OWN THE DIGITAL WORLD.
Consistent, complete, up-to-date data is the foundation for any digital transformation and customer-centric digital experience. In a rapidly growing market, Pimcore offers the leading integrated software platform for digitization projects. Based on state-of-the-art open source technology. Our goal is our slogan: "Own the Digital World".

DIETMAR RIETSCHE (CEO, PIMCORE)
INTEGRATED DATA AND EXPERIENCE MANAGEMENT

**STOP!** Integration Hell

**PIM/MDM**
- Informatica
- SAP Hybris
- Akaneko
- Riversand
- Celum
- Bynder
- Censhare

**CMS/UX**
- Adobe Experience Manager
- Sitecore
- ezPublish
- TYPO3
- EPiServer
- Drupal

**DAM**
- Canto

**Commerce**
- Magento

**FUTURE!** Digital Experience Platform

**PIM/MDM**

**CMS/UX**

**DAM**

**Commerce**

**Simple & Stable**

**Corporate ERP, CRM, BI, ...**

**PIM**
- PIMCORE
- PIMCORE
- PIMCORE

**DAM**
- PIMCORE

**Commerce**
- PIMCORE
AWESOME CUSTOMER VALUE

1. OPEN SOURCE AWESOMENESS
Open standards, transparent roadmap, latest technology, large community, global ecosystem, fast 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
Full-featured Community Edition is free to use without any license cost. Optional Enterprise Subscription for 24/7 support services.

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.
TECHNOLOGY STACK

INFRASTRUCTURE
- Amazon AWS
- Microsoft Azure
- Google Cloud
- Docker
- vCloud Air
- Digital Ocean

CORE TECHNOLOGY
- Database
  - MySQL, MariaDB, Percona Server
- Web Server
  - Apache, NGinx
- Application Server
  - PHP 7, Symfony Framework
- Search & Caching
  - Elastic Search, MongoDB, Varnish

PLATFORM & PRODUCTS

OUTPUT
- Frontend
  - Vanilla HTML5/CSS3, React, Vue.js, AngularJS,
- API
  - REST (XML/JSON), GraphQL (JSON), PHP Core API
# Featured Customers

## PIM / DAM / CDP
Data Management

- Dr. Oetker
- BOSCH
- Leica
- GANT
- HEIDELBERG
- KAISER
- INTERSPORT
- INGRAM
- La Redoute
- Wienerberger
- ERWIN HYMER GROUP
- FUNKE MEDIEN GRUPPE
- WURTH
- ekosport
- everything5pounds

## DXP / CMS
Experience Management

- CARLSBERG
- DANONE
- SUZUKI
- GREY
- Kronenbourg
- TUI
- Carrefour
- IKEA
- unicef
- Allianz
- Alpecin
- PEUGEOT MOTORCYCLES

## Digital Commerce
B2B / B2C

- pepsi
- deuter
- JAF
- KITZBÜHEL
- LUDWIG MEISTER
- United Rentals
- Eberspächer
- AUDI
- KAUF-BULLINGER
- Raiffeisen
- expert
- UNIVERSAL MUSIC
**AWARDS & RECOGNITION**

- **Most promising Open-Source Product**
  - **Packt**

- **Enterprise-ready Customer Experience Management**
  - **T·Systems**

- **Winning Digital Transformation Software Platform made in Austria**
  - **CONSTANTINUS**

- **Only Open-Source PIM System featured in Forrester Vendor Landscape**
  - **FORRESTER**

- **Best Open-Source Enterprise Customer Experience Software 2018**
  - **CMS Critic**

- **Only Open-Source PIM System featured in Gartner Reports**
  - **Gartner**

- **Content Management Technology Innovation Award**
  - **FROST & SULLIVAN**

- **Cool Vendor in PIM & Digital Commerce**
  - **Gartner**
GO SAFE.
JUST ASK THEM.

