To choose and implement a PIM platform

White paper for organizations early in their PIM journey or facing challenges with an existing PIM

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1. Introduction

More and more organizations are facing the same question: how do we get control of our product information? The reasons vary: growth into more markets and channels, demands for faster time-to-market, higher expectations for product data quality, or simply the realization that Excel is no longer enough. Whatever the starting point, the journey often leads to the same conclusion: you need a PIM platform (Product Information Management).

At the same time, the PIM market is fragmented. There are many platforms, from lightweight SaaS solutions to large enterprise systems, and the choice is long-term. Choosing the wrong platform — too large, too small or simply the wrong type — costs both time and money to correct.

This white paper is written for organizations that are early in their PIM journey. It is aimed at business developers, marketing managers, IT managers, assortment managers and others who have been given, or have taken on, the task of evaluating PIM. The purpose is not to recommend one platform, but to help you understand what the choice actually involves — and to provide a structured comparison of three established options: Inriver, Struct and Plytix.

What you will gain by reading on

- An understanding of why PIM has become a strategic issue and what problems a platform actually solves.
- A framework for evaluating PIM platforms based on your own business — not feature lists.
- A clear comparison of Inriver, Struct and Plytix, including strengths, weaknesses and when each platform is a good fit — and a less good fit.
- Concrete next steps for moving forward in the evaluation process.

Important starting points

- The right PIM is not the most advanced one. It is the one that best matches your business goals, product structure, integration needs, ways of working, maturity, budget and resources. Oversizing is just as risky as under sizing.
- No PIM fits everyone. The choice is driven by assortment complexity, number of channels, internal technical maturity and growth plans.
- Feature lists are not enough. The platforms solve different operational problems. The decisive factor is which problem you primarily want to solve.
- Total cost of ownership (TCO). The license is often only one part. Implementation, integrations, further development and management weigh heavily over time.

2. Why PIM?

Before comparing platforms, it is worth taking a step back to understand why PIM has become such a central topic for organizations working with product data. It is rarely about a single technical solution — it is about how product information can support the business.

The problems PIM solves

Most organizations recognize at least some of the following challenges:

- Scattered product information. Product data is stored in ERP, spreadsheets, folders, e-commerce, supplier files and in the heads of different teams. No one knows which version is the correct one.
- Manual and time-consuming work. Launching a product in several channels means that the same information is copied, adapted and updated again and again — with a risk of errors.
- Inconsistent customer experience. Different information in different channels damages the brand and reduces conversion.
- Slow time-to-market. New products, seasons or market initiatives are slowed down because product data is not ready in time.
- Difficult to scale. More languages, markets, channels or product areas make manual processes unsustainable.
- Lack of traceability and compliance. Requirements for product data are increasing — from the EU Digital Product Passport to industry-specific regulations — and without structure, compliance becomes difficult.

What a PIM does for the business

A PIM platform is a central source of product information — a "single source of truth" — that collects, structures, enriches and distributes product data to all channels where the information is needed. At business level, this means:

- Faster launches. Products reach the market faster because data is managed in a structured and parallel way rather than sequentially.
- Better data quality. Rules, validation and workflows ensure that product information is complete and correct before publication.
- Consistent customer experience. The same correct information is presented in all channels, adapted to each channel's format and language.
- More efficient teams. Fewer manual steps, clearer responsibilities and less duplicated work between marketing, assortment, e-commerce and IT.
- Scalability. The business can grow in assortment, markets and channels without product data work growing at the same pace.
- Stronger business results. Better product data leads to increased sales, fewer errors in orders and deliveries, stronger positioning towards customers and partners, and better impact in the channels where you meet the market.

When does it become relevant?

There is no exact tipping point, but the following signals indicate that the PIM question is mature enough to address:

- You have more than a few hundred SKUs and plan to grow.
- Product information exists in several systems and Excel files in parallel.
- You sell, or plan to sell, in more than one channel (e-commerce, marketplaces, B2B portals, print).
- The launch of new products or markets is slowed down by product data work.
- There is growing frustration around data quality or versioning issues.
- You have, or plan to have, internationalization with several languages.

If this sounds familiar, it is the right time to start evaluating PIM platforms — which is where this white paper comes in.

3. What matters when choosing a PIM?

Before comparing the platforms in detail, you should reflect on which evaluation areas matter most for your organization. The table below summarizes the most common areas and the questions that help prioritize them.

