

PIMCORE®

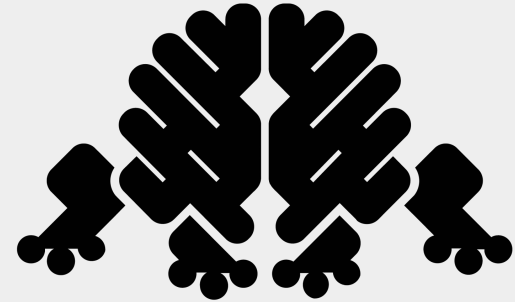


TUGA 11/2022



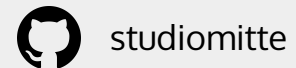
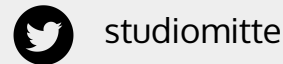
Georg Ringer

- Core Developer
- Extension Developer



STUDIO MITTE

studiomitte.com



Facts

Some facts

- <https://pimcore.com>
- Founded 2009 by Elements, Salzburg
- Versions
 - Open-Source Community Edition
 - Cloud Edition (SaaS)
 - Enterprise



Requirements

- PHP 8.0+
- MySQL 8.0+ || MariaDB 10.3
- symfony/* ^5.2
- twig



PIM

Product Information Management



Multi-Lingual

The screenshot displays the Pimcore user interface for editing a product named 'cisco_women'. On the left, a 'Data Objects' sidebar shows a hierarchical tree structure: products > materials > products > apparel > handball > outdoor > fw1213 > footwear > cisco_women. The main workspace is titled 'cisco_women' and features a top navigation bar with 'SAVE & PUBLISH', 'Unpublish', and various tool icons. Below this is a secondary navigation bar with 'Edit', 'Preview', 'Properties', 'Versions', and other options. The main content area is divided into tabs: 'Data Quality', 'Attributes', 'Base Data', 'Material / Appearance', and 'Product Specific Attributes'. The 'Attributes' tab is active, showing language selection options: 'English (United Kingdom)', 'German (Austria)', and 'French (France)'. Underneath, there are input fields for 'Name' (Cisco women), 'SEO Name' (mckinley active outdoor hiking footwear cisco), and 'Color Name'. A 'Prices' section is also visible, with 'Regular Price' set to 59,95 and a 'Price (old)' field.



Dashboards

The screenshot displays the Pimcore dashboard interface. On the left is a vertical navigation sidebar with icons for Home, Search, Reports, Settings, Information, Navigation, Search, and a bottom section with icons for Reports, Documents, Assets, and Data Objects. The main content area is titled 'Welcome' and contains several portlets:

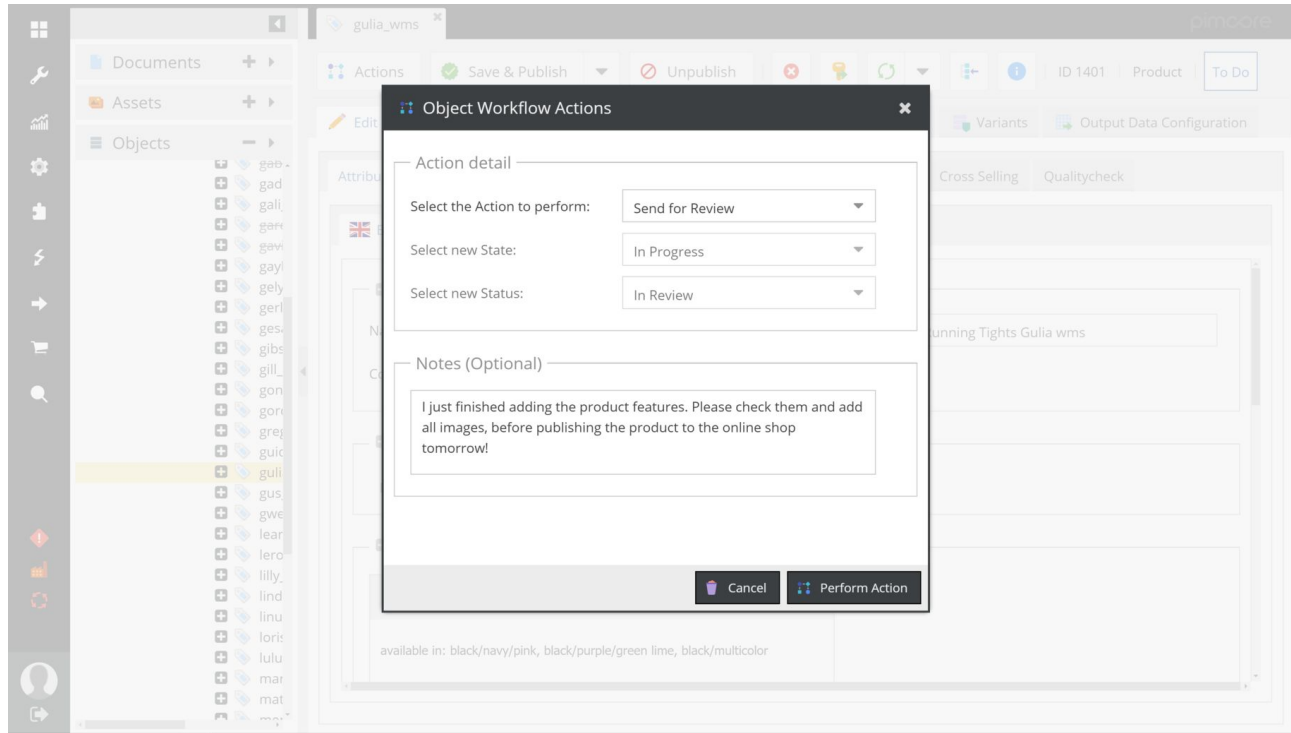
- Custom Report: [Workflow] TODO**: A table with columns ID, Open, Key, Name, and Art-No. It lists 7 items with their respective keys and article numbers.
- Changes in the last 31 days**: A line chart showing the number of changes for Documents, Assets, and Data Objects over time. The Y-axis ranges from 0 to 15. The X-axis shows dates from 2019-07-11 to 2019-07-17. All values are currently at 0.
- Modified Objects**: A list of paths and their modification dates. A dropdown menu is open over this portlet, listing various filters like 'Modified Documents', 'Modified Objects', 'Modified Assets', 'Changes in the last 31 days', 'Google Analytics', 'Piwik', 'Custom Report', and 'Advanced Object Search'.

