

Icecat Commerce

Icecat PIM x Pimcore

Comparison

icecat
pim

VS

PIMCORE®

Overview

Product information management (PIM) system is a place to gather, manage, classify, filter, enrich, modify, create and distribute product data to multiple platforms. Many specialists refer it as “the only source of truth ” for product data nowadays. PIM system has become a norm for the e-commerce industry. Just a while ago companies had to explain what is pim and why companies need them. Now, webshop managers, content managers take pim as a must-have when managing and distributing their product data.

PIM solution providers and e-commerce automation specialists aim their solutions to meet client's needs, to be the strongest and most competitive solution in the market. Product is always a building under construction. They need to use reliable technologies that will serve customers long and help them achieve their ecommerce goals.



icecat
pim

Icecat Commerce

Icecat Commerce offers e-commerce solutions for suppliers, resellers, and marketplaces. Their key solutions include stock and pricing automation, product information management (PIM), Icecat content integration, connection with e-commerce platforms and order exchange services.

PIMCORE

Pimcore

Pimcore is an open-source enterprise PHP software platform for product information management, master data management, customer data management, digital asset management, content management, and digital commerce.

About Icecat PIM



Icecat PIM is a SaaS based PIM solution playing on the e-commerce market since late 90s. Its prefix “Ice” originally comes from Icecat, product content catalog. Icecat PIM is an official integrator of Icecat data. Icecat PIM’s main target customers lay in the IT devices, consumer electronics, appliances, office supplies and toys industries. Because of Icecat PIM subscription business model, Icecat PIM’s main target is middle and big size companies.

Icecat PIM positions itself as “more than just a PIM solution”. It combines not only product information management capabilities of Icecat and customers’ own data, but also supplier connection, pricing and stock updates and shops. Icecat PIM provides a straightforward and elegant automated solution for retailers, webshop owners, content managers, and purchasing managers. Its growing number of integrations and additional order module completes a full e-commerce solution.

About Pimcore

Pimcore is an open-source platform and has been in the PIM market since 2010. Pimcore provides a multifunctional platform with inbuilt various solutions for various ecommerce goals. It combines functionalities, such as web content management, product information management, digital asset management and a digital commerce module. Apart from that, Pimcore has built many integrations and can provide a variety of sophisticated ecommerce digital experiences in one place.

Because of Pimcore’s open-source model, it’s available to anyone who wants to start doing ecommerce, thus their main target varies, ranging from small to big size customers. Pimcore provides a complex and multipurpose solution for manufacturers, retailers, webshop owners, content managers, marketers in manufacturing, retail, food and beverage, travel and hospitality industries.

Feature Comparison





	Icecat PIM	Pimcore
Import Formats (xlsx, csv, xml)	✓	✓
Export formats (xlsx, csv, xml, json)	✓	✓
Pricing management	✓	✓
Supplier management	✓	✓
Stock and pricing updates automation	Yes, inbuilt	Yes, with webhooks
Multi-languages	Unlimited	Unlimited
Roles	Yes, by user type or access permissions	Yes, by roles and teams

E-commerce platforms integrations



	Icecat PIM	Pimcore
Shopify	✓	✓
Magento	✓	✓
WooCommerce	✓	✓
Amazon Seller	Yes, additional in-house maintained solution. Cost on demand.	Yes, through paid 3rd parties providers.
Amazon Vendor	Yes, additional in-house maintained solution. Cost on demand.	Yes, through paid 3rd parties providers.
Bol	✓	✓
Elkjop	Yes, the mapped taxonomy includes Nordics-tailored product certifications and required attributes.	✗

	Icecat PIM	Pimcore
Shopware	Yes, additional in-house maintained plugin. Cost on demand.	Yes, paid plugin in the Shopware store
Odoo	Yes, additional in-house maintained plugin. Cost on demand.	Yes, through paid 3rd parties providers
Salesforce	Yes, additional in-house maintained plugin. Cost on demand.	Yes, additional tool needs to be installed from non-reviewed 3d party (Github)
Google Shopping	Yes, additional in-house maintained plugin. Cost on demand.	Yes, additional tool needs to be installed from non-reviewed 3d party (Github)
Own-ecommerce module	Yes, called Batavi, B2B focused	Yes, called Digital commerce framework, B2B and B2C focused

