

Akeneo's Product Information Management Solution Now Available on SAP® Store

By integrating with SAP Commerce Cloud, Akeneo Product Information Management delivers a single place to collect, manage, and enrich product information

BOSTON – February 2, 2023 – [Akeneo](#), the global leader in product experience management (PXM) and product information management, announced that its [Akeneo Product Information Management](#) (PIM) solution is now available on [SAP® Store](#), the online marketplace for SAP and partner offerings. Akeneo PIM, which helps improve product content contextualization and simplifies catalog management serving multiple channels and geographies through a flexible and intuitive platform, is built on the SAP Business Technology Platform and integrates with SAP Commerce Cloud to deliver compelling customer experiences that help drive conversion and reduce returns.

“Our partnership with SAP and Akeneo PIM’s integration with SAP Commerce Cloud helps enable more businesses to upgrade how they manage product information and provides composable solutions to today’s market challenges in order to deliver streamlined omnichannel experiences,” said Mark Holenstein, Chief Operating Officer of Akeneo. “Integrating with SAP Commerce Cloud helps give our clients an even deeper layer of confidence in our product information management solutions, especially as they take a modular approach to commerce technology.”

Akeneo PIM is purpose-built for ease of use while providing powerful technology to automate and govern the enrichment of product catalogs on SAP Commerce Cloud. With this integration, brands and retailers can deliver product experiences that increase sales. Akeneo PIM can help organizations:

- Sell better with compelling and consistent product experiences
- Sell faster with efficient processes backed by powerful technology
- Activate products anywhere with Akeneo PIM designed for omnichannel
- Automate manual tasks and manage digital assets
- Improve brand image through product experiences
- Govern organization-wide data and foster collaboration across product content teams

SAP Store, found at [store.sap.com](#), delivers a simplified and connected digital customer experience for finding, trying, buying and renewing more than 2,200 solutions from SAP and its partners. There, customers can find the SAP solutions and SAP-validated solutions they need to grow their business. Additionally, SAP will plant a tree for every purchase made through the SAP store.

Akeneo is also a partner in the SAP PartnerEdge® program, which provides the enablement tools, benefits and support to facilitate building high-quality, disruptive applications focused on specific business needs – quickly and cost-effectively.

About Akeneo

Akeneo brings a complete and composable SaaS-based solution for managing, orchestrating, activating, and optimizing the entire product record in order to drive compelling and consistent product experiences across all owned and unowned channels and routes-to-market. With its open platform, leading PIM for product data and asset management, and ecosystem connectivity with Akeneo App Store, Akeneo Product Cloud empowers commerce businesses to deliver world-class product experiences that unlock growth.

Leading global brands, manufacturers, distributors, and retailers, including Thrasio, Staples Canada, boohoo, and Air Liquide trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo Product Cloud, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated expansion, and increased team productivity.

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Contact Details

Akeneo

North 6th Agency for Akeneo, Kevin Pryor

+1 203 518-2348

akeneo@n6a.com