

Akeneo partners with leading digital commerce agency, Tryzens to deliver leading PXM solutions.

London, UK | 16 February 2022 // [Akeneo](#), a global leader in Product Experience Management (PXM) solutions, today announced a new strategic partnership with [Tryzens](#), the leading international digital commerce agency.

Formed in 2006, Tryzens delivers customer centric digital commerce experiences, for global leaders including Liberty London, Dune, Penfolds Wines and Sweaty Betty. The partnership with Akeneo will further support Tryzens' role as a trusted advisor to its roster of clients and support its mission of driving digital innovation and excellence, while unlocking customer success. Akeneo's award-winning product information management (PIM) solution will strengthen Tryzens' ability to deliver compelling, product experiences and unlock rapid growth for its brand and retail partners.

The strategic alliance between Akeneo and Tryzens comes at a time when consumers are increasingly aware of the importance of rich, accurate, and consistent product information, and will pay a premium to brands that deliver strong product experiences. [Original research of more than 3,500 global shoppers by Akeneo](#) revealed almost half (52%) would pay a 10% or greater premium for accurate product information, with 7% of shoppers even willing to pay over 50 per cent extra, underlining the importance of PXM in driving up price elasticity of demand at a time when the cost of living is rising along with inflation.

Brands using Akeneo's PXM solution increase sales, reduce time to market, and boost productivity by offering a dedicated platform for all product information while streamlining internal processes. The technology also allows retailers to centralise product information and quickly measure product data quality and consistency, while driving improvements in product information to deliver compelling, consistent, and personalised product experiences across all sales channels and touchpoints.

Commenting on the partnership Frederic de Gombert, Akeneo's CEO, said: "We're delighted to partner with leading digital commerce agency Tryzens. Their team really understand the importance of product experience management, not only for the customer, but also as a critical single source of truth for their brands' data. We have been very impressed with the commitment they have shown in terms of

understanding the breadth and depth of our PXM solution and know they are best placed to advise their best-in-class clients on its benefits.”

Stuart Jeffrey, COO at Tryzens, said: “A solid bedrock of high-value partnerships with the world’s leading technology providers is critical because market-leading digital commerce solutions can’t be delivered in isolation. We are huge believers in the importance of delivering high-quality product information across all sales channels as we know it drives enhanced CX, additional conversions while reducing ecommerce returns rates to help improve margins. By offering Akeneo, we will be able to offer our clients a leading solution to strengthen their evolving omnichannel strategies.”

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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 Product Information Management (PIM), and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalogue management.

Leading global brands, including Fossil, Staples, Tarkett, and Grundfos, trust Akeneo's solutions to scale and customise 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, visit <https://www.akeneo.com/>