



## Akeneo continues to grow in Northern Europe with e-commerce industry leader Vaimo

Boston, March. 30, 2018 -- Akeneo is excited to welcome our latest partner Vaimo to the Akeneo solution partner program. Vaimo, a major commerce solution provider headquartered in Stockholm, Sweden, demonstrates our continued expansion and investment in Northern Europe and UK. Benefiting from an already established ecosystem of partners (more than 70 solution partners worldwide), Akeneo continues to focus on building a strong channel of high quality partners to ensure the successful implementation of Akeneo PIM solutions around the world.

### **A Dedicated PIM Business Unit**

Recognizing the importance of PIM in supporting multi-channel digital solutions, Vaimo acquired [Notitium](#) in September, 2017, a partner of Akeneo with strong competency implementing solutions to manage product information. The acquisition, along with this new Akeneo/Vaimo partnership, has formed the foundation of Vaimo's dedicated [PIM business unit](#) which allows Vaimo to offer a complete commerce solution to e-merchants that includes both the e-commerce platform and PIM solutions.

"Akeneo PIM fits very well in the Commerce solutions we provide. Akeneo's similarities with Magento, both technical and functional, creates efficiency regarding integrations and cost of ownership," says Magnus Bengtsson, Head of PIM department at Vaimo.

### **An Open Source Leader Delivers Akeneo in Scandinavia**

Vaimo has always been focused on and deeply committed to the open source community having earned their status as a Global Elite Magento solution partner. Vaimo delivers Akeneo as their open source PIM solution, which is already tightly integrated with Magento,

"We are very excited to be partnering with Vaimo as they have the skills, experience, and competency to implement multi-channel solutions for clients who are looking for a better way to manage product information." says Scott Dahlgren, VP Global Channel Development at Akeneo. "Vaimo is known and recognized as a leader in helping companies implement their digital commerce strategies so establishing a partnership with them in Scandinavia and the other countries where Vaimo is present is very exciting."

## **Vaimo Background**

Founded in 2008, Vaimo is the global leader in delivering award-winning digital storefronts, omni-channel solutions and mobile apps. Their only focus is to accelerate B2B and B2C sales for their brand, retail and manufacturer clients.

With 15 global offices across EMEA and APAC and over 300 employees, Vaimo provides an international presence that allows them to cultivate close, long-term relationships with their clients. With a focus on driving digital innovation their services cover the full-spectrum of a clients commerce needs ranging from strategy, design, development, optimisation, and cloud services. They deliver solutions around B2B, B2C, Omni-Channel, PIM, Order Management and Business Intelligence.

Every year, Vaimo wins awards in recognition of their commitment to technical excellence, innovation and satisfaction. Among others, they have received the Gazelle Award (6th consecutive years), listed as Econsultancy's Top 100 digital agencies (2 consecutive years) and Magento has recognised Vaimo's leadership by selecting them as Global Elite Partner in 2017, Commercial Partner of the Year in EMEA in 2017, Omni-channel Partner of the Year in 2016 and EMEA Partner of the Year in 2015.

## **About Akeneo**

Akeneo is a global leader in Product Information Management (PIM) solutions that enable retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management. For more information, please visit <https://www.akeneo.com> or contact [hello@akeneo.com](mailto:hello@akeneo.com)

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