



The Analyst Atlas of Product Information Management

Comprehensive Market Report | Detailed Vendor Profiles | Forecast



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/ **The Analyst Atlas of Product Information Management**

In this comprehensive market report, the analysts of TGOA shed light on the dynamics, trends, and most relevant vendors of the product information management market. In addition, the report contains a forecast of the market's growth.

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The Analyst Atlas...

The challenges that organisations face today are more complex than ever. Changing regulatory conditions, economic uncertainties, and increasing expectations of customers, business partners, and employees require companies to become more agile, more flexible, and much faster in adopting new strategies.

The foundation of such responsive organisations is a well-defined and perfectly implemented information supply chain. There are three main pillars to an optimal information supply chain. The first pillar constitutes the company's culture. Modern organisations are driven by data – so there has to be a common understanding of the importance of data, how to interpret it, and how to use it properly. The second pillar covers the data processes within an organisation. Today, we still see lots of room for improvement in this regard. Business units and their workflows are often isolated instead of integrated, which can lead to multifaceted inefficiencies. The third pillar constitutes the system landscape. When considering their main business processes, companies should outline a sustainable and future-proof IT architecture that helps them achieve their strategic and operational goals while adapting flexibly to changing conditions.

That said, it is important for organisations today to stay informed about the current status of the most relevant software markets. Technological advances such as artificial intelligence, machine learning, robotic process automation, and augmented/virtual reality provide increasing potential to optimise business and data processes, become a more efficient organisation, and make better decisions on a daily basis.

At the same time, software solutions can be replaced more easily today than a couple of years before thanks to the widespread use of APIs. Therefore, the information supply chain can be aligned much more quickly to new requirements.

However, there is a lot of noise in today's software markets, which makes it difficult for decision-makers to conduct thorough research, assess the individual tools objectively, and make truly well-informed decisions. Our Analyst Atlas series takes on the job of gathering all relevant information about dedicated software markets and their most relevant players, thereby providing comprehensive and in-depth insights that offer orientation, clarity, and transparency.

Temel Kahyaoglu,
Founder, CEO, and Chief Analyst at TGOA

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11 out of the 40 vendors have a clear focus on data in the context of PIM/MDM, providing customers a complementary offering through integration or microservices from cloud platforms in addition to their PIM/MDM software.

11 OUT OF 40

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35%

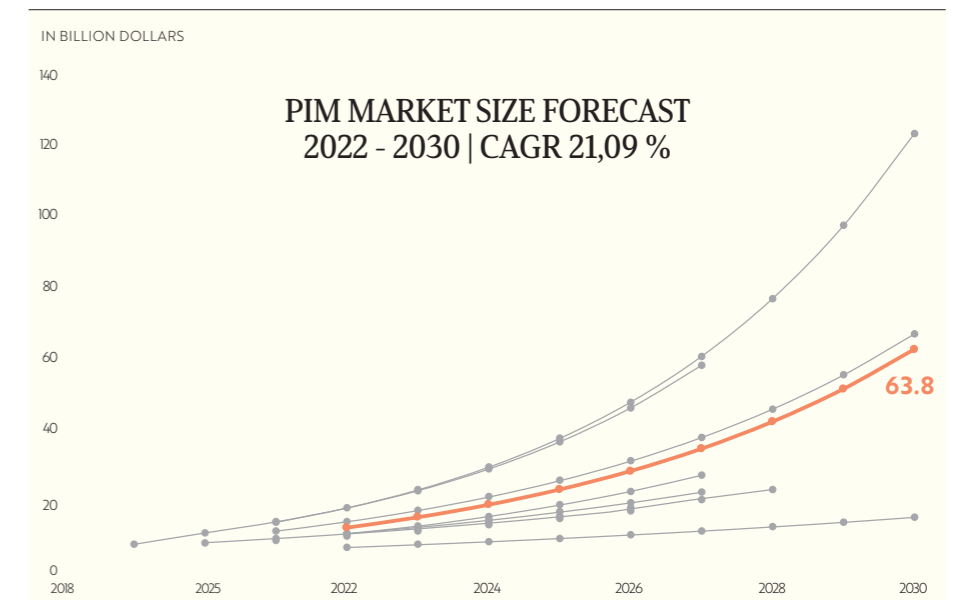
With only 35 per cent of the total achievable points, responding to new tech concepts is a main differentiator in the PIM market.

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EXECUTIVE SUMMARY

According to the findings of this report, the global PIM market will reach USD 63.8 billion by 2030, growing at a CAGR of 21,09 per cent.



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ABOUT TGOA

TGOA

The renowned analyst house The Group of Analysts (TGOA) has been monitoring the enterprise software market with its unique “Market Performance Wheel” analysis methodology since 2010 with the aim of creating transparency for all. In 2021, two new companies were founded that, through their respective focuses, potentiate the TGOA concept. The Group of Authors, as a publishing house, promotes communication and thus thought leadership in the market with publications such as analyst guides, reports, and handbooks or the whitepaper series “headsUp”. As an advisory house, The Group of Advisors offers holistic consulting services on all topics of digitalisation.

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