

## **Turner Price selects Akeneo to boost eCommerce strategy and pivot to meet unprecedented demand**

Product Experience Management (PXM) to help wholesaler open new sales channel with speed and efficiency and drive digital transformation

London, 16th June 2020 - Hull-headquartered food wholesaler Turner Price has selected Akeneo, a global provider of Product Experience Management (PXM) solutions, to manage the company's product information as part of its eCommerce strategy.

Akeneo's PXM platform helps companies improve customer experiences, increase sales, reduce time to market, and boost team productivity by offering a centralised solution for all product information, whilst streamlining processes for internal teams.

"The wholesale sector tends to be reluctant to invest and adopt new technologies", said Julian Owen, director at Turner Price, which integrated with Akeneo in June 2019. "After our initial launch of Akeneo's community version, we are aiming to add up to one million stock-keeping units as part of a complex marketplace project. Akeneo is helping us ramp up capabilities, manage this new level of data and reach our digital transformation goals. We're convinced of the competitive advantage a PIM solution provides and consider it as part of a successful eCommerce strategy."

Turner Price is part of a buying group of 12 members that are implementing Akeneo's platform. With the new PIM system in place, the company was able to more easily manipulate its data and react quickly to customer needs in the wake of the Covid-19 pandemic, opening up a new sales channel. "When the lockdown happened and supermarket shelves remained empty due to increased demand, we started a new initiative: a platform connecting the general public with wholesalers", said Owen.

The new consumer-facing platform added over 1,400 entries, and because the wholesalers had already adopted a PIM strategy, they were able to pivot quickly and launch new services to consumers instantly. They were also able to offer other useful services such as click and collect and home delivery. Not only did the implementation of Akeneo help Turner Price cope with the spike in demand, they are also considering offering this new consumer channel permanently.

Akeneo worked closely with partners Foodservice Online and iWeb in order to deploy the software in a short timeframe. James Barlow, country manager at Akeneo, said: "It's fantastic to see the difference Akeneo's PIM solution has made to the sector during these unprecedented times. The pandemic situation has shown us the importance of being able to pivot quickly and wholesalers without a PIM strategy in place may have struggled to do so effectively."

Following a period of rapid global expansion after the company's completion of a \$46M strategic fundraising round in September 2019, Akeneo was also named a "Leader" in the December 2019 IDC MarketScape on PIM. Akeneo is the most used Product Information Management (PIM) solution in the world, and has achieved compound triple-digit revenue growth for each of the past six years. The

company has more than 60,000 live implementations and serves more than 300 enterprise clients in international markets across the U.S., Europe, and the Middle East.

**About Turner Price:** Turner Price Food Service is a family-owned company, based in Hull, East Yorkshire. We deliver catering supplies throughout 6 counties and have over 2,500 trading customers. We deliver using our own fleet of over 75 multi-temperature vehicles. Constant innovation, investment in technology, and most importantly of all, customer experience, is key to our success. We always endeavour to "keep kitchens cooking".

**About Akeneo:** Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open-source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.

Leading global brands, including Midland Scientific, Air Liquide, Fossil, Shop.com, and Auchan, trust Akeneo's solutions to scale and customize their omnichannel and cross-border commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. For more information, contact [hello@akeneo.com](mailto:hello@akeneo.com).