

Viamedici: EPIM

The Company

Viamedici was founded in 1999. Viamedici had its origins in the product information management market, though its technology is now a fully multi-domain master data management (MDM) product. Based in Europe, it has offices in the USA and Asia Pacific and has a growing customer base outside of its European heartland.

Viamedici is headquartered in Ettlingen Germany

Visit their website: www.viamedici.com

Viamedici Global Presence & Financial Strength

>\$30M	20+	200+	400+
Annual revenue	Countries with customers	Employees	Corporate customers

The Market

Viamedici is long established in Germany, but also has an increasing international profile. It has deep experience in the industrial and manufacturing sectors, but also has a growing customer base in other verticals including retail, consumer packaged goods and engineering. Its customers include Bosch, Zeiss, Knauf, Airgas and Wagner Group.

Overview

Viamedici is a master data management vendor with deep experience in product information management and digital asset management. Its EPIM product platform is noted for its ability to handle complex and high volume product data implementations, and recently has significantly expanded its AI functionality. The company has an exceptionally high customer retention rate (reported at 99.3%) and Information Difference reference checks have shown that it has unusually happy customers relative to the MDM industry.

Key Features:

Feature 01	Feature 02	Feature 03	Feature 04
Multi-domain master data record creation, including data quality and deduplication capabilities.	Complex product data support, including elaborate hierarchy management, catalog management and workflow	Digital asset management including rights and license management, a centralised media hub and smart tagging for automated categorisation	Dynamic product configuration, with a graphical interface to create customised products and pricing in real time.

The Technology

The EPIM 5 platform is based on a composable MACH architecture, cloud native with a unified API and microservices. On top of the unified database layer are applications including master data management product information management, guided selling configuration and digital asset management. Crucially, these applications have a unified data model. It is a model-driven enterprise platform optimised for complex product data. The product has a single universal API and extensive microservices. Customers can define hundreds of attributes for each product if needed, with support for complex hierarchies and workflows. The latest release of the product added a range of AI capabilities, including an AI hub and co-pilot,

natural language interface, auto-translation and data enrichment automation. The product is not tied to a particular large language model (LLM) product, and allows customers to plug in locally run LLMs if desired. Viamedici is based on a Postgres open-source database core rather than a proprietary database. Although it has a strong track record in product data, EPIM is a multi-domain product and can handle customer data and other master data classes such as assets, locations, etc. In-memory processing is designed for scalability and high data volumes, supporting large product catalogs. The product can be deployed in the cloud, on premise, as a managed service or as an appliance.

Competitors

Viamedici competes with other master data management vendors, especially those that have a focus on product data. Consequently it competes directly with companies like Stibo, Salsify and inRiver, and with more general MDM vendors like Informatica, Ataccama and Reltio.

Summary

Viamedici has a strong customer base focused on product information management. It is particularly well established in the manufacturing and industrial sectors, but has a growing customer base in other verticals such as retail and pharmaceuticals. Its EPIM product is a mature technology with extensive functionality, and with its latest platform update EPIM 5 it has made a major move into artificial intelligence to enhance that position further. Viamedici has exceptional customer retention and proven ability to scale in complex customer environments.

Market Differentiation:

- Deep experience in complex product information management.
- High scalability.
- Wide ranging AI capabilities in latest release.
- Flexible implementation and deployment options.

“Viamedici’s vast experience in mapping complex data models was worth its weight in gold”

Alexander Strobl, Director of Digital Transformation, Wagner Group

About The Information Difference

At the Information Difference www.informationdifference.com, we offer in-depth analysis of the data management industry, analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practices.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.