

amplifi

UNDER THE HOOD:
SALSIFY PIM



EXECUTIVE SUMMARY

Considerable, rapid changes to consumer behavior and commerce as a whole transform the way organizations do business. Three primary trends drastically impact the demands for product data in today's landscape.

- **The rise of the business user**
- **The premium placed on relationships**
- **The death of single source of truth**

To rise to the challenge and meet these demands, Salsify invested heavily in the core MDM capabilities of its PXM platform, pushing to move beyond its reputation for syndication. To validate these investments, Salsify engaged Amplifi to perform an in-depth analysis of the PXM platform leveraging our proven Under the Hood assessment methodology.

Diving deep into Salsify's PXM platform, building out complex use cases within a sandbox environment, and spending considerable time interviewing Salsify's sales and product teams, Amplifi emerged with an expert perspective on Salsify's platform. Salsify exceeded Amplifi's expectations for Data Modeling, Enhanced Content, Workflow, Syndication, and Operational Use. However, Amplifi did identify some key opportunities for further growth and development. Notably, suggested changes center around Matching, Relationships, and Governance Metaobjects.

Key Takeaways

Amplifi's key takeaways from this assessment include the following:

- **Salsify's new data modeling capabilities are well-equipped to represent hierarchical and referential data and provide a strong foundation for good data practices**
- **The Salsify workflow engine exceeded expectations with its extensibility for complex process modeling coupled with business-user-friendly building blocks**
- **Salsify is on par with other platforms for key PIM capabilities including enterprise user permissioning, data validations, and scalability**
- **As the definition of PIM continues to expand, Salsify is well positioned to remain a leader with existing enhanced content, syndication and digital asset management capabilities**
- **Even with the recent investment in enterprise PIM capabilities, Salsify maintains a focus on delivering an integrated, intuitive, business-user-friendly platform on a cloud-based, multi-tenant platform**

Salsify's PIM platform impressed Amplifi and transformed our view of Salsify's capabilities. While in the past Salsify's core competencies revolved around channel management for brand manufacturers and created a perception of Salsify primarily as a syndication tool, based on our MDM expertise, we believe Salsify's PIM platform is well-equipped to solve holistic product data use cases that are primarily focused on brand manufacturing.

INTRODUCTION: PIM IN TODAY'S WORLD

Commerce evolved dramatically in the last decade, putting increased importance on rich, engaging product experiences to drive sales and market share.

Traditional PIM solutions evolved organically through time but weren't originally designed to solve the complex needs of managing product content in today's multi-channel, fast moving, highly competitive commerce landscape.

As a result, the requirements for effective PIM solutions have changed, and we have begun to see much more robust solutions arise within this segment of tools around PIM and eXperience Management. These tools and features are following the demands of the market, which require an integrated approach for managing, syndicating, and optimizing product experiences online.



Three Themes

As strategists and consultants, we've had the privilege of working with our partners to solve these challenges in today's organizations, and have identified three common themes that are driving this change:

- **The rise of the business user**
- **The premium placed on relationships**
- **The death of single source of truth**

1 THE RISE OF THE BUSINESS USER

Maximizing Value

To maximize the value of a PIM platform it is important that the solution be deployed as far, as wide, and as deep in an organization as possible. The recent inclusion of business users into the ecosystem (compared to IT) has changed the requirements for cross-functional collaboration and require rich capabilities. Modern day PIM solutions are expected to meet those needs.

Operationally, we want data owners and consumers to be as close to the data as possible, while keeping the organization's interests protected via flexible, yet effective, governance guardrails. Business users need to easily access, transform, and syndicate product content. Including too many barriers can prevent the distribution of content to market, which has a negatively tangible business impact. Therefore, organizations must carefully balance speed and flexibility with the right controls and data governance rules so the organization can get content to market quickly while maintaining data integrity.

Without easy access, business users may resort back to rogue spreadsheets, which circumvents data governance principles and adds risk to the organization.



