akeneo

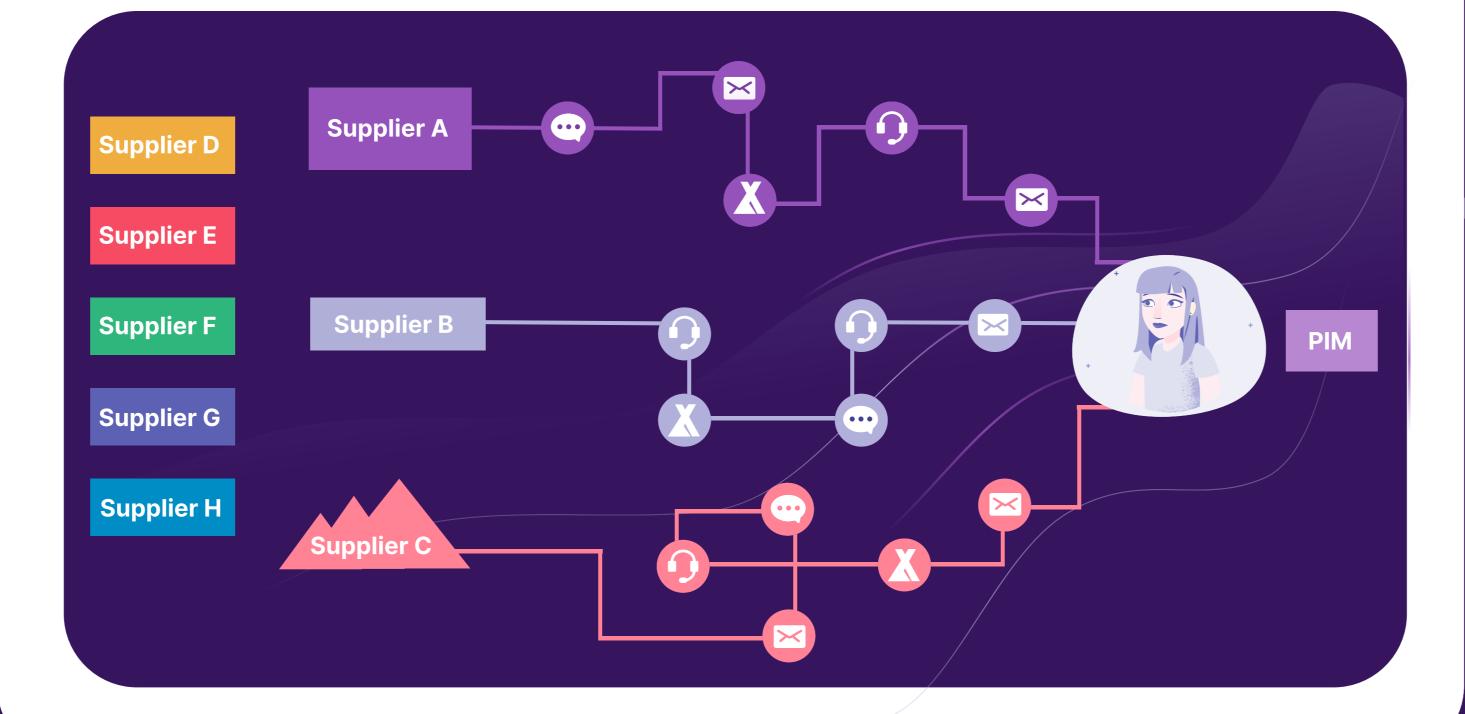
The Secret to Simplifying Supplier Relations



The Supplier Problem

B2B distributors need to collect information and assets on thousands of products from hundreds of suppliers. That's an operational and logistical challenge because every supplier organizes their data in their own way, and distributors have varying degrees of influence over suppliers and their operations.

Without an efficient way to collect supplier-provided product data, companies often experience slow time-to-market, lack of governance resulting in unreliable data, and inefficient supplier relations.



The Supplier Solution

Creating a single source of truth for all your product data ensures that all suppliers and teams have seamless access to accurate, up-to-date product information. This improves productivity, reduces time-to-market, and enhances product searchability.

A simple, scalable, and collaborative way to collect product data from all your suppliers drives measurable benefits such as:



Improved collaboration with suppliers

Distributors can

manage all supplier

interactions and build

stronger relationships.



Improved customer experience

experience

The most up-to-date

content from suppliers

means the most up-

to-date content for

customers.



Improved time-tomarket

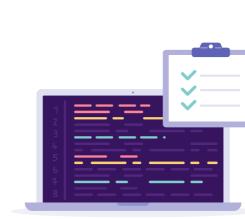
With supplier-provided data readily available, your company can expedite product launches and updates.

Where Al Comes In



Product data collection and cleansing.

Generative Al applications employ deep learning to automate the collection, categorization, and cleansing of supplier data, improving productivity and time-to-market.



Product information enrichment. Leveraging a PIM system for centralized and accurate product data, GenAl generates compelling, well-formatted product copy and descriptions, enhancing the quality of data.



Product content translation. With enriched product descriptions, GenAl apps can be used for real-time translation and localization, opening doors to new markets.



Supplier Data Onboarding Made Simple, with Akeneo Supplier Data Manager.

A scalable, collaborative way to collect product data from all your suppliers, Akeneo Supplier Data Manager provides a user-friendly portal for collecting, managing, and enriching supplier-provided product information and assets.

Learn more

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