

Akeneo Expands Network with Three Top Global Partners

BOSTON, June 8, 2017 /PRNewswire/ -- On the heels of raising \$13 million in venture capital financing, enterprise product information management company Akeneo today announced partnerships with three new solutions partners -- Gorilla Group, Digital Bridge Solutions, and Ziffity Solutions.

Akeneo, which was founded in France in 2013 by eCommerce veterans including Magento co-founder Yoav Kutner, recently opened its U.S. headquarters in Boston, and it has already acquired more than 40,000 community clients and 150 enterprise clients worldwide. The company is a world leader in product information management (PIM), which brings together detailed, high-quality data about products across sales channels, helping manufacturers and eCommerce companies better manage and market products, improve conversion rates, and scale and customize eCommerce initiatives far more rapidly.

Akeneo has attracted interest from a bevy of U.S. and international companies and is currently working with such top brands as Samsung, Universal Music, and Shop.com. The three solutions agencies join the growing roster of international partners that implement Akeneo's PIM solution and provide seamless support for the company's enterprise clients.

Gorilla Group, which has seven international offices in North America and Europe, is an award-winning Magento Global Elite partner that combines strategy, user experience design, and technology to help our clients navigate the digital economy. Digital Bridge Solutions, headquartered in Chicago, implements eCommerce and product information management solutions for emerging and mid-sized enterprises to help them grow via the digital channel. Ziffity, based in India and San Jose, CA, is an eCommerce agency that provides creative web design, eCommerce web development, and digital marketing services.

"Our clients consistently ask us to help build a roadmap for digital transformation to achieve their business goals, and product information management is a critical component of that transformation," commented Caleb F. Bryant, Manager of Strategic Alliances and Solution Consulting at Gorilla Group. "Akeneo is a great foundation for organizations deploying their commerce strategy on Magento Enterprise."

"Our new partners bring a wide range of skills, knowledge, and experience necessary to deliver Akeneo's PIM solution to customers," said Scott Dahlgren, Akeneo's vice

president of U.S. channel development. "As product information management becomes an increasingly critical element of eCommerce, our goal is to help more and more merchants in the U.S. and around the world use PIM to scale and accelerate their eCommerce initiatives more rapidly."

About Akeneo

Akeneo is the creator of an open source enterprise product information management (PIM) platform that radically improves product data and simplifies product catalog management. The tool helps merchants centralize, synthesize, translate, and control the quality of their product information, leading to higher conversion rates, better SEO, shorter time-to-market and lower return rates. The Akeneo PIM solution also makes it possible to scale and customize eCommerce initiatives far more rapidly. The company has operations in U.S., France and Germany. www.akeneo.com