akeneo

Product Cloud Tenets

01 — **Composable**
Whether a component is provided by the vendor or serviced by a 3rd-party offering, the functionality of the Product Cloud should never be compromised.

02 — **Scalable**
A Product Cloud should be able to handle as much product data and assets as necessary, without limitation or disruption.

03 — **Product Experience-First**
A Product Cloud should fuel Product Experiences in a headless manner, not own them.

04 — **Product Record-Centric**
A Product Cloud should fuel Product Experiences in a headless manner, not own them.

05 — **Complete Product Record**
Support the entire cold (static) and hot (dynamic) elements of the Product Record, always.

06 — **Actionable**
Unify the Product Record into a Product Data Platform for orchestration, activation, performance, and quality analytics.

07 — **Activation**
Enable activating the Product Record across any owned or unowned channel, locale, and geography, and be ready for the channels and touchpoints of tomorrow.

08 — **Usability**
Be recognized by the community as being fast to adopt, friendly to use, and supporting the needs of users.

09 — **Connectivity**
Out-of-the-box connectivity to the Customer Experience technology stack through a SaaS-based App Store model.

10 — **Modern PIM**
Should come with best-of-breed capabilities for data onboarding, product modeling, asset management, automation, data quality, workflow management, and connectivity.