Data Enrichment Options

	Icecat PIM	Pimcore
Icecat	Yes, inbuilt functionality. Only requires Icecat free or paid subscription	Yes, additional tool needs to be installed from a 3d party (Github) and requires Icecat free or paid subscription
1WorldSync		
Own content		

Pricing

	Icecat PIM	Pimcore
Open-source free version		
Pricing plans	Subscription based plan (yearly), Enterprise plan (with customized feature opportunities)	Open source (free), Subscription based plan, Enterprise plan (with customized featured opportunities)
Project delivery team	Yes, included in the subscription service	Not free in open-source edition. Included in the Subscription based edition and Enterprise
Learning materials	Yes, documentation and user-manuals included in the subscription service.	For self-service, there are available documentation online.
Support	Yes, included in the subscription service	Not free in open-source edition. Included in the Subscription based plan and for additional cost in Enterprise plan

Support

	Icecat PIM	Pimcore
24/7 1st level Support	✗	✓
Tech support during business hours Monday to Friday	✓	✓
Support portal/Help center	Yes, in progress	Yes, in progress
Onboarding team	Yes, included in the service	Yes, for additional fee
Custom development	Yes, for additional fee	Yes, for additional fee

UI Comparison

	Icecat PIM	Pimcore
User interface	Frontend looks outdated. Utilization of a limited colour palette creates a formal overall impression	Frontend looks outdated. Incorporation of diverse colour schemes introduces numerous accents across the screen
Navigation	Quite easy and clear	Sophisticated and complex
Ease-of-use	Easy to find all the features and functionalities	Difficult to find all of the features

Learning Materials

Icecat PIM

The Icecat PIM project delivery team offers unlimited and free consulting, training, and support until project delivery as a part of the subscription fee. Icepim comes as a comprehensive package without the need to pay for additional features

Pimcore

Pimcore provides free software, but paid services around the product. These include consulting, training, and support, as well as additional features

Final Thoughts

Despite their similarities in features and their strong presence in the market, Icepim and Pimcore each have distinct focuses that set them apart. Icepim concentrates on integrating Icecat data and solutions within the IT devices and Consumer Electronics industries, tailoring its data structure to meet the specific requirements of these businesses. In contrast, Pimcore targets the manufacturing and retail sectors, aligning its features with the unique demands of these industries.



Although both interfaces may appear somewhat outdated, Icecat PIM's interface offers clearer navigation due to its focused approach on Product Information Management (PIM). On the other hand, Pimcore provides additional supplementary ecommerce products such as an inbuilt ecommerce module and digital asset management, contributing to a more complex navigational experience.



Regarding pricing structures, both Icecat PIM and Pimcore keep their paid plans undisclosed to the public. However, Pimcore offers an open-source free version as well as a free limited community version, allowing users to test the product firsthand. In comparison, Icecat PIM provides obligation-free demos with specialists.



Support options vary between the two platforms. Pimcore offers optional paid support packages (for the free version), which can be essential due to the complexity of the platform during onboarding and solution setup. In contrast, Icecat PIM includes support within its subscription plans, providing users with a dedicated team to assist with project delivery, address inquiries, and offer training.

Despite their differences, both PIM solutions are strong players in the market. The choice between Icecat PIM and Pimcore ultimately depends on the specific needs of your business.

About Icecat

Icecat is a global leader in product content syndication, helping organizations deliver enriched, engaging, consistent, and compelling product information across various platforms and channels. Trusted by more than 40,000 of the world's most successful e-commerce businesses, Icecat empowers global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

As a key player in the field of product content syndication, Icecat collaborates with renowned brands, manufacturers, distributors, and retailers such as Amazon, Philips, Disney, Lego, HP, and Dell. These partnerships enable businesses to enhance and optimize their product content, resulting in more engaging and compelling experiences that foster customer trust and loyalty.

Icecat's advanced Product Information Management (PIM) systems, extensive partner network, and data-driven technology significantly elevate the quality and consistency of product information. This, in turn, simplifies the management of product catalogs and accelerates the distribution of product details across diverse platforms and markets, ensuring that customers have access to accurate and appealing product information wherever they shop.

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