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basecom Rises to Strategic Partner in the Pimcore Universe

As of April 1st, 2024, basecom has been a Pimcore Strategic Partner. This step marks an important milestone in the successful partnership between Pimcore and basecom. As a Pimcore Strategic Partner, basecom joins an exclusive circle of outstanding Pimcore agencies and system integrators and will work even more closely with Pimcore in the future. We will focus in particular on developing and expanding our joint activities in the US market.

Osnabrück/ Salzburg, April 4th, 2024 | With locations in Osnabrück, Hanau, Berlin, Hamburg, Munich and Cologne, basecom GmbH & Co. KG is well established as a software service provider with a focus on e-commerce, product information management (PIM) systems, digital experience solutions and consulting throughout the DACH region and has also been represented in the USA by basecom Inc. since December 2023. Pimcore GmbH is one of our most important partners. Since April 01, 2024, basecom is a Pimcore Strategic Partner. With this new partnership, we are deepening our trusting and successful cooperation in order to continue to grow together.

"Pimcore has been a crucial part of our journey since 2020, evolving to a Strategic Partner. Pimcore is integral to our offerings, fitting seamlessly into our technology portfolio to deliver tailored, high-performance data management solutions to our clients," stated Manuel Wortmann, CEO of basecom.

The partnership underscores our commitment to leveraging the Pimcore Platform, providing customers with flexible, powerful, and scalable data and experience management solutions. With its API-centric architecture, Pimcore enables seamless integration with third-party systems, laying the foundation for a successful, customer-focused, and multilingual user experience.

Dietmar Rietsch, Managing Director of Pimcore, adds "Elevating basecom to Strategic Partner status reflects our shared vision and commitment to excellence. Together, we're setting new benchmarks in digital transformation, leveraging our synergies to drive innovation and growth on a global scale."

We are very proud of the great trust that Pimcore has placed in us as a Strategic Partner and look forward to facing new challenges together with Pimcore. We see Pimcore as a key partner for our commitment to the US market in particular.

The recently announced new partnership between Pimcore and Platform.sh for the Pimcore PaaS solution and the Global Technology Alliance between Pimcore and Shopware announced in March 2024 confirm this assessment. As a Platform.sh Diamond Partner and Shopware Platinum Partner, we also work very closely and trustingly with these two technology providers and see great potential in the cooperation between all three partners.

For further information and questions, please contact Marc Brochhaus, Senior Marketing Manager at basecom.

About Pimcore

Pimcore is an analyst-ranked IT company that provides innovative data and experience management solutions. The company was founded in 2013 and is headquartered in Salzburg, Austria. More than 110,000 customers, including Fortune 100 companies such as Pepsi, Sony, and Audi, already rely on Pimcore. The Pimcore Platform aggregates, enriches, and manages enterprise data, providing customers with up-to-date, consistent, and personalized experiences. Its Digital Asset Management (DAM), Product Information Management (PIM), Master Data Management (MDM), Digital Experience Management (DXP/CMS), and Digital Commerce modules are recognized by analysts such as Gartner and Forrester. The consolidated platform provides companies with a "trusted view" of information (products, assets, and customers) to eliminate data silos, optimize operational efficiency, improve customer experience, and minimize IT costs.

About basecom

As an owner-managed software company with more than 190 employees and six locations throughout Germany as well as an US office in Raleigh, North Carolina, basecom supports its customers as a reliable technology partner in the planning, implementation and support of individual software projects in the areas of e-commerce, PIM systems and digital experience.

The company also offers comprehensive consulting services in the field of digitalization and the digital transformation of retail.

basecom is part of the GROW Digital Group, which unites more than 600 experts from various companies in the agency and digital sector under one roof. Thanks to this pooling of all the skills required to establish and expand digital business models, the GROW Digital Group offers its customers a comprehensive service.