



## PIMCORE - The Product Information Manager (PIM) at CoreShop



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CoreShop is an extension to the internationally popular Pimcore Experience Manager providing a best-in-class eCommerce framework for creating exceptional and highly flexible B2B and B2C eCommerce experiences. CoreShop consists of a component-based development framework to flexibly create highly individualized eCommerce and transactional digital experiences for demanding enterprises. With unique flexibilities, you choose how to use CoreShop, benefit from the components, integrate selected bundles into existing or new Pimcore applications, or build your application on top of CoreShop.

Pimcore is an open-source product. As such, it has a community of developers that contribute to increased functionality forms around it. CoreShop is one of those third-party contributors. We alter the source code as needed to provide unique automated features that improve the value of the product to product information management (PIM) industry users. For that reason, an introduction to Pimcore is appropriate to set up the relationship that CoreShop has with Pimcore.

**CORESHOP SOLUTIONS LLC**

[www.coreshopsolutions.com](http://www.coreshopsolutions.com)

678-785-5630



## Introduction to Pimcore

Pimcore is an open-source web-based software platform that enables the user to manage data and other user experiences easily. Pimcore is considered to have two primary purposes. The Pimcore Data Manager (PDM) that stores and consolidates digital data for omnichannel marketing purposes organize the data to prevent issues in such a way to improve quality and organization that improves time-to-market for campaigns and customer engagement.

The Pimcore Experience Manager (PXM) then presents that data to the customer using advanced content management algorithms by interfacing with most eCommerce platforms such as Magento, Within the PXM, CoreShop extends the functionality of Pimcore through the use of their API to automate the distribution of that data. CoreShop performs that function using Pimcore because it is an open-source product for which the source code is available and because Pimcore is the only platform in the market that can provide PIM, Master Data Management (MDM), CMS, Digital Asset Management (DAM), and eCommerce services right out of the box.

 <h3>Data Management</h3> <ul style="list-style-type: none"><li>&gt; <a href="#">Product Information Management (PIM)</a></li><li>&gt; <a href="#">Master Data Management (MDM)</a></li><li>&gt; <a href="#">Digital Asset Management (DAM)</a></li><li>&gt; <a href="#">Customer Data Platform (CDP)</a></li></ul>	 <h3>Experience Management</h3> <ul style="list-style-type: none"><li>&gt; <a href="#">Digital Experience Platform (DXP)</a></li><li>&gt; <a href="#">Web Content Management (WCM)</a></li><li>&gt; <a href="#">Digital Commerce Platform</a></li></ul>	 <h3>Pimcore Platform</h3> <ul style="list-style-type: none"><li>&gt; <a href="#">Technology &amp; Architecture</a></li><li>&gt; <a href="#">Digital Experience Platform (DXP) - Why it Matters for Enterprises?</a></li><li>&gt; <a href="#">Open-Source Benefits</a></li><li>&gt; <a href="#">Leadership</a></li></ul>
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## The value added by using the Pimcore product is self-evident:

- PDM consolidates your master data and media assets. This consolidation enables you to classify and translate your master data within an agile web-based interface.



- Pimcore enables you to leverage the latest technologies and develop capabilities to evolve your organizational roles and responsibilities, and management practices to map your transformation journey more effectively. Your company can rethink and improve business processes to eliminate redundancies, reduce cycle time, and increase efficiency.
- It gives you the ability to improve your bottom line by deploying the right tools and strategies to improve your competitive edge.

Pimcore provides the critical strategic framework from which you can automate the eCommerce process and reduce the complexity of managing the massive amounts of data needed to manage your customer experience (CX) and improve your profitability.

## **Pimcore Platform**

The technology and architecture of Pimcore are anchored by the leading technology stack on the in the market. Pimcore is built on a standardized, dynamic, modular, open, and service-oriented architecture that is 100% API-driven, thus making Pimcore scalable and easy to implement. These new features cost you less money and time to tailor your data to your eCommerce platform. Developers appreciate Pimcore because developing web applications has never been more intuitive and faster.

Pimcore is integrated and operated directly through your browser. The operating system compatibility is widespread, including Windows, Linux, and MacOS. Compatible browsers include something you're probably using now such as Microsoft IE, Chrome, Safari, and Firefox. Context sensitivity is not a problem through Pimcore's user-friendly interface, and working with the data is highly intuitive. The CX factor is very high.



