

Akeneo Announces Launch of App Store at Annual PXM Summit

BOSTON –March 16, 2022 – [Akeneo](#), the global leader in product experience management (PXM), announced at their annual conference, [Unlock 2022](#), the launch of the Akeneo App Store as a part of the new product features and benefits debuting in its Spring 2022 Release. As a part of this latest collection of SaaS updates, the company also announced new capabilities and enhancements to Akeneo PXM Studio, including a sneak preview of a powerful new Tailored Imports feature, improvements to its Shared Catalogs and Onboarder products, and the launch of its latest Community Edition and managed services version.

Akeneo App Store for Speed of Customizing Akeneo PIM

The Akeneo App Store launches with new apps covering a wide range of categories including syndication, e-commerce, data enrichment, and product catalog publishing. The Akeneo App Store will make it easier than ever for Akeneo PIM customers to leverage valuable product data across a vast ecosystem of commerce technologies. Through the Akeneo App Store, customers can search and activate relevant certified apps, install apps with one click, configure them simply without IT support, and manage those integrations, all right from within Akeneo PIM.

Akeneo has already seen great success with its vast ecosystem that offers over 130 extensions and connectors developed by Akeneo and its partners for its open source-based and hosted solutions. The all-new Akeneo App Store has replaced the Akeneo Marketplace for Growth and Enterprise Edition customers. Akeneo's partners will benefit from reaching a larger audience of PIM customers faster than before and are therefore able to realize a better return on their integration investments while empowering developers through access to training, support, documentation, and certification by Akeneo.

Jorrit Steinz, CEO of ChannelEngine, said, "In November 2019, we [partnered with Akeneo](#) to pursue an important joint mission: to create a single, centralized source of truth that is capable of aggregating, standardizing, enriching, localizing, and managing product content for experience-optimized syndication. We are proud to be an early adopter of the Akeneo App Store and look forward to further extending the capabilities of Akeneo's PIM by syndicating the best-in-class product information from Akeneo's PIM to all of the world's most powerful marketplaces."

Tailored Imports for Ease of Incorporating Data from Flat files

Concurrently Akeneo is providing a sneak preview of Tailored Imports which allows users to take files of any structure and easily map the data provided to their Akeneo PIM catalog. Tailored Imports removes the time often spent on manipulating files by ensuring that the types, format, and quality of data provided to Akeneo PIM is streamlined and consistent. The feature's intuitive technology also allows users to create and save formats so that after they upload a file once it will work for that type of file each time.

Akeneo Shared Catalogs & Onboarder updates for Enhanced Collaboration

Akeneo's Spring 2022 Release also brings key updates to its data collaboration solutions, Akeneo Shared Catalogs and Akeneo Onboarder. With branded PDF exports, support for additional languages, and an improved catalog grid and management experience, Shared Catalogs removes the friction when it comes to sharing accurate product information with external and internal stakeholders who don't require access directly to the PIM. And Akeneo Onboarder users can now collaborate easier than ever before with their suppliers with the release of in-app notifications, commenting, product statuses, and more.

V6 for Customers on Annual Release offerings like Community Edition or Managed Services

Finally, the company is releasing the latest version of its open-source and managed services PIM offering, Akeneo PIM V6, which will be accessible to all customers that do not currently use Akeneo's Software-as-a-Service (SaaS) product. The latest version encompasses more than 75 features released in 2021 including Table Attributes, Tailored Exports, and more. Akeneo's SaaS customers benefited immediately from these new features as they were made available throughout the year

"With our Spring 2022 Release, in addition to the more than 75 releases Akeneo delivered in 2021, we are demonstrating our commitment to investing in key strategic areas across our product line," said Nicolas Dupont, CPO of Akeneo. "From product data collection, to enrichment and distribution capabilities, Akeneo is setting a benchmark for how to empower customers and partners with a solution for PXM that constantly innovates and delivers real business impact at virtually any scale."

Akeneo will be showcasing these updates at Unlock 2022, the annual global summit for the PIM and PXM community taking place from March 15-16 in Paris, with demonstrations of the latest features and capabilities from Akeneo's product team. To learn more, please visit: <https://unlock.akeneo.com/>

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 Thras.io, boohoo.com, Staples Canada, and Air Liquide 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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