

2019 WINTER CUSTOMER SUCCESS REPORT

MASTER DATA MANAGEMENT
SOFTWARE CATEGORY



MASTER DATA MANAGEMENT

SOFTWARE OVERVIEW

Master data management (MDM) software is a solution that manages the confidential data of an enterprise. It automates the procedure of master data management, which means it handles the information in a broader manner. The platform is utilized mainly to maintain data integrity and for eliminating data inconsistencies and duplicated data. It scans master data aspects during data generation, processing, and resource storage. In addition, it produces a master data repository and categorizes data like people, places, processes, and other categories according to business objectives and norms.

A MDM application serves to bind your information and systems together. It provides a single source of truth to facilitate your company's data-driven transformation, and presents complete, accurate, and trusted data for your sales and marketing, customer experience, compliance, governance, supply chain optimization, omni-channel retailing, and other programs.





CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (90 - 95)

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer (85 - 89)

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Leader.



Rising Star (80 - 84)

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

ALL VENDORS



SiiiboSystems
MASTER DATA MANAGEMENT

Reltio

DELL Boomi

riversand

PIMCORE
Own the Digital World



CONTENTSERV

Profisee

AGILITY
MultiChannel
BY MAGNITUDE



Semarchy



ABOUT STIBO SYSTEMS

Stibo Systems is the global leader in Multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus, Denmark.

TRUSTED BY:



"Excellent knowledge of Master Data systems, including PIM, and able to amplify the benefits for our company."

Wayne Phillips
Ecommerce Systems Manager, The Kraft Heinz Company

"Thanks to STEP, we now have overall visibility into our master data and can use it for new channels and new markets. Fast and reliable data access, and equally fast delivery, give our customers a decisive competitive advantage."

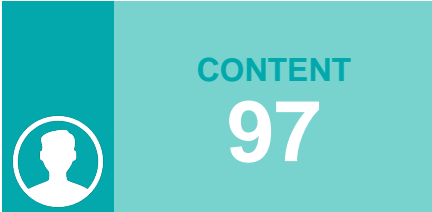
Bjorn Berger
IT Project Manager, Winkler

"Implementing STEP to track product master data has enabled bol.com to stay competitive and increase sales; it has provided a scalable solution as our company rapidly grows."

Menno Vis
Manager, Software Development, Bol.com

"Choosing the right partner for information management is critical. We've chosen to work with Stibo Systems because of the quality of their software and their people. We work very closely with them and have found them to be great partners."

Nigel Trend
Director of Business Integration, Brammer



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ABOUT RELTIO

Reltio Cloud delivers enterprise data-driven applications powered by a modern data management Platform as a Service (PaaS), guiding customers to take the right actions, based on the right insights, to achieve the right results. Reltio's mission is to help every Enterprise organize all of their data and apply the power of data & analytics to their business operations. They have a great culture that is all about innovation, delivering incredible business value, and making a difference. They are looking for people who are really smart, dedicated, enjoy working in a team environment and like to get things done.

TRUSTED BY:

Accenture Interactive



Deloitte Consulting



"The project was so successful that we decided to make Reltio our enterprise MDM standard, expand their use of the Customer master globally, and implement Vendor & Material masters as well."

Global Medical Device Company

"We see Reltio's relationship management functionality as critical to the success of this project, linking teachers to schools and school systems."

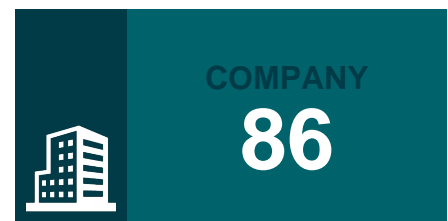
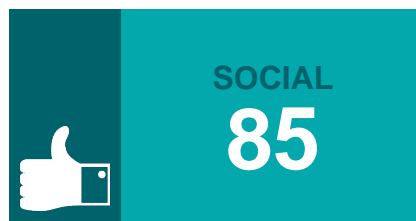
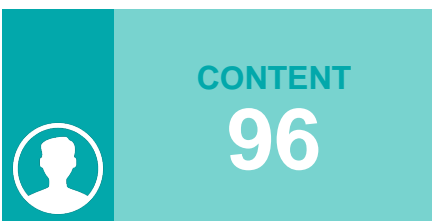
Leading Children's Books Publishing and Distributing Company

"We entered into a strategic relationship with Reltio to take advantage of Reltio's innovative technology to differentiate ourselves in the marketplace and with our investors."

