



Best Integrated PIM Software 2025

For too long, businesses around the world have been overwhelmed by inefficient, fragmented, and clunky PIM systems. Enter INCONY – developer of the groundbreaking ANTEROS, a proprietary software providing users with an all-in-one solution for streamlining and managing their PIM. We spoke with Dr. Elke Radeke below, a Member of the Board of Directors at INCONY, as the company is named in the Technology Innovator Awards 2025.

INCONY is a technologically leading software and service provider for PIM and cross-media clients. The company's core values – technological excellence, customer orientation, and solution-driven thinking – have formed the foundation of its overarching mission: to ensure that its software remains both technologically leading and precisely aligned with customer needs. Combining innovation, partnership, and reliability, INCONY is instrumental in helping clients achieve long-term success in an increasingly digital world.

Digitalisation and artificial intelligence are rapidly changing the landscape of product information management. INCONY's clients – spanning a wide range of industries but united in their need to provide customers with high-quality information – are increasingly implementing systems that go beyond the mere management of product data. At the same time, the amount of data is continually growing, while the requirements for specific formats are increasing.

In response to these developments, INCONY has developed ANTEROS: a flexible PIM system that enables seamless data exchange with a variety of systems and offers numerous AI functions for work optimisation. ANTEROS aims to help businesses manage their product data and media in one place and deliver this data efficiently across different channels, enabling them to significantly cut time and costs across their operations whilst contributing to the growing wave of sustainable digitalisation.

A pioneering company in its field, INCONY began to develop and use ANTEROS in 1996 at the C-LAB Institute, a cooperation between Siemens and the University of Paderborn. The first, preliminary version of ANTEROS was completed in 1997, as a web-based product database. 1998 saw the software's first usability tests in the Siemens University Lab using eye-tracking glasses on external test subjects. The findings from these tests were used to improve the user database and all subsequent developments, and the ANTEROS brand was established.

Since this formative period, the ANTEROS software has been continuously developed to now stand as one of the leading systems on the market in regard to technology. Today, the software offers users a fully integrated model that comprises image, document, and video maintenance; translation support; a print engine; and a professional web shop, all combined into a single system. Processes are significantly sped up for ANTEROS users, and complicated interfaces are now a thing of the past.

Furthermore, ANTEROS ensures that data can be efficiently created, imported, exported, and specifically prepared, regardless of whether it involves ERP systems such as

SAP, Microsoft Business Central, or Oxaion; shop systems such as Oxid, Intershop, or Shopware; or industry-specific formats such as BMEcat, TecDoc, or Arge. Users can not only export all products at once but also select specific data and adapt it to their respective requirements, flexibility meeting the industry's growing demands whilst ensuring processes remain efficient and future-proof.

"The print-at-the-touch-of-a-button function is particularly noteworthy," Dr. Elke told us. "With just a few clicks, catalogues, price lists, data sheets, or labels can be generated completely automatically. Even complex documents or individual excerpts – such as new product catalogues or tender excerpts – can be created with ease. Some customers even use this function to offer their own customers up-to-date sheets or catalogue excerpts on their website. This service has been very well received."

To stay one step ahead of the evolving market and provide consistently best-in-class features, INCONY strives for improvement at all levels. It maintains a prominent presence in specialist networks – such as BIM-Stammtisch, ETIM, and local initiatives – in order to identify current innovations at an earlier stage and incorporate them into its software. In particular, INCONY has prioritised the continuous development of innovative technologies, agile development methods, and, of course, ANTEROS. At present, the team are exploring the advancements of artificial intelligence.

Such forward-thinking endeavours are integral to INCONY's sustained success – which has been most recently marked by its 25th anniversary, celebrated with a customer forum and a big party. Building on to this momentum, INCONY aims to invest further in the development of ANTEROS whilst expanding the software's reach into new markets, with a commitment to continuous improvement that has earned it recognition as the Best Integrated PIM Software 2025.

"Following our 25th anniversary, INCONY is clearly looking to the future," Dr. Elke shared. "This anniversary forum showed that INCONY not only has a successful past to look back on but is also well set up for the years ahead."



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