Cox & Cox selects Akeneo to scale and improve product experience management amidst growth plans

Product Experience Management (PXM) excellence practices help homeware retailer deliver on product information with speed and efficiency

London, 1 April 2020 - UK homeware ecommerce brand Cox & Cox has announced it has selected Akeneo, a global provider of Product Experience Management (PXM) solutions, to help ensure a high standard of product data accuracy and customer experience as it implements growth plans.

Akeneo's PXM platform helps companies improve customer experiences, increase sales, reduce time to market, and boost team productivity by offering them a centralised solution for all product information, whilst streamlining processes for internal teams.

"We're planning to grow by 20% annually, so we needed a mature solution that would enable us to scale products with consistent imagery and product copy across all channels," said Aynsley Peet, Head of Ecommerce at Cox & Cox, which is in the first phase of implementation, aiming to go live in June 2020.

Focussing on its digital transformation goals of reaching a wide UK customer base across omnichannel, Cox & Cox is planning to quickly add products to its existing product base, improve existing distribution channels, print catalogues, and speed up supplier onboarding.

"We were tired of managing product information with spreadsheets, and the Akeneo team was quick to understand our brief and needs. We're specifically impressed with the Akeneo ecosystem. For example, the Magento buy-in allows us to improve efficiencies whilst adding more stock-keeping units."

James Barlow, country manager at Akeneo, said: "We're thrilled to be chosen as a partner by Cox & Cox, and are committed to delivering on our promise of helping the company reach its transformation goals."

A period of rapid global expansion for Akeneo, following the company's completion of a $46M strategic fundraising round in September 2019, and its accreditation of being named a "Leader" in the 2019 IDC MarketScape on PIM.

Akeneo is the most used Product Information Management (PIM) solution in the world and has achieved compound triple-digit revenue growth for each of the past six years. The company has more than 60,000 live implementations and serves more than 300 enterprise clients in international markets across the U.S., Europe, and the Middle East.

About Cox & Cox: Cox & Cox was launched in 2001 after founder, Fiona Cox, found herself inundated with enquiries for a wall decoration she had made as a stylist and presenter on the BBC's home makeover series Home Front. From that arose a desire to create a hand selected collection of homeware products that couldn't be found in traditional catalogues, with customers encouraged to find their own style, shunning trends and fads in favour of timeless pieces based on impeccable taste. 17 years on, we

are still scrupulously true to our roots, scouring the globe for unique and eclectic products that are as easy to live with as they are beautiful, each piece carefully selected for individually-minded customers who want to create a home with style and flair. Based in Frome, Somerset, we remain a compact company, where all of our products are hand selected and styled by us with you in mind. From inspirational, beautifully designed furniture and lighting to attractive storage and decorative accessories, our ever-expanding online range combines brand new products and perennial favourites for a collection with the power to transform any space.

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.