MICHAEL MORAN
RESEARCH PIM/MDM

BILL O’KANE
RESEARCH PIM/MDM

SIMON WALKER
RESEARCH PIM/MDM

ANDREW WHITE
RESEARCH PIM/MDM

CHRISTINA KLOCK
RESEARCH DIGITAL COMMERCE

MIKE LOWNDES
RESEARCH DIGITAL COMMERCE

PENNY GILLESPIE
RESEARCH DIGITAL COMMERCE

CHRIS FLETCHER
RESEARCH DIGITAL COMMERCE

Gartner.
PRODUCT INFORMATION MANAGEMENT
PRODUCT INFORMATION MANAGEMENT

QUICK INSIGHT

Pimcore PIM is the world’s leading open source PIM platform and is available free of charge to companies for managing unlimited product data, brands, languages, regions and tenants.

It is a flexible data management application to manage any product information efficiently and easily and to transfer it to third-party applications using the PIM-as-a-Service approach via interfaces or to create digital applications such as websites and online shops featuring the product data directly within the other modules of the platform.
WHY PIM?

1. CONSISTENT PRODUCT DATA
   The aim of any data management strategy is to supply various channels, target groups and applications with product data 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 DIGITIZATION
   Central and consolidated product data management ensures data supply and accelerates processes.

4. OMNICHANNEL ENABLEMENT
   The data supply of various channels (online/offline) and target groups enables an efficient and flexible presence 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.
MULTI-DOMAIN PRODUCT INFORMATION MANAGEMENT

THIS MAKES PIMCORE A DIRECT HIT!

Pimcore is a cross-industry PIM/MDM solution and can handle any data model – whether automotive, retail or manufacturing.

That’s why it’s so simple: Pimcore can manage all required data entities. Whether accessories, spare parts or service products, Pimcore is compatible with your requirements and can solve your data challenges completely and comprehensively.
The simple data modeling is a special highlight of Pimcore.

With the help of more than 45 different simple and intelligent input components, even very complex data models can be quickly designed and immediately implemented. Easy to configure by mouse click and without the need for detailed IT background knowledge.

When the data model is saved, all interfaces for external access to the data are automatically created. Say goodbye to manual development of your APIs.
Manual data management by the user in Pimcore is simple, intuitive and convenient.

Product data can be managed efficiently via various user and role-dependent maintenance interfaces. Of course, mass and batch processing of data records is also possible.

The comprehensive versioning, the permanent updating of all connections between data records, and the drag-and-drop functions of the user interface help Pimcore users to work productively and efficiently.
Efficient product information management requires a detailed mapping of business processes.

Pimcore offers complex workflows, multi-layered maintenance and release processes and a consistent quality management, supported by automated reporting options out-of-the-box.

A freely configurable workflow module enables different views on the data, depending on user roles and data completeness, and a powerful, integrated reporting engine provides details on all key figures of the data enrichment.
As an open source platform, constant innovation and state-of-the-art system architecture are our DNA. That’s why software developers love to work with Pimcore!

The basis for this is the Pimcore API, which has been the backbone of the application since the first release in 2009. Using Headless PIM, also called PIM-as-a-service, the entire platform can be remote controlled via APIs (REST/GraphQL).

Thus nothing stands in the way of an efficient connection to any third-party systems. By the way: Via these APIs Pimcore can be modified and extended at will.
DIGITAL ASSET MANAGEMENT

QUICK INSIGHT

Pimcore DAM is the world’s leading open source DAM platform and is available free of charge to companies for the central management of all their images, graphics, videos and documents.

It is a flexible and innovative data management application designed to efficiently and easily manage any digital asset and deliver it through a DAM-as-a-Service approach via interfaces to any third-party application.
WHY DAM?

1 CENTRAL PROVISION OF MEDIA ASSET DATA
The aim of any data management strategy is to supply various channels, target groups and applications with media data from a central source.

2 ELIMINATION OF DATA SILOS
Media data scattered in different silos leads to a slowing down of processes in sales, marketing and customer service.