Area	Questions to ask
Product complexity	How advanced is the product information? Many attributes, relationships, variants, bundles and hierarchies?
Integrations	Does PIM need to integrate with ERP, e-commerce, DAM, CMS, marketplaces or other systems? How many and how critical are they?
Scalability	How much is the business expected to grow in SKUs, markets and channels over the next 3–5 years?
Ease of use	What types of users will work in the system? How technical are they? Is a low learning threshold important?
Governance	Are advanced workflows, approval flows, versioning and data quality control needed?
Time-to-market	How quickly does the platform need to be live and start delivering business value?
Budget	Is there budget for an enterprise solution, or is a more cost-effective platform needed? What is the annual TCO tolerance?
Omnichannel	How many channels need to be supplied? E-commerce, marketplaces, B2B portals, print, resellers? Is syndication to external actors required?
Internal maturity	How high is internal PIM maturity? Are there dedicated administrators, established workflows and technical expertise to own the solution long-term?

4. Quick guide for management

For steering groups and management teams that need an initial direction before deeper analysis, the table below translates business profile into platform indication. This is a rough guide, not a recommendation; a structured evaluation is always needed before a decision.

To choose and implement a PIM platform

If this is most important to you...	Look first at...
Global organization with complex product data and syndication to major retailers	Inriver
Advanced governance, many languages and markets, and PIM as a strategic platform	Inriver
Growing Nordic or European organization needing a balance between power and simplicity	Struct
Ease of use and short time-to-market without losing functional depth	Struct
Portal/e-commerce-driven SMB with fast ROI and controlled cost	Plytix
Small team, integrated DAM and clear pricing model without quotation	Plytix

5. Quick overview

Aspect	Inriver **PIM**	Struct PIM	Plytix PIM
Segment	Enterprise / global brands	Mid-market to enterprise	SMB to lower mid-market
Architecture	Multi-tenant SaaS, Azure, MACH-certified	Multi-tenant SaaS, Azure (Struct PIM 4)	Cloud SaaS, AWS S3
Data model	Very flexible, relationship-based, complex hierarchies	Configurable without code, flexible product structures	Straightforward and simple — attributes and families
Built-in syndication	Yes, extensive (Syndicate Advance, retailer APIs)	Limited — via connectors/REST API	Yes, channels and brand portals (add-ons)
DAM	Basic, often complemented by external DAM	Improved media library in v4	Built-in and well integrated
AI features	Advanced AI-driven enrichment, analysis and syndication	Built-in AI assistant	AI credits for content, translation, image handling
Time-to-value	Longer, requires experienced resources	Medium, faster than enterprise alternatives	Fast (can be live within days/weeks)

Typical project profile	Larger transformation project	Medium-sized project, balance between functional depth and implementation complexity	Short ramp-up and low implementation complexity
Pricing model	Quotation, enterprise level	Quotation	Transparent, based on SKU + add-ons. Free plan available
Users	1,600+ global brands	Strong Nordic presence	Thousands of SMB customers globally

6. Inriver PIM

Positioning

Inriver is an enterprise platform for brands, manufacturers and retailers that manage large and complex product catalogues across many channels and markets. The platform is multi-tenant SaaS on Microsoft Azure, MACH Alliance-certified and certified according to SOC 2 and ISO 27001/27701. One of the platform's key strengths is that it combines PIM, syndication and Digital Shelf Analytics in the same solution — something few competitors offer under one roof.

Strengths

- Strong data modelling and data governance. A relationship-based model handles variants, bundles and complex hierarchies well.
- Broad built-in syndication. Syndicate Advance with direct API integrations to major retailers (Amazon 1P/3P, Home Depot, Walmart, Wayfair and others) and pre-flight validation that reduces rejections.
- AI and digital shelf intelligence. Recent releases bring in AI-driven enrichment, automation and visual workflows, as well as expanded syndication opportunities to major retailers.
- Scalability and stability. Built for large SKU volumes, many languages and regions. 99.99% uptime.
- Partner ecosystem. Established network for implementation and integration.

Weaknesses

- High complexity and learning curve. User reviews indicate that the UI can be perceived as less intuitive than newer SaaS alternatives. Requires experienced resources for implementation and management.
- Long time-to-value. Enterprise implementations take significant time and require internal or partner resources.

