

# January 2020 Product Information Management Overview

## An introduction to ComCap

- ComCap is a premier boutique investment bank focused on the intersection of commerce and capital, with key focus on B2B SaaS, B2C e-commerce, payments, mobile commerce, marketplaces and B2B services for retail technologies (IT and marketing services, in-store, fulfillment, logistics, call center, analytics, personalization, location intelligence)
- Headquartered in San Francisco with European coverage from London & Moscow, and LATAM coverage from Sao Paulo. Our firm works with mid-cap public companies on buy-side initiatives and public and private growth companies on financing and strategic M&A
- In addition to being the only boutique focused on disruptive commerce models, we differentiate by:
  - Bringing bulge bracket techniques to emerging models;
  - A strong and uncommon buy-side/strategy practice;
  - Deep understanding of industry drivers and synergy analyses;
  - Deep relationships across the sector; and
  - Worldwide coverage with closed transactions in the United States, Japan, China, the ASEAN region, Western and Eastern Europe and Latin America
- Your senior global ComCap team:



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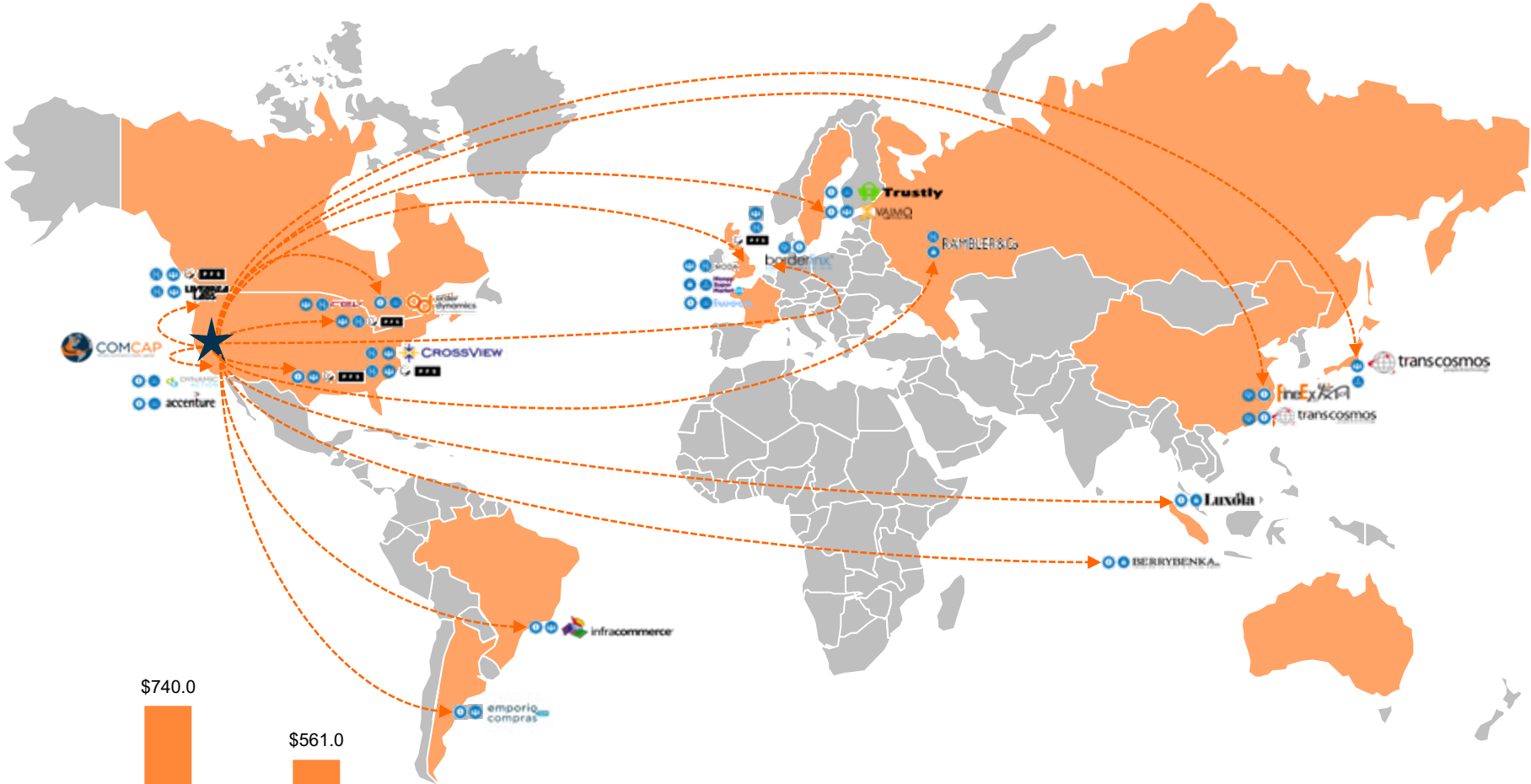
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# ComCap holds a unique position at the global intersection of retail and technology leaders

ComCap and European tech PE firm True Global hold event at Shoptalk 2019 for retail VPs of strategy to meet selected tech leaders

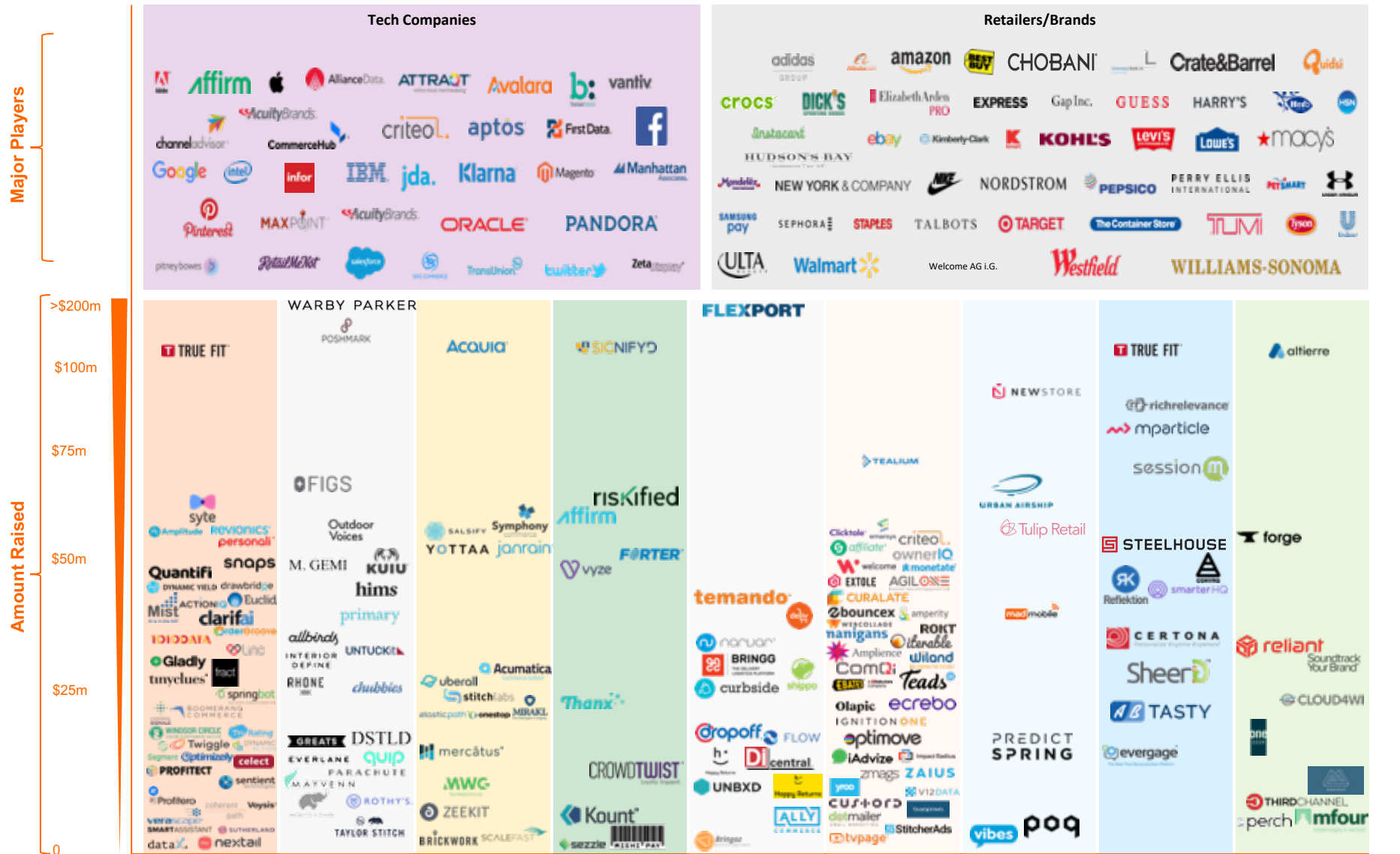
Event description	Key participants	Name	Title	Company
<ul style="list-style-type: none"> <li>ComCap and True Global facilitated a networking event for major retailers, retail tech leaders, and investors at Shoptalk 2019, widely regarded as the most important retail conference of the year</li> </ul>		David Colletti	VP, Mergers & Acquisitions	
<ul style="list-style-type: none"> <li>The networking event allowed retailers to connect with trending technology companies in verticals such as AI/Analytics, fashion technology, in-store IoT, visual merchandising, and digital native vertical brands</li> </ul>		Greg Fancher	SVP & Chief Information Officer	
<ul style="list-style-type: none"> <li>Over 50 major retail strategy executives and CEOs of innovative digital retail companies were in attendance across the United States, Europe, and Asia</li> </ul>		Erik Morton	SVP, Product & Strategy	
<ul style="list-style-type: none"> <li>Strategy officers from key retailers represented at the event include Macy's, 7-11, Li &amp; Fung, Express, and Abercrombie &amp; Fitch</li> </ul>		Neil Tenzer	Head of Corporate Strategy	
		Randy Greben	SVP, Chief Financial Officer	ANN INC.
		Jason Gowans	VP Digital, Marketing, and Enterprise Data	NORDSTROM

# ComCap – Active in 14 countries, including 9 of the top 10 global ecommerce markets



<sup>1</sup>Source: Shopify Plus Ecommerce Playbook

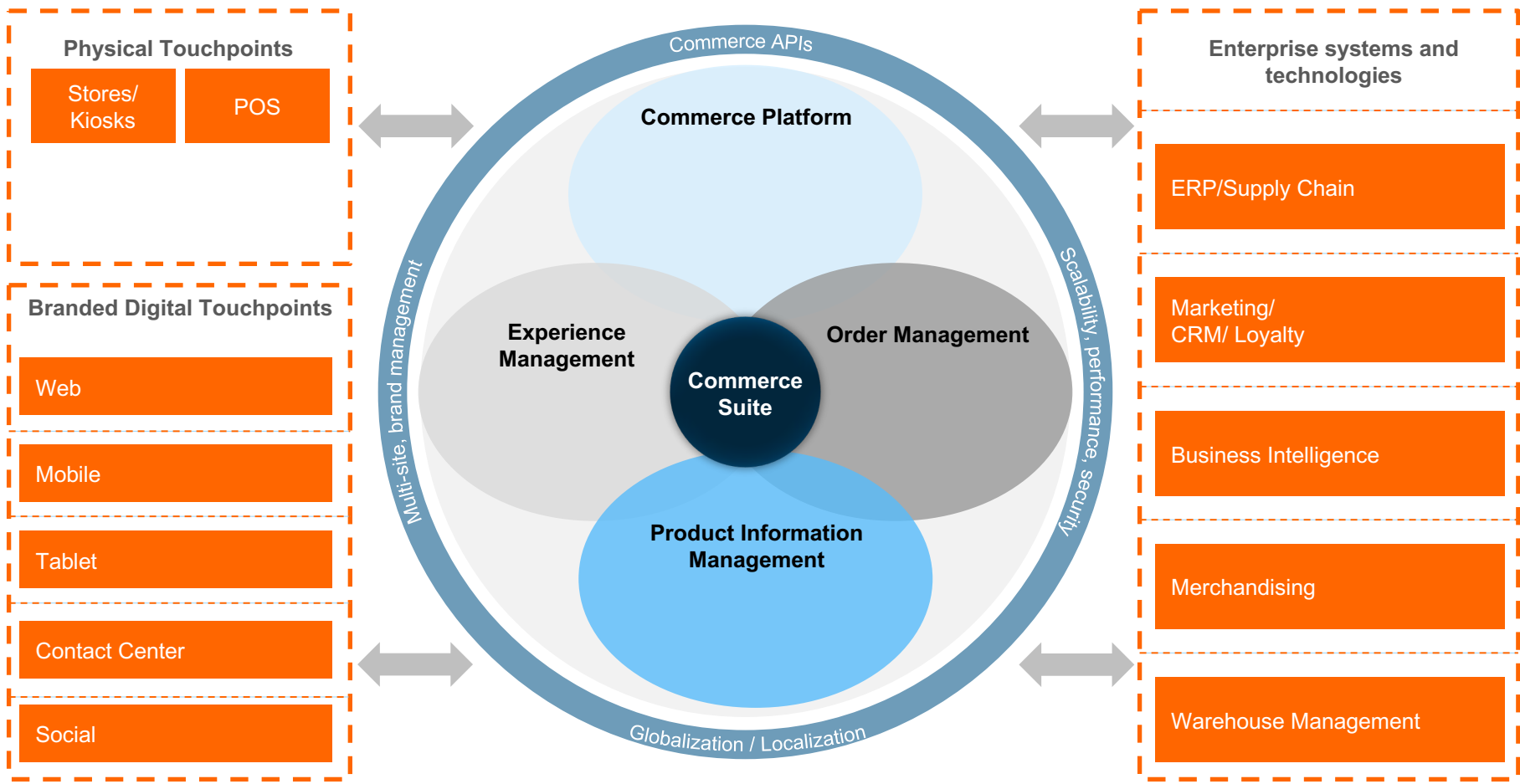
# ComCap's thematic landscape



## Product Information Management (PIM): attractive investment and M&A opportunities for financial and strategic investors

