Akeneo PIM Enterprise Edition

Deliver Compelling Product Experiences

Akeneo PIM is the #1 open source product information management tool. Our Enterprise Edition is designed to enable B2B and B2C retailers and brands to deliver the great product experiences needed to fuel better customer experiences. Unlike proprietary black-box software solutions, Akeneo PIM Enterprise Edition is an enterprise-grade, open source PIM solution and open API, delivering a transparent, secure, and extensible environment for the ultimate in flexibility. Coupled with our robust ecosystem of solution and technology partners, Akeneo PIM Enterprise Edition can help your team deliver compelling product experiences.

Core Features

Akeneo PIM Enterprise Edition includes features for collecting, enriching, and spreading product information alongside significant enterprise-grade capabilities designed to support the complete range of catalog, channel, and user demands needed to grow your business.

Collect data from any source

- Import via native CSV and XLSX formats with dedicated import connectors from ERP and other sources
- Batch and on-demand processing with job completion notification
- Review log reports of import processing
- Import new product proposals with validation workflow
- Full import API that exposes product content, catalog model, global settings and media resources
- Easily declare API-based connections from the user interface
Enrich and control the quality of your product information

- Marketer-friendly, easy-to-use, browser-based interface
- Fully customizable product grid with list and gallery views
- Classify products by family, category, and channel
- Manage products with multiple levels of variants
- Mass and sequential editing capabilities: values, product models, families, categories, groups, etc.
- Search and filter results
- Easily associate products to define bundles such as packs and collections
- Manage catalogs by channel
- Manage translations by locale
- Monitor completeness over channels and locales
- Control data quality and ensure completeness before publishing
- Manage users, groups, and roles
- Track history
- Visually monitor the size of your catalog

Spread product information to multiple channels

- Scheduled and on-demand export product data in CSV and Excel formats
- Dedicated connectors to eCommerce, print, and other channels
- Generate PDFs of product information
- Specify custom export profiles with different attributes by channel
- Full API that allows you to export product content, catalog model, global settings and media resources

Advanced Enterprise Features

Beyond the basic feature set, Akeneo Enterprise Edition also includes a number of advanced capabilities that make it a suitable solution for enterprises with large teams, diverse catalogs, and multiple sales channels.

Advanced Rights Management

When you have many users to manage, internally or externally, you want to ensure the security of various features and data in the PIM. Akeneo's advanced user rights feature enables you to manage roles, permissions, and groups of users, giving you control over who can access the PIM, what information they can access, and what permissions they have to edit, enrich, delete, or publish product information, settings, taxonomy definitions, and more. With roles, you can decide which features are accessible, and utilize user groups to enable or disable access to specific data. Rights can be assigned at the most granular level and enable you to define permissions by category, locale, or attribute group.

Asset Manager

You'll need more than words to deliver a compelling product experience — today's buyers expect to see images, videos, and other assets that help them better understand and connect with your brand. To help you meet these expectations, Akeneo's Asset Manager centralizes all digital media files, including images, videos, user guides, and more, stored both internally and externally, in one place. The Asset Manager also provides advanced enrichment capabilities to put asset information in the proper context for the channel you're selling on. It also allows you to easily transform assets directly from the Akeneo user interface, automatically link your assets to the right product, and helps you build a better customer experience.

Rules Engine

Your PIM needs to be more than a place to enrich product information — a strong PIM solution should automate repetitive tasks and bring intelligence to your enrichment processes. The rules engine enables marketers to create business logic to automate specifying product attributes and classifying products into the right categories. These smart attributes save time when enriching products, eliminating manual work and freeing up your teams to focus on value-added tasks.
Validation Workflow

Higher quality, complete, and accurate product data is proven to be better for your business. Make sure you only publish accurate information with a validation workflow that lets you set up a governance process by controlling who can edit and approve product information before it is published to your channels. Approvers receive notifications when pending updates are available for review. With higher quality product information published to your channels, you’ll be in a position to realize higher conversions and reduce return rates.

Teamwork Assistant

Using a PIM promises to reduce your information management effort and boost productivity. Akeneo’s Teamwork Assistant helps control the process and tracks work across groups of contributors involved in product data enrichment. The Teamwork Assistant generates tasks and assigns them to the right user, enabling people to focus on exactly what needs to be done. As a result, you can easily report and analyze project status.

Versioning & Publication

Keep track of historical versions of your products and catalogs using Akeneo’s versioning feature. Akeneo supports rollback to any prior version as required. You can also have two versions of the same item: one that is published, and a second version of the same product that you enrich differently for use in an upcoming collection or seasonal offering. With the audit trail and history our versioning and publication provide, you can review prior versions and gain an understanding of what works best for delivering compelling product experiences.

Reference Entities

Creating a great product experience often requires more than just product data. Akeneo’s reference entity feature helps you deliver a better product experience by managing related entity information alongside your products to create a more complete product page – or even a dedicated page! Create, enrich, and maintain entities such as brands, designers, and manufacturers, and link them to relevant products. You can also use reference entities to manage shared and enriched information such as colors, ingredients, materials, and care instructions, and link them to products that require these attributes, saving time and reducing complexity.

Data Quality Insights

Data quality is a big concern for every organization. Checking product information consistency and quality is time-consuming and painful but must be done, because publishing products with wrong or missing information can create a bad product experience and have a negative impact on your sales. Akeneo Data Quality Insights feature helps you measure and follow up on your product data quality. Thanks to a simple, color-coded grading system, low-scoring products will be identified at a glance, allowing you to easily focus on them. Data Quality Insights also automatically suggests improvements to both improve product consistency and data quality.
Enterprise-class support

Akeneo Enterprise Edition customers enjoy enterprise-class technical support from Akeneo, as well as access to implementation, business, and functional consulting from Akeneo and our stable of Solution Partners. Additionally, Akeneo Enterprise Edition customers are assigned a Customer Success Manager who looks out for your interests and marshals resources on your behalf, from initial implementation through to ongoing technical support, as your PIM grows and evolves. Furthermore, each Akeneo subscription includes our Project Success Assistance service, which validates your implementation and confirms you’re ready to go live. Because at Akeneo, your success equals our success!

Deployment

Akeneo Enterprise Edition is available as a cloud deployment in two different configurations:

**Serenity Mode:** All the features of Akeneo Enterprise Edition with fully automated updates. Accessible from everywhere, the solution is easy to use without getting into the code. Updates are made automatically and you can easily connect your third-party applications thanks to our web API. Marketplace extensions are available subject to compatibility with your Akeneo PIM version and edition.

**Flexibility Mode:** all the features of Akeneo Enterprise Edition in a fully customizable cloud offer. You keep the control of your installation and are free to adapt it to your needs. Marketplace extensions are available subject to compatibility with your Akeneo PIM version and edition.

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