2 THE PREMIUM PLACED ON RELATIONSHIPS

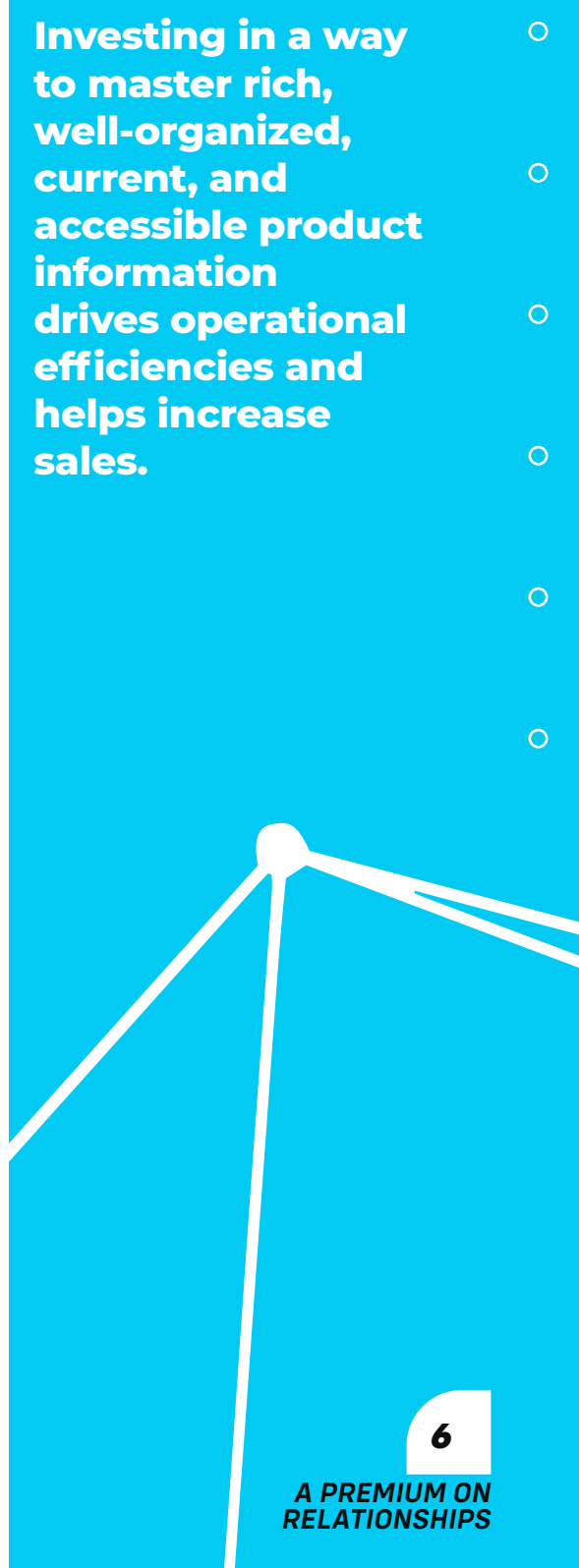
Discovering Data Domains

The PIM space is focused primarily on Product Data (it is in the name), but successful implementations involve more than just Product. Whether it is a SKU, Item, Family, Variant, Packaging (UOM), Kit / Bundle, Material, etc. – there are so many factors in play. The ability to establish rigid and alternate hierarchies, taxonomies, and meaningful links between categories, attributes, and customer preferences is especially crucial in the digital age. This is what improves searchability, enables upselling and cross-selling, and helps retailers make relevant product recommendations to the customer.

Where we are beginning to see a significant increase in value is the ability to connect and discover relationships between data domains. The domains could include Reference (Brand, Certifications, Application, or another facet of Product usage), Location, Supplier, Customer, or another domain entirely. Allowing users to control and respond to these relationships lets businesses start really identifying and making decisions that drive revenue.

Modern PIM solutions must be flexible enough to facilitate the variance in models and operations based on the customer's data and needs. Allowing platform users to control and respond to these relationships lets businesses identify opportunities to boost the customer experience and drive increased revenue. It also ensures they have a clear record of all their products, so that when a transaction happens, they can trust the information and leverage it to derive reliable analytics.

Investing in a way to master rich, well-organized, current, and accessible product information drives operational efficiencies and helps increase sales.



3 THE DEATH OF SINGLE SOURCE OF TRUTH

Capturing Consumers

Finally, one of the newest and boldest claims we will make about PIM is the death of the single source of truth. First, do not get us wrong... it is not actually gone, and it is still super critical, but the single source of truth is just the first half of the data life cycle. Some of the most valuable gains of a PIM implementation is around governing the life cycle of data to get a product from an idea to a sellable, consumer-facing state (the single source). Accessing better data quickly translates directly to an organization's bottom line. This is particularly true for brand manufacturers. BUT in order to drive the top line revenue, that same data needs to be optimized to engage the individual consumers in the market.

This often requires changing titles, descriptions, imagery, and price based on the channel and their unique audience. This means that brands cannot take a one-size-fits-all approach (i.e. single truth) when sharing content across your commerce ecosystem. You must create engaging, channel-optimized product experiences. How PIM systems take the second half of the data life cycle and facilitate branching it out to each channel, persona or even individual customer has become a critical PIM requirement.

Given these changes, we are continually seeking to review new and existing toolsets. We explore how they are able to meet the classic challenges of operational data management, while being open enough to solve the new market challenges and provide continual value in the years to come.

The classic single source of truth gives us an authoritative description of what the product is, but to truly capture and convert a consumer, that information must be presented in a manner that speaks to their needs, context, and emotions.



