What made Pimcore Gartner ‘Cool Vendor’ 2018?

Gartner’s definition of ‘Cool Vendor’

A company is a Cool Vendor if it offers a technology or service that is:

01 **Innovative**

Enables enterprises to do things they couldn’t do before

02 **Impactful**

Has a business impact, is not just technology for its own sake

03 **Intriguing**

Has caught Gartner’s interest during the past six months

So what makes Pimcore stand apart from the crowd?

It Provides Value to Technologies / Products Which Is:

- **NEW**
  Data Management + Customer Experience Management in a single, consolidated platform.

- **UNIQUE**
  Future-proof technology architecture for connectivity to any external software.

- **DIFFERENTIATED**
  The only fully integrated customer experience system without software cost.