Leading Car Retailing Company

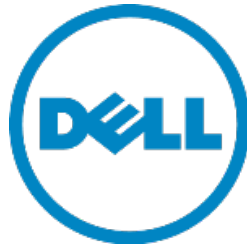
"Reltio helped us become a customer-centric organization instead of a policy-centric one by leveraging its graph technology and discovering relationships among our customers and other data entities."

Global Specialty Insurance Company



[READ ALL 51 CUSTOMER SUCCESS REVIEWS FROM RELTIO USERS](#)





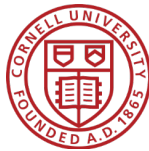
Boomi



ABOUT DELL BOOMI

Dell Boomi, a business unit of Dell, is the first and only integration solution built in the cloud, to fully exploit the value of the cloud. Organizations of all sizes from small businesses to the largest global enterprises trust Dell Boomi to quickly connect any combination of cloud and on-premise applications. Leading SaaS players and enterprise customers such as salesforce.com, NetSuite, Taleo, oneworld, AAA, and NASDAQ rely on Dell Boomi to accelerate time to market, increase sales, and eliminate the headaches associated with integration.

TRUSTED BY:

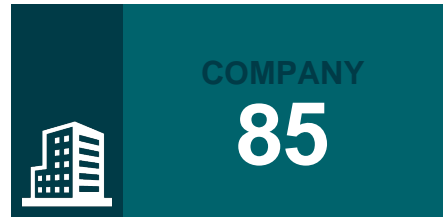
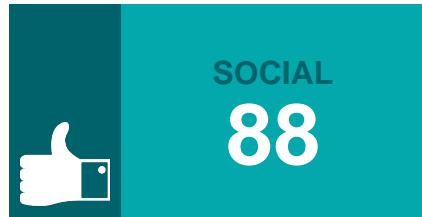
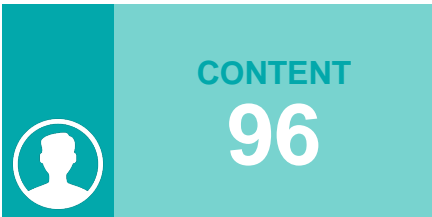


“Every time a new enterprise-related integration process was needed, Dell Boomi has proven it could scale to meet the demand while maintaining the security our business requires.”
Long Lam
Director, Enterprise Architecture, DocuSign

“We allow our clients to extend their applications where needed. We haven’t seen any hard wall come up in terms of tying together multiple applications — we haven’t had to say no. Dell Boomi allows us to give our clients the full range of service from software to integration with their other systems.”
John Kearns
Founder and President, Accounting Micro Systems

“Our close partnership with Boomi allows us to collaborate with Boomi product and engineering teams and bring value-added solutions to our joint customers.”
Rohit Jalisatgi
Senior Director Business Acceleration, Coupa Software

“Boomi is the foundational element as we integrate multiple systems to provide a seamless student journey and gain much better visibility into those interactions. With Boomi, it is now easy for us to connect together any of these separate technologies and unify their data into a single view.”
Nicole Fishers
Deputy Chief Information Officer, Flinders University



[READ ALL 151 CUSTOMER SUCCESS REVIEWS FROM DELL BOOMI USERS](#)



ABOUT RIVERSAND

Riversand's cloud-native master data management solutions are designed to support customers' digital transformation journeys through improved business agility, faster adoption and improved collaboration across the enterprise. Riversand has a vision of helping companies know their customers better, move products faster, automate processes, mitigate risk and run their businesses smarter. Their customers, partners and analysts recognize them as a trusted partner, visionary and a leader.

