGN INTEGRATION

WKHTML-TOPDF
PDF reactor
CI Hub
65bit
Print

CARS 2020 CATALOGUE
Solution: Real-Time Programmatic Marketing

PIMCORE PLATFORM™

PIMCORE DATA

EXPERIENCE SERVICES

DATA INTEGRATION ENGINE

PIMCORE PROGRAMMATIC MARKETING DATA MANAGEMENT PLATFORM

DYNAMIC DATA
- Recipes
- Weather
- Seasons
- Time
- Cooperations
- ROI KPIs

AD INVENTORY
- Recipes
- Topics
- Seasons

LANDING PAGES
- Recipes
- Topics
- Seasons

ANALYTICS

OPTIMIZER

GOOGLE ADS

GOOGLE MARKETING PLATFORM

3RD PARTY PROGRAMMATIC PLATFORMS & FEED READER
## 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™
- ✔ 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)
DXP/CMS for Oetker Group

- 20 Brands
- 41 Countries
- 4,000 Products
- 100+ Websites
PIMCORE PLATFORM™

DXP/CMS for Oetker Group

[Image of the PIMCORE interface with a product in the background]
DXP/CMS for Oetker Group
DXP/CMS Customers

- Burger King
- UNICEF
- Peugeot
- Allianz

- Plant-based Whopper
- Friends of UNICEF children
- Life insurance

4.1 thousand we cured children of malnutrition

Various kinds of life insurance products that you can choose from
Digital Commerce Platform

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

Gartner. | FORRESTER | Capterra | G2 | Gartner peerinsights | TechCrunch | FROST & SULLIVAN
Cool Vendor | Featured | Leading | High Performer | | | Featured | 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?

- Integrated Output Channel
- DAM (Any File Type)
- PIM/MDM (Relations)
- CDP (Customer Data)
- Any Industry
- 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
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
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**

**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.
Features: Digital Commerce Platform

- Digital Store Front
- Product Search & Filtering
- Price Systems & Promotions
- Shopping Carts
- Checkout Workflows
- Payment Providers
B2C Customer: Gabor

300,000 SKUs

60 Countries

70 Retailers

EUR 400M Revenue
B2C Customer: Gabor

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

**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.

**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**
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.

**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.

**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
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.

**B2B COMMERCE PORTAL**
Complex products required lots of explanation by the sales team, customers could not find up-to-date information.

**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**
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.

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

**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
B2B Customer: Schiessl
Customers: Pimcore Commerce

SONNENTOR.AT (B2C)

DOBI.CH (B2B + B2C)

LUDWIGMEISTER.DE (B2B)

ADLER-LACKE.COM (B2B)

EXPERT.AT (B2C)

KAUTBULLINGER.DE (B2C)
Customer Data Platform Framework

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

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.

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.

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.

**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.

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

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

**Activities & segments**
Activities are online conversions, offline and CRM data. Segments are groups of customers which share common characteristics, behavior, sociodemographic, or socioeconomic attributes.
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
CDP for Intersport Rent

- 3M Customers
- 240K Reviews
- 260K Transactions
- 310 Shops
Join the Pimcore Partner Program

Grow your business.
With a digital platform trusted by leading agencies around the globe.
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.
How can a Partnership look like?
What’s in it for you?

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

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

**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!

**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
Ready to become a Pimcore Partner?
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.

STANLEY BLACK & DECKER France is the French subsidiary of the #1 tooling company in the world. Established in 1913, 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.

Customer Key Facts

<table>
<thead>
<tr>
<th>LOCATIONS</th>
<th>EMPLOYEES</th>
<th>PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>3,000</td>
<td>200,000</td>
</tr>
</tbody>
</table>

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” of data.
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).

Digital commerce with Shopify and Pimcore - The Sintra Omnichannel HUB

How can you scale your digital commerce to the next level? Multilingual, Multistore, Multicurrency, 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".

This is a guest blog post by Pimcore solution partner Sintra Consulting. The original version was published on Sintra 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 the evolution and progress that allow 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 workshop, just like a biological system, must be fed with daily updated data and these operations can time-consuming.

We can group these "necessity for eCommerce" operational tools under the following 3 macro points:

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

These activities take place on a daily basis in most digital commerce businesses.
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.
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.
Own the Digital World.

Stefan Gruber, CSO
+43 / 662 / 23 09 91
stefan.gruber@pimcore.com