



Akeneo PIM 2.0 is available now

Introducing Akeneo PIM

2.0



Akeneo, the open-source PIM company, officially launches Akeneo PIM 2.0. The software, used by 40,000 users all over the world, is known as one of the most agile on the market. This latest version of Akeneo delivers a new User Experience and a stronger and more robust API.

Düsseldorf, September, 28th - On the heels of receiving EY's 2017 Startup of the Year Award, French technology company Akeneo with operations in Düsseldorf, today announced the release of its 2.0 industry leading product information management (PIM) platform. The fully redesigned new version features a robust new PIM user interface, allowing brands and retailers seamlessly to deliver comprehensive product information across channels for a superior customer experience.

The proliferation of digital sales channels, social shopping options and voice AI-driven product search is posing growing challenges to brand marketers and ecommerce managers. Akeneo PIM 2.0 platform is custom built to empower marketing teams on the front line of product and brand management to maintain consistent product information across sales channels. Featuring a dynamic and user-friendly interface, Akeneo PIM 2.0 comes with simplified catalog modeling and new wizards to help business users easily manage product data information and dramatically improve data quality.

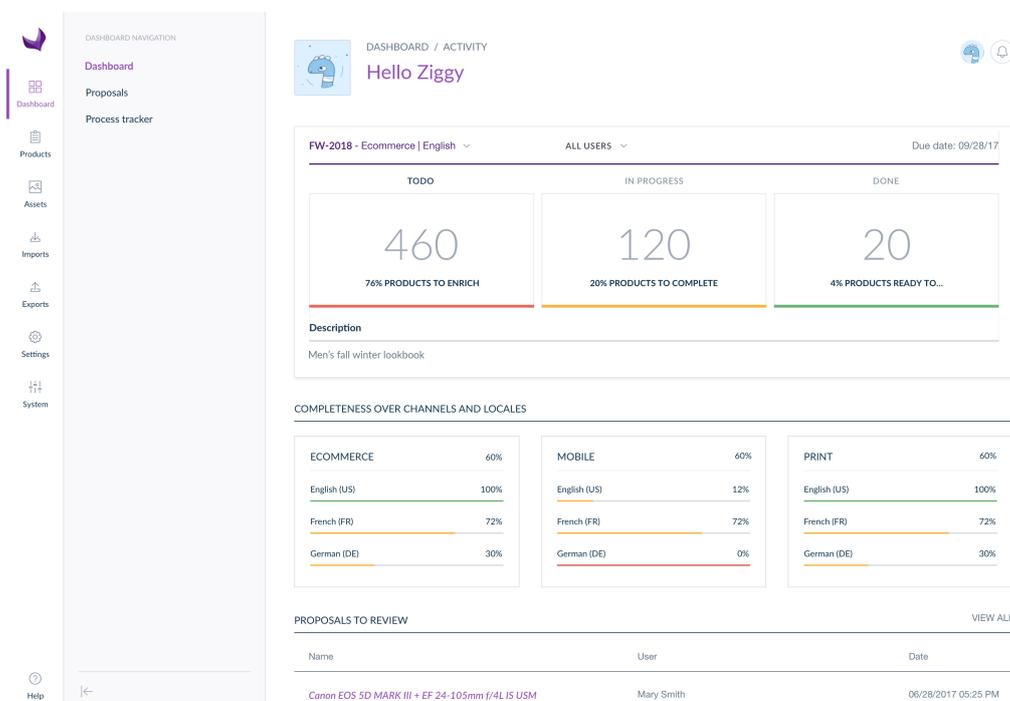
“At a time when communication options are increasing exponentially, unifying product information is a priority for all brands,” said Frédéric de Gombert, CEO and cofounder of Akeneo. “Akeneo PIM 2.0 is a modern platform designed for the marketing profession's challenges. Our goal is to develop a platform accessible to everyone.”

Since 2013, 40,000 users have downloaded Akeneo’s community version -- an average of more than one an hour worldwide. The company’s premium enterprise version is being used by more than 150 leading global brands, including Samsung, Fraport, Siroop, Polo Motorrad, and PUKY.

The Group of Analysts (TGOA), one of the leading analyst firms in the PIM market, says “Akeneo has two very unique characteristics: the open source nature of the solution and a 100% focus on PIM as a product.”. They add: “Akeneo, in a nutshell: delivers excellent usability through a beautiful user interface, and has already convinced numerous clients, including Samsung and Faber-Castell on its ‘ability to use’. Overall, this is a truly outstanding result that places Akeneo with its Next Generation PIM among the top tier of PIM systems providers. As analysts, we are certain: we will be reporting a lot more on Akeneo in future.”

Akeneo PIM 2.0, User Experience first

“To lead this new version, our **Enterprise Edition Clients** were heavily involved in our roadmap, participating in more than 30 interviews” says Nicolas Dupont, Head of Engineering and Co-Founder. First illustration of this detailed process, the User Experience is now totally redesigned. “It’s a real transformation and not only a simple adaptation of our product that we had to operate. We shaped the new platform to answer tomorrow’s needs.”



2.0 In the cloud

Customers are struggling to match applications to the speed of their business demands. Akeneo introduced earlier this year a first step towards a complete Cloud offer providing a modern, scalable and service-oriented platform to solve this challenge. This release is the second step to complete this plan. Initially, Akeneo proposed the Flexibility mode (PaaS, Platform as a Service), a cloud-hosted On-Premise software which offers strong customization capabilities and a new API. For companies with established internal IT processes or with potentially customization needs about changing Akeneo behaviors or adding features. Then, the new Serenity mode is a full SaaS (Software-as-a-Service) distribution built on the very latest standards and includes - automatic major and minor updates. For companies with customization needs without Akeneo code changing. The SaaS distribution allows to benefit as fast as possible from the latest Akeneo innovation, with no additional costs. Serenity clients will gain business agility and all the Akeneo PIM 2.0 family of solutions will benefit from the new delightful User Experience and a stronger API.

Akeneo 2.0 is available for September, 28.

To access to the Community edition: <https://www.akeneo.com/download/>

Learn more about the Enterprise Edition: <https://www.akeneo.com/enterprise-edition/>

Akeneo :

Akeneo created an open source enterprise product information management (PIM) platform that radically improves product data and simplifies product catalog management. Leading global brands such as Samsung, Fraport, Siroop, Polo Motorrad, Kurt Geiger and Universal trust Akeneo's PIM solution to scale and customize their eCommerce initiatives in order to gain productivity and offer their customers an amazing user experience. Akeneo is based in France, Germany and the United States. For more information about our solutions: www.akeneo.com

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