



Market Perspective

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Akeneo Is Exemplary and Leader in Product Experience Management

We are happy to share some insights about [Akeneo](#) drawn from our latest Value Index research, Ventana Research Value Index: Product Experience Management, which assesses how well vendors' offerings meet buyers' requirements.

In all of our Value Indexes we utilize a structured research methodology that includes evaluation categories designed to reflect real-world criteria incorporated in a request for proposal (RFP) and vendor selection process for product information management (PIM) and product experience management (PXM). We evaluated Akeneo and 15 other vendors in seven categories, five relevant to the product (Adaptability, Capability, Manageability, Reliability and Usability) and two related to the vendor (TCO/ROI and Validation). To arrive at

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the Value Index rating for a given vendor, we weighted each category to reflect its relative importance in an RFP process, with the weightings based on our experience and on data derived from our Product Experience Management Benchmark Research.

Akeneo, a worldwide provider of PIM that enables essential product experiences, was categorized as an Exemplary Vendor, ranking second overall in the Value Index. It ranked second in Product Experience where it was designated as a Value Index Leader in all five categories. It ranked first in Customer Experience and was also a Value Index Leader in TCO/ROI and Validation. Its overall performance was barely impacted by its third-place ranking in Capability and Adaptability, which represents 30% of the weighting in the overall Value Index.



Akeneo has committed to furthering its innovation in what they call the Akeneo Product Cloud Serenity. In addition, the advancements in supporting marketplaces and the management in the activation of products is a critical focus of its efforts. Akeneo could make small improvement to its TCO/ROI efforts for supporting organizations and offer more depth in its integration and support for Adaptability.

This assessment was based on [Akeneo Product Cloud Serenity](#) supporting product experience management and was available in December of 2022.

Akeneo, like all vendors in this space, should focus on the growing requirements for what product experiences are expected and how feedback from consumption can guide improvement.

This research-based index is the most comprehensive assessment of the value of product experience management software in the industry. Technology buyers can learn more about how to use our Value Index by clicking [here](#) and included vendors that wish to learn more can click [here](#). Read the report [here](#).

Ventana Research Value Index

Product Experience Management: Akeneo

Category	Performance
Overall	85.7%
Product	85.6%
Customer	86.6%
Usability	91.0%
Manageability	88.0%
Reliability	90.8%
Capability	84.4%
Adaptability	86.0%
Validation	90.3%
TCO/ROI	82.9%



Source: Ventana Research Value Index
Product Experience Management
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