SALSIFY

The Salsify PIM

Salsify is no stranger to the product content management landscape, having been the go-to resource for complex syndication needs since their founding in 2012. In recent years, they decided to invest in extensive PIM-specific functionality for their PXM platform, which has propelled Salsify into the realm of enterprise PIM. Since 2017, Salsify has put over \$35 million into Research and Development focused entirely on core PIM functionality. This investment has elevated Salsify's ability to compete against PIM-only solutions - marrying data stewardship, governance capabilities and advanced data modeling with their syndication expertise. Customers realize the benefits of these investments, with new functionality and feature enhancements rolling out to users immediately.



Salsify is on a trajectory to upset the current PIM status quo.

- John Phan, Amplifi Chief Revenue Officer



Salsify's areas of investment are heavily focused on key PIM functionality, including data modeling and workflow management, while also expanding into broader capabilities that brands need to win on the digital shelf, such as enhanced content, digital asset management, and analytics. These areas of investment speak directly to the challenges Amplifi has seen working across a variety of domains, markets, and industries. We were excited to dive deeper into Salsify's new functionality and PIM capabilities to see if it meets the needs of our brand manufacturer clients.



AMPLIFI'S UNDER THE HOOD EVALUATION

As Amplifi continuously grows and evolves as a consultancy, new opportunities to leverage our skills and expertise also emerge. While working with our clients throughout their MDM journeys, whether it be a fresh implementation, an initiative to tackle a new domain or capability, or a strategy project centered around Data Governance, Amplifi looks to solve new challenges as they arise and take note of areas where many organizations struggle. Because the commerce landscape is changing drastically and rapidly, it can be difficult for organizations to pinpoint the best tool to solve their needs and use cases both in the present and moving forward into the future. This tool selection process often goes overlooked, and Amplifi frequently works with clients to shape their business processes to fit the tool that they have purchased. Yet, we prefer to work with them prior to purchase to guide organizations in selecting the best tool to meet their business needs and processes.

The Purpose

On the other side of the same coin, Amplifi often finds that our software partners struggle to prioritize research and development efforts to maximize the return on these investments, frequently spending time and money on feature sets that are not widely used, while missing opportunities to drastically improve their tool performance to meet new market needs. In an effort to fill this void, Amplifi invested considerable time and expertise into developing our own evaluation and assessment criteria for MDM tools and platforms.

As a leader in the PIM implementation and consultancy space, our evaluation serves two purposes:

1

To better understand the capabilities of the platform and whether it is a good fit for our clients.

2

To provide concrete feedback to software vendors to help validate or challenge their product strategy and execution based on our market experience.

OUR METHODOLOGY

Our methodology for review applies the platform to real uses cases we have encountered while working with real clients. That includes representing a variety of data models, establishing governance processes, import/exporting data and managing content across a wide range of domains, markets, and industries. Amplifi's Under the Hood assessment focuses on three broad areas: Data Modeling, Data Governance, and Operational Use. Within each of these categories, we dive into several subcategories and within each sub-category we perform a comprehensive assessment of many specific components. Below you will see our full assessment criterion, listing all the granular functionality and capabilities we evaluate.

MODELING	GOVERNANCE	OPERATIONAL
CORE DATA MODEL <ul style="list-style-type: none">HierarchiesObject ModelData TypesRelationships EXTENDED DATA MODEL <ul style="list-style-type: none">References DataLanguage TranslationsChannel AttributionGovernance Meta Objects DIGITAL ASSETS <ul style="list-style-type: none">ImageVideoDocumentOther	WORKFLOW <ul style="list-style-type: none">Modeling ToolFlexibilityAssignment & NotificationTriggeringRouting SECURITY <ul style="list-style-type: none">Application AccessData AccessAuditingEncryption AUTOMATION <ul style="list-style-type: none">Complex Data ValidationsData QualityData CreationApplication InteractionClassifyingMatchingScheduled Changes INTERFACE <ul style="list-style-type: none">UsabilityStylizationExtensibilityStatefulness INTEGRATION <ul style="list-style-type: none">ConnectorsServices APIChannel ManagementInboundOutboundDigital & Print Media LayoutExternal Triggers	SCALABILITY <ul style="list-style-type: none">Object CountChange CountRelationship CountUser Count DEPLOYMENT <ul style="list-style-type: none">LicensingEnvironmentSupportManaged ServicesUpgradesScalability ENABLEMENT <ul style="list-style-type: none">DocumentationTraining CoursesCustomer driven roadmapMarket driven roadmap ADMINISTRATION <ul style="list-style-type: none">ConfigurationLoggingEventingDiagnostic

HOW RATINGS ARE DETERMINED

For each of these individual subsections, Amplifi defines why it is important to evaluate this functionality both today and with regard to emerging trends. We also provide details outlining our exact methodology for evaluating each piece of functionality. This level of detail ensures that our assessments are valid and provide the level of insight required for organizations to make informed decisions regarding tool selection, as well as for software partners to make actionable decisions about future areas of investment. Amplifi revisits, amends, and adds additional areas of evaluation on a quarterly basis to ensure our Under the Hood assessment criteria remains up-to-date and ahead of changes on the horizon of MDM.

