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INTERVIEW Pimcore

Pimcore and INFOLOX

Tailor-made B2B Solutions



Bernd Dultinger & Alexander Pircher



A partnership with real added value

With over 20 years of experience in the field of PIM and Digital Transformation, TGOA highlights partnerships that create real added value for customers through close collaboration. In this series, we present strategically important partnerships that stand out for their long-standing cooperation and shared capacity for innovation. Our goal: to make the synergies and customer benefits visible.

Pimcore & INFOLOX – A Partnership with a B2B Focus

Pimcore, the leading platform for data and experience management, and INFOLOX, a Pimcore Gold Partner with over 20 years of experience as a B2B system integrator.

Strategic Background of the Partnership

The partnership between Pimcore and INFOLOX is an outstanding example of how modern technologies and in-depth B2B expertise can be combined. INFOLOX decided to end its partnership with Contentserv in order to use Pimcore to specifically address the requirements of modern B2B companies. Whether as a best-of-breed solution or a comprehensive best-of-suite platform, this partnership embodies innovation and efficiency.

Concrete Added Value for B2B Customers

The partnership between Pimcore and INFOLOX offers B2B companies a unique combination of technological progress and in-depth industry knowledge. Customers benefit from scalable, tailor-made solutions that adapt perfectly to the specific requirements of the B2B sector. This partnership sets new standards in digital transformation.



Voices on the Partnership



Bernd Dultinger

Head of Channels & Alliances, Pimcore

„THE PARTNERSHIP WITH INFOLOX WAS AND IS EXTREMELY IMPORTANT TO US, AS INFOLOX IS ONE OF THE FEW TRUE PIM SYSTEM INTEGRATORS WITH OVER 20 YEARS OF B2B EXPERIENCE. THEY CAN EFFECTIVELY COMPARE OUR SYSTEM WITH OTHER LEADING PIM SYSTEMS AND CONFIRM THAT WE OPERATE AT THE HIGHEST LEVEL IN DOING SO. WITH THEIR MACH AND HEADLESS EXPERIENCE (MACH = MICROSERVICES, API-FIRST, CLOUD-NATIVE, HEADLESS), THEY ENSURE THAT PIMCORE UNLEASHES ITS FULL POWER EVEN IN COMBINATION WITH OTHER HEADLESS CMS AND SHOP SYSTEMS.“



Alexander Pircher

INFOLOX Co-Founder & Managing Director

„PIMCORE IS EXTREMELY VALUABLE TO US IN THE B2B SECTOR, ABOVE ALL BECAUSE OF ITS FLEXIBILITY. WE CAN USE IT BOTH AS A BEST-OF-BREED PIM/DAM AND AS A BEST-OF-SUITE COMPLETE SOLUTION WITH PIM, DAM, CMS, AND SHOP. WITH PIMCORE, WE WILL IN THE FUTURE SPECIFICALLY IMPLEMENT DEMANDING PIM/DAM PROJECTS THAT MUST MEET A WIDE VARIETY OF INDIVIDUAL REQUIREMENTS OR THAT ARE LATER TO BE EXPANDED INTO A COMPLETE PRODUCT EXPERIENCE PLATFORM (PXP) WITH CMS AND SHOP FUNCTIONALITY. HERE THE SYSTEM HAS MAJOR ADVANTAGES COMPARED TO SIMILAR SYSTEMS IN THE ENTERPRISE SEGMENT. PIMCORE HAS BY NOW ESTABLISHED ITSELF AS ONE OF THE LEADING SOLUTIONS—WHETHER AS A SUITE OR AS A FOCUSED PIM/DAM/MDM.“

Questions about the whitepaper
or about the evaluation of
this partnership?



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