- PIM is growing in importance as more eCommerce professionals are looking for ways to aggregate and manage product content across all channels in order to solve their business challenges
  - To compete in the age of omnichannel commerce, eCommerce experts need a common infrastructure to centralize their product information and create channel-specific product experiences that are optimized for each channel's unique requirements and audience
- Investment in PIM solutions by enterprises is expected to increase considerably in the medium term as PIM awareness increases, businesses move away from legacy systems, and integration with other eCommerce systems improves
- Industry dynamics suggest that smaller, niche firms are finding favor over large software companies
  - Industry analysts have concluded that specialized solution providers currently enjoy leadership positions in terms of both, strategy as well as, the ability to execute
- Strategic partners such as top vendors and SIs are rapidly gaining capabilities to service the full eCommerce suite ecosystem, presenting opportunities for investment and M&A opportunities

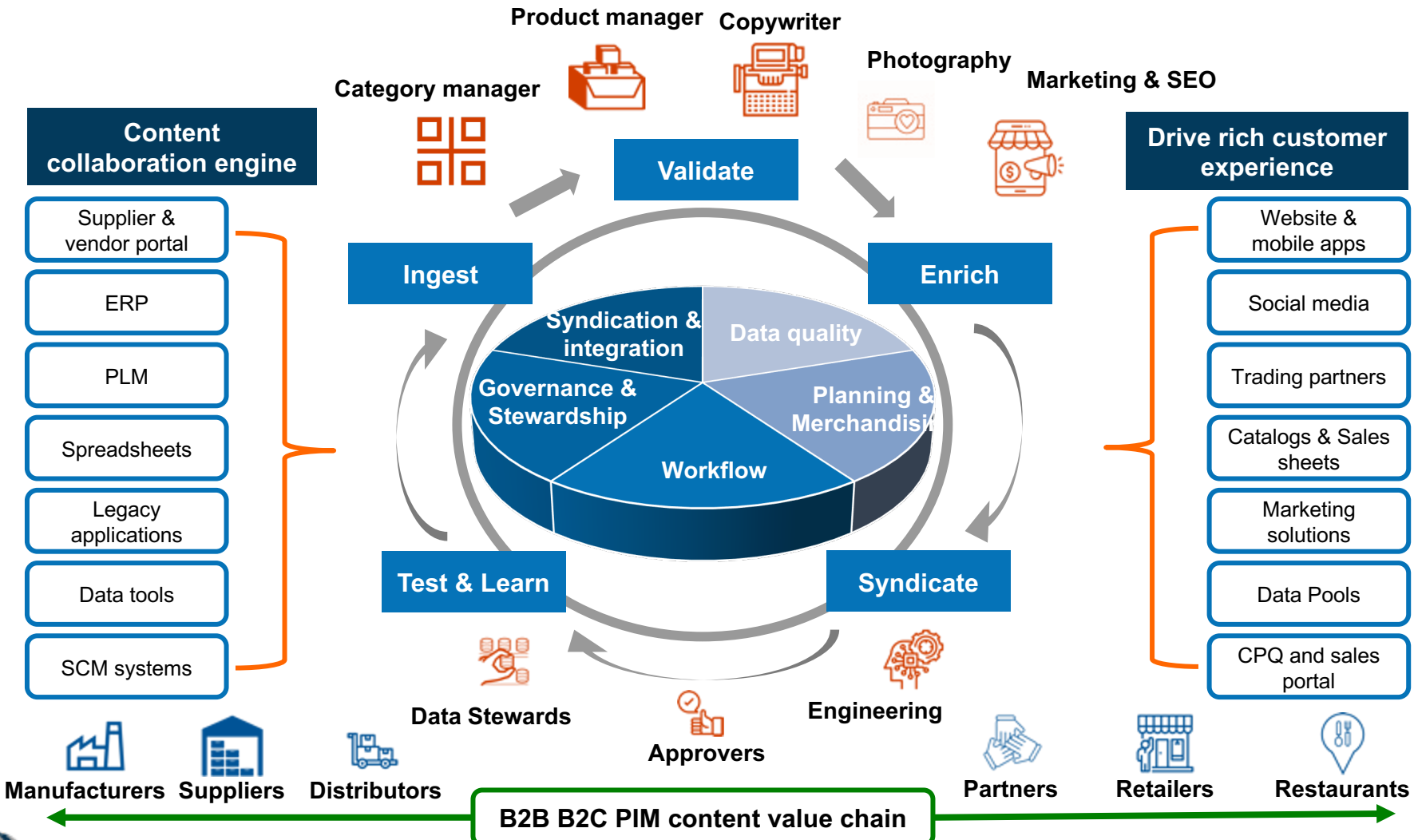
# PIM solutions are central to ecommerce platform implementations



- PIM solutions are central and mission critical components to an ecommerce platform implementation
- PIM solutions, like enterprise content management, order management systems and warehouse management systems, need to integrate with the major ecommerce platforms and benefit from independence

# What is a Product Information Management (PIM) solution?











Software with a set of processes and tools to help centralize and manage a business' product information to ensure a single, accurate view of product data internally, and across the entire external value chain and various stakeholders



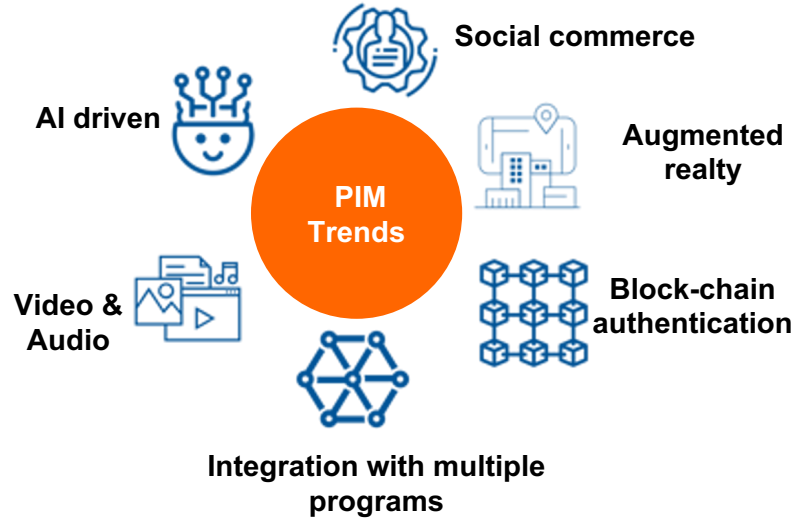


# Key features retailers look for in PIMs

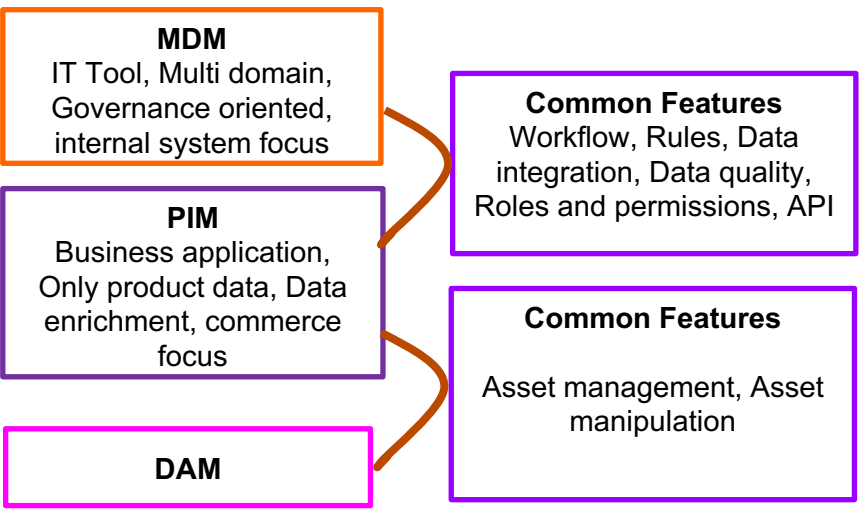
To compete in the age of omnichannel commerce, marketers need to exploit new channels

Scope of PIM			
	<b>Essential product data:</b> SKUs, UPCs, names, titles, descriptions		<b>Channel-specific requirements:</b> Google categories, Amazon titles, mobile descriptions
	<b>Sales Information:</b> Prices, testimonials, customer reviews		<b>Digital assets:</b> Images, videos, documents
	<b>Taxonomy and relationships:</b> Categories, labels, variations		<b>Localized information:</b> Multi-lingual copy, translations
	<b>Style sheets,</b> designer notes, assembly, instructions		<b>Marketing data:</b> Keywords, personas, SEO elements
	<b>Technical specifications:</b> Measurements, materials, ingredients, warranties		<b>Supplier and manufacturer data</b>

## Hottest trends to dominate PIM



## MDM vs PIM vs DAM



# PIM for omnichannel retailers

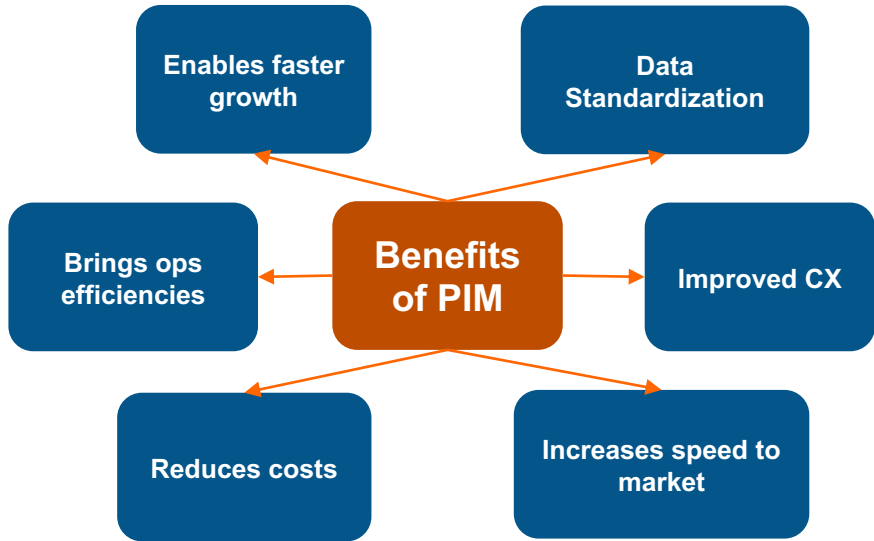
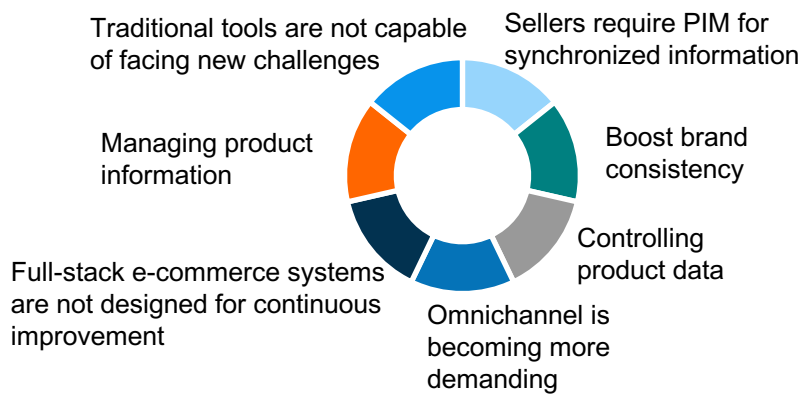
## PIM solutions and benefits for omnichannel retailers

<b>PIM</b>	<b>Enterprise Resources Planning</b>	End-to-end tracking of stock	<b>Supply, Finance</b>
	<b>Warehouse Management System</b>	Better warehouse space optimization, robotized supply chain	<b>Logistics</b>
	<b>Forecasting Tool</b>	Better sales prediction (ex: seasonality, product substitutions...)	<b>Supply &amp; Logistics</b>
	<b>Assortment Optimization Tool</b>	Better assortment	<b>Category Managers</b>
	<b>Pricing Optimization Tool</b>	Better pricing	<b>Pricing</b>
	<b>E-commerce Back-end</b>	New sales channels, better shopper experience	<b>E-commerce</b>
	<b>Digital Asset Management</b>	High quality content to create differentiating experiences	<b>Marketing &amp; Trade marketing</b>

# Factors driving the fast adoption of PIM solutions in the industry

## PIM helps businesses standardize incoming, outgoing, and cross-departmental product information

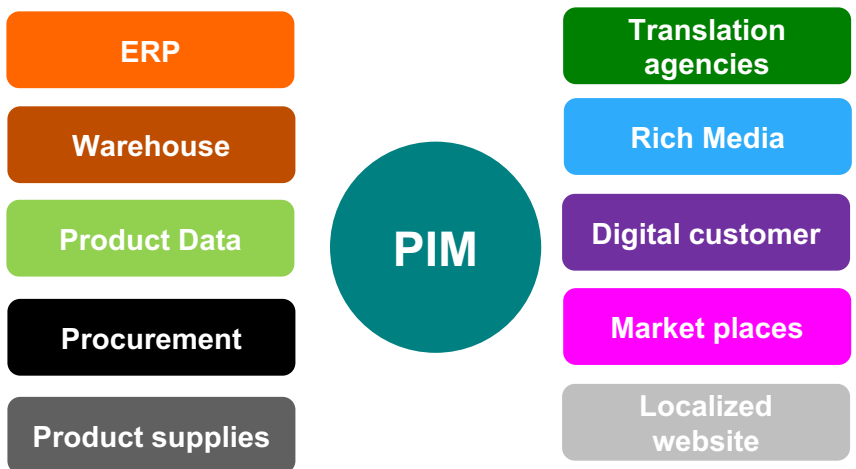
### Reasons for adoption of PIM



### Features of a good PIM solution

- Channel-specific management:** PIM should enable the syndication of product content multiple systems
- Customer support:** PIM should continue to help clients beyond just onboarding
- User-friendly:** PIM Should be simple, easy to use interface that is beautifully designed
- Cloud hosting:** PIM providers should invest in capturing untapped segments of shoppers
- Customizable catalogues:** PIM that make easy to maintain brand consistency are vital.