TRUSTED BY:



NORDSTROM

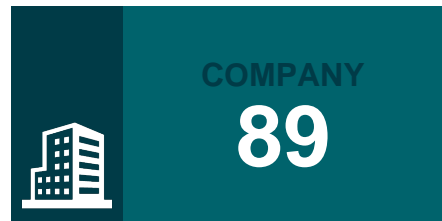
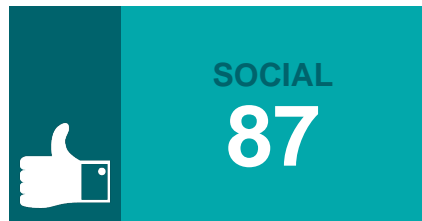
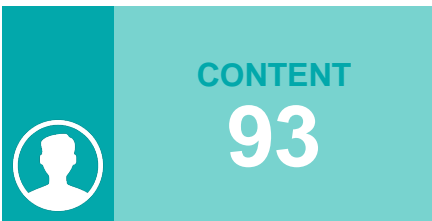


"Riversand's solution enables us to easily access product marketing and technical information to provide rich product content. Also, images are stored and tagged by country along with supporting text in 23 languages so we can offer a truly localized experience."
Carrie Godwin Barnwell
Global Web Marketing & Digital Manager, ESAB

"We chose Riversand and Comma after a detailed analysis of numerous solutions. They impressed with their understanding of this complex area and use of new technologies to address challenges that the digital age presents for the flexible and ubiquitous provision of product information. We look forward to working with them in the..."
Boden

"Working with Riversand's MDM like finding the perfect replacement windshield for that BMW: It's a sound fit, and it makes for a smooth, clear drive into the future."
Hollander International

"Our vision for Riversand is a global deployment to all our MDM centers, underlying all our ERP's and global platforms around the world."
Dean Dawes
Vice President, Brightstar Corporation



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ABOUT PIMCORE

Pimcore is an award-winning 100% Open Source platform (recently named Gartner Cool Vendor 2018), which delivers significant business value. Enterprises choose Pimcore because it seamlessly integrates and consolidates Product Information Management (PIM), Master Data Management (MDM), Digital Asset Management (DAM), Customer Experience Management (CMS/UX) and eCommerce.

TRUSTED BY:



"The Pimcore platform makes our new website extremely robust and amenable to all devices."

Andreas Birrer
Board Member, HerzStarkes Sursee

"We were able to significantly reduce the error rate by centralized data maintenance. If, for example, we find inconsistent prices when entering our product descriptions, we can change them directly in the PIM and initiate the correction in the ERP system."

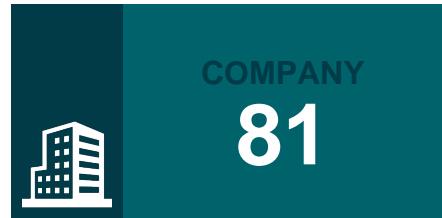
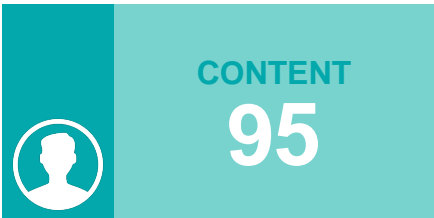
Julius Kuhn-Régnier
Specialty Foods Purchase and Project Manager, Viani

"Pimcore allows us to combine the online and offline worlds in the best possible way."

Alfred Kapfer
Managing Director, Expert

"We were impressed about Pimcore's flexibility when it comes to B2B online shops. Pimcore adapted perfectly to our business needs."

Christian Heigemeir
Head of Corporate Architecture, Audi



[READ ALL 154 CUSTOMER SUCCESS REVIEWS FROM PIMCORE USERS](#)



ABOUT CONTENTSERV

Contentserv's leading software solutions provide retailers and brand manufacturers the ability to organize and optimize their product content centrally. In doing so, they enable customers to provide a unique, emotionally-engaging product experience across all touchpoints. The Product Information Management (PIM) system by Contentserv ensures efficient, appealing product communication and digitalizes marketing processes, which increases data quality and meaningfulness. The innovative Contextual MDM specializes in managing extensive product ranges including those with local differentiations, enabling unique, tailor-made product experience in real-time across all channels.

TRUSTED BY:



"CONTENTSERV enables us to produce our catalogs in a highly efficient manner. At the same time, this system guarantees transparency for all corporate divisions as well as a flexible integration in today's and tomorrow's processes and system landscapes."

Arnim Roth
Manager Publishing Systems, Weltbild GmbH

"With its all-round marketing-oriented approach, CONTENTSERV is ideally suited to fulfill the assigned task. At the same time, we are already equipped with an optimal software basis for our future development."