While conducting an Under the Hood assessment, Amplifi maintains a strict 10-point rating scale, normalized under a bell curve. This means that a score of 5 represents the average capability that we see across MDM platforms in the current marketplace. A score of 10 represents the ideal MDM capability as Amplifi envisions it existing today.

AREA OF FOCUS	ASSESSMENT REASON	ASSESSMENT METHOD
FLEXIBILITY	While at a coarse grain, business processes may appear similar across organizations, at a finer granularity, they vary greatly. Workflows must be flexible enough to fit to the business closely. There may be multiple actors working across multiple different flows throughout the lifecycle of a single object and the system needs to be able to represent these activities effectively.	<ol style="list-style-type: none">1. Configure a complex workflow that includes parallel workflow states.2. Configure these workflow states to be assigned to different user groups.3. Create logic to prevent data objects from moving through the workflow without completing all parallel states.4. Configure a recursive (can reject repeat) review process sub-state within parallel workflow states.5. Configure workflow states that branch off based on business logic.6. Run objects through workflow to confirm behavior.

Because every organization and use case for an MDM tool differs, Amplifi's Under the Hood assessment criteria has a built-in weighting system for each of the individual components and subsections of functionality. This weighting scheme changes based on the intersection of three key factors: Industry, Market, and Domain. A manufacturer looking to tackle product domain use cases in the furniture market will care more about certain functionality than a fashion retailer who wants to manage data within the customer domain. This weighting system ensures that Amplifi's assessment reflects what matters most to you. For the purposes of Salsify's MDM assessment, we focused on Brand Manufacturers mastering product data averaged across all markets.

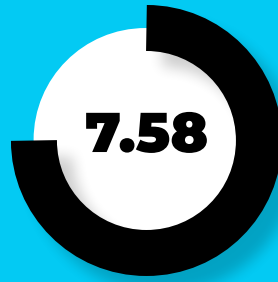
AMPLIFI'S EVALUATION OF SALSIFY'S PIM PLATFORM

5 KEY TAKEAWAYS

For Salsify, our perception has been that, while strong on content syndication to retailers, the platform has lightweight product content management capabilities. This evaluation gave us a fresh opportunity to view how Salsify's platform can solve the unique and complex challenges that face brand manufacturers.

- 1. Salsify's new data modeling capabilities are well-equipped to represent hierarchical and referential data and provide a strong foundation for good data practices**
- 2. The Salsify workflow engine exceeded expectations with its extensibility for complex process modeling coupled with business-user-friendly building blocks**
- 3. Salsify is on par with other platforms for key PIM capabilities including enterprise user permissioning, data validations, and scalability**
- 4. As the definition of PIM continues to expand, Salsify is well positioned to remain a leader with existing enhanced content, syndication, and digital asset management capabilities**
- 5. Even with the recent investment in enterprise PIM capabilities, Salsify maintains a focus on delivering an integrated, intuitive, business-user-friendly platform on a cloud-based, multi-tenant platform**

DATA MODELING



Salsify's data model capabilities are on par with other PIMs and are ideal for brand manufacturers looking to ensure data consistency in a friendly, business user-focused way.

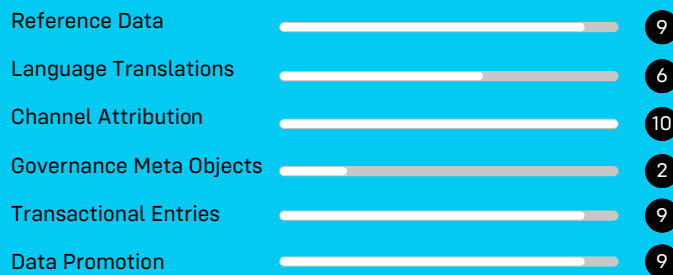
Core Data Model

7.00



Extended Data Model

7.99



Digital Assets

7.76



DATA MODELING

The data model is the foundation of any PIM deployment and, today, goes far behind simple row and column databases. Your organization must be able to represent your data in such a way that it matches directly to the business users' understanding of your products, processes, and activities.

Running the platform through our modeling use cases, we found surprising new features, areas of excellence, and a few opportunities for Salsify's product roadmap.

Core Data Model

Salsify supports a definitional taxonomy with a tiered product structure. If you have used Salsify before this probably comes as a bit of a surprise. As of a 2019 product release, data stewards can define a hierarchy to be a taxonomy; enforcing a definition of attribution to be applied at each level complete with governance rules associated. This definition can help establish rules to expedite completion and quality of data within an organization. The tiered product structure has been expanded from 2 to unlimited levels of variation. Organizations can define how their products in a given category are rolled up and differentiated from a perspective on inheritance.