ID	Open	Key	Name	Art-No
1433		gaby_wms	Gaby wms	189818
1502		claudia_wms	Claudia wms	147757
1594		cedic_men	Cedic ux	102997
1919		mp-s	MP-S	137212
1960		force-100-fs	FORCE 100...	185608
1972		mp-50	MP 50	75772

Path	Modified
/products/products/apparel/running/fw12_13/go...	
/validation	
/customers	
/customermanagement/segments/calculated/Sta...	
/customermanagement/customers/AT/4710	
/customermanagement/customers/AT/4710/Ann...	
/customermanagement/customers/DE/80539/An...	
/customermanagement/customers/DE/80539/An...	2019-07-29 11:48:28
/customermanagement/customers/_archive/DE/8...	2019-07-29 11:48:28
/customermanagement/customers/_archive/DE...	



Workflow Management



DAM

Digital Asset Management



File Management

   Editions

Organize and store your files in a structured way with a robust central repository for your digital assets and metadata.



Metadata Management

   Editions

Enrich and categorize your files with metadata, taxonomies and tags to create a findable and meaningful asset collection.



Image & Video Conversion

   Editions

Automatic conversion and transcoding enable you to manage and create your files' derivatives on-the-fly – in any resolution, size, and file format.



Works With Any File Type

   Editions

The Pimcore DAM software supports 220+ image, video, and office document file formats for previewing, collaborating, transforming, and publishing.



Workflow Management

   Editions

Pimcore includes an advanced workflow engine to define business processes and editorial workflows.



Digital Asset Delivery

   Editions

Publish final versions of files to your CMS, webshop, or PIM and make Pimcore your central enterprise content hub.



Asset Experience Portal

   Editions

Create branded portals for sharing and collaborating on files across departments and organizations.



Brand Hub & Asset Sharing

   Editions

Share and collaborate on digital media with different public or private audiences in real time. Pimcore DAM acts as your central marketing Datahub.



Microsoft & Adobe Integration

   Editions

Access and collaborate on pictures and videos within your Microsoft Office and Adobe Creative Cloud technology stack.



CDP

Customer Data Platform



Customer Data Integration

Ingest, aggregate and store first-party or third-party, individual-level customer data from multiple sources (online and offline) in real time at any scale and speed.



Profile Unification

Merge various devices to single individual when they're identified, including de-duplication of customer records and matching 3rd party data, to blend customers in one account.



Customer Data Modelling

As objects are just like object-oriented programming in our CDP software, managing structured data based on a class definition can be defined via a simple GUI.



Real-time personalization

Personalization stemming from customer segmentation and real-time implicit and explicit on-site behavioral targeting supports the Pimcore customer data platform.



Automation

Automating any actions connected to customers according to rules can be executed through tools provided by the customer management framework plugin in the CDP software.



Digital Experience Platform

DXP / CMS





Web Content Management

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Pimcore's Digital Experience Platform can manage multi-site, multi-lingual, and mobile-friendly content with its leading open-source web content management system.



Headless Content Management

   Editions

Pimcore open-source DXP offers the easiest and fastest way to manage content. Use the API-driven headless content management system to publish your content across a wide variety of channels.



Multi-channel Delivery

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DXP software uses multi-channel delivery to automate publishing processes across devices and channels for consistency and accuracy.



Personalization & Analytics

   Editions

Pimcore DXP software creates compelling and personalized digital experiences using analytics to deliver positive brand experience and build customer loyalty.



Print Publishing (Web2Print)

   Editions

Pimcore DXP system revolutionizes traditional print processes for creating product catalogs, price sheets, and personalized marketing and sales collateral.



Integrated PIM Module

   Editions

The open source DXP solution helps you leverage agile and hyper-flexible product information management functionalities with more than 40 high-performance data types.



Demo



Personal opinion

What I like

- Objects & Classes
 - Creation of objects, classes
 - Variety of input types
 - Inheritance
- DataHub
- Editor experience for simple content elements
- Freedom for building everything
- Usage of PHP standards
 - Events
 - Dependency Injection
 - Commands

What I dislike

- Non deployable configurations
- Editor experience for komplex content elements
- Code
 - CGL: not as strict as e.g. TYPO3
 - Static magic functions



Q & A

