A German provider is seeking implementation partners and digital consultancies for headless PIM/DAM, CMS and structured content projects

Summary

Profile type	Company's country	POD reference
Business request	**Germany**	**BRDE20260122028**

Profile status	Type of partnership	Targeted countries
PUBLISHED	**Commercial agreement**	**• World**

Contact Person	Term of validity	Last update
Enrico FRANZIN	**22 Jan 2026** **22 Jan 2027**	**22 Jan 2026**

General Information

Short summary

A German software provider is looking for implementation partners, digital consultancies and integrators to support joint projects in PIM, DAM, CMS, data governance and structured content publishing.
The company provides an API-first, headless platform used in manufacturing, industrial supply and the public sector.

Full description

The company aims to expand its international partner ecosystem and is seeking organizations experienced in enterprise IT, data management or digital transformation.

The platform combines PIM, DAM and structured content management with powerful API-first workflows for technical documentation and multi-channel publishing. It serves as a centralized data and content hub within composable enterprise architectures.

Desired partners are:
- Digital agencies or consultancies implementing enterprise data & content systems
- System integrators with experience in API-driven or headless architectures
- Companies that want to offer or recommend a mature PIM/DAM solution
- Resellers interested in long-term collaboration in Europe or selected Asian markets

The company provides partner onboarding, technical training and ongoing support for co-implemented projects.

Type of partnership considered:
Commercial agreement / Services agreement / Strategy partnership. The Technology is fully mature and deployed in enterprise environments.

Advantages and innovations

Technical specification or expertise sought

The company is seeking partners with expertise in enterprise IT, digital transformation and data-centric system integration. Ideal partners should have strong experience in im
plementing or consulting for complex digital ecosystems, including ERP, PLM, CMS, eCommerce or middleware platforms. Technical competence in API-driven architectures is essential, as the platform operates fully headless and supports comprehensive RESTinter-faces for integrations, data flows and automation.

Expertise in managing structured product data, digital assets and multi-channel content workflows is an advantage. Partners should be familiar with data governance principles, metadata modelling, taxonomy development and quality management processes. Knowledge of standards such as GS1, ETIM, ECLASS or other classification systems is beneficial but not mandatory.

The partner should understand the requirements of industrial companies, automotive suppliers, public sector organizations or distributors working with large information volumes. Experience in designing content pipelines, integrating data hubs, or advising on composable enterprise architectures is highly desirable.
While the partner does not need to deliver full technical implementation (unless opted for), they should be able to analyze customer requirements, propose suitable architecture concepts, coordinate data migration or transformation processes, and oversee integration with surrounding systems. Competence in coordinating multidisciplinary IT projects, managing stakeholders, and communicating technical concepts to business teams is valuable.

Partners with experience in headless CMS, PIM/DAM systems, API orchestration, cloud deployment (Azure/AWS), or workflow automation will find strong synergy. Additionally, digital agencies or consultancies offering discovery workshops, digital maturity assessments or architectural advisory services are highly suitable.

Stage of development

Already on the market

Sustainable Development goals

• **Goal 8: Decent Work and Economic Growth**

• **Goal 11: Sustainable Cities and Communities**

• **Goal 12: Responsible Consumption and Production**

• **Goal 17: Partnerships to achieve the Goal**

• **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

Secret know-how

IPR Notes

IPR Notes

Partner Sought

Expected role of the partner

The partner is expected to act as a strategic connector between end customers and the platform, identifying business opportunities, analysing customer needs, and guiding organisations through their digital transformation journey. The partner should support customers in evaluating data management requirements, advising an system architectures and recommending the integration of the platform as part of a modern, composable enterprise landscape.

Depending on their profile, partners may take one or several roles:

1.   Consulting & Advisory Role
Partners may conduct assessments, workshops or architectural consulting to help customers evaluate their digital maturity, harmonise data structures and define information strategies. In this role, the partner assists customers in understanding how PIM, DAM and structured content systems can improve efficiency, quality and scalability.

2.   Implementation Coordination (Non-technical or Hybrid)
Partners may assist in coordinating implementation projects by gathering requirements, preparing specifications, supporting data modelling decisions and liaising between customer teams and the company. Full technical delivery is optional; the partner may instead focus an scoping, testing, data validation or change management.

3. Technical Integration Role (optional) (ohne Nennung des Firmenamen)
Partners with advanced technical expertise may manage integrations via REST APIs, support data migration processes, or develop connectors to ERP, PLM, CMS, or eCommerce systems. This role is optional and can also be performed jointly with the platform provider or another certified implementation partner.

4.   Long-term Account & Relationship Partner
The partner may maintain ongoing relationships with customers, identify additional use cases, and initiate follow-up projects such as extending PIM governance, adding structured content workflows, or introducing multi-channel publishing and documentation modules.

5.   Local Representative & Ecosystem Connector
In international markets, the partner may act as a local point of contact, facilitating communication, bridging cultural or regulatory requirements, and introducing the platform to regional innovation networks, associations, industry clusters or digital ecosystems.

Across all roles, the partner is expected to uphold professionalism, communicate transparently and ensure that customers receive accurate information about the platform capabilities.

The partner should not make technical commitments or pricing agreements on behalf of the platform provider; all contractual matters are handled directly between the provider and the customer.
The cooperation aims to create mutual value by combining the partner's market knowledge and customer relationships with the company's technological expertise-enabling joint success in enterprise data, content and digital transformation initiatives

Type of partnership	Type and size of the partner
Commercial agreement	• **Big company**
	• **R&D Institution**
	• **SME 50 - 249**
	• **University**
	• **SME 11-49**
	• **SME <=10**

Dissemination

Technology keywords

- 01003002 -
**Archivistics/Documentation/Technical
Documentation**

• **01003003 - Artificial Intelligence (AI)**

• **01004015 - ICM – Internet Content
Management**

• **01001002 - Digital Systems, Digital
Representation**

• **01003006 - Computer Software**

Market keywords

• **02007016 - Artificial intelligence related
software**

• **08006001 - Process control and logistics**

• **02007002 - Database and file management**

• **02007001 - Systems software**

• **02007011 - Manufacturing/industrial
software**

Targeted countries

• **World**

Sector groups involved

• **Digital**

Media

Images

Use Case

The customer is a German power tool manufacturer.

Replacement of PIM&MAM

- Central supply system for catalog printing
- Electronic catalogs and filling product websites
- Support for existing third-party systems: Import from SAP; data delivery to SharePoint (online portals), typesetting program for catalog printing (InBetween) and for electronic catalogs, spare parts catalogs (Docware)
- Translation management to ensure internationalization processes
- Simplification of processes and the existing application landscape
- ECLASS / ETIM / BMECAT
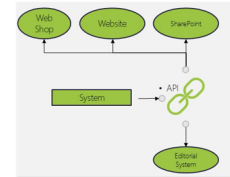- Delivery platform for omnichannel commerce

Use Case

Use Case

The company is a German manufacturer of vacuum pumps, blowers, compressors, and vacuum generation systems.

Introduction of our system as a data hub and PIM system for various third-party systems such as

- CMS connection for TechDoc
- Our system as a leading PIM system
- DAM connection
- Delivery to WCMS
- HTML delivery to SharePoint
- Across (translation) COTI L2
- Ampler (PPT)

Use Case