With this addition, Salsify's solution can satisfy one of the key requirements of an enterprise PIM. We were easily able to implement our PIM data model use cases with minimal instruction.

A key area for improvement for Salsify in the modeling space was expanding their capabilities around linking data objects together. With a release last year, Salsify introduced first-class referencing capabilities which are meaningfully understood by the platform, create visual links for users, and can be used to pull information from objects. This functionality is both powerful and intuitive.

The opportunity we uncovered was a further refinement of the definition of these references and a key enhancement will be the ability to enforce the type of object at which a reference can point. This change will allow Salsify to build out a more Product Master Data view of objects, similar to some of the referential use cases we have seen in modern PIMs. By allowing for fine grained governance to be applied to reference definitions we could help drive business users to more naturally manage their organization's view of product data easier and still utilize all of the existing features of Salsify to publish that content to recipient channels.



Extended Data Model

One area we were excited about is the definition of complex attribute types and validations. While most PIMs enable users to create properties with base data types like text, number, etc., Salsify let us go much deeper by permitting custom field types and validations. These validations can provide instructions to users and not only can enforce requiredness, but length, number of values, min/max range of values, and even custom regular expressions.

“There’s so much power here, especially with the new Enhanced Content Engine.”

- Chris Colyar
Amplifi Chief
Technology Officer

Not only does Salsify support base data types, but the platform has best-in-class capabilities for authoring and managing rich content. This particular type of data is generally sourced from both product data and presentation layer elements which yields channel-ready, below-the-fold content.

There is so much power here, especially with the new Enhanced Content engine that we cannot do justice for it in such little time. Essentially, it provides a very familiar templating / population experience that you may have done with other PIMs in print modules... but entirely in-app with all the attention to usability that Salsify is known for, even when working at scale.

These Content pages can be pushed directly to recipient channels or provided as directly accessible to authenticated users. The potential for this what-you-see-is-what-you-get editor is so exciting that we asked Salsify what their roadmap was. What stuck most with us was the talk of templates and how such a structure could essentially build out a digital catalog, sitemap, or any other structured arrangement of data. You will have to ask them; I am sure they will be happy to discuss.

Not only does Salsify support base data types, but the platform has best-in-class capabilities for authoring and managing rich content.

Digital Assets

Salsify supports all major digital asset types, including embedded videos from URLs, such as YouTube. Image support and transformation through Salsify exceeded Amplifi's expectations. Salsify utilizes a powerful cloud asset management platform. It is easy for users to interact with assets and their relationships to products.

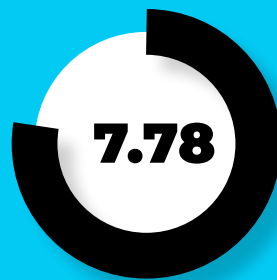
The controls available to assets are not quite as powerful as those related to products, and we were unable to govern digital asset onboarding via workflows and enforce data completeness outside of product-related data.

While Salsify accepts document type assets into the system and can govern them as any generic asset type, it does not allow users to interact with those assets within the app. This is standard in the MDM-space today, and users can download and act on the assets themselves.

**Salsify exceeded
Amplifi's
expectations.**



DATA GOVERNANCE



Salsify has extended their UI into their security model and workflow capabilities. These features can be configured by business users while driving complex workflows and approval processes.

Workflow

8.39



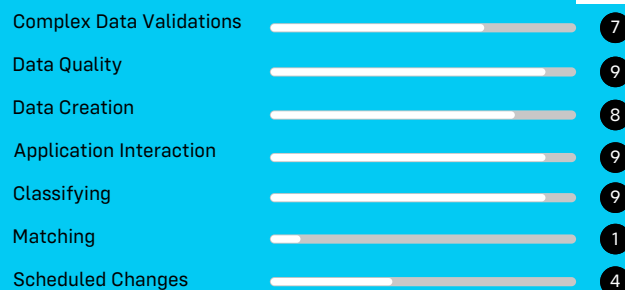
Security

8.42



Automation

6.90



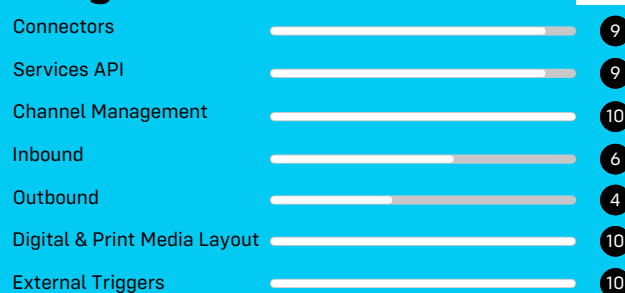
Interface

6.92



Integration

8.19





DATA GOVERNANCE

If the data model is the foundation of PIM, then governance is the frame on which a solution is built. Governance is a broad, and sometimes confusing, concept; often treated as a buzzword without the full weight of what it entails. For Amplifi, governance means the set of practices which define how an organization creates, controls, and consumes data in a manner that most serves real business outcomes. This definition of governance entails weeks of soft work, workshops, requirements definitions, committee approval, and more—leading to decisions and actions that drive the future of a business.

