



Akeneo Helps Brands and Retailers Deliver Compelling Product Experiences

Launches New Product Experience Management Solution

BOSTON, June 26, 2018 /PRNewswire/ -- Akeneo, the leading provider of open source product information management (PIM), today announced new products and updates to its flagship Akeneo PIM solution that are designed to enable enhanced product experience management (PXM). Purpose-built for brands and retailers to create outstanding product experiences across all sales channels, the new PXM solution extends the functionality and value of Akeneo PIM by making it easier and quicker to onboard suppliers and manage an ever-evolving collection of products.

The three elements of this new product experience management offering include Akeneo PIM 2.3 and two new powerful modules, Akeneo Onboarder and Akeneo PIM Accelerator.

Akeneo PIM 2.3 includes several improvements designed to make marketing and eCommerce teams more productive. Additional features include dramatically enhanced handling of product models and product variants, searching and filtering through large catalogs, and collaboration across teams.

Akeneo Onboarder enables retailers and distributors to offer their suppliers a secure cloud-based environment where they can easily provide product information without requiring access to the core PIM platform. Akeneo Onboarder ultimately helps ensure that the best product information is available for the right channel and makes it easier for suppliers to propose new products for retailers and distributors to carry. The result is faster time to market, reduced errors, more efficient processes and increased scale.

The PIM Accelerator is an add-on to Akeneo PIM that features a pre-built catalog and sample data for specific industries. The first PIM Accelerator is designed for fashion brands and retailers that offer apparel, footwear, and accessories. It speeds the process of building a catalog and offers more than 70 attributes, six product family options and multiple family variants. It also provides a tree structure for categories and assets, making it simpler and faster for brands and retailers to enrich their product attribute information by editing pre-built templates to suit their specific needs. The result is faster creation of product catalogs, increased team productivity, and accelerated time-to-market.



According to Fred de Gombert, Akeneo's co-founder and CEO, the enhanced offering will help retailers and brands craft compelling product experiences that ultimately drive better customer experiences. "As brands and retailers realize the power of personalized product experiences, PXM is going to emerge as a key category and practice and will add a new business dimension that was often overlooked in PIM," de Gombert said. "It makes product data even more strategic and helps marketers boost sales."

About Akeneo

Akeneo is a global leader in Product Information Management (PIM) solutions that enable retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including ecommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management. For more information, please visit <https://www.akeneo.com> or contact hello@akeneo.com.

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