akeneo

Akeneo Ranks as Top PIM Solution

Sustainability and Usability Win Over
Premier Analyst Group

Akeneo, a leading provider of open source product information management (PIM) software, received top ratings from the prestigious Group of Analysts (TGOA), the premier German evaluation authority for solutions, manufacturers and integrators in multi-channel marketing.

The group gave Akeneo top marks among PIM providers, and the number one position among open-source systems. The analysis noted that Akeneo made a "noteworthy jump" of 23 percent in its ranking since last year and that the product was the most comprehensive on the market.

The company's most recent version, Akeneo PIM 2.0, has placed the French startup at the forefront of global PIM platform providers. Product information management, which is becoming increasingly important in eCommerce, helps companies scale their businesses more rapidly by bringing together detailed, high-quality product data across sales channels. Akeneo was founded in France in 2013 and currently operates in France, Germany and the U.S.

"This recognition is important for Akeneo and validates all of the hard work our team has been doing to make our software as user-friendly and effective as possible," said Tobias Schlotter, Akeneo's general manager for Germany. "We try to

take a very customer-centric approach to all of our product development, and we are very gratified to see how rapidly our software is being adopted throughout Western Europe."

More than 41,000 businesses have downloaded Akeneo's community version software and the company's premium enterprise version is being used by almost 200 leading global brands, including Carrefour, Sephora, Heineken, Nuxe, Universal Music Group, Adidas, Renault and Eram.

About Akeneo
Akeneo is the creator of an open source, enterprise-level product information management (PIM) platform that radically improves product data and simplifies product catalog management. The tool helps merchants centralize, synthesize, translate, and control the quality of their product information, leading to higher conversion rates, better SEO, shorter time-to-market and lower return rates. The Akeneo PIM solution also makes it possible to scale and customize eCommerce initiatives far more rapidly. The company has operations in the U.S., France, and Germany. www.akeneo.com

About TGOA
The Group of Analysts is the number one German evaluation authority for solutions, manufacturers and integrators in multi-channel marketing. Based on a new analysis method, the analysts observe and interpret the software market's effective performance. This results in data charts, or market performance wheels (MPW) regarding the multidimensional observation and comparability of companies, products and services. Four areas are observed: ability to execute, market penetration, sustainability and technology. Each area is subdivided into four sub-categories, where 25 points are awarded to each one.

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