# Akeneo Named BigCommerce Preferred Global Technology Partner for Product Experience Management (PXM)

*Akeneo PIM helps fast-growing businesses sell more, better, and faster
via native integration within BigCommerce*

**BOSTON, MA — December 2, 2021** — <u>Akeneo</u>, a global leader in product experience management (PXM), today announced its selection as a BigCommerce Preferred Global Technology Partner. The move will provide over 60,000 BigCommerce customers with seamless access to Akeneo's award-winning product information management (PIM) solution, enabling them to deliver compelling product experiences and unlock multi-channel growth.

As the only preferred global PIM partner of BigCommerce, Akeneo was selected for its expansive community of 3,000 PIM enthusiasts around the world, and its complementary product offering. Akeneo PIM brings both the flexibility and extensibility of its open API framework, thanks to Akeneo's open source roots.

The partnership also celebrates [the launch of a new prebuilt integration between Akeneo PIM and BigCommerce](#), Akeneo Connector for BigCommerce, which is now available on the BigCommerce Marketplace. The connector enables joint customers to improve their omnichannel product data governance and keep their BigCommerce-powered storefronts continually updated for consumers and B2B buyers.

Using the new Akeneo Connector for BigCommerce, BigCommerce merchants will be able to ensure that they have a single source of truth to collect, organize, enrich and improve the overall quality of their product information, while decreasing time-to-market by enabling marketers to prepare products in a single, user-friendly system. Marketers can easily publish and update vital product information without the need of developer support, allowing them to get the most value out of the BigCommerce platform.

Key benefits of the integrated Akeneo PIM offering include the ability for BigCommerce merchants to:

- **Automatically collect product information** from any source, including ERP systems, vendor portals, spreadsheets, and .csv files to improve team collaboration and productivity around product information enrichment.
- **Enrich product catalogs** with a set of flexible enrichment capabilities, powerful automation, and actionable insights for building and enhancing contextualized product catalogs.
- **Work with a single source of truth** with a user-friendly platform to import, manage, enrich and publish product data including images, videos, and media, as well as product variations.

- **Design compelling product experiences** to distinguish brands and build loyalty, such as sharing inspiring stories and unique brand values.

"Akeneo is one of the only few PIM providers that aligns with BigCommerce's open SaaS model by offering the flexibility of an API-first open platform, and the ease-of-use and scalability of SaaS," said Scott Rogers, Akeneo's Vice President Global Channels & Alliances. "We look forward to working together to solve our joint customers' challenges in product information management and help them achieve multichannel commerce growth."

"Our partnership with Akeneo further illustrates our commitment to providing merchants access to the highest-caliber technologies and service providers available in the industry," said Russell Klein, Chief Commercial Officer for BigCommerce. "Akeneo shares our desire to help merchants sell more and grow faster to maximize success, and we look forward to working together to mutually support customers."

Check out the Akeneo Connector for BigCommerce here:
https://www.bigcommerce.com/apps/akeneo/

**About Akeneo**
Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products to unlock growth opportunities by delivering a consistent and compelling product experience across all channels, including eCommerce, mobile, print, points of sale and beyond. With its open platform, leading PIM, add-ons, connectors and marketplace, Akeneo PXM Studio dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across channels and locales. Leading global brands, manufacturers, distributors and retailers, including Staples Canada, Fossil, Air Liquide and Myer, trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. More information at https://www.akeneo.com

**About BigCommerce**
BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Sony and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

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