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WHITEPAPER

Why Pimcore is the Right Alternative for Modern MDM Initiatives

Transform Master Data Management for the Age of AI



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Why Read This Guide

Traditional Master Data Management (MDM) initiatives, often burdened by legacy architecture and monolithic vendor lock-in, fail to meet the agility demands of data-driven enterprises. This manifests as slower time-to-market, fragmented customer experiences, and continuously high TCO, driven by the rigidity of existing platforms and massive licensing fees.

Today, organizations working on MDM initiatives don't want to patch outdated systems, but instead seek to leverage a platform built for the complexities of the digital-first world. The strategic foundation for choosing Pimcore—a unified, flexible MDM platform—as the essential accelerator to not only manage master data but also to minimize high MDM costs. Ultimately, you can turn your master data into a competitive advantage.

Moreover, this guide provides actionable advice on what makes Pimcore MDM the ideal choice for managing master data.



The Challenge of Earlier-Generation MDM Approaches

The Business-Side Challenge: Inflexibility, Cost, and Low Adoption

Decision makers have now realized the shift from being simply data-aware to becoming insights-driven, enabling faster and more accurate decisions at the right time. This can be challenging and even complicated when foundational data management processes lack real-time accuracy and trustworthiness, which are essential for driving agility and new value creation.

Earlier-generation, traditional MDM platforms are bound by so many barriers and because they are:

- **Inflexible and Rigid:** Earlier generation MDM platforms were used for foundational purposes, such as data management, data governance with a top-down approach. But as enterprises manifest agility and rapid time-to-market, the rigidity of the existing platform does not provide a complete picture of the master data. And in many cases, teams or departments resort to shadow solutions to achieve their objectives on time. This can lead to low system utilization and potentially recreate data fragmentation that the MDM solution was supposed to fix.
- **Unpredictable in Cost Expansion:** Sometimes, traditional licensing model can be punitive in cost enhancement, especially when your data volumes and users or domains grow. The continuous increase in operating cost keeps IT leadership locked in the loop of incremental cost year-on-year.
- **Restricted to Address Diverse Cases:** MDM platforms should be meant to address diverse use cases for enterprises, along with newer solutions addressing emerging use cases. But, traditional MDM platforms are restricted due to vendor lock-in, integration constraints, or architectural inflexibility. As a result, the MDM platform could not be leveraged appropriately for diverse business cases to solve data problems.

Key Takeaways:

- **Architectural Rigidity:** Top-down, "IT-first" models that stifle agility and force business units into "Shadow IT."
- **Licensing Costs:** Punitive licensing models where costs skyrocket as data, users, and domains grow.
- **The Utilization Gap:** Complex, non-intuitive interfaces leave data locked away, forcing decisions based on "gut feeling" rather than facts.
- **Radical Speed-to-Value:** Implementation cycles have collapsed from years to just months for an MVP.

So, What Makes Pimcore the Ideal Choice for MDM

Picking the right MDM platform means it should enable and support enterprise's structures, scope, business objectives, and cost bracket. Today, the core technical functions alone are not sufficient; the platform should address the complexity of the business environment. Yet, MDM programs themselves can still be high-risk endeavors if organizations fail to implement the required features.

Pimcore offers a flexible MDM solution to address common use cases for multiple domains.

01 Unified Platform to Improve Collaboration

Many MDM platforms could be rigid with a set of acquired technologies with different codebases, different UIs, and different database schemas. This could be the cause of slow MDM initiative; every time you want to link a new system of record or meet a specific business requirement, you are trapped in another integration project.

Pimcore's Strategic Advantage:

Pimcore is built on a single platform. It is the only platform that natively unifies:

MDM & PIM:

Manage the "Golden Record" of both products and customers along with the complex relationships between them.

DAM:

Ensure enriched and up-to-date digital assets (videos, 3D models, certifications) for diverse use cases.

CDP:

Consolidate customer data to deliver personalized experiences.

The Use Case

Mannington Mills

- **The Challenge:**
Managing massive volumes of product data and digital assets across disjointed systems.
- **The Pimcore Solution:**
Unified PIM and DAM into a single source of truth, enabling seamless management of complex product catalogs and associated media.
- **Results:**
Drastically improved data consistency and reduced the manual effort required to synchronize marketing assets with product specifications.



The Business Outcome

- Minimize inefficiencies and improve collaboration
- Increase the speed of operations across teams
- Better orchestrate a digital supply chain

02 Agility and Adaptiveness to Maximize Utilization

One of the biggest pain points for enterprises is the hidden cost of traditional MDM tools. For example, if a system's rigidity forces to stay dependent on IT support to add just a new data attribute, it can create a lot of hindrance to faster time-to-market. As a result, operational teams may start using spreadsheets again, and your MDM platform will become an expensive tool to manage data.

Pimcore's Strategic Advantage:

Pimcore democratizes data management through an advanced Data Modeling engine.

Flexible Modelling:

The Pimcore MDM platform provides governance and data quality alongside the standard aspects of managing master data for any domain —with full ownership and customization.

Comprehensive Data Management:

Pimcore MDM supports multi-domain and multi-vector data management, enabling businesses to manage diverse data types across various domains and use cases.



The Business Outcome:

- Easy-to-use system for optimal utilization
- High-quality data, which in turn leads to faster time-to-market
- Improve performance across teams

The Use Case

Leading Industrial Manufacturer & Supplier

- **The Challenge:**
A fragmented dealer network struggling with outdated ordering processes and inaccessible product information.
- **The Pimcore Solution:**
Implemented a state-of-the-art B2B Commerce Portal powered by Pimcore MDM.
- **Results:**
Transformed the dealer experience and directly **increased revenue** by providing self-service access to governed, real-time product data and streamlined ordering.

