

# Product Information Management Platforms Buyers Guide

Software Provider and Product Assessment

A futuristic digital landscape featuring several glowing, multi-layered cubes. The cubes are composed of smaller, textured blocks and are illuminated with vibrant purple and blue light. They are connected by a network of glowing blue lines that form a grid pattern on the dark, reflective surface. The overall aesthetic is high-tech and data-driven.

EXECUTIVE  
SUMMARY

**\*iSG** Research



## Key Takeaways

Product information management platforms have become critical systems for governing, enriching and distributing product information across enterprise and commerce ecosystems. As product portfolios, digital channels and content requirements expand, organizations require centralized platforms that improve consistency, collaboration and information quality. AI, analytics and automation are increasing the strategic value of PIM by supporting data enrichment, governance and product lifecycle processes.

### Software Provider Summary

The ISG Buyers Guide™ for Product Information Management evaluates 21 software providers offering products that support catalog management, content and data management infrastructure, digital asset management, the product lifecycle, integration and business alignment. The research ranked the top three overall leaders as Salesforce, Stibo Systems and Akeneo. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Acquia, Akeneo, Centric Software, IBM, Salesforce, Inriver, Oracle, Salsify and Stibo Systems were rated Exemplary, with Censhare, fabric and Precisely rated Innovative. SAP and Syndigo were rated Assurance, and Feedonomics, insightsoftware, novomind, Pattern, Pimcore, Productsup and Propel Software 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. Salesforce, Stibo Systems and Akeneo achieved the highest performance as Leaders in this category, with strong 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. Salesforce, Akeneo and Salsify 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 treat product information as a governed business asset that supports operational performance, digital commerce and partner collaboration. Evaluation should prioritize centralized information management, digital asset support, governance, integration capabilities and product lifecycle alignment. Enterprises should also assess AI, analytics and automation features that improve information quality, streamline workflows and enhance collaboration across the product ecosystem.



# 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 Salesforce atop the list, followed by Stibo Systems and Akeneo. Providers that place in the top three of a category earn the designation of Leader. Akeneo and Salesforce have done so in four categories, Salsify in two, Stibo Systems in three and Inriver and Oracle in one category.

### PIM Platforms Overall

Providers	Grade	Performance
Salesforce	B++	<b>Leader</b> 78.9%
Stibo Systems	B+	<b>Leader</b> 74.0%
Akeneo	B+	<b>Leader</b> 73.4%
Inriver	B+	71.2%
IBM	B+	70.4%
Salsify	B+	69.9%
Oracle	B+	69.9%
Centric Software	B	66.1%
Acquia	B	66.0%
SAP	B	65.9%
Pimcore	B	64.5%
Censhare	B	64.2%
Syndigo	B	64.1%
Precisely	B	63.6%
novomind	B	63.0%
Productsup	B	62.9%
Pattern	B	62.5%
fabric	B-	60.2%
insightsoftware	B-	60.2%
Propel Software	B-	58.5%
Feedonomics	B-	56.9%

 Source: ISG Research  
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## About the Authors



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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**

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David Menninger leads the overall team for software research and advisory, 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.