Pimcore is built with a user-first mentality using open-source tech and instinctive connectivity and will satisfy the least and most experienced developers. PHP/Symfony, Varnish, Elastic Search, Redis, and MySQL are the foundation of the tech stack. That makes Pimcore capable of innovative applications in developing web apps in less time than your typical web app. Integration was at the top of mind when putting the Pimcore framework together and can be interfaced to just about any external software package.

Pimcore is available at no cost and is downloadable from the cloud at anytime and from anywhere. Pimcore can be hosted on your local servers if you desire to keep your data totally under your control behind your firewall. Pimcore can also provide an image for some of the typical public cloud service providers such as MS Azure, AWS, and Google. If you want to go both ways, hybrid configurations are possible. Pimcore is also planning to provide Platform-as-a-Service (PaaS) functionality very soon.

## **Pimcore Experience Management (PXM)**

### **Digital Experience Platform (DXP)**

It must be noted that Pimcore is the only open-source DXP with built-in PDM and PXM functionality. The ability to reach an unlimited audience in the B2B world is not available anywhere else in the market. That's the reason CoreShop choose to focus on extending its capabilities through automation. The future view of Pimcore as a PaaS can be realized today to allow you to develop a one-trusted view of your eCommerce data to any customer at any time as a means to build your brand through superior CX engagements. Hyperconnectivity and a robust API for simple integration are the keys to the success of your business. CoreShop is here to guide you on your journey.



To give you one vision of what you get with Pimcore and CoreShop, let's talk about an engagement where PIM, DAM, MDM, WCM, and eCommerce all come together in one big bucket of absolute truth in an automated process. Pimcore organizes and manages the data. CoreShop automates the delivery of the data to your eCommerce shop on the web through a smooth integration with your eCommerce platform for a one to one personalized experience for each customer.

Pimcore does all the work in managing your data with its technology and superior framework. Use Pimcore's capability to manage and publish your data in a neutral format with no layout restrictions to enable getting that data in front of the customer more quickly in an omnichannel environment. The tech within Pimcore makes it compatible with query languages such as GraphXL and provides connectivity to website frontends that use progressive web apps (PWAs), Vue and React as a Content-as a Service (CaaS) interface. Pimcore's agile architecture provides a generic commerce platform that B2B clients can use to build agile eCommerce apps. CoreShop takes advantage of that feature in the automation work we do to extend Pimcore capabilities.

Artificial intelligence (AI) and machine learning (ML) techniques and algorithms are included in the Pimcore tech stack to make automation more accurate and robust. CoreShop knows how to use these advanced data manipulation tools to create some innovative experiences for any customer at a cost that will surprise you. The open-source DXP uses ML to detect images, create chatbots/digital assistants, and other tech to make the customer journey enjoyable. Pimcore also has 360-degree virtual reality (VR) functionality within the DAM module for in-store facial recognition, manipulate focal points in images for creative purposes, and to do behavioral targeting and personalization.

## **Web Content Management (WCM)**

WCM gets a brief mention here mostly because Pimcore isn't considered an impact player in the WCM world. Gartner's most recent Magic Quadrant report on WCM does not mention Pimcore.



Pimcore’s web content management system (CMS) is agile in support of achieving DXP and CX success. The key to that success lies in the data workflows created in the CMS. These workflows must consolidate information (data) into one single source of truth and provide advance planning features beyond what typical traditional information workflows provide.

It is the accomplishment of achieving this agile web CMS that creates transparency across organizational boundaries and data siloes to make individuals, teams, tools, and processes more consistent in practice. It also simplifies the data automation process in terms of both quality and speed of deployment. Having standardized authoring rules, automated delivery of data to central data banks, and a core analytics engine that analyzes all data under a standard set of assumptions optimizes the data for use in distribution. The result of all this is a successful



omnichannel marketing effort that doesn't suffer from inadequate information being distributed to customers, which causes confusion and a bad CX posture with associated brand reputation impacts.

## What is Pimcore?

In summary, Pimcore is product data management (PIM) embodied in:

- ✓ **Data Modeling** - Flexible data modeling is key to Pimcore PIM. It consists of a web-based data modeling engine to create a new product data model within minutes.
- ✓ **Data Management** - The user-friendly and structured manipulation, organizing, and classification of rich digital product information based in a flexible and agile data model.
- ✓ **Data Integration & Delivery** - Pimcore enables you to take charge of data integration through the secure exchange of data between Pimcore and external systems.
- ✓ **Data Quality / Semantics** - Pimcore delivers high-quality, clean, and trusted data with enterprise-class data quality and governance that scales.
- ✓ **Workflow Management** - Pimcore includes an advanced workflow engine to define business processes and editorial workflows.

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