Given that data governance is a process rather than a technology, it is not obvious why it might be an important criterion for us to evaluate. Simply put, our goal at Amplifi is to translate the governance policies created by organizations into the tools directly guiding business users and other actors so that they behave within the established boundaries. Our use cases in this evaluation focused on exactly how and what can be represented within the platform to build a data lifecycle solution that is practical for both the data stewards and the day-to-day users of the platform.

During our assessment, we assigned data ownership throughout the product lifecycle with ease, ensuring the proper individual or group within an organization is accountable for the correct data at the correct stage in a product's lifecycle. This ability far exceeded our expectations, as we also drove dynamic ownership and assignments based on a variety of factors without requiring complex configuration. We created users and user groups and assigned different types of permissions. Assigning user roles and permissions is very simple for an end user to do; however, it was tedious to do this for large lists of users and groups.

Overall, we were impressed with the performance of Salsify's enterprise PIM data governance capabilities.

Workflow

Workflow is a challenging area for PIM platforms because even when two customers are in the same industry, market, and domain, no two workflow processes are entirely the same. Furthermore, workflows tend to evolve over time as organizations become more sophisticated and expand to additional markets or use cases. Workflows are the central mechanism for enforcing data governance policies in an application and are completely unique to each organization.

The full suite of workflow tools that Salsify offers as part of their enterprise PIM package was up to the challenge. Salsify's workflow accurately represented and created parallel workflows, pauses in processes for other processes to complete, multiple resolutions, dynamic assignment, and complex approval processes. While the core workflow modules are available to all customers, some of these use cases require additional modules to be enabled, something Salsify does for customers on an as-needed basis.

Balancing this type of complexity with usability is a challenge and something that Salsify has done well. Not only can complex workflows be configured and modified by business users, should additional complexity arise, the platform has a JavaScript-based templating engine capable of creating completely customized tasks.

We are confident that Salsify's workflow capabilities are up to the task of meeting even the most demanding governance and approval flows.

"In the landscape of PIM platforms, Salsify provides an unrivaled user experience that makes data management implementations straightforward by enabling users to configure components like workflows and lists with ease."

- Ametra Tipton
Amplifi Principal Consultant

Automation

A key aspect of governance is automation of logical business rules. By replacing as many aspects of the data lifecycle with algorithmic processing and prefilled values, results will be quicker, more accurate, and more valuable to busy business users.

Amplifi implements automation in three critical areas for customers:

Validation – Ensuring complex governance rules are applied to confirm data meets business requirements before publishing to recipients.

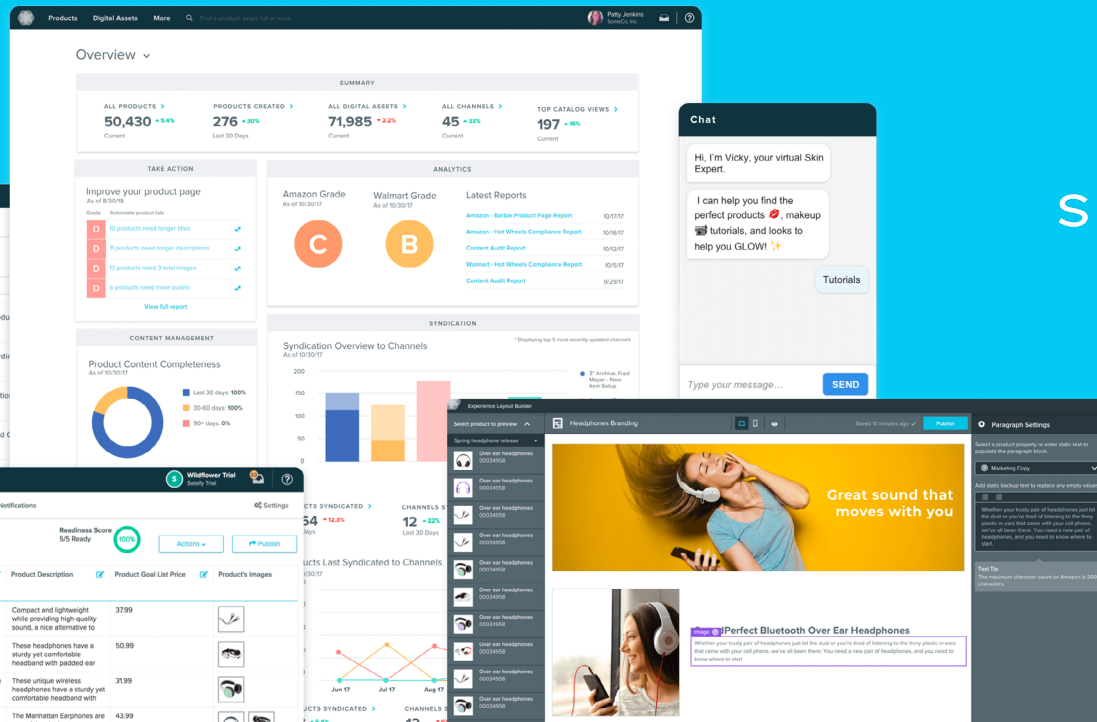
Triggering – Invoking business process and driving users to act when live data meets criteria for immediate execution.