3 ACCELERATION OF DIGITIZATION
Central and consolidated digital asset management ensures data supply 24/7 and accelerates workflows.

4 OMNI-CHANNEL ENABLEMENT
The data supply of various channels (online/offline) and target groups enables the efficient and flexible presence in an omni-channel market.

5 BRAND CONSISTENCY
Consolidated, up-to-date media assets enable a consistent brand presence based on single-source publishing.
THIS MAKES PIMCORE A DIRECT HIT!

Pimcore is a cross-industry DAM solution that can handle any type of asset data – whether images, videos or documents.

Pimcore users can easily manage media assets through the administrative backend. Pimcore’s Digital Asset Management module is a complete enterprise DAM system that integrates seamlessly into your system landscape (CMS, eCommerce, Adobe InDesign,...).
ASSET PORTAL  COMMERCIAL EXTENSION

Collaborate and share files with external stakeholders such as press or partners

FEATURES

Enhanced Search (Filter, Save), Batch-Editing (Meta-Data, Files), Asset Collections (Virtual Groups), Asset Sharing, External Users, Fully Customizable Interface

PIMCORE DAM

FREE & OPEN-SOURCE

Consolidate and manage assets for internal use in PIM, CMS & eCommerce

FEATURES

Organization, Meta-Data Management, Asset Transformation, Workflow Management, Search & Preview, Global Asset Delivery
DIGITAL EXPERIENCE MANAGEMENT
DIGITAL EXPERIENCE MANAGEMENT

QUICK INSIGHT

Pimcore CMS is a digital experience platform with which digital content can be consolidated and made available to the relevant target groups and output channels using predefined workflows. It is available to companies for the administration of websites in unlimited countries, languages, and tenants for free use.

Comprehensive APIs provide flexible access to manage any content efficiently and easily and deliver it to third party applications via a Content As A Service approach.
WHY DIGITAL EXPERIENCE MANAGEMENT?

1. **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.

2. **SCALABILITY**
   When hundreds of editors process thousands of websites in parallel and millions of requests are made, a robust, modular and powerful technology stack is required.

3. **CUSTOMER EXPERIENCE**
   A consistent, continuous customer experience is one of the most important prerequisites for a successful brand appearance and perception as a successful digital brand.

4. **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).

5. **MULTICHANNEL PUBLISHING**
   Pimcore seamlessly connects your content with the data of the PIM and DAM modules. You can also create your print publications faster, more effectively and more cost-effectively.
THIS MAKES PIMCORE A DIRECT HIT!

A flexible and extensible real-time explicit and implicit behavioral targeting feature provides the ability to define both global audiences and comprehensive persona profiles.

This enables you to deliver the right content to the right audience and trigger personalized offers, enabling you to communicate more effectively with your customers.
Pimcore accelerates traditional publishing processes by automating recurring print jobs. Create your print publications faster, more efficiently, and cheaper.

The Native Pimcore Solution revolutionizes print processes by automatically creating print-ready PDF documents for B2B and B2C product catalogs, price lists, and personalized marketing and sales materials.

Automate database publishing processes with our Drag & Drop Layout Builder. Or integrate Pimcore content into Adobe InDesign-based workflows using the tools Print or Easy Catalog.
CUSTOMER DATA PLATFORM
CUSTOMER DATA PLATFORM

QUICK INSIGHT

Pimcore CDP is a world leading open source customer data platform and is available free of charge to companies for the central management and aggregation of all their customer data and user profiles.

Functions include enriching data, building target audience segments, triggering events, personalizing digital experiences and performing marketing automation.
PIMCORE – THE WORLD LEADING OPEN SOURCE CDP.

**ACTIVITIES & TRIGGERS**

- Communication
- Location
- Conversion

**CUSTOMER DATA SOURCES**

- Salesforce Data
- Website Data
- ERP Data
- System X Data

**PERSONALIZATION & MARKETING AUTOMATION**
FEATURE OVERVIEW

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

2. ACTIVITIES & TRIGGERS
   Activities are online conversions, offline and CRM data. Triggers are special events that release marketing automation and personalization.

