

## Deloitte Study Names Akeneo Among Fastest-Growing French Startups

**Paris, 9 November 2017** – French-American startup Akeneo, the industry-leading provider of product information management (PIM) software for ecommerce merchants, has been identified as one of the fastest-growing startups in France. This is the second prestigious distinction awarded to Akeneo this year, after the Ernst & Young 2017 Startup of the Year Award announced in August.



According to the recently announced Deloitte Technology Fast 50 West Awards, Akeneo is now the third fastest-growing startup in western France. Deloitte is one of the most closely watched authorities on French technology startups, and its 15 French offices actively support startups and high-growth companies.

Akeneo, founded in Nantes, France in 2013, is an industry-leading provider of product information management (PIM) software, a technology that has been likened to customer relationship management (CRM) for products. Akeneo is currently used by 40,000 retailers and manufacturers around the globe, including more than 120 multinational brands, among them Samsung, Adidas and Made.com.

PIM brings together detailed, high-quality data about products across sales channels, helping manufacturers and ecommerce companies manage and market products, support multiple geographic locations and multilingual data, improve conversion rates, enhance SEO, and improve productivity. The Akeneo PIM solution also makes it possible to scale and customize ecommerce initiatives far more rapidly.

The Technology Fast 50 Award from Deloitte clearly demonstrates the strength, dynamism and innovation ability of French companies,” said Ariane Bucaille, Deloitte national associate for the Technology Fast 50. “We believe that IT companies will be the future vanguard of our economy, and they are already becoming the catalyst of a virtuous circle generating employment opportunities and creating value.”

“This is more than a mere award for us,” said Frédéric de Gombert, Akeneo’s CEO and cofounder. “This is a clear recognition, by a major player in the market, of the relevance of our company and business model. We’re proud to have achieved such a prominent position in the flourishing French startup market.”

#### **About Akeneo:**

[Akeneo](#) is the creator of the leading open source, enterprise product information management (PIM) platform, which 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 company has operations in France, the United States, Germany, and soon the U.K.. [www.akeneo.com](http://www.akeneo.com)

#### **About the Technology Fast 50 Program**

The Technology Fast 50 Program began in 1995 in Silicon Valley and subsequently spread across the U.S., the U.K., Canada, the Netherlands, Israel and France. It is now active in more than 40 countries and regions globally. It was created to highlight the important contributions made by technology companies to worldwide economic growth. Find out more at [www.fast50france.com](http://www.fast50france.com).

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