

# VIAMEDICI RECEIVES THE 2023 PRODUCT LEADERSHIP AWARD

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*Identified as best in class in the European  
enterprise software for product  
management and marketing industry*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Viamedici excels in many of the criteria in the product management and marketing space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

### *Match to Needs, Positioning, and Design*

Maintaining, managing, and supplying huge volumes of product data, marketing information, and media assets, as well as having product data under control throughout the entire process, have become challenging because of the increasing number of products, attributes, variants, and highly complex data structures. The efficient and successful management and marketing of products and services are critical for manufacturers and distributors; however, manually managing and communicating product information or using slow, complex, and poorly integrated standalone software solutions that lack comprehensiveness and wide-ranging functionality will not suffice. In addition, digital transformation is rapidly changing today's organizations of all sizes and types, catalyzed by Internet of Things (IoT), virtualization, cloud, mobile, social connectivity, and changes in customer demand and industry standards. To compete in a digital market, therefore, comprehensive solutions are required that have master data management (MDM) and product information management (PIM) that combine product configuration, real-time data, true omni-channel publishing, guided selling, and ease of use.

Amid this scenario, Germany-based Viamedici offers its Enterprise Product Information Management (EPIM4) suite. The digitalization platform includes multi-domain MDM for product data management, digital asset management (DAM), channel management, version management, multi-language management, business process management, configuration and rules management, and data quality management for consistent and reliable information that allows organizations to control their data and processes. The platform includes advanced apps, such as data onboarding, data syndication, guided

selling, CPQ, review portal, media portal, product portal, dynamic product configuration (DPC), print, data store, mobile app, data quality index (DQI), and reporting. The combination of all these features and apps makes EPIM4 a true comprehensive solution for manufacturers and distributors to maintain, manage, and provide product data, marketing information, and media assets quickly and easily, even with the increasing number of users and higher volumes of data.

Current solutions on the market, either MDM or PIM, do not provide configuration capabilities, whereas Viamedici's solutions provide configuration and rules and real-time data and combine the information with multi-domain MDM, PIM, DAM, and Dynamic Configuration. Frost & Sullivan research indicates that being a specialized vendor of software solutions for multi-domain MDM; PIM; product configuration; guided selling; and configure, price, quote (CPQ) for manufacturers and distributors is not the only differentiator for Viamedici. The company displays its product leadership and its strength over competitors based on the following fronts as well:

Viamedici's multi-domain solution provides interdependent graphical views to product, customer, vendor, and other data domains. This feature allows users to get a graphical view of how the data of the different domains interact and their relationships.

What further differentiates Viamedici is the assured scalability, performance, and adaptability of EPIM4, even during large implementations. For instance, Viamedici has a number of customers that manage over a billion records and can still access data within milliseconds. In-memory technology makes product information available in real time. With many competitors, customers stay for maybe three or four years and then drop out, whereas the scalability, performance, and adaptability of EPIM4 have led to a 99.3% customer retention rate for Viamedici over the last 20 years. Only five customers have ever stopped their Viamedici subscriptions because they were either acquired by other companies or went through organizational changes. Viamedici's long-term customer-centric focus has helped it retain customers for over 20 years.

**Advanced Cloud Capabilities and Easy Integration:** Viamedici offers proven advanced cloud capabilities with low-cost disaster recovery and global rollout, with the cloud set up to scale horizontally, vertically, and regionally, meaning the company allows the solution's nodes in certain locations to be activated as needed. In addition, Viamedici provides its solutions in cooperation with Microsoft Azure and Amazon Web Services (AWS); however, most customers have decided to use Viamedici's private cloud solution. About 90% of Viamedici's new deals have been cloud-based. Considering that security is extremely important when providing cloud services, the easy-to-use and powerful EPIM4 complies with the highest quality standards and security standards, such as ISO27001, TUV, OWASP Top 10, and GDPR.

A powerful API, web services, and certified interfaces to important business applications enable easy integration into existing IT infrastructure. To this end, Viamedici enables out-of-the-box, seamless ERP, CRM, and PLM integration, resulting in fast implementation, efficient operations/administration, and reduced total cost of ownership. Furthermore, a fully web-based and highly configurable software, which does not require any programming knowledge, makes EPIM4 easy to adapt to customers' requirements, leading to fast implementation and efficient operations.

**Viamedici's Artificial Intelligence (AI) Services:** While Viamedici's existing standard services are good, useful, and easy to integrate, the company develops its own specific services to enhance its overall value proposition. To this end, Viamedici stays abreast with the latest trends and incorporates additional functionalities so that its offering remains on par with industry requirements and technological advancements.

