

Seasalt selects Akeneo to drive international expansion and digital transformation plans

Product Information Management (PIM) platform to provide consistency and scalability for the fast-growing clothing retailer

London, 22nd June 2020 – Cornwall-based clothing retailer Seasalt has announced it has selected Akeneo, a global provider of Product Information Management (PIM) solutions, to ensure a consistent online shopping experience for its customers as it continues to expand.

Akeneo's PIM platform will allow the company to centralise all of its product data and quickly measure that data quality and consistency to drive improvement, delivering compelling, consistent, and personalised customer experiences across sales channels.

"Until now we have been managing our online product manually, which was time consuming and a drain on resource, as we had to bring in teams that wouldn't normally be involved," said Will Charnley, Omnichannel Director at Seasalt. "By implementing a PIM with Akeneo we can build efficiency into the process and be far more reactive to customer needs."

Using the previous system, launching a new product range would have taken up to three days, but with Akeneo in place Seasalt estimates that this timescale will be at least halved, and possibly reduced even further.

"We selected Magento as our ecommerce platform at the end of last year and as Akeneo is already integrated with that system it made sense for us to work with them. We've since been very impressed with Akeneo's project team and the functionality of the platform, which is not only helping us in the short term, but will enable digital transformation and scale digital growth in the longer term," added Charnley.

James Barlow, country manager at Akeneo, said: "Seasalt is exactly the sort of company we love working with. It has grown from a local family-run business into a national success with 70 stores in the UK and Ireland and is now poised for international expansion. I think the key to its success is that it continues to understand its customers as well as it did when it started, and we look forward to helping them continue to do so as they grow."

The deal follows a period of rapid global expansion for Akeneo, following the company's completion of a \$46M strategic fundraising round in September 2019, and its accreditation of being named a "Leader" in the 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 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 catalogue management.

Leading global brands, including Sephora, 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.