- High cost. License, implementation and management are in the enterprise segment. Pricing is quotation-based only.
- Basic DAM. Advanced media management is often complemented with a separate DAM.
- Support varies. Reviews are mixed regarding the speed and proactivity of support.

Choose Inriver if...

- The assortment is large and complex (many variants, relationships and hierarchies).
- The business is global or regional with many languages and markets.
- Syndication to major retailers and marketplaces is business-critical.
- There is budget and expertise for a strategic, long-term PIM investment.
- Digital shelf analytics and data quality control are prioritized.

Inriver is a less good fit if...

- The organization is smaller or has a limited budget.
- The assortment is simple and data modelling requirements are limited.
- Fast and simple implementation is a heavily weighted requirement.
- There is no internal PIM maturity, dedicated administrators or management organization.
- The business is primarily run as a smaller e-commerce operation without complex channel requirements.

7. Struct PIM

Positioning

Struct is a Danish PIM vendor with a strong presence in the Nordics, focused on retail and wholesale scenarios. The platform is marketed as “the most user-friendly PIM” and emphasizes no-code configurability. With Struct PIM 4 (launched 2024–2025), the platform is built on multi-tenant cloud architecture on Microsoft Azure and has a renewed UI and expanded functionality.

Strengths

- Ease of use. A modern and clean interface designed for business users rather than technical administrators. Lower threshold for training and adoption.
- Flexible no-code data model. Product structures (tabs, sections, attributes) are configured visually. Good for teams that want to adapt the model themselves.
- Good balance between functionality and complexity. Advanced search, mass and bulk editing, rule-based automation, dashboards and task management.
- Granular permissions. Access control down to individual attributes.
- Built-in AI assistant. For product descriptions, translations and content suggestions directly in the platform.
- REST API and connectors. Good for integration with ERP and e-commerce.

Weaknesses

- Smaller ecosystem than Inriver. Fewer ready-made retailer syndication connectors; more dependent on partners or own integration development.
- Bulk performance has limits. For very large catalogues, bulk operations may require batch strategies or architectural adjustments.
- Frontend integration via middleware. For high-traffic e-commerce fronts, middleware between PIM and frontend is recommended — something to include in the solution architecture.
- Nordic focus. The roadmap is partly driven by Nordic customer needs; organizations with strong global requirements should validate roadmap fit.
- Limited transparent pricing. Pricing is quotation-based.

Choose Struct if…

- Ease of use and fast adoption among business users are highly prioritized.
- The organization is Nordic or European mid-market to lower enterprise.
- The team wants to configure the data model itself without developers.
- The need for syndication is moderate or solved through own integrations.
- You are looking for a balance between functional depth and implementation complexity.

Struct is a less good fit if…

- The organization is very large global enterprise with extreme complexity.
- There is a requirement for a large global partner ecosystem.
- Syndication to many retailers via ready-made connectors is business-critical.
- The integration landscape is extremely complex with many edge cases.
- Bulk operations on very large data volumes are central to daily workflows.

8. Plytix PIM

Positioning

Plytix is built for small and medium-sized businesses (SMB) that want to consolidate product information quickly and cost-effectively. The platform is cloud-native, hosted on AWS and known for transparent pricing, fast onboarding and built-in DAM. Plytix also offers a free plan — unusual in the PIM segment.

Strengths

- Fast implementation. Many customers are operational within days or weeks; onboarding is a one-time cost.
- Cost-effective. Transparent SKU-based pricing model, free starter plan, unlimited users. Lower TCO for smaller catalogues.
- Built-in DAM. Image and file management, automatic transformations (rename, resize, background removal) in the platform.

- User-friendly. Strong reputation for intuitive UI and excellent customer support, confirmed in G2 and Software Advice reviews.
- Built-in AI. Generation, translation and optimization of product content using a credit model, adapted to brand voice.
- Ready-made channel and feed templates. Integrations with Shopify, Amazon, Google Shopping and others, as well as brand portals.

Weaknesses

- Limited for complex data modelling. The platform is optimized for straightforward assortments. Complex relationships, hierarchies or many product structures are handled less elegantly.
- Scaling ceiling. With very large catalogues, many markets, languages and advanced governance, Plytix reaches its limits.
- Limited governance. Roles and permissions exist, but advanced approval flows, versioning and review/recall are limited compared with enterprise PIM.
- Add-on model. Distribution channels, brand portals and AI credits are priced separately — which can add cost in broader use.
- Smaller footprint for large retailer syndications. Lacks Inriver’s breadth of direct integrations to major B2B retailers.