Creation – Rationalizing data artifacts required for business operations that can be generated as a result of intersections of other data.

Automated processes in Salsify are driven by dynamic lists and triggers which can call external services, notify users, or drive workflows within the platform itself. Additionally, Salsify's workflow has a number of automated "bots" which can perform similar actions within a workflow itself.

Using these tools, we were able to successfully model most of our use cases with out-of-the-box functionality. For a few of the more complex ones, we relied on customization of the bot's functionality via JSON. Here we found the user documentation to be thorough and easy to follow, apart from the JSON extensibility which is not covered. For those scenarios, Salsify team members, both account reps and support users, gave us a glimpse into how customers would also begin to explore the depths of the tool at their disposal.

Overall, we were very happy with our ability to create automation within the platform but encouraged Salsify to expose more of the advanced JSON and JavaScript-based customization to end-users without working through their support team.



Interface

Usability is top-notch. The User Interface is clean, intuitive, and user-friendly. Subtle things, such as documentation automatically opening in a separate tab, increases overall usability for new and moderately experienced users. As a SaaS solution, Salsify endeavors to respond to feedback (both direct and indirect) to remove any barriers to data management.

Whereas Salsify's interface achieves the highest marks in usability, it leaves a bit to be desired in terms of stylization and extensibility. Salsify's WebUI is not highly customizable. Most screens are configured by default with limited areas for customization. As Salsify is a SaaS based multi-tenant solution, there is restriction in place regarding user extensibility of the core application itself. Organizations will be unable to wholesale redevelop components of the app.

This restriction is intentional and serves to provide a consistent feature / user set with which Salsify goes to market. Salsify is responsive to including requested features (UI components, service integration, etc.) As the platform and partner strategy continues to mature there will be more opportunities presented for marketable components.



Integrations

Salsify's ability to manage channel specific requirements differentiates its integration capabilities from most offerings on the MDM marketplace today. However, Salsify has limited support for inbound and outbound data, relying primarily on manual imports, CSV or Excel to a remote file system (via FTP, Box, DropBox, etc.) as a "custom channel" or JSON via a webhook to a remote URL.

For full inclusion in an organization's landscape where maturity may be lacking, there may be demands to fit legacy formats or existing middleware technology. Whereas Salsify can support these integrations with custom development, there is an opportunity for Salsify to further differentiate its offering through further investment in advanced Integration End Point capabilities.

Security

We started by evaluating Salsify's ability to create user roles and enforce permissions and found a surprising degree of fidelity and control. These controls are a product of Salsify closely partnering with key strategic customers to enhance their user management interface and simplify their permissioning process. We were happily surprised with the granularity with which we could apply feature access within the platform itself, data access for content being presented and managed, and activity-based controls over content editing in both the platform and their workflow capabilities.

Salsify checked the boxes on all our use cases in this area, though we did feel there was some tedious configuration necessary. We were able to connect with Salsify's product management team and see an overview of committed enhancements to simplifying this process which should address most of our input.

OPERATIONAL USE



As one of the only true cloud-based SaaS solutions on the market, Salsify's technology is capable of scaling to meet the needs of large-scale enterprises and eliminates concerns or worry around upgrades.

Scalability

9.53



Deployment

9.15



Enablement

8.94



Administration

8.94





OPERATIONAL USE

While features and functions are important, there are operational challenges that brands face. A large part of our evaluation focused on the security, scalability, hosting, troubleshooting, and licensing of the Salsify platform.

Because Salsify is a true multi-tenant SaaS platform, we found many aspects of this evaluation easy. Salsify licenses customers based on use case, functionality, and users. As such, we were able to very easily understand the standard features offered across all customers.

One of the biggest advantages of Salsify's multi-tenant platform is its scalability. Customers do not need to worry about right-sizing the environment and managing IT resources over time as their needs shift and increase to meet new business demands. While we did not load test the platform during our evaluation, Salsify provided several reference customers managing large entity assortments with a high number of concurrent users.