### PIM use cases in e-commerce



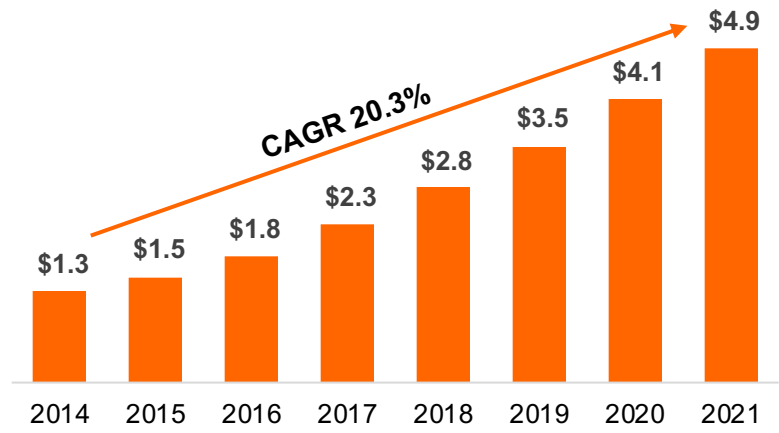
# The PIM market is expected to grow rapidly in the near future

## Cloud-based PIM in particular is becoming more and more popular among organizations

### Overview

- PIM is a centralized software platform used to store, manage, and deliver product data including descriptions, SKU numbers, pricing, images, and more to a variety of different channels
- While PIM cannot create an AR situation by itself, data within PIM can be used to create an AR-based interface on web interfaces, which is an ongoing trend
- It is highly fragmented and competitive in nature owing to the presence of regional as well as international players
- **Key drivers:**
  - ✓ Growing demand to centralize data management tools
  - ✓ Growing demand for better customer service
- **Adoption of PIM is booming in e-commerce industry.** The major factors owing to the growth of solutions in the e-commerce sector
  - ✓ Focus on enhancing customer experience
  - ✓ The adoption of artificial intelligence
  - ✓ Analytical tools

### Retail e-commerce Sales (\$tn)






### PIM Market Key Facts

-  **Market Presence**  
Largest Market: **North America**  
Fastest growing Market: **Asia**
-  **Market Size**  
By 2024: **\$31bn**  
By 2026: **\$48bn**
-  **Market Growth**  
CAGR: **25.2%**  
2019-25

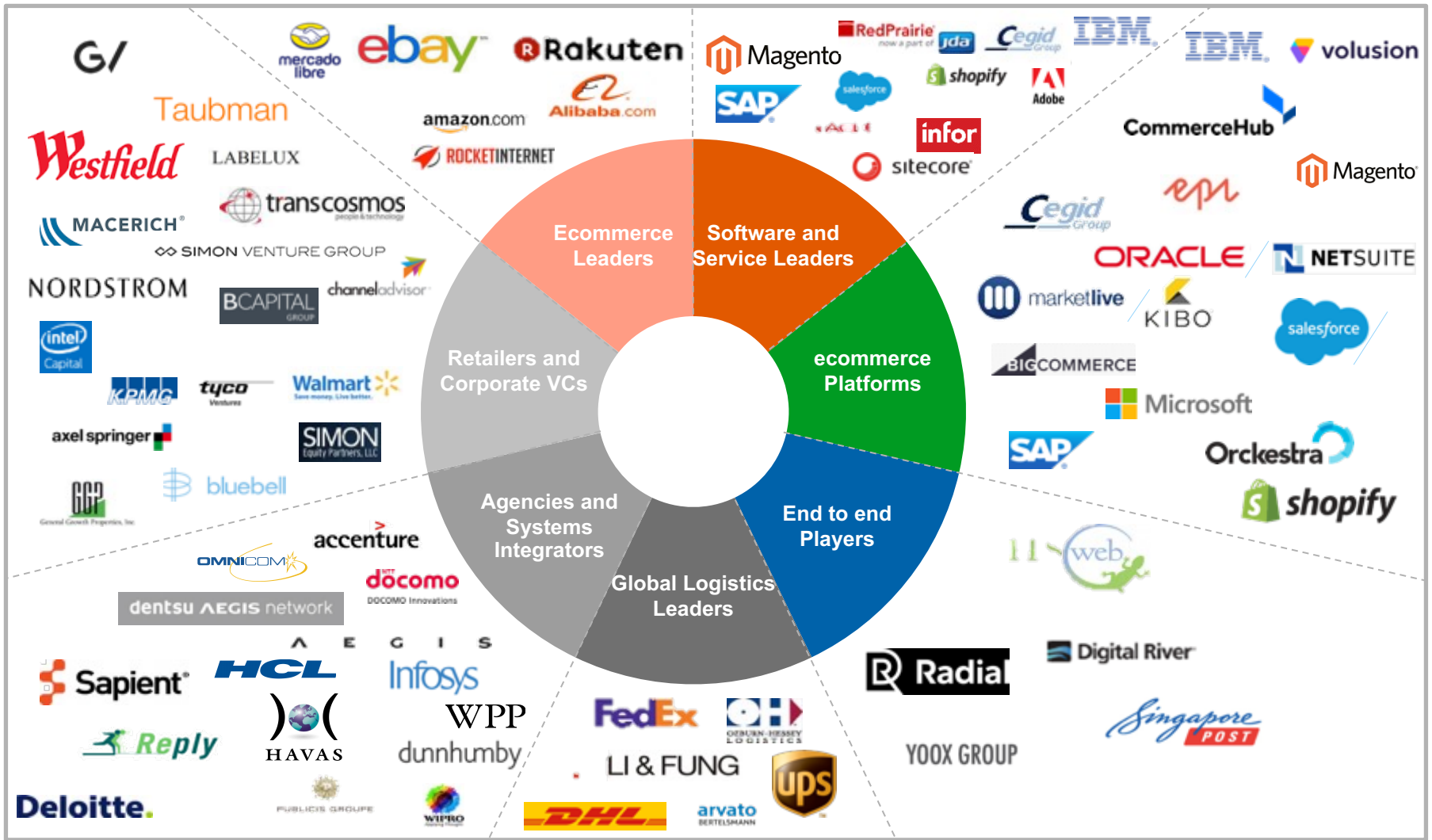
### PIM Key Players



## eCommerce platform industry has seen a lot of consolidation activity in the recent past

Acquiring Company	Target	ECP Product
		<ul style="list-style-type: none"> <li>Offers capabilities for digital commerce, including OM (based on its acquisition of Mainstreet Commerce), POS (from its acquisition of Tomax) and predictive analytics (via its purchase of CQuotient)</li> </ul>
		<ul style="list-style-type: none"> <li>Provides eCommerce software and related on- demand commerce optimization applications including ATG Commerce, a cross-channel commerce platform and software application</li> </ul>
		<ul style="list-style-type: none"> <li>Provides unstructured data management, web commerce and business intelligence solutions</li> </ul>
		<ul style="list-style-type: none"> <li>Multi-channel communication and commerce software solutions</li> </ul>
		<ul style="list-style-type: none"> <li>Cloud-based marketing platform for online retailers, multi-channel merchants, merchant marketplaces, branded manufacturers, sports and entertainment and other commerce driven organizations worldwide</li> </ul>
		<ul style="list-style-type: none"> <li>Offers enterprise solutions such as catalog &amp; inventory management, e-commerce, order and financial management, supply chain management, and marketing and multi-channel sales</li> </ul>
		<ul style="list-style-type: none"> <li>Provides an e-commerce technology platform and services for retailers that sell goods and services online. It provides omni channel e-commerce solutions and functionality to high growth merchants</li> <li>Vista Equity Partners completed a buyout of both MarketLive and Shopatron in December 2015 to create Kibo.</li> </ul>

# Potential strategic acquirers of PIM solution providers



# Investment in PIM suites is expected to rise substantially

Market research suggests an increasing willingness by businesses toward adopting PIM solutions

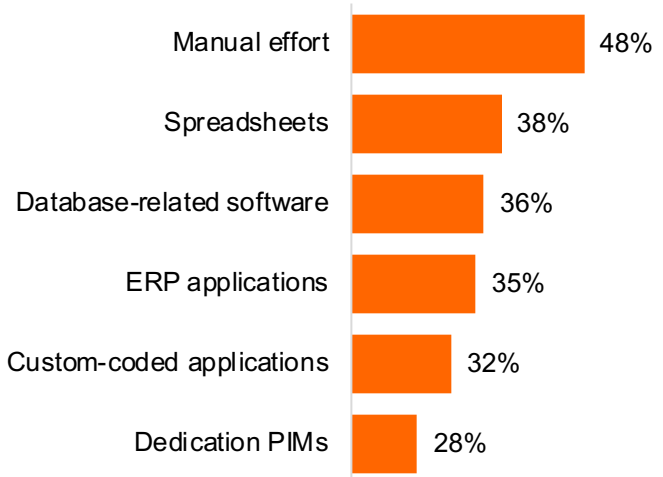
- 95%** Business owners who consider PIM important
- 58%** Believe deploying PIM will improve their competitive advantage
- 28%** Businesses actually using a dedicated PIM

• Despite high awareness among the industry about the importance of PIM, currently it has low adoption

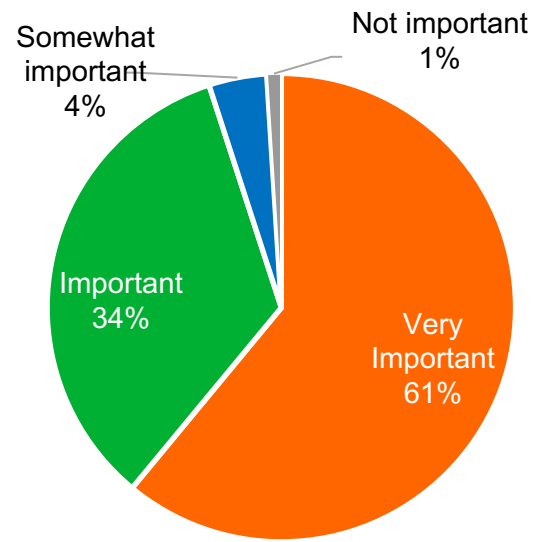
• Primary reasons for the low adoptions are investments in legacy systems, lack of trust in the new PIM systems, different versions for B2B and B2C, lack of a centralized information repository, and inadequate data governance policies

• However, attitudes are changing and adoption is expected to rise significantly going forward

## Top tools currently used in PIM suites?



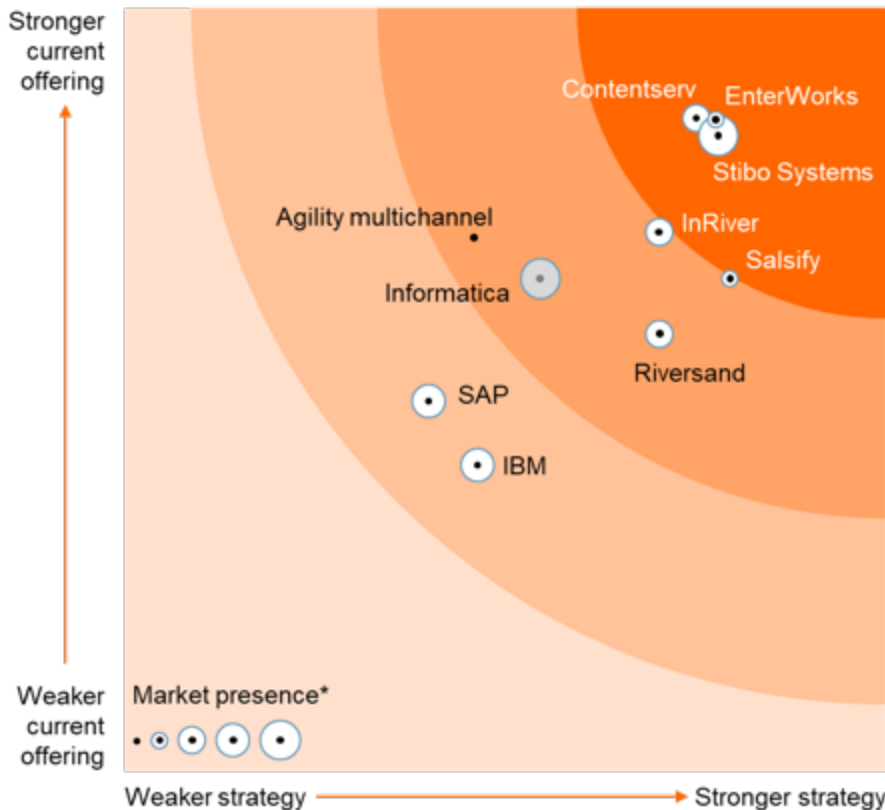
## How do businesses perceive investment in a PIM?