Choose Plytix if...

- The organization is SMB or lower mid-market with a relatively straightforward assortment.
- Fast time-to-value and low total cost are prioritized.
- There is no separate DAM and you want image/file management integrated.
- Portal/e-commerce focus is primary.
- The team is smaller and has limited IT resources.

Plytix is a less good fit if...

- The assortment requires complex data modelling with many relationships and hierarchies.
- The organization is global enterprise or has advanced master data management.
- There are high requirements for governance, approval flows and versioning.
- Integration requirements are complex or require deep ERP integration.
- Expected growth will quickly move the business into the enterprise segment.

9. Assessment by dimension

Scale: High / Medium / Low. The assessment is general and should be validated against your specific requirements.

Dimension	Inriver	Struct	Plytix
Data modelling strength (complexity)	High	High	Medium
Ease of use	Medium	High	High
Syndication / channel breadth	High	Medium	Medium-High
Built-in DAM	Low-Medium	Medium	High

AI features	High	Medium	High
Implementation speed	Low	Medium	High
Scalability (SKU/volume)	High	High	Medium
Workflow & governance	High	High	Low–Medium
Lower TCO	Low	Medium	High
Transparent pricing	Low	Low	High
Partner and consultant ecosystem	High	Medium (strong in the Nordics)	Medium

10. Key questions for the platform choice

Before making a final choice, the following questions should be answered internally in your organization. The answers determine which platform is the best fit.

Assortment and data model

- How many SKUs do you manage today? What does the 3–5 year growth forecast look like?
- How complex is the product structure? Variants, bundles, relationships, hierarchies?
- How many languages and markets?
- Do you need several different data models (for example different business areas)?

Channels and distribution

- Which channels need to be supplied? E-commerce, marketplaces, B2B portals, print, resellers?
- Is syndication to major retailers or external actors required (Amazon, Walmart etc.)?
- Is digital shelf analytics needed?
- Brand portals for resellers/distributors?

Integrations and technical environment

- Which ERP, PDM, CRM, web, e-commerce and DAM systems do you have today?
- Is there a separate DAM solution, or should it be built in?

Organization and processes

- Which teams will work in the PIM, and how technical are they?
- Are advanced approval flows, versioning and review/recall required?
- How important is ease of use compared with functional depth?
- Are there dedicated PIM administrators, or will responsibility be shared?

Economics and timeline

- What budget exists for license, implementation and annual management?

- How quickly does the solution need to be live?
- Is there a clear business case (time-to-market, data quality, lower returns)?
- What do the growth plans look like — will the platform be sufficient in 3–5 years?

11. Summary recommendation

Based on general positioning — before your detailed requirements are complete — the following rule of thumb can be used as a starting point:

Platform	Best fit when...
Inriver PIM	Large, complex assortment, global business, syndication to retailers is business-critical, and you have the budget and expertise for a long-term enterprise investment.
Struct PIM	Mid-market to lower enterprise, Nordic or European organization, requirements for flexibility and ease of use, balance between functional depth and implementation complexity, and you want partner-driven implementation.
Plytix PIM	SMB or lower mid-market, portal/e-commerce-driven, fast time-to-value, transparent and controlled cost, integrated DAM desirable, limited internal IT capacity.

Risk scenarios to watch

Choosing the right size of platform is just as important as choosing the right platform. Three scenarios to reflect on early:

- Risk of overbuying Inriver. If your assortment is relatively straightforward, the number of channels is limited and the organization lacks dedicated PIM management, Inriver often becomes too heavy. The power of the platform is not realised, and the annual cost is not proportional to the value. Rule of thumb: Inriver pays off when complexity and scale require it, not before.
- Risk of outgrowing Plytix. Plytix is optimized for SMB. If you have a clear growth trajectory towards more markets, a more complex data model, advanced governance or large retailer syndications, the platform may become a bottleneck within 2–3 years. That creates the need for a costly platform change. Rule of thumb: choose Plytix when it is sufficient today and for the foreseeable future — not as a temporary solution.
- Struct as the “just right” choice. Struct deliberately positions itself between SMB PIM and enterprise PIM. For many Nordic and European mid-market companies, it is the least risky starting point — powerful enough for complexity, agile enough not to become a transformation project. The risk is underestimating the implementation effort and assuming that “modern UI” means “self-running”.

