

About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products to sell, to unlock growth opportunities by creating a single source of truth for product information and delivering a consistent and compelling omnichannel product experience.

Thousands of people around the world leverage the Akeneo PXM Studio including its PIM, platform, add-ons, connectors and Marketplace, to dramatically improve product data quality and accuracy, simplify catalog management, and accelerate the sharing of product information across channels and locales.

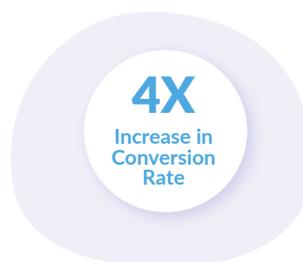
- Advanced omnichannel catalog management capabilities
- Actionable product data quality intelligence and insights
- Extensive set of options for connectivity and integration
- Streamlined onboarding of suppliers' product data
- Secure sharing of product information with key stakeholders
- Open and scalable platform
- Supports multiple languages and locales
- SaaS and PaaS deployment options



At a glance

- Founded in 2013
- 200+ employees worldwide
- Offices in US, France, UK, Germany & Australia
- 500+ enterprise customers
- 80,000+ Community Edition downloads
- 160+ partners

Business Benefits



Leading B2C & B2B companies use Akeneo to deliver compelling product experiences.



"Having Akeneo as the single source of truth for our product information makes it easier for us when we decide to add a new channel, of any type, to our omnichannel strategy."

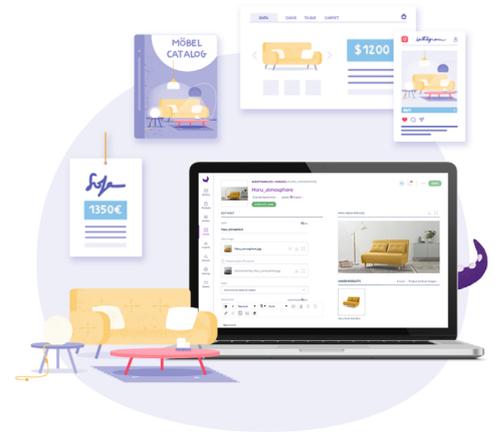


"Before Akeneo, we enriched content for roughly 200 products a week. Now, it's up to 2,000 products per week."

PXM Defined

Product Experience Management is the art and science of bringing together people, process and technology to efficiently deliver high-quality product information in the right context, adapted to virtually any channel and locale. All orchestrated to support any business growth strategy.

- Great product experiences require high-quality and compelling product data.
- Speed to market requires agile product information management workflows.
- Expansion across sales channels, product categories, regions, and languages requires adaptable catalog processes.
- Embracing new technologies and platforms such as social shopping, marketplaces, voice assistants, requires robust and future-proof product catalog management capabilities.



PIM at the Core of PXM

Akeneo's open PIM and PXM platform create a centralized hub and a unique source of truth for all product information including technical specifications, usage data, and rich media. This dramatically improves product data quality and accuracy, while simplifying and accelerating omnichannel product catalog management.

It provides the scalable infrastructure companies need to cost-effectively expand their product assortments, reach more markets, take advantage of new sales channels, and ultimately deliver incredible product experiences wherever their customers shop.



“Product information management (PIM) software is an essential tool for organizations looking to more effectively sell their products and services across the many channels that their customers engage with.”

– Jordan Jewell, Research Manager, Digital Commerce & Enterprise Applications at IDC

Akeneo powers the product experiences for more than 500+ companies including:



For additional information, please visit www.akeneo.com.