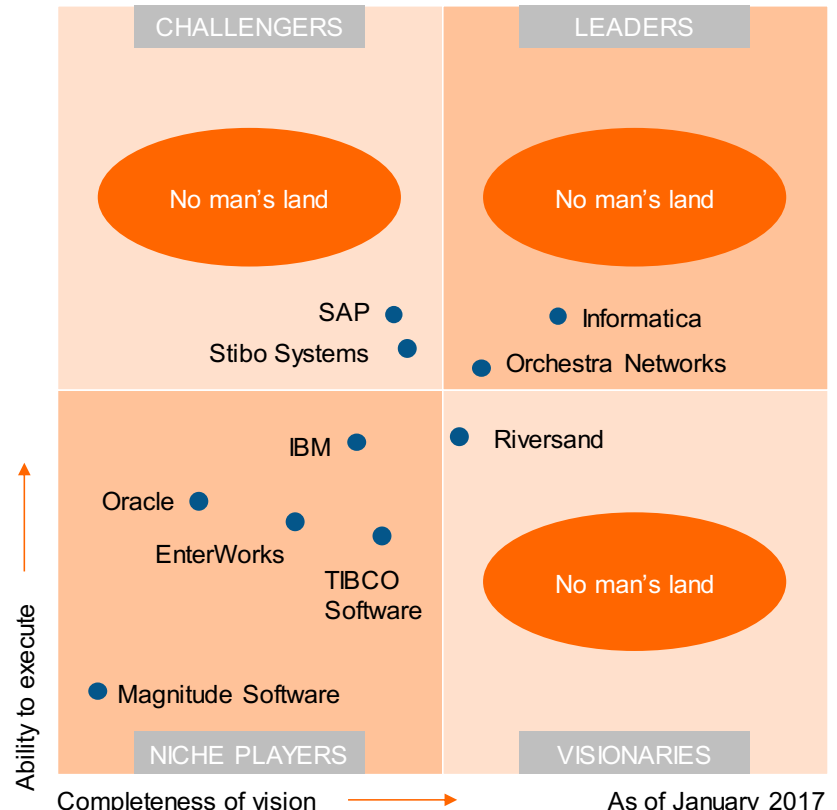
# Industry research: Forrester's PIM wave and Gartner's MDM quadrant

Industry dynamics suggest that smaller, niche firms are finding favor over the giants in the market

- Master data management (MDM) solutions provide organizations with a single data source for all enterprise-wide information, whereas PIM centralizes just product data for marketing purposes. PIM is, therefore, a subset of MDM
- Most of MDM solution providers also offer PIM solutions as integrated modules or standalone products
- MDM industry analysis by leading analyst firms, Forrester and Gartner, both suggest that specialist MDM companies currently enjoy leadership positions in terms of both, strategy as well as, the ability to execute
- However, other specialist MDM players as well as the giants like IBM, Oracle and SAP, are not far behind as challengers



The Forrester Wave PIM Solutions, 2018



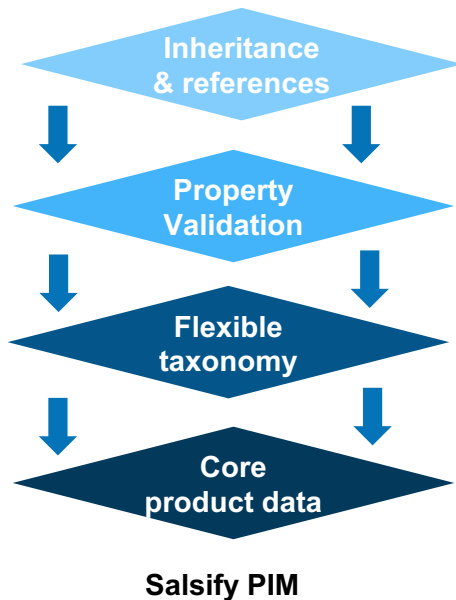
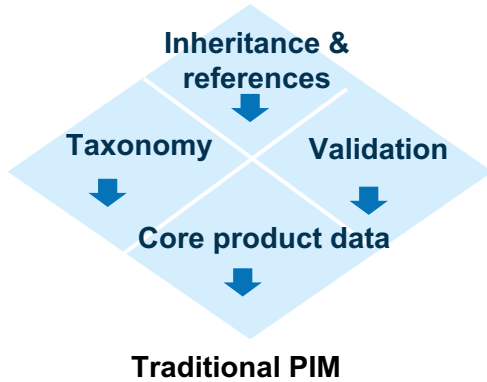
The Gartner Magic Quadrant for MDM, 2016

Source: Forrester Wave Q2, 2018, Gartner Magic Quadrant January 2017



# Case Study: Transforming management of product information

A PIM purpose - built for the digital shelf



**Challenges:**

- Managing and activating channel-optimized product information across the digital shelf
- Balance the increasing need for both data quality and data agility in the new age of digital commerce

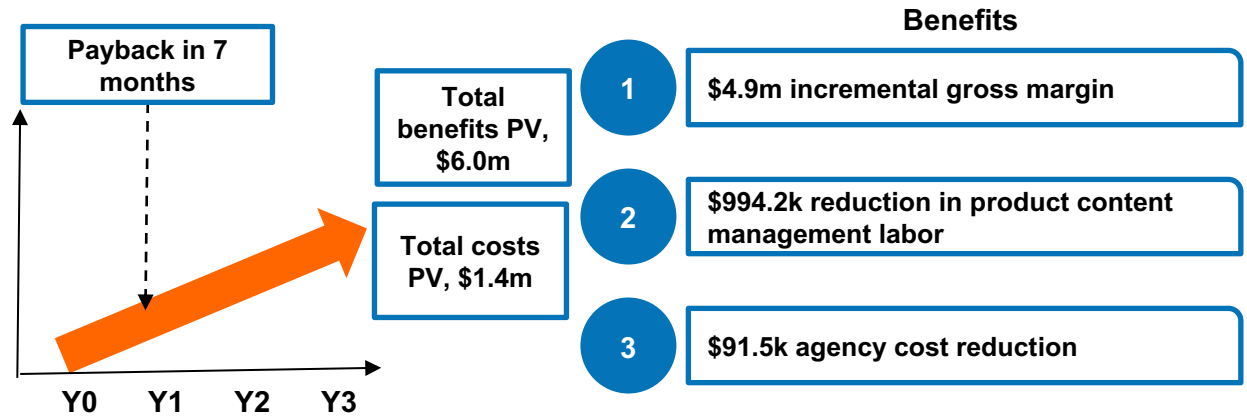
**Solutions:**

Salsify provides a unified product experience management (PXM) platform that enables brands to manage, activate and optimize their product information across the digital shelf. This platform brings together key functionality into one, cohesive solution, including:

- Enterprise-grade PIM that balances control, flexibility and agility
- Native syndication capabilities to activate channel-optimized product content
- Advanced workflows and digital shelf analytics to turn insights into action

**Results:**

**Three-year Financial Summary of Salsify Adoption**

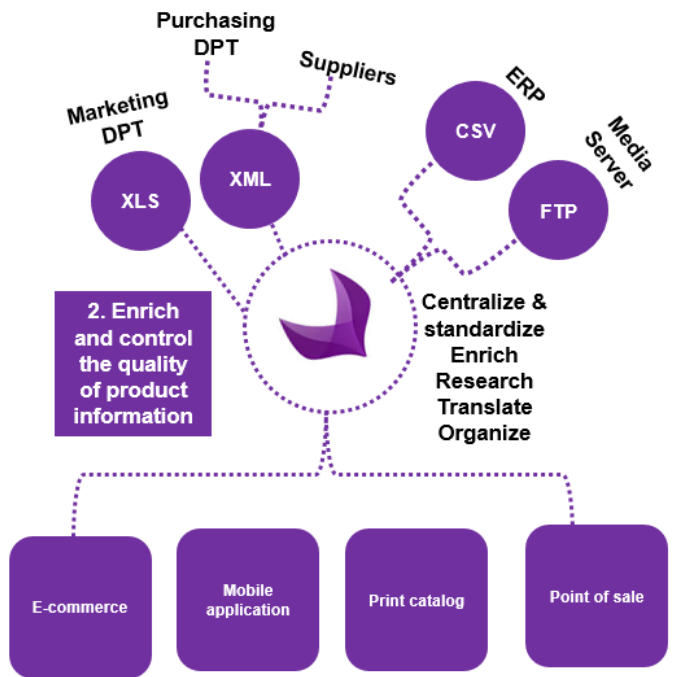


# Case Study: Akeneo PIM is a gateway technology that can help business cost-effectively expand to marketplaces

Akeneo Unveils AI-powered product data intelligence to enhance its product experience management suite

## The PIM is the CRM of the product

### 1. Collect data from any source



### 3. Spread it to multiple source

## Challenge

- The world of commerce is evolving at a rapid rate :
  - By 2020 50% of product search will be voice conducted
  - Buyer profiles are shifting, more than half of them are digital natives who prefers shopping online
- In order to deliver great customer experiences, the buyers are required to take some actions

## Solution

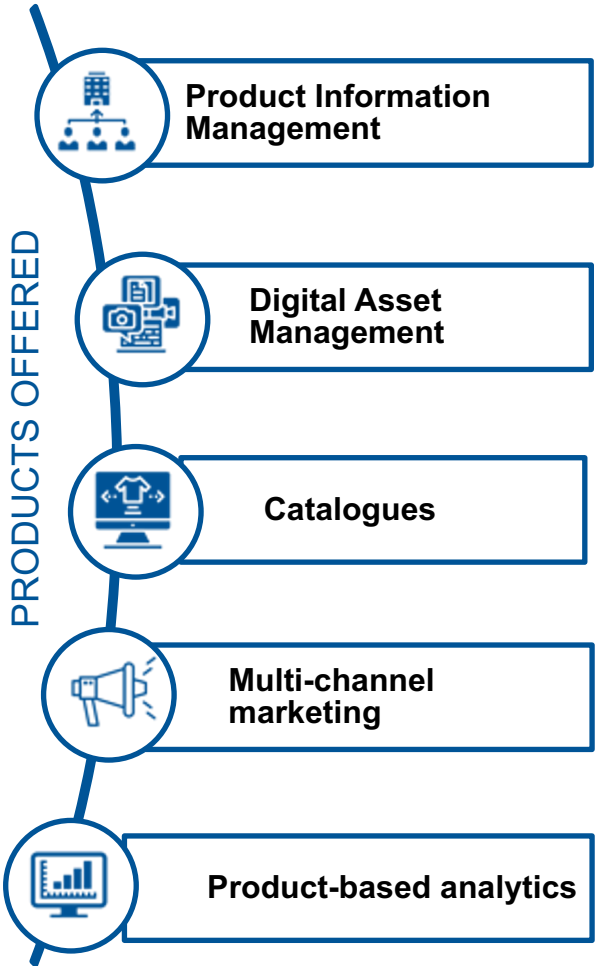
- In order to deliver great customer experiences, the buyers are required to take following actions:
  - They need act fast and locally
  - They need to contextualize their selling behaviors
- Great customer experience can be reached through product experience management which is not possible without great product information management

## Results

- ✓ Deliver great product experience which will result in great customer experiences
- ✓ Increase in conversion rate across all touch points, regions & languages
- ✓ Reduce returns
- ✓ Empowers marketing team to efficiently collate, manage, enrich data for internal/external sources
- ✓ Craft emotional & compelling product description which will synthesize buyer behavior

# Case Study: Plytix is a PIM that provides a cloud-based solution for product image management

The Plytix PIM is a hub for small businesses to centrally manage and distribute their product content without compromising power for budget



**PIM Overview**

- All-in-one content management platform for retail
- Designed and priced for SMBs with <500 employees.

**PIM Features**

- Centralize**
- Optimize**
- Analyze**
- Distribute**
- Others**

- Allows to import from ERP, web shops, desktops.
- Allows to add unlimited users
- Allows to edit, categorize and personalize information
- Tracks product progress with completion attributes
- Allows to make informed product decisions through customized dashboards, segmentation and metrics.
- Provides smart digital catalogs, easy integrations to other platforms & dynamic feed features
- Allows 24/7 secure Access
- Continuous support through live chats and phone

*Plytix's core functionalities are searchable database, product variation control, product feed creation and digital asset and file management.*

# Case Study: Alkemics – A digital collaboration platform for retail

Alkemics helps retailers and CPG manufacturers collect, enrich, and share content across the retail ecosystem

PRODUCTS OFFERED

 **Product listing**

 **E-commerce performance**

 **Digital marketing & merchandising**

 **For international companies**

 **Business development**

 **GDSN/Electronic catalogue**

 **Data collection & product listing**

**PIM Overview**

- PIM tools provide a database that is used to centralize and manage all required elements of product information

**Alkemics Solutions**

**Business and technical solutions for manufacturers**

- Simplifies, centralizes and automates product data
- Centralizes content on a single platform and publishes it on e-commerce
- Connects product data to each consumer touchpoint
- Simplifies data sharing & collaborations across teams
- Boosts sales by sharing product catalogue with a network of buyers

**Solution for Retailers**

- Enhances the omni-channel experience for more effective collaborations with clients
- Manages conversations and data sharing with all stakeholders
- Automates the product listing process
- Manages communications with suppliers