Viola Linke
Brand Loyalty Manager Continental Region, Bauknecht Hausgeräte GmbH

"I was pleasantly surprised at how quickly and professionally CONTENTSERV caters to customer wishes."

Peter Höller
Project Manager, The Vaillant Group

"Thanks to its integrated and workflow-based solutions, CONTENTSERV enables us to simplify our work processes considerably while making them more efficient."

Jürgen Werner
IT Department Chief Application Services, tegut... gute Lebensmittel GmbH & Co. KG



[READ ALL 26 CUSTOMER SUCCESS REVIEWS FROM CONTENTSERV USERS](#) 



ABOUT PROFISEE

Profisee is a leading modern data management technology company that makes it easy and affordable for any size organization to ensure a trusted data foundation, for every user across your enterprise. Their unique, Profisee Advantage pricing approach includes every user, data record, domain, and data source. Their customers deploy on any application and/or device, and the Platform is delivered on premises, in the cloud, or via hybrid model.

TRUSTED BY:



"Profisee has an 'accelerator programme' which fast-tracked training and development, and the support we got was fantastic, and it wasn't just throwing dollars at services fees. Up-front we didn't have a lot of MDM experience. Profisee guided us through the implementation process – this was a big help."

Bryan Guenther
Program Manager, RightShip

"For the first time, EY will have a global catalog containing a 360°/Single View of customer information having tied it seamlessly into our new SAP ERP/CRM, and global data warehouse systems and now have a huge opportunity to tie the new customer catalog into our analytics and operational systems within EY, which is key to executing on our Vision..."

David Brooks
Program Director, Ernst & Young

"Our company typically grows by acquisition. As anyone knows, those transitions can be difficult. Now that we have a Master Data Strategy in place, we handled two major acquisitions in the last 12 months including easily integrating accounting, customer, employee and product data."

Elsa Gudbergsdottir
MDM Manager, Ossur

"As one of the largest membership organizations in Alberta, AMA helps our members protect the things they care about the most. As such, we want our members to have a great experience when they do business with AMA. Our data management strategy including the Profisee Platform is the key to achieving a single view of members and how we..."

Collin Moody
Vice President and Chief Information Officer, Alberta Motor Association



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ABOUT AGILITY MULTICHANNEL

Agility Multichannel is a simple-to-use but highly sophisticated Product Information Management (PIM) solution that puts your most valuable product data at the stable core of a go-anywhere commerce strategy. They're the only major PIM vendor focused on fully integrating Product Management, Experience Management and Commerce. Customers include Adidas, Avon Products, Dunelm Group, Office Depot, and Stanley. Offices in Chicago, US, York, UK, and Malmö, Sweden, with integration and reseller partners throughout the world.

TRUSTED BY:



AVON



Hub Designs



"Not only does Agility® help us to produce more publications with our existing team, but it will make it possible to efficiently share product information internally and externally via the web to grow our cross-channel business."

Phil Lloyd
Chief Technology Officer, MarketLab

"Agility Multichannel's Data and Asset Sync, together with their Previews feature for in-context approval, are ground-breaking as they unite Product Information Management (PIM) with Experience Management and Commerce platforms, a requirement we foresee fast becoming critical for the successful roll-out of the new..."

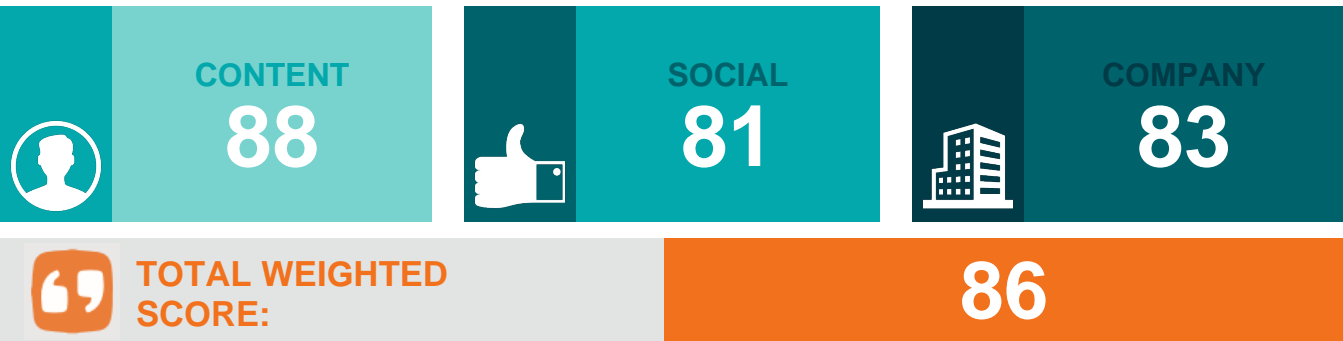
Mark Smith
CEO & Chief Research Officer, Ventana Research

