

Product Information Management Emerging Providers Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Product information management emerging providers are helping organizations centralize, govern and distribute product information across increasingly complex digital ecosystems. These platforms emphasize agility, collaboration and focused innovation while addressing growing requirements for product content, digital assets and cross-channel consistency. AI, automation and workflow flexibility are becoming important differentiators as enterprises seek to improve information quality and accelerate time-to-value.

Software Provider Summary

The ISG Buyers Guide™ for Product Information Management Emerging Providers evaluates eight software providers offering products that support catalog management, content and data management infrastructure, digital asset management, product lifecycle support, integration and business alignment. The research ranked the top three overall leaders as Bluestone PIM, Sales Layer and Viamedici. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Bluestone PIM, Sales Layer and Viamedici were rated Exemplary, with Boyum IT rated Innovative. Plytix was rated Assurance, and Comosoft, Digital Wave Technology and PIMworks were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (30%) and Platform (50%), including adaptability, manageability, reliability and usability. Sales Layer, Viamedici and Bluestone PIM achieved the highest performance as Leaders in this category, delivering product lifecycle management capabilities and support for catalog and data management infrastructure. Leaders demonstrated enterprise-grade platform capabilities across varied roles and contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Bluestone PIM, Sales Layer and Plytix were the Leaders in this category, demonstrating strong customer advocacy and clear investment in successful outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

Strategic Recommendations

Organizations should evaluate emerging PIM providers based on the ability to centralize product information, support governance and enable collaboration across internal and external stakeholders. Selection should prioritize integration flexibility, digital asset support, workflow configurability and AI-enabled capabilities that improve information quality. Success requires combining technology investments with disciplined governance, process improvement and information management practices.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Bluestone PIM atop the list, followed by Sales Layer and Viamedici. Providers that place in the top three of a category earn the designation of Leader. Sales Layer has done so in five categories, Bluestone PIM in four, Viamedici in three, Plytix in two and Boyum IT in one category.

Product Information Mgmt. Emerging Provider		
Overall		
Providers	Grade	Performance
Bluestone PIM	B++	Leader 75.9%
Sales Layer	B++	Leader 75.3%
Viamedici	B+	Leader 72.2%
Plytix	B+	70.2%
Boyum IT	B+	70.0%
PIMworks	B	66.2%
Comosoft	B-	61.9%
Digital Wave Tech.	B-	60.1%

ISG | Source: ISG Research
Product Information Mgmt. Emerging Providers Buyers Guide
© 2026 Information Services Group, Inc.



About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit research.isg-one.com.

About ISG

ISG (Nasdaq: **III**) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

About the Authors



Mawish Rahman

Senior Research Analyst, Technology Research

Mawish Rahman supports the analyst team in software research with a focus on AI, analytics and products. This includes contributing to the firm's Market Perspectives and Buyers Guide products. She works closely with the revenue, products, and client success teams to deliver valuable insights to the market.



David Menninger

Executive Director, Software Research and Distinguished Analyst

David Menninger leads the overall team for software research and advisory for supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.