**Solution for GS1 member organisations**

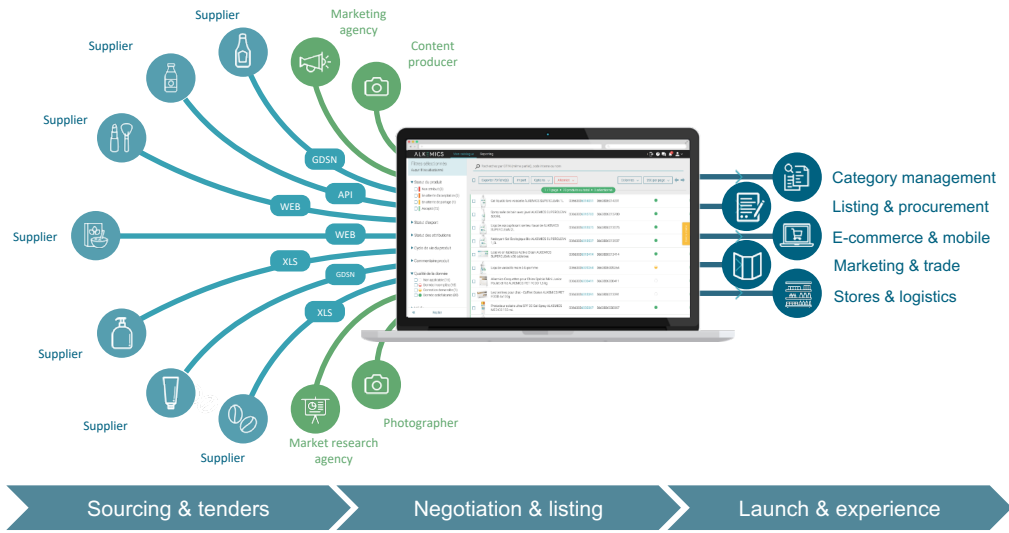
- Provides GS1 platform for both local & global needs
- Boosts standard adoption and usage
- Ensures product data quality
- Accelerates innovation & digital transformation

*The cloud-based SaaS solution helps retailers and brands digitize, collect and share product data*

# Case Study: Alkemics – The supplier collaboration platform for omni-channel retailers

Retail is changing at an accelerating pace, and retailers need to differentiate on assortment and in-store experience:

Challenge	Solution	Results
Shoppers demand a better assortment: sustainable, eco-friendly, organic, local. Retailers only know a small portion of the millions of products launched every year.	Alkemics enables category managers & buyers to discover new suppliers and new products	<b>10x more local products accessible</b>
Price pressure is higher than ever, requiring retailers to become more efficient and increase operational efficiency. <b>Product data needs to be pitch-perfect.</b>	Alkemics enables sales admin to automate and accelerate listing while reducing data quality errors	<b>Time-to-market accelerated by 60% while listing effort was reduced by 71%</b>
It's omni-channel time: products data is required for online websites, mobile apps, displays in store, voice assistants... <b>The quantity of data to answer shoppers' desire of transparency is skyrocketing.</b>	Alkemics enables retailers teams to develop sustainable relationships with suppliers in order to enrich shopper experience	<b>Sales increased by up to 26% thanks to richer product data.</b>




# Data management funding landscape





Note: The listed companies are represented on the basis of their Enterprise Value as on Nov 8, 2019  
 Source: Capital IQ, CrunchBase

Acquired (orange box)      Listed (green box)

## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>IBM InfoSphere</b></p> <p>IBM InfoSphere is designed for B2B retailers, offering them an effective means of communicating real-time, up-to-date information to partners and suppliers.</p> <p><b>Founded:</b> 1911</p> <p><a href="https://www.ibm.com/products/software">https://www.ibm.com/products/software</a></p> <p><b>Employees:</b> 350,600</p> <p><b>HQ:</b> Dublin, Ireland</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Virginia M. Rometty</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>IBM InfoSphere is an ETL tool and a robust solution designed to give retailers and businesses the real-time data they need to make strategic decisions</li> <li>InfoSphere consolidates data across all channels, including ecommerce, in-store, kiosk, mobile, print catalogues and more, and it is one of the most popular PIM software solutions around</li> </ul> <p><b>Key facts:</b></p> <p>IBM InfoSphere features include:</p> <ul style="list-style-type: none"> <li>Advanced reporting and auditing features</li> <li>Mass updating capabilities</li> <li>Rich text editors for web-style content</li> <li>Extensive modeling capabilities that can change as a business expands</li> </ul>
Oracle PIM	<p><b>Oracle PIM</b></p> <p>Oracle is one of the most widely used PIM platforms around</p> <p><b>Founded:</b> 1977</p> <p><a href="http://www.oracle.com">www.oracle.com</a></p> <p><b>Employees:</b> 10,000+</p> <p><b>HQ:</b> Redwood Shores, CA</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> Mark Hurd/Safra Catz</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Oracle's PIM software solution creates a central repository for all vital product data, including both supplier information and individual location/channel information</li> <li>Oracle's PIM software is designed more for B2C work – for sharing and disseminating product information throughout the organization and with business partners and suppliers</li> </ul> <p><b>Key Facts:</b></p> <p>Oracle Features</p> <ul style="list-style-type: none"> <li>Helps ensure compliance with industry regulations</li> <li>Allows you to securely share product information with partners and teammates</li> <li>Easily scalable</li> </ul>

# PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>TIBCO Software</b></p> <p>Tibco software is a company that helps businesses use their own data to help build up infrastructures.</p> <p><b>Founded:</b> 1985</p> <p><a href="http://www.tibco.com">www.tibco.com</a></p> <p><b>Employees:</b> 5,179</p> <p><b>HQ:</b> Palo Alto, California</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> \$4.3Bn (M&amp;A)</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Dan Streetman</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>TIBCO software provides integration, analytics and event-processing software for companies to use on-premises or as part of cloud computing environments.</li> <li>TIBCO Software offers infrastructure and business intelligence software worldwide</li> <li>TIBCO's integration and core infrastructure product line helps organizations integrate their disparate systems and move towards flexible infrastructure</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>The company has been acquiring multiple organization in the past, SnappyData was the latest in Mar 2019, to strengthen its portfolio offerings</li> <li>Vista took Tibco private in 2014 in a deal valued at about \$4.3 billion including debt</li> </ul>
 Informatica	<p><b>Informatica</b></p> <p>Informatica is a comprehensive, holistic hub of information taken from all retailers' channels and platforms.</p> <p><b>Founded:</b> 1993</p> <p><a href="http://www.informatica.com">www.informatica.com</a></p> <p><b>Employees:</b> 4,750</p> <p><b>HQ:</b> Redwood City, CA</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> \$5.3bn (M&amp;A)</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Anil Chakravarthy</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Informative is best for B2C retailers looking for a way to improve their product data accuracy and shorten their supplier onboarding process</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Acquired by Permira for \$5.3bn in 2015 after got delisted from Nasdaq</li> </ul> <p><b>Key features include:</b></p> <ul style="list-style-type: none"> <li>Simple supplier portals for self-onboarding</li> <li>Intuitive tools that help you segment, personalize and get more from your sales</li> <li>Manages and automates business processes</li> <li>Integrates easily with ecommerce systems, point-of-sale devices, catalogues, mobile apps and more</li> <li>Offers a simple web-based search</li> </ul>







## PIM & MDM select company profiles

Company	Profile	Capabilities
<b>TRADESHIFT</b>	<p><b>Tradeshift</b></p> <p>Merchantary owned Tradeshift is ideal for retailers with a large number of vendors and suppliers, as it offers a self-onboarding process, which speeds up the time-to-market and cuts down on in-house labor costs</p> <p><b>Founded:</b> 2004</p> <p><a href="http://www.tradeshift.com">www.tradeshift.com</a></p> <p><b>Employees:</b> 1,039</p> <p><b>HQ:</b> Dublin, Ireland</p> <p><b>Funds Raised:</b> \$30m (M&amp;A)</p> <p><b>Latest Financing Round:</b> \$30m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Christian Lannng</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ Tradeshift is a cloud based business network and platform for supply chain payments, marketplaces, and apps</li> <li>▪ The company helps buyers and suppliers digitize trade transactions, collaborate on processes, and connect through supply chain apps</li> <li>▪ Tradeshift features include automatic data validation at any point of entry, drop-ship modules, built-in supplier notifications and alerts, configurable business rules for attributes and validation</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>▪ Tradeshift acquired by Merchantry for \$30m in 2015</li> <li>▪ More than 1.5 million companies across 190 countries trust Tradeshift to process over half a trillion USD in transaction value, making it the largest global business network for buying and selling</li> </ul>
<b>StiboSystems</b>	<p><b>Stibo Systems</b></p> <p>Stibo Systems' PIM solution is a part of a larger, master data management suite, which also includes digital asset management, multidomain MDM, data governance and data quality modules</p> <p><b>Founded:</b> 1976</p> <p><a href="http://www.stibosystems.com">www.stibosystems.com</a></p> <p><b>Employees:</b> 682</p> <p><b>HQ:</b> Højbjerg, Denmark</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Niels Stenfeldt</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ Leading provider of MDM solutions. Stibo Systems' PIM solution is a part of a larger MDM suite, which also includes DAM, multidomain MDM, data governance and data quality modules</li> <li>▪ Using Stibo Systems' STEP technology, customers can leverage their product information assets and handle the complex product-oriented workflows to meet their omni-channel needs</li> <li>▪ Serves manufacturing, distribution, retail, travel &amp; hospitality, automotive, CPG and grocery industries and manage master data on a global scale</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>▪ Stibo Systems is best for retailers with larger data management issues on their hands</li> <li>▪ Key feature include: information sharing with back-end systems, regulatory compliance with its multidomain MDM module, quick search, manage digital rights/usages with DAM module, higher accuracy of printed materials</li> </ul>




# PIM & MDM select company profiles



Company	Profile	Capabilities
	<p><b>Backoffice Associates</b></p> <p>BackOffice Associates provides data migration and information governance solutions, with focus on enhancing ERP data quality</p> <p><b>Founded:</b> 1996</p> <p><a href="http://www.boaweb.com">www.boaweb.com</a></p> <p><b>Employees:</b> 540</p> <p><b>HQ:</b> Hyannis, MA</p> <p><b>Funds Raised:</b> \$30m</p> <p><b>Latest Financing Round:</b> M&amp;A</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> David Booth (Bridge growth partners)</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>BackOffice Associates provides data migration and information governance solutions, with focus on enhancing ERP data quality</li> <li>BackOffice Associates solves complex enterprise data transformation challenges by combining data expertise, intelligent software and packaged solution accelerators to yield certain and superior business outcomes</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Our products and services enable organizations to accelerate growth, gain actionable visibility and reduce risks</li> <li>Bridge Growth Partners acquired majority stakes in BackOffice in 2017</li> <li>BackOffice Associates has 800+ employees and 500+ customers worldwide.</li> <li>Customers include including Eli Lilly, Kraft and Graybar</li> <li>BackOffice Associates is a global corporation headquartered in Massachusetts with additional offices in the U.S., Australia, Canada, Dubai, India, Singapore, Switzerland and the U.K</li> </ul>
	<p><b>Hybris Software</b></p> <p>The SAP Hybris master data management and PIM software solution centralizes all product and customer data in one single view.</p> <p><b>Founded:</b> 1997</p> <p><a href="http://www.hybris.com">www.hybris.com</a></p> <p><b>Employees:</b> 501+</p> <p><b>HQ:</b> Muenchen, Bayern, Germany</p> <p><b>Funds Raised:</b> \$30m</p> <p><b>Latest Financing Round:</b> M&amp;A by SAP</p> <p><b>Latest Financing Valuation:</b> \$1.4bn</p> <p><b>CEO:</b> Bill McDermott, SAP</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Hybris software combines internal and external data sources, offline channels and online channels, and allows users across the organization to access the information in real time</li> <li>The Hybris solution is Ideal for B2C retailers with a lot of online presence. It's designed to enhance traditional PIM systems with additional online and digital features and to improve the overall customer experience</li> </ul> <p><b>Key facts:</b></p> <p>Hybris Software features include:</p> <ul style="list-style-type: none"> <li>Also works with user-generated content</li> <li>Functions across multiple devices</li> <li>Allows for down-channel selling and unique catalogue production for different sites, enterprises and groups</li> <li>Has built-in search engine optimization tools</li> <li>Offers seamless conversion between currencies and markets</li> <li>Easy-to-use import tools for supplier onboarding</li> </ul>



## PIM & MDM select company profiles


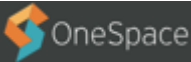
Company	Profile	Capabilities
<i>cs group</i>	<p><b>The CS Group</b> CS Group AG provides data management solutions <b>Founded:</b> NA <a href="http://www.contentsphere.com/cs-group/">www.contentsphere.com/cs-group/</a> <b>Employees:</b> 400 <b>HQ:</b> Baar, Switzerland <b>Funds Raised:</b> \$2.4m <b>Latest Financing Round:</b> \$2.4m <b>Latest Financing Valuation:</b> N/A <b>CEO:</b> Armin Dressler and Patricia Kastner</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>The CS Group providers of Product Information Management (PIM) and Master Data Management (MDM) solutions</li> <li>It solutions includes capturing, processing, managing, distributing, and publishing data</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>The CS Group raised €2 million in funding from Jadeberg Partners AG</li> <li>The company caters to wholesale and retail trade, finance and insurance companies, industry and manufacturing, and consumer goods sectors</li> </ul>
 wynd™	<p><b>Wynd</b> Thematic Groupe SAS develops Wynd, digitalization and SaaS software editing solutions for points of sale (POS) worldwide <b>Founded:</b> 2014 <a href="http://www.wynd.eu">www.wynd.eu</a> <b>Employees:</b> 400+ <b>HQ:</b> Paris, France <b>Funds Raised:</b> \$123.5m <b>Latest Financing Round:</b> \$82.0m <b>Latest Financing Valuation:</b> NA <b>CEO:</b> Ismael Ould</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Its unified commerce platform allows retailers to provide consumer with access to all product information across multiple channels</li> <li>It offers omni-channel POS cash management system for cashier to centralize the orders, track status, receive payment for online orders, and finalize those taken on wireless tablets for mobile POS, production display, and fast deployment</li> <li>The company also provides central management solution for reporting, order management, product information, marketing, and application programming interface</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>It has served more than 100 customers in 18 countries for their omni-channel transformation</li> <li>In Jan 2019, it formed a JV with Natixis Payments, to launch a retail omni-channel payments solutions service to streamline POS operations, payments and orders</li> </ul>

