

Akeneo Joins French Delegation to National Retail Federation's Big Show 2020

BOSTON, Jan. 9, 2020 -- Akeneo, a global leader in Product Experience Management (PXM) solutions for corporate brands and retailers, today announced that it will participate in the French delegation at the National Retail Federation's Big Show in New York City from January 12 – 14.

NRF's Big Show is the world's largest retail conference and expo, bringing together 38,000 attendees and 16,000 retailers from almost 100 countries around the world. This year, the event will showcase futuristic tech that will change the way retailers conceptualize and manage their business operations. The French delegation consists of 22 innovative retail technology providers headquartered in France, representing four major product categories: user experience, store efficiency, omnichannel, and marketing online-to-offline.

The companies showcase French innovations in the areas of retail and eCommerce, leveraging the latest advances in artificial intelligence, data analytics, and Internet of Things to help modern retailers enhance customer experience, increase operational effectiveness, and drive sales both in-store and online.

Akeneo was invited to headline the NRF 2020 French delegation after securing \$46 million in funding from Summit Partners and receiving top industry recognition from industry research groups including Ventana Research and IDC.

The French delegation will host a cocktail party at Business France booth #1145 on January 13 at 3:00 pm ET where retailers can have face-to-face conversations with top company executives and learn more about their groundbreaking technologies. [Register online](#).

Complete list of NRF 2020 French delegates:

- User Experience category: Cloud-Fi, Datakalab, Emersya, Hubstairs and Soyooz
- Store Efficiency category: ActiveViam, Belive.ai, IWD Retail Thinking, Simplified and Verteego
- Omnichannel category: Akeneo, Alkemics, OneStock, Place2Swap, Proximis and [Revers.io](#)
- Marketing Online-to-Offline category: Advalo, Alcmeon, Armis, Early Birds, S4M and UntieNotes

About Akeneo:

Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels,

including eCommerce, mobile, print, and retail points of sale. Akeneo's open-source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.

Leading global brands, including Sephora, Fossil, Shop.com, and Auchan trust Akeneo's solutions to scale and customize their omnichannel and cross-border commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. For more information, please visit <https://www.akeneo.com> or contact us on Twitter at [@akeneopim](https://twitter.com/akeneopim).

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