"Agility enables us to integrate our data from multiple sources and provides a single interface for optimizing rich product content and syndicating it to our branded websites and other channels – ensuring accuracy and consistency."

Stuart Taylor
Web & eTrading Manager, The Consortium

"We're super satisfied with our enterprise PIM solution. Agility has made a significant contribution to our efficiencies and workflows."

Dean Mueller
VP of Marketing & Business Intelligence, Kele, Inc.



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ABOUT SEMARCHY

Semarchy™ is the Intelligent Data Hub™ company. Its xDM platform helps to address challenges such as the Global Data Protection Regulation (GDPR). xDM solves for enterprise Master Data Management (MDM), Application Data Management (ADM), and Collaborative Data Governance challenges for some of the most well-known brands in the US and Europe. This agile platform leverages smart algorithms and material design to simplify data stewardship, quality, enrichment and workflows. xDM from Semarchy is implemented via an agile and iterative approach that delivers business value almost immediately and scales to meet enterprise complexity.

TRUSTED BY:



"I was given about a day to pull together a customized environment with xDM. From a product perspective, it couldn't have gone better. There would be no way I could have put together a demo, let alone a high-quality one, with any of the other MDM products I'm familiar with in that timeframe."

Matthew Harris
Senior Consultant, Entity Group

"On the convergence platform, it's very straightforward, and we have been able to build the tool with relatively little assistance. The Data Integration tool is a bit more complicated, and there's a higher level of skill needed, but Semarchy has been very helpful and responsive as we've gone along."

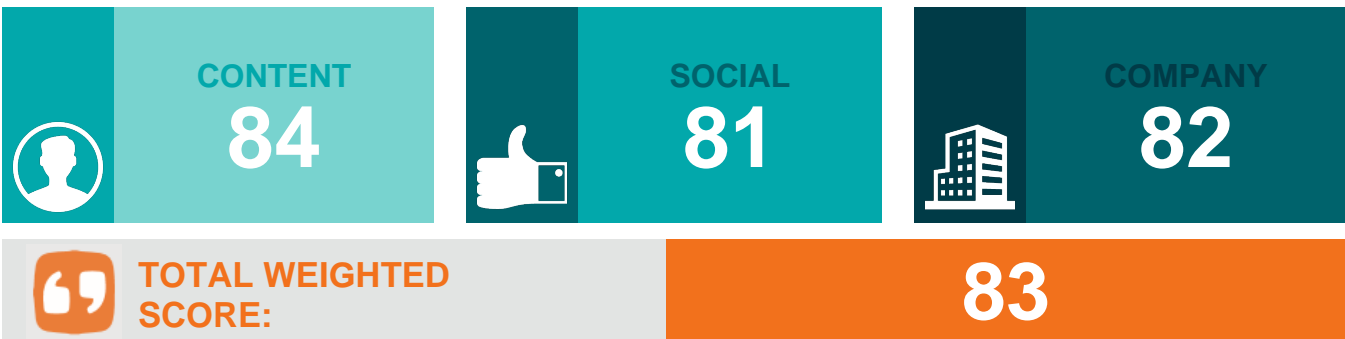
Richard Hague
Lead Data Architect, Elsevier

"There's a long tail of benefits to come even after this first ecommerce piece is done. As the rest of the business adopts the feed coming from Semarchy, it means better data quality and data consistency across the company."

James Carne
Head of Global Product Data, Elsevier

"As a leading defense, aerospace, and security company, we're very open to cutting-edge technology. So we're looking to the marketplace on a regular basis to make sure we're staying current and taking advantage of the best technologies that are available."

Tony Croughan
Head of Program for Business Transformation, BAE Systems



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