



HFS Hot Vendor:

Viamedici

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

Enabling master data management through enterprise product information management

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Viamedici specializes in master data management (MDM) and offers enterprise product information management (EPIM) software. The key capabilities of Viamedici's EPIM include product data management, media asset management, total quality management, data governance, multi-channel management, and syndication. These are enhanced by a high-performance real-time platform, product configuration, CPQ solution, and electronic data exchange and mobile application capabilities. There is also a provision for translation and language management collaboration and marketing operation management in the software.

In conjunction with the advent of IoT and Industry 4.0, we have observed a growing trend toward hyper-personalization, customer experience, and localization. As a result, organizations must maintain more SKUs due to increasing customization. With the cloud, enterprises have begun using a digital-first approach to product development and manufacturing with, for example, product life cycle management and model-based systems engineering. There is a growing need for a cloud-native repository of product data. Having a repository is important for aligning sales and marketing with other parts of the organization to ensure the most up-to-date product information.

During the pandemic, the rapid shift to online transactions, commerce, and experiences led to nearly all industries needing to provide a virtual experience much sooner than they anticipated. This shift added considerable complexity to bespoke systems and increased the need for product information management software to enhance customer experiences across channels, locations, and languages. Companies quickly learned that e-commerce applications

(storefronts) do not adequately help manage the product information the storefront needs.

Viamedici's EPIM software provides a flexible data model and an integrated product configurator to accommodate complex product structures. Viamedici's integrated Media Asset Management module enables the development of image derivatives for differing output media, thus tying SKU, product information, and imagery into one object. In addition, the software supports BIM (building information modeling), which is considered a future standard for the construction industry to capture, share, and store crucial information and schematics. Viamedici EPIM integrates well with SAP, Oracle, Microsoft, and Salesforce to provide extra value and capabilities.

HFS' interviews with Viamedici's clients revealed the software is easy to use, and customers are impressed with the company's domain knowledge and its technical support throughout engagements. One customer we spoke with has been associated with Viamedici for around four years and mentioned that Viamedici played a critical role in its product data management practice. Overall, customers view Viamedici as a strategic partner for their digitization journeys.

Clients praised Viamedici's expertise and responsive, flexible, and competent service. They say Viamedici's product is suitable for complex settings in a high-tech environment and that the firm is always ready to enhance the product to help its customers. Clients mentioned that Viamedici's system is futuristic and they are highly innovative giving high value to clients. The client mentioned that they are satisfied and happy with the service and have plans to increase the services they have been using.

Sometimes you go looking for a market, and sometimes the market lands on your doorstep. In the case of Viamedici, its vision for enterprise product information management started in 1999,

but it came into its own in 2022. Viamedici now has offices in the US, France, Russia, Japan, India, and Hong Kong.

HFS' take

HFS has designated Viamedici as an HFS OneOffice™ Hot Vendor because of its ability to provide high scalability and flexible solutions in master data management and product configuration. Its innovative product configurator solution enables easy integration across different interfaces. In addition, its EPIM platform acts as a reliable repository of product data, marketing information, and media assets. Combining the emerging technology expertise and industry knowledge, Viamedici has become a trusted

partner of diverse industry players like Emerson, Kyocera, Yokogawa, Bosch, and Knauf. With strong capabilities in master data management and product information management across industries, Viamedici is well-positioned to bring significant value to clients across industries. The combination of PIM, dynamic product configuration, powerful multi-language, and real-time data is exactly what companies need to win in a digital market, and it makes Viamedici a Hot Vendor.

Vendor factsheet

- **Founded:** 1999
- **Key executives:** Jürgen Müller (Managing Director)
- **Headquarters:** Ettlingen, Baden-Wuerttemberg, Germany
- **Clients:** 300+ clients
- **Notable clients:** Emerson, Yokogawa, Kyocera, Systemair, Bosch, Knauf, Wagner, Kaercher, Trumpf, Sick

Solution portfolio:

- Viamedici EPIM: Product information management software, master data management software, digital asset management software
- Viamedici Smart Product Configuration: Product configuration software; configure, price, quote software
- Viamedici Data Store: Real-time data hub software ready for e-commerce

- Viamedici ECAT: Mapping and syndication software
- Viamedici Dynamic Print Publishing: Print automation for catalogs, price lists, packaging, etc.
- Viamedici PORTAL: Real-time self-service online-portal software
- Viamedici BPMN: Business process management (enterprise workflow) software

Industry coverage: Across industries, including construction, electronics, automotive, manufacturing, medical

Domain coverage: Master data management, product configuration

Technology partnerships: SAP, Oracle, Microsoft, Salesforce, Adobe, Ataccama

Acquisition: Acquired NetBase Product Configuration in 2019



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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