

Akeneo Recognized as Best-of-Breed E-Commerce Solution, Becomes Certified Member of MACH Alliance

BOSTON | February 28, 2022 // [Akeneo](#), a global leader in Product Experience Management (PXM) solutions, today announced it has become a certified member of the [MACH Alliance](#), a group of independent tech companies which champion open, best-of-breed technology ecosystems.

Launched in 2020, the MACH Alliance's mission is to future-proof and propel current and future digital experiences with open and connected enterprise technology. As advocates of best-of-breed enterprise tech stacks as an alternative for out-of-the-box technology suites, the MACH Alliance champions architectures that are Microservices-based, API-first, Cloud-native SaaS and Headless. The vendor-neutral, not-for-profit alliance drives awareness among businesses of the benefits of modern, best-in-class ecosystems that provide flexibility and openness as a key differentiator and driver of competitive advantage.

"We're thrilled to have been recognized and accredited by the MACH Alliance as an ISV Member," said Fred de Gombert, CEO of Akeneo. "Our founding values very much mirror those of the MACH Alliance, and we will continue to advocate for the power of open and integrated technology that helps organizations unlock revenue and future-proof their operations."

Certified as an Independent Software Vendor (ISV) member, Akeneo's leading PXM solutions have been accredited for embracing MACH philosophies and delivering MACH-certified services. Openness and innovative integration lie at the heart of Akeneo's technology, which helps brands break down siloes in Product Information Management (PIM).

Leading global brands, including Fossil, 1-800 Flowers, and John Deere, leverage Akeneo to increase sales, reduce time to market, and boost productivity by offering a dedicated, centralized platform for all product information while streamlining internal processes. The

solution allows retailers to centralize product information and quickly measure and enrich product data quality and consistency, while driving improvements to deliver compelling, consistent, and personalised product experiences across all sales channels and touchpoints.

“MACH technologies are the cornerstone for organizations looking to build sustainable, future-ready commerce and business models,” said Sonja Keerl, President of MACH Alliance. “Akeneo deserves this certification as another example of a true MACH champion that represents the category well through its operations and PIM architecture.”

Akeneo’s extensive connectivity, developed with open API architecture to integrate seamlessly with existing legacy systems or future tech infrastructure, enables ease of use and speed of adoption to deliver results and ROI, helping retail brands future-proof their IT operations.

Akeneo joins several of its established technology partners, with whom are already accredited as part of the MACH Alliance, including [commercetools](#), [Amplience](#), and [BIGCOMMERCE](#).

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/>

About the MACH Alliance

The MACH Alliance is a non-profit organisation, governed by an independent board and does not endorse specific vendors, members, or otherwise. The Alliance was formed in June 2020 to help enterprise organisations navigate the complex modern technology landscape.

It aims to guide and show the business advantage of open tech ecosystems that are Microservices based, API-first, Cloud-native and Headless. All MACH Alliance members meet certification principles that are published on the website. The MACH Alliance welcomes technology companies and individual industry experts who share the same vision for the future.

Learn more at machalliance.org, read [here](#) about MACH certification and follow us on [Twitter](#) and [LinkedIn](#).