While the scale many retailers would achieve is outside the boundaries of what Salsify typically supports, their focus on brand manufacturers means that these use cases are not the target customer for Salsify. That being said, Salsify actively supports customers with millions of entities in their platform.

In terms of security, encryption and monitoring, Salsify manages absolutely everything. The information we required about SLAs and certifications were readily available. While each of our customers has their own IT policies regarding requirements for software systems, we feel that Salsify's offering will meet or exceed any IT policy we have run across.

For customers hard-pressed for an on-premises solution or single-tenancy, you will have to look elsewhere. Salsify's platform is only available as a multi-tenant solution. We would also encourage customers with these requirements to examine such stringent policies to make sure they are meeting changing business needs rather than defaulting to the status quo with consideration for alternatives or improvement.

Additionally, Salsify's deployment strategy means that all data is encrypted and available worldwide to team members. Their engineering teams deploy to production daily and new features can be made available to customers instantly. Because all customers operate on the same base platform, Salsify's R&D is focused on driving new business value rather than supporting legacy deployments.

CONCLUSION

Holistic Results

Salsify certainly impressed us with their transition from a syndication platform to a true enterprise PIM, tailor fit to customers in the brand manufacturing space. Their focus on moving upstream in the data life cycle and expanding their data modeling and data governance capabilities has helped brand manufacturers combine data management and data syndication activities into one, cohesive platform. We feel confident that we can solve brands' complex PIM requirements with the expanded functionality set and are excited to continue exploring the results of their ongoing investments. Salsify is on a trajectory to upset the current PIM status quo in the brand manufacturer space.

Key Takeaway

Salsify's platform has undergone a radical transformation over the past 18 months, evolving from a syndication tool with light PIM capabilities to an enterprise-grade PIM capable of imposing complex governance requirements and creating robust data models.

Salsify's focus on moving upstream in the data life cycle and expanding their data modeling and data governance capabilities has helped brand manufacturers combine data management and data syndication activities into one, cohesive platform.



Strengths

- Salsify's new, extended data model lays a strong foundation to meet customer needs by extending the platform's ability to represent complex product families, create meaningful links between objects, model non-product domain data, and create validations and object types which can help drive data cleanup and management.
- For pure PIM deployments, Salsify's workflow capabilities are the centerpiece of their offering. Flexible, powerful, and business-user friendly, their engine can represent the complexity that each organization has around item setup, approval, and enrichment. These workflows can build repeatable processes which create strong governance guardrails for business users, contractors, and other actors within the platform.
- Salsify remains the leader in content syndication, able to model and publish to any internal or external endpoint. Their connections team works directly with retailers to influence and guide the creation of APIs and other automated processes. Additionally, their years of experience in this space means they understand that syndication is not a push-button experience and leverage on-premise employees at major retailers to help strengthen relationships, advocate for brands and resolve issues as they arise.
- Salsify is one of the only true multi-tenant SaaS platforms and the only platform on the market that has been multi-tenant since its inception. They're experts at managing data at scale in the cloud and the fact that their customers all share a common codebase makes it possible for rapid feature development and bug fixes.

Areas for Improvement

- Tightly coupled, multi-directional integrations with legacy systems can require direct involvement from the Salsify team to ensure that complex requirements are met during an initial implementation.
- Salsify focuses on brand manufacturers' challenges which means that retailer-related use cases don't drive prioritization.
- For buyers looking for a completely customizable PIM where they can take ownership over the source code and drive their own feature development, Salsify doesn't offer that level of extension. However, upcoming investments will continue to extend the customization of the platform

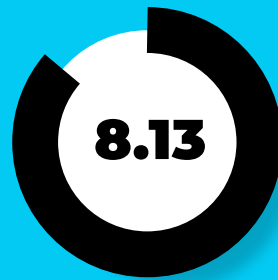


While in the past Salsify's core competencies revolved around channel management for brand manufacturers and created a perception of Salsify primarily as a syndication tool, based on our MDM expertise, we believe Salsify's PIM platform is well-equipped to solve holistic product data use cases that are primarily focused on brand manufacturing.

Having invested heavily in data modeling, workflow and governance capabilities over the last 24 months, Salsify's PIM platform now competes with the biggest names in the MDM space, while continuing to greatly exceed the channel-specific syndication capabilities of these rival tools. For organizations who continue to view Salsify as a tool for syndication, Amplifi recommends reconsidering your point of view and exploring how the MDM toolset included in the Salsify PXM platform today could redefine how you do business and manage your product data for today's modern commerce landscape.

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SALSIFY OVERALL SCORE



Data Modeling

7.58

Core Data Model



7.00

Extended Data Model



7.99

Digital Assets



7.76

Data Governance

7.78

Workflow



8.39

Security



8.42

Automation



6.90

Interface



6.92

Integration



8.19

Operational Use

9.16

Scalability



9.53

Deployment



9.15

Enablement



8.94

Administration



8.94