3. CUSTOMER SEGMENTATION
   Individual segments for personalized marketing are automatically created from data streams of user profiles from first- and third-party providers.

4. PERSONALIZATION
   Real-time personalization based on customer segmentation. Deliver the right content to the right audience at the right time. Compatible with the Pimcore eCommerce module.

5. MARKETING AUTOMATION
   Triggers release marketing automation for your customer segments. Integrated with MailChimp, IBM Marketing Cloud and other external tools.
THIS MAKES PIMCORE A DIRECT HIT!

The seamless real-time integration of the customer data platform with the PIM, CMS and eCommerce modules gives you precise and detailed insights into customer behavior. And not only that: All customer segments can be used directly in the CMS or eCommerce modules for personalization of website and web shop content.

The Enterprise Data Management functions guarantee convenient administration and excellent performance even with millions of customer profiles. Through the integration with any third-party systems, you retain full control and overview of all customer data.
DIGITAL COMMERCE PLATFORM
The Pimcore Digital Commerce Module is an open source enterprise platform for B2B and B2C online shops, product configurators and portals. By providing a component-based eCommerce development framework, Pimcore simplifies the creation of complex eCommerce applications. It is available for companies to use free of charge.

Comprehensive APIs offer flexible access to control any data and all functions efficiently and easily and to connect the platform via a Commerce-As-A-Service approach with third-party applications.
Modular und component-based

Flexibly combinable, high-performance modules for demanding eCommerce projects.

A reliable infrastructure to be able to integrate new innovations easily and continuously.

100% designed for the agile needs of a rapidly changing digital world.
WHY CHOOSE A DIGITAL COMMERCE PLATFORM?

1. TAKE THE DIGITAL LEAD
The mere presence of an online shop is not enough to stand out from the crowd. A full focus on customer needs requires product configuration, efficient search and personalized assortments.

2. EXTENSIBILITY
New possibilities such as IoT and Voice can be integrated faster into a platform you own, independent of the manufacturer roadmap. This enables an optimization of service and process offerings.

3. TECHNOLOGY OWNERSHIP
Digital success requires full focus on the presentation of unique USPs and continuous testing with trial and error to create unique product experiences and to inspire customers constantly with tried and tested new functions.

4. CUSTOMER EXPERIENCE
A consistent, continuous customer experience is one of the most important prerequisites for a successful brand appearance and perception as a successful digital brand.

5. HEADLESS COMMERCE
With a fully API-based platform and strict separation of functions and design, your shop will be technically easy to evolve and maintain as the lean platform adapts to changing needs.
THIS MAKES PIMCORE A DIRECT HIT!

The consolidated Digital Experience platform includes Digital Commerce, PIM/MDM, DAM and CMS. This single-stack technology architecture enables a unified view of products, customers and orders.

By combining all 4 modules on one platform, companies can centralize their data lifecycle to create future-proof digital experiences for their customers with new digital business models.
THANK YOU.
VIelen Dank.
Pimcore
CUSTOMER CASE STUDIES

1. MANUFACTURING
   - Audi (PIM, DAM, eCommerce)
   - Peugeot Scooters (PIM, CMS)
   - Kaiser Elektro (PIM, DAM)

2. RETAIL
   - Intersport (PIM, CMS, eCommerce)
   - Expert (PIM, CMS, eCommerce)
   - Shoes.com (PIM, eCommerce)

3. DISTRIBUTION
   - Europapier (PIM, CMS, eCommerce)
   - Bösch (PIM, CMS, eCommerce)
   - Eberspächer (PIM, eCommerce)

4. TRAVEL
   - Zermatt Matterhorn (PIM, eCommerce)
   - GCH Hotel Group (PIM, CMS)
   - Falkensteiner Hotels (PIM, CMS, DAM)

5. BRANDS
   - Dr Oetker (PIM, CMS)
   - PepsiCo (PIM, eCommerce)
   - Burger King (CMS)