# PIM & MDM select company profiles



Company	Profile	Capabilities
	<p><b>Contentserv</b></p> <p>Contentserv enables retailers and brands to offer rich, relevant, and emotional product experiences that exceed their customers' expectations</p> <p><b>Founded:</b> 1999</p> <p><a href="http://www.contentserv.com">www.contentserv.com</a></p> <p><b>Employees:</b> 400+</p> <p><b>HQ:</b> Baar, Switzerland</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> Armin Dressler</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Its product suite includes solutions for PIM, MDM, Marketing Experience Management and DAM</li> <li>It provides product experience platform across all touchpoints which can deliver optimized products, assortments, and presentations that address the needs of specific audience</li> <li>Other services includes rich product experience, optimize customer interactions, personalize customer journey</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>It has 22 offices globally across Europe, Americas, and Asia-Pacific and works with over 40 technology partners</li> <li>Contentserv serves various industries like building materials, chemicals, CPG, consumer durables, electronics, fashion, finance, F&amp;B, hardware tools, home and garden, manufacturing and engineering, medical devices and life sciences, pharma, retail and distribution, software, education and media, and special machineries</li> <li>Forrester ranked Contentserv as a Leader in their PIM Wave dated Q2-2018</li> </ul>
	<p><b>Salsify</b></p> <p>Salsify's PIM solution is ideal for brand manufacturers who want to create consistent, engaging and channel-optimized versions of their product information across the digital shelf</p> <p><b>Founded:</b> 2012</p> <p><a href="http://www.salsify.com">www.salsify.com</a></p> <p><b>Employees:</b> 370</p> <p><b>HQ:</b> Boston, Massachusetts</p> <p><b>Funds Raised:</b> \$97.6m</p> <p><b>Latest Financing Round:</b> \$43m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Jason Purcell</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Unified product experience management (PXM) platform that combines PIM, DAM, Syndication, Analytics, Chat, Enhanced Content, and Order &amp; Inventory Management</li> <li>Broad ecosystem of direct connection partners to streamline content delivery and ensure up-to-date requirements are met</li> <li>Robust integration capabilities and pre-built connectors with commerce solutions, ERPs, translation services and other 3rd-party platforms</li> <li>In-house implementation and customer success team for custom projects and implementations</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Founded by former members of Endeca (acquired by Oracle)</li> <li>Operates the Open Experience Alliance (OXA) to promote open and easier information sharing between brands and retailers</li> <li>Launched the Digital Shelf Institute to help brands navigate the challenges and win on the digital shelf</li> </ul>



# PIM & MDM select company profiles



Company	Profile	Capabilities
	<p><b>Magnitude Software</b></p> <p>Service provide in enterprise information management with solutions in business intelligence, data warehousing and master data management.</p> <p><b>Founded:</b> 2014</p> <p><a href="http://www.magnitudesoftware.com/">www.magnitudesoftware.com/</a></p> <p><b>Employees:</b> 305</p> <p><b>HQ:</b> Austin, Texas</p> <p><b>Funds Raised:</b> \$120.25m</p> <p><b>Latest Financing Round:</b> \$179m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Chris Ney</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ The company's clients are provided with a holistic view of their sales compared to the wider market and a clear plan of action to increase their performance</li> <li>▪ Magnitude's portfolio of products includes: simplified application data access to any data source; product information management (PIM); data management solutions for the SAP and commerce verticals; simplified master data harmonization and governance; and packaged application analytics and reporting solutions for SAP and Oracle</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>▪ Over 600 customers rely on Magnitude Software products to run their business</li> <li>▪ Noetix Analytics for Oracle E-Business has enabled customers to simplify access to application data in support of enterprise-wide reporting and analytics</li> <li>▪ Kalido enables companies to manage data as a shared enterprise asset with speed, agility and flexibility</li> </ul>
	<p><b>OneSpace</b></p> <p>OneSpace is a platform that helps brands in achieving a stronger digital shelf presence</p> <p><b>Founded:</b> 2010</p> <p><a href="http://www.onespace.com">www.onespace.com</a></p> <p><b>Employees:</b> 281</p> <p><b>HQ:</b> Swansea, IL</p> <p><b>Funds Raised:</b> \$21.5m</p> <p><b>Latest Financing Round:</b> \$9.0m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Stephanie Leffler</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ By combining e-commerce search data and content optimization tools with software for content storage and syndication, OneSpace's Product Merchandising Platform helps CPG brands increase organic search visibility and conversions across multiple online retailers at scale</li> <li>▪ Services include: <ul style="list-style-type: none"> <li>○ Attribution &amp; Keyword Research</li> <li>○ Content Development</li> <li>○ Image Creation</li> <li>○ Deployment Support</li> </ul> </li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>▪ Its clients include top retail brands like Amazon, Walmart, Kroger, Target, Instacart, Sam's Club and several others</li> </ul>

## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Reltio</b> Reltio is a modern Master Data Management (MDM) Platform</p> <p><b>Founded:</b> 2011 <a href="http://www.reltio.com/">www.reltio.com/</a></p> <p><b>Employees:</b> 262 <b>HQ:</b> Redwood Shores, CA <b>Funds Raised:</b> \$117m <b>Latest Financing Round:</b> \$45.0m <b>Latest Financing Valuation:</b> N/A <b>CEO:</b> Manish Sood</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Reltio is a modern Master Data Management (MDM) Platform - a native cloud platform that organizes enterprise data for digital transformation</li> <li>Reltio Cloud is a modern MDM Platform for Global 2000 companies to power their digital transformation and data compliance initiatives such as GDPR</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Helps companies turn their data into information and knowledge assets in the most efficient way</li> <li>Launched Reltio Cloud 2019.1 that includes new integration, collaboration, and globalization enhancements. These capabilities will support the increasing use of Reltio Cloud for delivering personalized customer experiences in areas such as B2C loyalty programs and B2B self service</li> <li>Reported strong fourth quarter of 2018, was also its second consecutive record high sales quarter</li> </ul>
	<p><b>Riversand</b> Riversand is an innovative leader in Multi-domain MDM and PIM solutions can handle millions of products and thousands of attributes, so any size retailer could benefit from this platform</p> <p><b>Founded:</b> 2001 <a href="http://www.riversand.com/">www.riversand.com/</a></p> <p><b>Employees:</b> 262 <b>HQ:</b> Houston, Texas <b>Funds Raised:</b> \$35m <b>Latest Financing Round:</b> \$35m <b>Latest Financing Valuation:</b> N/A <b>CEO:</b> Upen Varanasi</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Provides its users with MDM and PIM solutions</li> <li>Ensures up-to-date product information is available for all areas of the retail business – from sales and merchandising to accounting, IT and more</li> <li>Features include multi-region coverage, multiple languages, currencies and classifications; supports publishing to e-catalogues and print media; automates workflows and business processes etc.</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Serves leading global enterprises in Retail, Manufacturing, Distribution, Energy, Healthcare, and Food Services</li> <li>Riversand MDMCenter helps clients enhance their customers' experience and move products faster to the market</li> <li>Riversand is headquartered in Houston with offices in Bangalore (India), London (UK), Stuttgart (Germany), Switzerland and Sydney (Australia)</li> </ul>





## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Olapic</b></p> <p>Olapic is the leading Visual Marketing Platform. Olapic helps brands reach their consumers visually</p> <p><b>Founded:</b> 2010</p> <p><a href="http://www.olapic.com/">www.olapic.com/</a></p> <p><b>Employees:</b> 241</p> <p><b>HQ:</b> New York, NY</p> <p><b>Funds Raised:</b> \$21.8m</p> <p><b>Latest Financing Round:</b> \$130m (M&amp;A)</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Jennifer Bakunas (GM)</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Olapic is the leading enterprise all-in-one user-generated, influencer, and short-form video content platform</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Monotype, a publicly traded company focused on font design and technology, acquired Olapic for \$130m in 2016</li> <li>Olapic focuses on three steps: 1) Brands can tap into Olapic's media library that helps them build a large curated stock of on-brand user generated images. 2) Then Olapic's integration with best-in-class marketing technologies facilitates putting that content to use where it can have the greatest impact: ranging from ecommerce merchandising to ads. 3) Finally, that impact is measured by Olapic's analytics suite and insights are fed back into the product for future performance improvement</li> </ul>
	<p><b>Akeneo</b></p> <p>Akeneo provides open source product information management solutions and enables manufacturers and brands to turn product data into assets</p> <p><b>Founded:</b> 2012</p> <p><a href="http://www.akeneo.com">www.akeneo.com</a></p> <p><b>Employees:</b> 175</p> <p><b>HQ:</b> Nantes, France</p> <p><b>Funds Raised:</b> \$61.4m</p> <p><b>Latest Financing Round:</b> \$46.0m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Frédéric de Gombert</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>The company's open-source product information system is designed for retailers to centralize and harmonize all the technical and marketing information of their catalogues and products</li> <li>Retailers are given the ability to import and export their data to and from a common platform, organize and classify their products in a desired manner, and edit and translate attributes</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Leading global brands including Sephora, Shop.com, Auchan, Jabra, Sunbelt Rentals and Faber-Castell trust Akeneo's solutions to scale and customize their ecommerce initiatives</li> <li>Akeneo is based in the US, France, Germany, UK, Spain, and Israel.</li> <li>Integrated with Salesforce Commerce Cloud to provide personalized experiences for shoppers that span web, mobile, social and in-store</li> </ul>





## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Moat</b> Digital measurement cloud company with Ad search engine</p> <p><b>Founded:</b> 2010 <a href="http://www.moat.com/">www.moat.com/</a></p> <p><b>Employees:</b> 168 <b>HQ:</b> Dublin, Ireland <b>Funds Raised:</b> \$67.5m <b>Latest Financing Round:</b> \$50m <b>Latest Financing Valuation:</b> N/A <b>CEO:</b> Jonah Goodhart</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Moat Ad Search is a search engine that focuses entirely on ads instead of other kinds of online content</li> <li>Similar to traditional search engines, its results are compiled using a web crawler that is specifically tuned to look for ads on the web and index them for later retrieval</li> <li>Moat also accepts submissions from advertisers and agencies that wish to have their ads included</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Moat was acquired by Oracle in 2017 for \$850m. Moat's enterprise client base and industry-leading attention analytics provided a strong complement to Oracle Data Cloud's audience targeting and measurement solutions in the deal</li> </ul>
	<p><b>inRiver</b> inRiver is the global market leader for simplifying Product Information Management (PIM)</p> <p><b>Founded:</b> 2007 <a href="http://www.inriver.com">www.inriver.com</a></p> <p><b>Employees:</b> 160 <b>HQ:</b> Skane Lan, Sweden <b>Funds Raised:</b> \$22.5m <b>Latest Financing Round:</b> \$9.4m <b>Latest Financing Valuation:</b> N/A <b>CEO:</b> Thor Johnson</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>InRiver allows to push product information to many channels including ecommerce sites, catalogues, mobile devices, signage, in-store point-of-sale systems and more</li> <li>InRiver takes online-only information, like customer ratings, reviews, comments and behaviour, and use them in other areas of the retail business</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Serves B2C and B2B multi-channel commerce professionals to create, maintain and distribute product</li> <li>Provides product information management (PIM) and services to create, update, refresh, maintain and distribute products content globally</li> <li>More than 1000 brands and 400 customers across 19 countries rely on inRiver to efficiently control the product flow for their globally recognized brands</li> <li>inRiver is co-headquartered in Malmö, Sweden and Chicago, with additional offices in London, Amsterdam and Stockholm</li> </ul>





# PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Nuxeo</b> Nuxeo offers the leading cloud-native Content Services Platform (CSP)</p> <p><b>Founded:</b> 2000</p> <p><a href="http://www.nuxeo.com">www.nuxeo.com</a></p> <p><b>Employees:</b> 157</p> <p><b>HQ:</b> Brooklyn, New York</p> <p><b>Funds Raised:</b> \$39.9m</p> <p><b>Latest Financing Round:</b> \$20m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Eric Barroca</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Nuxeo, developer of the leading CSP, is reinventing enterprise content management (ECM) and DAM</li> <li>Nuxeo platform streamlines and automates complex business processes and can handle digital content of any type and size, from traditional documents and PDFs to more media-rich video and storyboarding needs</li> <li>Nuxeo's platform works behind-the-scenes, allowing employees to work the way they want, easily plugging into legacy infrastructure, and providing you with the industry's leading metadata tools</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Nuxeo announced the immediate availability of LTS 2019, which delivers the latest features and functionality to the low-code Nuxeo Platform</li> <li>Its cloud-native platform has been deployed by large enterprises, mid-sized businesses, and government agencies worldwide</li> <li>Customers include Verizon, Electronic Arts, Capital One, and the Department of Defense</li> </ul>
	<p><b>Agility Multichannel</b> Agility is good for both B2C and B2B retailers with a need for a customizable data management solution.</p> <p><b>Founded:</b> 1977</p> <p><a href="http://www.agilitymultichannel.com">www.agilitymultichannel.com</a></p> <p><b>Employees:</b> 101-250</p> <p><b>HQ:</b> Yorkshire, UK</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> M&amp;A</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Chris Ney</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Agility is a user-friendly PIM software solution that can be custom-fit to any individual role or organizational need</li> <li>Agility Multichannel offers dynamic workflows, streamlined processes and enriched content, and its built-in integration tools make the info gathering process simple and easy</li> </ul> <p>Agility Multichannel features include:</p> <ul style="list-style-type: none"> <li>Contextual views let you customize and adapt data to each specific channel</li> <li>Integrates easily with existing ecommerce systems</li> <li>Allows you to automate every step of every process</li> <li>Provides real-time financial and performance analytics</li> <li>Offers content history and auditing</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Agility multichannel limited was a former subsidiary of G A Pindar and Son Limited before it was acquired by Magnitude Software, Inc. in Oct 2017</li> </ul>





## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Wedia</b></p> <p>Wedia provides cloud based Digital Asset Management solutions to 50% of top 40 French corporations</p> <p><b>Founded:</b> 2010</p> <p><a href="http://www.wedia-group.com">www.wedia-group.com</a></p> <p><b>Employees:</b> 81</p> <p><b>HQ:</b> Paris, France</p> <p><b>Funds Raised:</b> \$7.0m</p> <p><b>Latest Financing Round:</b> \$5.0m</p> <p><b>Latest Valuation:</b> \$19.7m (EV in Nov 2019)</p> <p><b>CEO:</b> Nicolas Boutet</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>The Wedia CrossMedia Marketing Resource Management SaaS platform integrates marketing automation with DAM functionality, making it easy for marketers to create, manage, store, retrieve and distribute text, photos and rich media files</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Wedia is a Gartner Magic Quadrant recognized player in Marketing Resource Management (MRM) software</li> <li>Its SaaS solution is used by 250 brands and 550,000 users in more than 40 countries</li> <li>The company is listed on the Euronext Stock Exchange</li> </ul>
	<p><b>Alkemics SAS</b></p> <p>The supplier collaboration platform for omni-channel retailers</p> <p><b>Founded:</b> 2011</p> <p><a href="http://www.alkemics.com">www.alkemics.com</a></p> <p><b>Employees:</b> 80</p> <p><b>HQ:</b> Paris, France</p> <p><b>Funds Raised:</b> \$28.2</p> <p><b>Latest Financing Round:</b> \$22.5</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> Antoine Durieux</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Alkemics enables category managers &amp; buyers to discover new suppliers and new products</li> <li>Alkemics enables sales admin to automate and accelerate listing while reducing data quality errors</li> <li>Alkemics enables retailers teams to develop sustainable relationships with suppliers in order to enrich shopper experience</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Company is backed by investors like Cathay Capital, Index Ventures, Partech Ventures, Serena Capital; SEB SA</li> <li>In Jan 2018, it was chosen by GS1 UK to power productDNA:hub, a solution service that helps retailers and suppliers to share and manage product data and images</li> </ul>





## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>PropelPLM, Inc</b></p> <p>Built on Salesforce platform, Propel's SaaS-based software combines product lifecycle management (PLM), product information management (PIM), and quality management (QMS) into one unified platform</p> <p><b>Founded:</b> 2015</p> <p><a href="https://www.propelplm.com/">https://www.propelplm.com/</a></p> <p><b>Employees:</b> 68</p> <p><b>HQ:</b> Santa Clara, California</p> <p><b>Funds Raised:</b> \$28.2m</p> <p><b>Latest Financing Round:</b> \$18.0m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Ray Hein</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Offers PLM solution to help launch quality and innovative products to market faster by reducing costs, improving product throughput, and facilitating collaboration from concept to customer</li> <li>Propel's PIM provides graphical change history for all SKUs and attributes, promotes contextual collaboration for everyone involved in product updates, and gives a high degree of flexibility and configurability to keep up with evolving product lines and increasing customer expectations</li> <li>Its cloud-based QMS solution seamlessly connects CRM and PLM systems to manage product realization, quality processes and customer complaints</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>It integrates with existing technology stack, including CAD, CRM, ERP systems and processes and other third-party apps</li> <li>It helps reduce total cost of ownership by curtailing risks and errors, while enabling downstream contextual communication of product updates</li> </ul>
	<p><b>Enterworks</b></p> <p>The EnterWorks Multi-Domain MDM and PIM solutions enable companies to acquire, master, manage, govern, and transform master data and content across their value chain</p> <p><b>Founded:</b> 1996</p> <p><a href="http://www.enterworks.com/">www.enterworks.com/</a></p> <p><b>Employees:</b> 67</p> <p><b>HQ:</b> Sterling, Virginia</p> <p><b>Funds Raised:</b> \$45m</p> <p><b>Latest Financing Round:</b> \$25m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Rick Chavie</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>EnterWorks PIM solution, called Enable, is an enterprise platform that manages content and digital assets, allowing retailers to publish them on multiple mediums with ease</li> <li>It creates a central repository of data which can be managed, enriched, syndicated and collaborated on by multiple users and across applications.</li> <li>EnterWorks features include easily manages digital assets like multimedia, images, documents and more</li> <li>Allows users to export data and publish on ecommerce sites, web and print catalogs, business applications, data pools and more</li> <li>Offers portal-based applications for dealers, suppliers, sales team members, customer service reps and other personnel</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Winshuttle, LLC acquired EnterWorks Acquisition, Inc. from Black Dragon Capital, LLC in Feb 2019</li> <li>It serves industries, such as consumer goods, hospitality, QSR, medical, technology, office products, equipment, fashion, and services</li> </ul>





# PIM & MDM select company profiles



Company	Profile	Capabilities
 <p><b>SMSB Consulting Group, Inc</b></p>	<p>SMSB Consulting Group delivers captivating product images and comprehensive product information for an enriching customer experience online, in-store, or on her mobile device</p> <p><b>Founded:</b> 1986</p> <p><a href="http://www.smsb.com">www.smsb.com</a></p> <p><b>Employees:</b> 61</p> <p><b>HQ:</b> Hauppauge, New York</p> <p><b>Funds Raised:</b> NA</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> NA</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>SMSB Consulting delivers product images and extensive data of Digital Product Content with related services in DAM and PIM, Planogram Development Solutions, and Category + Commerce Analytics to enhance the shopper experience and increase sales</li> <li>Services are offered for omni-channel stakeholders operating at all touchpoints online, in-store, and across mobile devices</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Joined Walmart ecosystem as a Connected Content Partner [CCP] in Nov 2018</li> </ul>
 <p><b>Pimcore</b></p>	<p>Provides an open-source software for customer experience management, PIM, MDM, DAM, multi-channel publishing, and e-commerce applications.</p> <p><b>Founded:</b> 2010</p> <p><a href="http://www.pimcore.com">www.pimcore.com</a></p> <p><b>Employees:</b> 55</p> <p><b>HQ:</b> Salzburg, Austria</p> <p><b>Funds Raised:</b> \$3.5m</p> <p><b>Latest Financing Round:</b> \$3.5m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Dietmar Rietsch, Shashin Shah, Roland Dessovic</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Its products include PIM, MDM, DAM, Digital Commerce Platforms (B2C, B2B, B2B2C), Content Management (WCM, CMS), and Customer Data Platform (CDP)</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>The company is based in Salzburg, Austria, with offices in Houston, TX, USA and New Delhi, India</li> <li>It can integrate, consolidate, and manage any digital data and provide the data to any channel such as commerce, mobile apps, print, digital signage</li> <li>Its open-source license enables is used by more than 80,000 companies in 56 countries and is recognized Gartner 'Cool Vendor' 2018</li> <li>Key features include, powerful modules like Users Permissions, Workflow, API, and Messaging System; highly scalable, enterprise-ready web application, "Connect Anything" architecture, API driven approach, flexible web-based data modeling engine, EDM and user-specific dashboards</li> </ul>





## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Venzee Technology</b></p> <p>Venzee is a data transformation platform that integrates the retailers and suppliers in bringing products to market faster.</p> <p><b>Founded:</b> 2014</p> <p><a href="http://www.venzee.com">www.venzee.com</a></p> <p><b>Employees:</b> 51-100</p> <p><b>HQ:</b> Vancouver, Canada</p> <p><b>Funds Raised:</b> \$3.9m</p> <p><b>Latest Financing Round:</b> \$2.7m</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> John Sexton Abrams</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Its products like <b>mesh</b> (content distribution platform), <b>autopilot</b> (plug and play integration tool for importing product data files) and <b>studio</b> (Web app that simplifies work for teams) simplifies the whole process of PIM</li> <li>Venzee provides distinct solutions for its partners, retailers, and suppliers</li> </ul> <p><b>Key Facts:</b></p> <ul style="list-style-type: none"> <li>Its clients include top retail brands like Walmart, Kroger, Bed Bath &amp; Beyond, Rakuten, Amazon, Best Buy, Macy's and several others</li> <li>Venzee is publicly listed company on the Toronto Stock Exchange</li> </ul>
	<p><b>2-20 Records Management</b></p> <p>2-20 Records Management is a group of companies providing records and information management (RIM) solutions</p> <p><b>Founded:</b> 1924</p> <p><a href="http://www.2-20rm.com">www.2-20rm.com</a></p> <p><b>Employees:</b> 51-100</p> <p><b>HQ:</b> Carlstadt, NJ</p> <p><b>Funds Raised:</b> \$124,0m (Debt)</p> <p><b>Latest Financing Round:</b> \$124.0m</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> Doug Mann</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>It provides RIM solutions that are technologically advanced, compliance driven, secure, and cost effective</li> <li>Its portfolio of services includes document storage data protection, digital solutions, document shredding, health info management, and media archival solutions</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Its group of companies includes Arizona Records Storage Center serving Arizona, Certified Records Management serving Florida, Infostore serving New York, New Jersey and Pennsylvania, IWC Media Services serving New York and New Jersey, and Storetrieve serving California</li> <li>It serves industries like accounting, advertising, architecture, entertainment, financial services, government, healthcare, law firms, pharmaceuticals, SMBs, and large enterprises</li> </ul>



## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>MediaValet</b></p> <p>MediaValet is provider of cloud-based enterprise digital asset management and creative operations software</p> <p><b>Founded:</b> 2010</p> <p><a href="http://www.mediavalet.com">www.mediavalet.com</a></p> <p><b>Employees:</b> 51</p> <p><b>HQ:</b> Vancouver, Canada</p> <p><b>Funds Raised:</b> \$17.1m</p> <p><b>Latest Financing Round:</b> \$3.5m</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> David MacLaren</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>The company helps enterprise organizations easily and securely organize, manage, and share their digital assets. It also offers Creative Spaces, a hybrid desktop application to accelerate the local production and sync with a SaaS-based DAM solution</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>VRX Worldwide Inc. changed its name to MediaValet Inc. in October 2014 and now is a publicly listed company on the Toronto Stock Exchange</li> <li>The platform is built exclusively on Microsoft Azure</li> <li>It serves over 175 clients globally and clocks over 62% average annual revenue growth, with that help of over 54 data centers globally</li> </ul>
	<p><b>MediaSilo</b></p> <p>MediaSilo, Inc. operates a platform that provides media management and creative workflow Software-as-a-Service solutions</p> <p><b>Founded:</b> 2008</p> <p><a href="http://www.mediasilo.com">www.mediasilo.com</a></p> <p><b>Employees:</b> 11-50</p> <p><b>HQ:</b> Boston, MA</p> <p><b>Funds Raised:</b> \$9.3m</p> <p><b>Latest Financing Round:</b> \$7.0m</p> <p><b>Latest Financing Valuation:</b> NA</p> <p><b>CEO:</b> Kai Pradel</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>The company offers solutions, such as digital dailies, graphics order management, promotional management, casting, and online digital asset management solutions to video producers</li> <li>MediaSilo also offers SafeStream, an on-demand watermarking technology that acts as a visual deterrent to piracy</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Over 5.1 million video views were achieved through MediaSilo in the last 12 months</li> <li>It serves over 550 customers globally including top media companies like Netflix, Hulu, GoPro, Viacom, AoL, Vice, YouTube, Dreamworks, BBC, and several others</li> </ul>

## PIM & MDM select company profiles


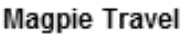
Company	Profile	Capabilities
	<p><b>Perfion</b></p> <p>Perfion is ideal for retailers with complex product structures, multiple selling channels or multi-language sites</p> <p><b>Founded:</b> N/A</p> <p><a href="http://www.perfion.com">www.perfion.com</a></p> <p><b>Employees:</b> 30</p> <p><b>HQ:</b> Aalborg, Denmark</p> <p><b>Funds Raised:</b> N/A</p> <p><b>Latest Financing Round:</b> N/A</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Jan Nørret</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Perfion gives one source of product data across all channels, including marketing, merchandising, sales and more.</li> <li>Perfion integrates easily with existing IT systems, and you can seamlessly export data to Microsoft Office, Microsoft SharePoint, Adobe InDesign, point of sale devices and more</li> </ul> <p><b>Key facts:</b></p> <p>Perfion features include:</p> <ul style="list-style-type: none"> <li>Product comparison tool, and limitless features and attributes</li> <li>Built-in supplier and quality assurance specifications for purchasing and sourcing</li> <li>Seasonal planning tools to help you plan and prepare for upcoming seasons.</li> <li>Cross selling tools to boost sales and easily print or attach QR codes</li> </ul>
	<p><b>Quable</b></p> <p>Provides ecommerce performance and Digital shelf monitoring analytics</p> <p><b>Founded:</b> 2013</p> <p><a href="http://www.quable.com/">www.quable.com/</a></p> <p><b>Employees:</b> 29</p> <p><b>HQ:</b> Paris, France</p> <p><b>Funds Raised:</b> \$2.8m</p> <p><b>Latest Financing Round:</b> \$2.7m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> François-Emmanuel Lamellière</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>Quable PIM is a simple and collaborative SaaS platform that optimises Product Information Management and omnichannel distribution</li> <li>The company software allows users to centralize and consolidate product information. Its solution allows users to import data, customize product sheet, search, syndicate product, and manage the distribution of its product</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>The company's SaaS solution enables brands to work in teams on the quality of product-related information and improve the omni-channel performance of their product catalogues</li> <li>Quable SAS raised €2.5 million in funding from SaaS Partners SAS, Les Entrepreneurs Reunis SAS in Nov 2018</li> </ul>

