Akeneo Launches Free Trial of Akeneo PIM, Expanding Access to its Best-In-Class Product Information Management Platform

The 14-day free trial gives prospective users the ability to self-educate on how Akeneo PIM can help them to sell better, sell faster and sell anywhere

BOSTON, MA – February 17, 2022 – [Akeneo](), the global leader in product experience management (PXM), announced today it will begin offering a 14-day free trial version of it's flagship solution Akeneo PIM. Through this initiative, both prospective buyers looking for a best-of-breed product information management (PIM) solution and existing users of Akeneo's open-source Community Edition will be able to experience the capabilities offered in Growth Edition and preview Enterprise Edition at no cost, and without having to engage with a sales person first.

PIM is the keystone for modern commerce, enabling brands, manufacturers and retailers to accelerate their digital transformation efforts and pivot to or add new omnichannel business models, or re-architect or replatform their current commerce stack. With Akeneo's free trial, users will be able to experience for themselves how effectively organizing, structuring and managing product information can help them scale operations and expand organizational reach.

"We know that some companies might feel stuck with home grown or outdated PIM tools, but do not have the time to engage in lengthy sales cycles to help them evaluate a real solution that could transform their business," said Fred de Gombert, CEO of Akeneo. "Through our free trial offering, we are able to put our easy-to-use software immediately in the hands of executives and decision makers allowing them to see firsthand the transformative power of Akeneo PIM."

The Akeneo PXM Studio has more than 80,000 users, including category leaders 1-800 Flowers, Forever 21, and John Deere. The core of Akeneo PXM Studio, Akeneo PIM, allows these organizations to centralize, enrich, and distribute product information from hundreds to more than 60 million SKUs. With Akeneo PIM, companies have access to a flexible and scalable PIM solution that fits neatly into existing tech stacks – be they traditional or best-of-breed with headless commerce – and streamlines workflows to allow product teams to focus on essential tasks.

"PIM is no longer just nice to have for today's e-commerce teams, it has become an essential tool for businesses looking to unlock next-level growth," said Nicolas Dupont, Head of Product at Akeneo. "Through PIM, teams can effectively manage increasingly complex product information while enriching customer experience across vastly different channels."

In order to help users navigate Akeneo PIM, the free trial includes:

- A sample catalog to test out core capabilities
- Guided tutorials to get users oriented easily
- Access to a live chat offering personalized assistance during the free trial period

- A highlight of the powerful features in Akeneo PIM Enterprise Edition

To access the free trial of Akeneo PIM Growth Edition, please visit
https://www.akeneo.com/start-free-trial/

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. For more information: https://www.akeneo.com

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