Akeneo Recognized as
Magento Premier Technology Partner

Akeneo PIM Helps Magento Merchants Enhance
Product Experience and Boost Conversion Rates

MagentoLive Europe, Barcelona. October 9 – Akeneo today announced a Magento Premier Technology Partnership that combines the expertise of the leading open source enterprise Product Information Management (PIM) provider with the leading eCommerce Magento platform. Akeneo PIM solution will manage and feed high-quality product information to the Magento platform and help customers deliver a more compelling and consistent product experience across sales channels. The combined power of Akeneo and Magento enables brands and merchants to improve product data quality and relevance for shoppers, which increases sales conversion rates and reduces product returns.

High quality product information is critical to merchants in the era of experience-driven commerce. But collecting and enriching product data is a major pain point for most companies. "Businesses are competing to launch new products and keep their catalogs up to date across channels and locales. They need a purpose-built PIM solution to ensure product data quality and streamline their processes." said Fred de Gombert, CEO and co-founder of Akeneo. "We are thrilled to join forces with Magento to help merchants deliver outstanding product experiences in today's omnichannel world."

Akeneo PIM Enterprise Edition integrates with the Magento platform via an extension that enables product data to be exported from Akeneo's PIM solution to Magento Commerce and Magento Open Source. Akeneo and Magento solutions are a logical fit as they are both open source, share the same technology stack, and count many joint customers benefiting from the combined value proposition. Plus, Akeneo and Magento have many mutual Solution Partners with solid experience in implementing the joint solution.

"We welcome Akeneo as a Premier Partner within the Magento Technology Partner Program," said Mark Lenhard, VP Strategy & Growth at Magento, an Adobe company. "As a leader in B2B commerce, we see our growing install base of B2B manufacturers and distributors using Akeneo with Magento to streamline their product information creation and governance processes enabling high quality, consistent product content across the enterprise."

The combined strength of product data management and feed capabilities will accelerate time-to-market for global brands and merchants who need an end-to-end commerce solution. The shared open source software DNA allows enterprise-level clients looking for customization and integration of additional capabilities including localization, print, Digital Asset Management (DAM), to take advantage of platforms that provide unparalleled agility and flexibility.

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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