## PIM & MDM select company profiles


Company	Profile	Capabilities
	<p><b>nChannel</b></p> <p>A cloud-based integration and operations platform for multichannel sellers to share sales data across financial, POS, and ecommerce systems</p> <p><b>Founded:</b> 2011</p> <p><a href="http://www.ascentialedge.com/">www.ascentialedge.com/</a></p> <p><b>Employees:</b> 29</p> <p><b>HQ:</b> Columbus, Ohio</p> <p><b>Funds Raised:</b> \$7.3m</p> <p><b>Latest Financing Round:</b> \$2.0m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Richard Chene</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>nChannel, Inc. operates a SaaS based multichannel management software for merchants to share sales data across financial, POS, and ecommerce systems.</li> <li>The company's software enables merchants to sell any product in any channel, online or offline, by providing a single, cloud-based platform that integrates with existing systems</li> <li>It offers solutions for PIM, multichannel listing, inventory synchronization, multichannel order management, drop ship management, supply chain management, vendor managed inventory, accounting integration, marketplace integration, and customer experience management</li> <li>In addition, the company's platform provides solutions for ecommerce, POS, ERP, and supply chain integration</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>It serves merchants of various sizes, as well as outdoor and sporting goods, consumer goods, apparel, gift and novelty, non-profit, and home industries</li> </ul>
	<p><b>MaPS System</b></p> <p>MaPS SA develops and edits multichannel marketing software suite with master data management solution</p> <p><b>Founded:</b> 2011</p> <p><a href="http://www.maps-system.com">www.maps-system.com</a></p> <p><b>Employees:</b> 26</p> <p><b>HQ:</b> Foetz, Luxembourg</p> <p><b>Funds Raised:</b> \$2.4m</p> <p><b>Latest Financing Round:</b> \$2.4m</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Thierry Muller</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>It offers MaPS System for master data management, multichannel publishing, and marketing database; MaPS Data Mapping module for marketing strategies; and MaPS Data Sourcing module</li> <li>MaPS System offers an innovative solution for an efficient multichannel marketing based on the centralization and mastering of business data</li> <li>The company also provides MaPS Data View module for the management of information; MaPS Media Library, a solution for preparing media for export to partner users; MaPS Media Processing module that enables users to send images in high definition for approval by groups of users involved in the ongoing project, or to generate Web and print formats; and MaPS Publishing module, a solution for consolidating and updating data</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>Its solution is hosted as a SaaS. In addition, it offers services, such as immersion and audit, study and proposal, configuration and integration, delivery and support, and project follow-up; and consulting for online and offline strategies</li> </ul>



## PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Plytix.com</b></p> <p>Plytix is a PIM tailored to small and medium sized business to centrally manage and distribute their product content without having to compromise power for budget</p> <p><b>Founded:</b> 2014</p> <p><a href="https://www.plytix.com/product-information-manager">https://www.plytix.com/product-information-manager</a></p> <p><b>Employees:</b> ~19</p> <p><b>HQ:</b> Copenhagen, Denmark</p> <p><b>Funds Raised:</b> \$623.6k</p> <p><b>Latest Financing Round:</b> N/A</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Morten Hellesøe Poulsen</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ Plytix offers PIM to manage product portfolio from one place with unlimited users and giving enhanced user experience</li> <li>▪ The system synchronizes data on products in all parts of the value chain to analyse and automatically share information with selected partners</li> <li>▪ Its products include digital asset management and catalogs, that harmonize all product content and creates smart and flexible catalogs to share with resellers and distributors</li> <li>▪ It offers multi-channel marketing to get products to multiple markets. Its analytics allows to track product-level metrics across all online channels, and make smarter product marketing decisions</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>▪ Plytix clients can integrate with any channel using its integrations or the Plytix API</li> <li>▪ Multi-channel marketing syndicates product data with third-party channel, and gets products to market 6x faster</li> </ul>
	<p><b>Magpie Travel</b></p> <p>Magpie Travel is a PIM platform for the tours and activities industry</p> <p><b>Founded:</b> 2018</p> <p><a href="https://about.magpie.travel/">https://about.magpie.travel/</a></p> <p><b>Employees:</b> ~10</p> <p><b>HQ:</b> Walnut Creek, CA</p> <p><b>Funds Raised:</b> \$300.0k</p> <p><b>Latest Financing Round:</b> N/A</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> Christian Watts</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ Magpie Travel is a Product Information Management platform for the tours and activities industry</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>▪ Magpie allows tour and activity operators to manage beautifully written, accurate and up-to-date product information, and publish that content to multiple channels, including their own website and app, in multiple languages.</li> <li>▪ For resellers, it simplifies the process of finding and on-boarding content of the highest quality</li> </ul>

# PIM & MDM select company profiles

Company	Profile	Capabilities
	<p><b>Adam Software NV</b></p> <p>ADAM is ideal for B2C retailers and offers advanced tools for managing content, workflows. Its latest version ADAM 5, an enhanced enterprise marketing platform works hand-in-hand with its PIM solution</p> <p><b>Founded:</b> 1985</p> <p><a href="http://www.adamsoftware.net">www.adamsoftware.net</a></p> <p><b>Employees:</b> N/A</p> <p><b>HQ:</b> Chicago, IL</p> <p><b>Funds Raised:</b> \$1.47m</p> <p><b>Latest Financing Round:</b> NA</p> <p><b>Latest Financing Valuation:</b> N/A</p> <p><b>CEO:</b> John J Stammen (Aprimo LLC)</p>	<p><b>Services offered:</b></p> <ul style="list-style-type: none"> <li>▪ ADAM's PIM software solution delivers a rich, informative and up-to-date experience across every channel</li> <li>▪ ADAM aims to eliminate data silos, and make information easy to edit, change and update by anyone throughout a retailers' organization</li> <li>▪ ADAM Features include: works seamlessly with rich media, including videos, audio and imagery</li> <li>▪ Ensures consistency in branding, product details and marketing themes with configurable widgets</li> <li>▪ Offers accelerated workflows for content creation, product launch, translation, localization and drag-and-drop capabilities</li> </ul> <p><b>Key facts:</b></p> <ul style="list-style-type: none"> <li>▪ ADAM Software NV has a strategic partnership with iGATE Corporation and operates as a subsidiary of Aprimo LLC since 2017</li> </ul>

## PIM recent M&A activity

(USD in Millions)

Date	Target	Acquirer	Transaction Size	Enterprise Value	LTM Revenue	EV / LTM Revenue
7/18/19	Contentserv AG	Investcorp Bank B.S.C.; Investcorp Technology Partners IV L.P.	NA	NA	NA	NA
3/19/19	Magnitude Software, Inc.	3i Group plc	NA	NA	NA	NA
2/14/19	EnterWorks Acquisition, Inc.	Winshuttle, LLC	NA	NA	NA	NA
1/7/19	EdgeAQ, LLC	Gladson Interactive, Inc.	NA	NA	NA	NA
10/9/18	Stylelabs BVBA	Sitecore Corporation A/S	NA	NA	NA	NA
4/18/18	Bluestone AS	Bluestone PIM	NA	NA	NA	NA
1/25/18	Kubix Lab Srl	Lectra SA	\$8.9	\$8.8	NA	NA
1/18/18	Sigmento	Akeneo SAS	NA	NA	NA	NA
10/25/17	Agility Multichannel Limited	Magnitude Software, Inc.	NA	NA	NA	NA
8/3/17	BackOffice Associates, LLC	Bridge Growth Partners, LLC	NA	NA	NA	NA
3/16/17	ADAM Software NV	Aprimo LLC	NA	NA	NA	NA

# PIM recent private placements

(USD in Millions)

Date	Target	Buyers	Deal Size
9/19/2019	Venzee Technologies Inc.	NA	\$1.1
9/12/2019	Akeneo SAS	Partech Ventures, Inc.; Summit Partners, L.P.; Alven Capital Partners; Salesforce Ventures	\$45.3
4/22/2019	Venzee Technologies Inc.	NA	\$1.6
3/19/2019	Magnitude Software, Inc.	3i Group plc	NA
2/16/2019	Magpie Travel	Kei Shibata, Rod Cuthbert	\$0.3
2/14/2019	MediaValet Inc.	NA	\$1.2
1/22/2019	Wynd	Natixis S.A.; Sofina Société Anonyme; Bnf Capital Limited; Sodexo Ventures	\$81.8
12/19/2018	Akeneo SAS	Salesforce Ventures	NA
12/17/2018	Venzee Technologies Inc.	NA	\$1.1
12/11/2018	Pimcore GmbH	AUCTUS Capital Partners AG	\$3.5
11/30/2018	Quable SAS	Les Entrepreneurs Reunis SAS; SaaS Partners SAS	\$2.8
11/13/2018	Riversand Technologies, Inc.	Crestline Investors, Inc.	NA
11/13/2018	PropelPLM, Inc.	Norwest Venture Partners; Cloud Apps Management, LLC; Salesforce Ventures; Signalfire, LLC	\$18.0
11/13/2018	Riversand Technologies, Inc.	Crestline Investors, Inc.	NA
11/13/2018	PropelPLM, Inc.	Norwest Venture Partners; Cloud Apps Management, LLC; Salesforce Ventures; Signalfire, LLC	\$18.0
7/23/2018	2-20 Records Management, LLC	NA	\$124.0
7/18/2018	MediaValet Inc.	NA	NA
7/18/2018	Salsify Inc.	Matrix Partners; North Bridge Venture Partners; VR Adviser, LLC; Greenspring Associates, Inc.; Underscore.VC	\$43.0
5/29/2018	Tradeshift Inc.	Goldman Sachs Group, Merchant Banking Division; Public Sector Pension Investment Board; GP Bullhound LLP, Investment Arm; HSBC Bank plc, Investment Arm; H14 S.p.A.	\$300.0
3/27/2018	Reltio Inc.	New Enterprise Associates; CrossLink Capital, Inc.; Sapphire Ventures LLC; 406 Ventures, LLC	\$45.0
12/31/2017	BackOffice Associates, LLC	NB Alternatives Advisers LLC; NB Private Equity Partners Limited	NA
12/20/2017	MediaValet Inc.	Timelo Investment Management Inc.	\$6.8
12/12/2017	Venzee Technologies Inc.	NA	\$5.9
11/8/2017	MediaValet Inc.	NA	\$0.8
10/23/2017	PropelPLM, Inc.	NA	\$6.0
9/21/2017	Venzee Technologies Inc.	NA	\$2.3
9/20/2017	CS Group AG	Mountain Cleantech Fund II; Jadeberg Partners AG	\$2.4
9/5/2017	EnterWorks Acquisition, Inc.	Black Dragon Capital, LLC	NA
8/24/2017	inRiver AB	European Investment Bank, Investment Arm; European Fund for Strategic Investments	\$9.4
6/1/2017	Riversand Technologies, Inc.	Crestline Investors, Inc.	\$35.0
4/7/2017	Reltio Inc.	New Enterprise Associates; CrossLink Capital, Inc.; Sapphire Ventures LLC; 406 Ventures, LLC	\$40.3
4/7/2017	Venzee Inc. (nka:Venzee Technologies Inc.)	1/0/1900	\$2.7
3/20/2017	Akeneo SAS	Partech Ventures, Inc.; Alven Capital Partners	\$13.0
2/9/2017	MediaSilo, Inc.	Schooner Capital LLC	\$7.0
1/30/2017	Tradeshift Inc.	Wipro Ventures Ltd	NA
1/18/2017	Salsify Inc.	Matrix Partners; North Bridge Venture Partners; VR Adviser, LLC; Underscore.VC	\$30.0
Min			\$0.3
Mean			\$30.3
Median			\$6.9
Max			\$300.0

## PIM listed companies

(\$USD millions, except per share amounts)

Company (FYE)	Trading Performance		FD Capitalization			Trading Multiples				Operating Statistics		
	Stock		Equity	Net		EV /		EV /		Rev. Growth		LTM
	Price	%52W	Market	Cash	Enterprise	Revenue	EBITDA	CY19E	CY20E	CY19 /	CY20 /	Gross
	1/14/2020	High	Value	(Debt)	Value	CY19E	CY20E	CY19E	CY20E	CY18	CY19	Margin
Oracle Corporation (US)	\$54.88	91%	\$176,036	(\$27,100)	\$203,136	5.1x	5.0x	10.9x	10.8x	(0.4%)	2.1%	79.7%
International Business Machines Corporation (US)	\$135.82	89%	\$120,287	(\$60,806)	\$181,093	2.4x	2.3x	10.0x	9.5x	(3.2%)	3.2%	46.8%
SAP SE (DE)	\$137.50	99%	\$164,129	(\$11,854)	\$175,983	5.7x	5.3x	16.0x	14.9x	9.4%	6.5%	69.8%
Min		89%	\$120,287	(\$60,806)	\$175,983	2.4x	2.3x	10.0x	9.5x	(3.2%)	2.1%	46.8%
Mean		93%	\$153,484	(\$33,253)	\$186,737	4.4x	4.2x	12.3x	11.7x	1.9%	3.9%	65.4%
Median		91%	\$164,129	(\$27,100)	\$181,093	5.1x	5.0x	10.9x	10.8x	(0.4%)	3.2%	69.8%
Max		99%	\$176,036	(\$11,854)	\$203,136	5.7x	5.3x	16.0x	14.9x	9.4%	6.5%	79.7%