03 Future-Proof Architecture (API-First & Headless)

Legacy MDMs were built to address just the foundational layer of data management, harmonization, and governance. Today, master data can be part of analytical strategies and linked to critical business decisions and processes.

Pimcore's Strategic Advantage:

The Pimcore Platform is a headless, composable platform with an API-first architecture, providing the ability to extend the platform to meet multiple use cases.

Seamless Integration:

It provides the flexibility to integrate seamlessly with existing and future data management solutions, ensuring trusted and governed data flows into ERPs, CRMs, and other systems simultaneously.

AI-Readiness:

Pimcore Copilot leverages integration with over 500,000 AI/ML models to both consume and train models, tailoring AI capabilities to address specific MDM challenges such as predictive data governance, automated data relationship discovery and intelligent data stewardship.

The Use Case

Global Film & Entertainment Leader

- **The Challenge:**
High-velocity data environments where legacy systems couldn't keep pace with asset lifecycles.
- **The Pimcore Solution:**
Leveraged Pimcore's flexible data modeling to establish a "Golden Record" for intellectual property and digital assets.
- **Results:**
Achieved a central nervous system for global content distribution, ensuring that every stakeholder—from production to marketing—worked from a single, accurate dataset.



The Business Outcome:

- Get a flexible architecture to quickly add new capabilities
- Keep your master data stable and accessible for years
- You are no longer locked into a vendor's ecosystem.

04 Cost Predictability in an Unpredictable World

The straightforwardness of implementation is also a key indicator of a flexible MDM platform. Initial implementation may require professional services, but it should not have a mandatory service burden. Too often, these platforms are so rigid and complex that even a minor change to a data model requires weeks of expensive specialized consulting. In addition, it should not take months to roll out a pilot.

Pimcore's Strategic Advantage:

Pimcore MDM is easy to buy and support commercially, even as the number of use cases increase.

Simplified Licensing Model:

Simplified billing and licensing models are a crucial aspect of the Pimcore platform. It offers straightforward subscription licensing or consumption-based billing. It has the right categorization of license options to help you easily understand and access key features that can serve your business use case.

Quick to Scale:

Pimcore MDM platform facilitates the expansion of use cases. From pilot test to full modernization of the system, Pimcore makes transitions low-friction for enterprises, without requiring significant re-architecture, complex reconfigurations or hundreds of hours of consulting services.



The Business Outcome:

- Lowered Total Cost of Ownership significantly compared to legacy monolithic suites
- Provide flexibility, agility, time and cost to adapt MDM software to changing business conditions
- Freed up budget to invest in innovative technologies like GenAI, ML and more.

Key takeaways

The Pimcore Advantage

- **Unified:**
A single platform plane for MDM, PIM, DAM, and CDP.
- **API-First:**
Headless architecture ready for IoT, Social, and AI models.
- **No-vendor lock-in:**
Own your roadmap and data destiny; eliminate vendor lock-in.
- **Headless & Pluggable:**
Natively feeds data to any channel (IoT, Social, AR/VR) via GraphQL/ REST APIs.
- **AI-Ready Foundation:**
Clean, structured data acts as the perfect "training room" for enterprise AI models.

Conclusion

The MDM market is undergoing massive changes. Enterprises are no longer interested in the rigidity and expense of legacy MDM solutions. Choosing an adaptable and cost-effective MDM platform alternative not just supports your MDM initiative—it provides the strategic advantage to build an agile, insights-driven organization to ensure long-term success and adoption.

Don't spend another year patching monolithic systems that only scratch the surface of your data's potential.

Want to discuss how to transform your MDM initiative from a cost centre into a competitive accelerator? Engage with our **MDM Strategy Consultants**.

For a complimentary 30-Minute strategy session with us, contact us: business@happiestminds.com



About the Author



Vandana Singal

Vice President and PDES Pre-sales Head for Happiest Minds Technologies, based out of Noida, with 23 years of experience in bridging the gap between technology and business needs. With extensive experience in Pimcore solutions and implementation, Vandana excels at crafting compelling proposals, delivering impactful product demonstrations, and providing strategic consulting to drive client success. She has a proven track record of collaborating with sales teams to secure new businesses while ensuring clients receive tailored, value-driven solutions. Vandana is known for her ability to translate complex technical concepts/challenges into clear, actionable goals, making her a trusted advisor to both internal teams and clients.

About Happiest Minds Technologies

Happiest Minds Technologies Limited (BSE, NSE: HAPPSTMNDS) is an AI First, customer-centric digital engineering company committed to delivering 'Happiest People . Happiest Customers'. With an integrated approach that spans from chip to cloud, Happiest Minds delivers secure and scalable solutions across product engineering, cybersecurity, analytics , and automation platforms. Happiest Minds brings purpose and precision to every engagement, helping enterprises solve complex business challenges and fast-track their digital evolution across industry sectors such as Banking, Financial Services& Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics.

Happiest Minds has been honored by both the Golden Peacock Awards and the Institute of Company Secretaries of India (ICSI) for its exemplary Corporate Governance practices. Guided by its mission of 'Happiest People . Happiest Customers' and consistently recognized as a great place to work, Happiest Minds is headquartered in Bengaluru, India, with a global presence across the Americas, UK, Europe, Australia, the Middle East, Africa, and Asia.

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