Future-proofing and exit risk

Platform choices are long-term. Early on, it is worth reflecting on lock-in and flexibility:

- Inriver. A large ecosystem and MACH architecture provide good flexibility in technical choices, but the implementation and management cost makes a later switch heavy. Data is portable via open APIs; the lock-in is mainly in the investment and the processes around the platform.
- Struct. No-code configurability makes the data model relatively portable. A smaller ecosystem means fewer consultants are available when switching, but an open REST API and clear data model make export easier. Lower lock-in than Inriver.
- Plytix. A standardized and straightforward data model means data is easy to export. Lock-in risk is low, but advanced processes built up in Plytix may need to be recreated in a more powerful platform when upgrading.

General principle: the more customer-specific logic is built into the platform, the higher the exit cost. This applies to all three options.

Next steps

For organizations that want to move forward in the evaluation process, we recommend the following approach:

1. Map your needs. Run workshops with marketing, assortment, e-commerce and IT to answer the questions in section 10 and weigh them by business value.
2. Narrow the field. Match your requirements against the platforms and reduce the list to 1–2 candidates to take forward.
3. Book demos and proof of concept. Ask vendors to show your specific scenarios — preferably with your own product data. This says more than standard demos.
4. Calculate total cost. Request quotations and build a 3–5 year calculation including licence, implementation, integrations and management.
5. Talk to existing customers. Ask for references from 2–3 customers per platform in a similar industry and size. Ask about both what works and what has not worked.

12. How Ninetech can help you move forward

Ninetech has extensive experience helping organizations choose, implement and realize business value from PIM. We work platform-independently, and our starting point is always your needs — not a specific product.

Our PIM process

We work according to a structured five-step process that takes you from initial analysis to a live platform that creates value:

1. Define needs and prerequisites. We map your product structure, systems, data sources, channels, roles and workflows. The input is used to choose the right platform and the right level of ambition.

2. Implement PIM and product model. We set up the platform, design the data model, configure rules and approval flows, and plan migration from existing systems.
3. Integrations. We build the data flows — in from ERP, PLM and suppliers, out to web, e-commerce, marketplaces and other channels — so that PIM becomes a shared data source.
4. Enrich and create value. You fill the platform with product content, translations and images — with our support in the form of templates, data quality KPIs and quality assurance so the content is publication-ready in all channels.
5. Scale the solution. We help you expand the PIM solution with new product areas, markets, channels and languages — so the platform grows with the business.

Four perspectives throughout the process

Across all phases, we work with four perspectives to ensure a complete solution:

- Data and product structure. Product structure, category trees, attributes, variants and reference products.
- Organization and process. Roles, responsibilities, workflows and management organization.
- Technology and integrations. System landscape, data flows, APIs and architecture.
- Channels and business value. Output channels, data quality and how product data creates real business value.

Where are you in the journey?

Whether you are just starting to think about PIM or already have a platform that is not delivering as expected, there is a natural next step:

- Early in the process? We are happy to start with a needs workshop to help you understand what your PIM journey should include.
- Have requirements but are unsure about platform? We carry out a structured evaluation with weighted criteria and concrete recommendations.
- Facing implementation? We take the role of implementation partner — from data modelling to integrations and management.

Want to know more or book an initial meeting? Contact us and we will help you find the next step that fits your situation.

13. Sources and references

The assessments in this document are based on official vendor documentation, independent reviews and industry analysis. The main sources are listed below. The experience of our senior PIM consultants from PIM implementations is also included in the assessment.

Inriver PIM

- Inriver — official website and Spring 2026 Release Notes (Inriver.com)
- Gartner Peer Insights — Inriver PIM Reviews & Ratings
- Software Advice — Inriver PIM Reviews

To choose and implement a PIM platform

- Research.com — Inriver PIM Review 2026

Struct PIM

- Struct — official website and product documentation (struct.com, docs.struct.com)
- Struct PIM 4 — product release 2024–2025
- Sivert Bertelsen — Struct PIM System: Technical Review
- G2 — Struct PIM Reviews

Plytix PIM

- Plytix — official website and pricing (plytix.com)
- G2 — Plytix Cloud PIM & DAM Reviews
- Software Advice — Plytix Reviews
- GetApp — Plytix Pricing, Features, Reviews

Research.com — Plytix PIM