



Enterprise PIM Leader Akeneo Launches 2.0 Product Release

Introducing Akeneo PIM

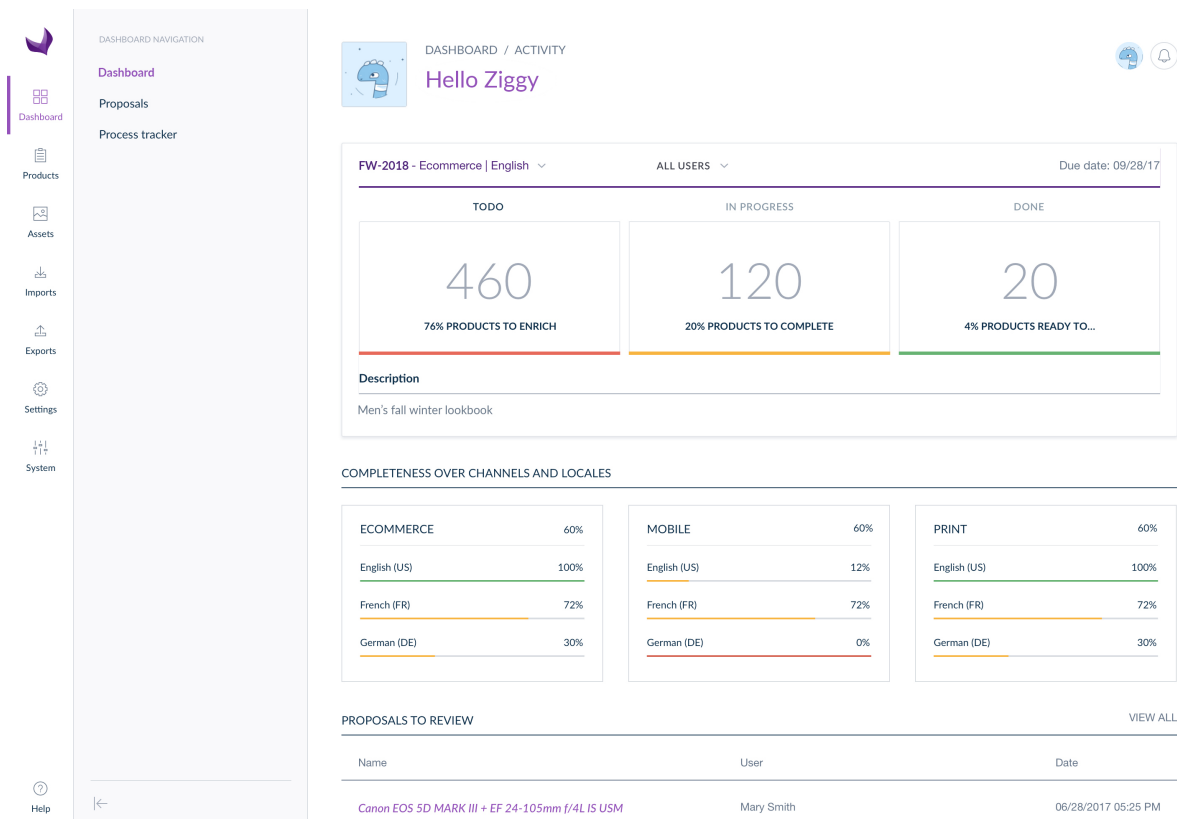
2.0



On the heels of receiving EY's 2017 Startup of the Year Award, French technology company Akeneo today announced the release of its 2.0 industry leading product information management (PIM) platform. The fully redesigned new version features a robust new PIM user interface, allowing brands and retailers seamlessly to deliver comprehensive product information across channels for a superior customer experience.

The proliferation of digital sales channels, social shopping options and voice AI-driven product search is posing growing challenges to brand marketers and ecommerce managers. Akeneo's 2.0 platform is custom built to empower marketing teams on the front line of product and brand management to maintain consistent product information across sales channels. Featuring a dynamic and user-friendly interface, Akeneo PIM 2.0 comes with simplified catalog modeling and new wizards to help business users easily manage product data information and dramatically improve data quality.

"At a time when communication options are increasing exponentially, unifying product information is a priority for all brands," said Frédéric de Gombert, CEO and cofounder of Akeneo. "Akeneo PIM 2.0 is a modern platform designed for the marketing profession's challenges. Our goal is to develop a platform accessible to everyone."



Since 2013, 40,000 businesses have downloaded Akeneo's community version software -- an average of more than one an hour worldwide. The company's premium enterprise version is being used by more than 150 leading global brands including Universal Music Group, Nuxe, Adidas, Samsung, Shop.com, Carrefour and John Deere.

"The Akeneo PIM system is central to Market America's ongoing digital drive to deliver rich, accurate, and timely product content to our customers globally. With Akeneo, we can create, collect, and syndicate rich, localized product content to our various eCommerce websites faster than before" says John Vivers, VP Search and Analytics at Shop.com - Market America.

About Akeneo

Akeneo created an open source enterprise product information management (PIM) platform that radically improves product data and simplifies product catalog management. Leading global brands such as Samsung, Shop.com, Carrefour, Universal and John Deere trust Akeneo's PIM solution to scale and customize their eCommerce initiatives in order to gain productivity and offer their customers an amazing user experience. Akeneo is based in France, Germany and the United States. For more information about our solutions: www.akeneo.com

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