



inRiver PIMpoint Becomes World's Largest and Longest-Running Product Information Management Event

Sold-out PIMpoint Summit 2018 said to be the 'premier PIM event of the year'

MALMO, UT, SWEDEN, April 12, 2018 /EINPresswire.com/ -- Malmö, Sweden – April 12, 2018 – [inRiver](#), the leading provider of SaaS-based product information management (PIM) solutions today opened the fifth [PIMpoint](#) Summit, the leading product information management event of the year.



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Filip Lindwall, iStone

With over 700 attendees, PIMpoint is the largest event in the world focused on the growing international product information management market. Over two days, attendees will learn how to better manage product information for competitive advantage across both digital and traditional channels.

“As a leading partner to inRiver, it is important for us to interact with the community of inRiver partners and customers

each year and to hear about the future of inRiver,” said Filip Lindwall, iStone. “As a community, we help each other to deliver the best projects, develop the product, and to sell inRiver to other platforms. We care about, prioritize and invest in our partnership with inRiver.”

Since the inaugural PIMpoint in 2014, the number of participants has increased almost 500%, which is a testament to the explosive interest in PIM as a key to eBusiness transformation. The engagement of customers and commitment of partners participating in the event has contributed to making this the largest, longest-running, and most successful PIM event globally.

“PIMpoint is the premier PIM event of the year,” said Trevor Olson, President & CEO, Aware Web Solutions. “Any marketer interested in product information management simply must attend since the quality of the content, the speakers, and the community is so very high. For me, PIMpoint is the event where I generate marketing and business ideas that I work on with my team throughout the rest of the year.”

Keynote speakers include inRiver CEO, Thor Johnson, Professor Micael Dahlen, and strategist Ivo Van Den Brand, all digital marketing veterans. In addition, attendees will be able to learn first-hand from inRiver customers who will share their personal product information management challenges and successes. Panel discussions featuring inRiver product experts will provide insights on key topics, such as content onboarding, creation, and syndication.

“We are pleased with the customer and partner commitment to the inRiver ecosystem at PIMpoint Summit 2018. With our partners and customers, inRiver is defining Product Information Management and expanding its capabilities,” commented Thor Johnson, inRiver CEO. “All the learning, networking,

and interaction at PIMpoint 2018 creates innovation and understanding around inRiver [Product Marketing Cloud](#) and helps our customers succeed."

For more information about EMEA PIMpoint Summit 2018, visit: <https://www.pimpoint.net>

About inRiver

inRiver is the market leader for simplifying Product Information Management (PIM). We help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Our powerful inRiver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 900 brands around the world rely on inRiver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized brands.

inRiver was founded in 2007, and is today a well-recognized, award-winning, and rapidly growing company with an extensive partner network (PRIME). The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm and sales offices in Phoenix, and Istanbul.

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