For instance, Viamedici's AI Competence Center in Romania develops, tests, and integrates AI services and machine learning (ML) components for EPIM, such as automated translation; image classification,

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*- Sankara Narayanan,  
Industry Principal*

tagging, label recognition, and text recognition; cropping and image optimization; automated creation of marketing texts; anomaly detection; recommendations/cross-references; forecasts; and automated creation of print publications. While each AI-based service renders its own unique benefits, one notable service is the automated creation of marketing texts. Based on a product's characteristics, the system creates AI-based marketing texts, and users can then pick what they want. This service specifically helps customers that need a significant number of marketing texts for a variant-rich portfolio.

The automated, intelligent creation of marketing texts is more flexible and attractive to customers than only having rules-based, old-style marketing texts.

**Product Management 4.0:** One of Viamedici's main customer value propositions is that it enables the digital transformation of product management. Guided selling, omni-channel publishing (i.e., access to media-neutral and quality-assured product information and data is available for different types of print, online, and mobile applications), dynamic product configuration, configuration and rules management, universal APIs, and seamless integration all contribute to the digital transformation of product management. For instance, dynamic product configuration is a core digital sales-readiness offering that addresses an important need for digitalization in the market and is the ideal solution for managing and selling a wide range of individually configured, standardized, and customizable products. To this end, Viamedici is now part of an organization's Product Management 4.0 strategy.

Frost & Sullivan applauds Viamedici's comprehensive solution that combines multi-domain MDM, PIM, dynamic product configuration, and real-time data, among many other services; enables customers to manage and market products and services more efficiently and successfully; and positions customers for digital business models.

### ***Customer Acquisition, Financial Performance, and Growth Potential***

Viamedici has more than 350 customers and 50,000 users, with several customers' business value reaching more than \$100 million. With a focus on the manufacturing and distribution markets, Viamedici has a global presence and footprint, and customers have products available in over 80 languages and in over 100 markets.

Based on Frost & Sullivan research, Viamedici had significant revenue growth in 2021 and continues to expand tremendously. The company added 42 new customers in 2021, a 60% increase from 2020. Some of the company's leading customers include Karcher, TRUMPF, Knauf, Emerson, Yokogawa. In the building materials and supply industry, Viamedici has even customers out of the top ten building material manufacturers in the German-speaking area.

Viamedici is privately owned, and customers find the company's strong focus on customer value, time-to-value implementation methods, long-term profitability, and excellent financial background appealing. For instance, Viamedici's total product revenues were \$25 million in 2021, a 20% increase from 2020. Moreover, the company's cloud subscription revenues increased by about 100% in 2021, and its number of employees grew by 10%. And Viamedici shows similar strong performance in 2022 and is experiencing another record year.

**Expansion through Acquisition:** Viamedici's background is in the manufacturing sector, especially in complex industrial products. One of the company's key achievements, however, was an acquisition in September 2021 that strongly positions Viamedici in the consumer goods, retail, wholesale, and trade sectors as well. Moreover, this acquisition allows Viamedici to provide customers with strong documentation and printing as valuable add-on services.

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In terms of expanding into more target accounts, Viamedici works in concert with its partners. The company's business development and partnership strategy are based on close working relationships, especially with an international network of consulting, implementation, and distribution partners that come with specific industry expertise. Viamedici's goal is not to add as many partners as possible but to add partners that provide good-quality know-how, come with specific industry expertise, understand the requirements of the different verticals, and add value to its customers. Viamedici works with both specialized partners and smaller partners, adding four new implementation and distribution partners in 2021. To expand its presence in the United States, which is becoming an important region for the company, Viamedici hired a VP for North America, increased the number of US partners, and stepped up investments and operations in the U.S.

**Viamedici's 2023 Plans:** Some of Viamedici's key features that customers can expect in 2023 include the ongoing extension and improvement of EPIM4 feature sets, expansion of in-memory capabilities, a unified API for all data pools, enhancements of API capabilities, expansion of rules management and configuration capabilities, and expansion of analytics functions.

## Conclusion

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Manufacturers and distributors need comprehensive solutions for successful product management and marketing, and Viamedici's EPIM4 successfully addresses this need. The company designed its digitalization platform for product data and beyond. With Viamedici's comprehensive solution, organizations can control their data and processes and position themselves for digital business models. Viamedici differentiates in the market based on its combination of multi-domain MDM, PIM, configuration and rules, and real-time data; scalability, performance, and adaptability of the digitalization platform; and 99.3% customer retention rate.

Digital transformation of product management; industry-specific templates, processes, certifications, and presales demos; advanced cloud capabilities; and highest quality and security standards showcase the company's strong focus on customer value. A dedicated AI Competence Center for AI-based services, in addition to Viamedici's continued focus on EPIM4 feature set improvements, further enhance the customer value proposition. With expansion and investments in the United States, 20% product revenue growth, 60% increase in new customers, increasing number of implementation and distribution partners, smaller acquisitions, and an excellent financial background, Viamedici is well positioned for continued growth in 2023 and beyond.

For its strong overall performance, Viamedici is recognized with Frost & Sullivan's 2023 European Product Leadership Award in the enterprise software market for product management and marketing.

## What You Need to Know about the Product Leadership Recognition

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Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

