Akeneo ✕ SAP

SAP Commerce Cloud customers leverage Akeneo Product Cloud with a purpose-built PIM at its core, to streamline their Product Information Management (PIM) processes, improve data quality, and enhance the customer experience. Organizations utilizing this expert partnership have seen increased sales, better profit margins, and reduced returns.

SAP Customers Trust Akeneo

INTERSPORT   Sealed Air   SAINT-GOBAIN AUTOVER   Callaway GOLF   dormakaba   Rexel   thyssenkrupp   FRESSNAPF   JTI   remmers

> High-quality product information is critical to merchants in the era of experience-driven commerce. Businesses are competing to launch new products and keep their catalogs up to date across channels, and they need to do it quickly and at scale. They need a purpose-built PIM solution to ensure product data quality and streamline their processes. We are thrilled to join forces with Akeneo to help merchants deliver outstanding product experiences in today's omnichannel world.
>
> **-Geert Leeman, CRO, SAP CX**

A Partnership that Drives Results for Customers

Markets are more competitive than ever before, and it's not enough to merely list products across multiple sites. In order to increase commerce profitability, companies must deliver engaging product experiences consistently, and meet their customers wherever they are. Together with Akeneo Product Cloud and SAP Commerce Cloud, companies can create a seamless and consistent product experience across every touchpoint along the customer journey. Together, we can ensure that your product information on your commerce platform is consistent, compelling, and up-to-date across all owned and unowned channels, while also providing a rich and personalized shopping and buying experience that drives sales, improves profit margins, reduces product returns, and increases customer engagement.

Best Customer Experience

Best Product Experience

Wholesale Retailer.com   B2B Independents   Stores & Franchises   D2C Websites   Customer Service   Social Shopping   Large Marketplaces   Vertical Marketplaces

AKENEO PRODUCT CLOUD

Smart segmentation and product merchandising tailored for each channel
High quality, engaging, localized product information
High-definition digital assets

Sell faster with efficient processes backed by powerful technology

Manual processes, duplicated, conflicting, or missing information and team collaboration can all be massive bottlenecks for business growth. Akeneo's user-friendly automation rules, advanced permissions, and Teamwork Assistant will allow you to securely manage users by defining specific and clear roles, tasks, and access for everyone.

Sell better with compelling and consistent product experiences

Two out of every three shoppers will abandon a purchase due to incomplete or inaccurate product information. In short, if your product stories don't give people what they need in order to convert, you're missing a lot of revenue. And when they do convert, if the product they got does not meet the expectations they had based on the information you shared, returns and unsatisfied customer reviews follow.
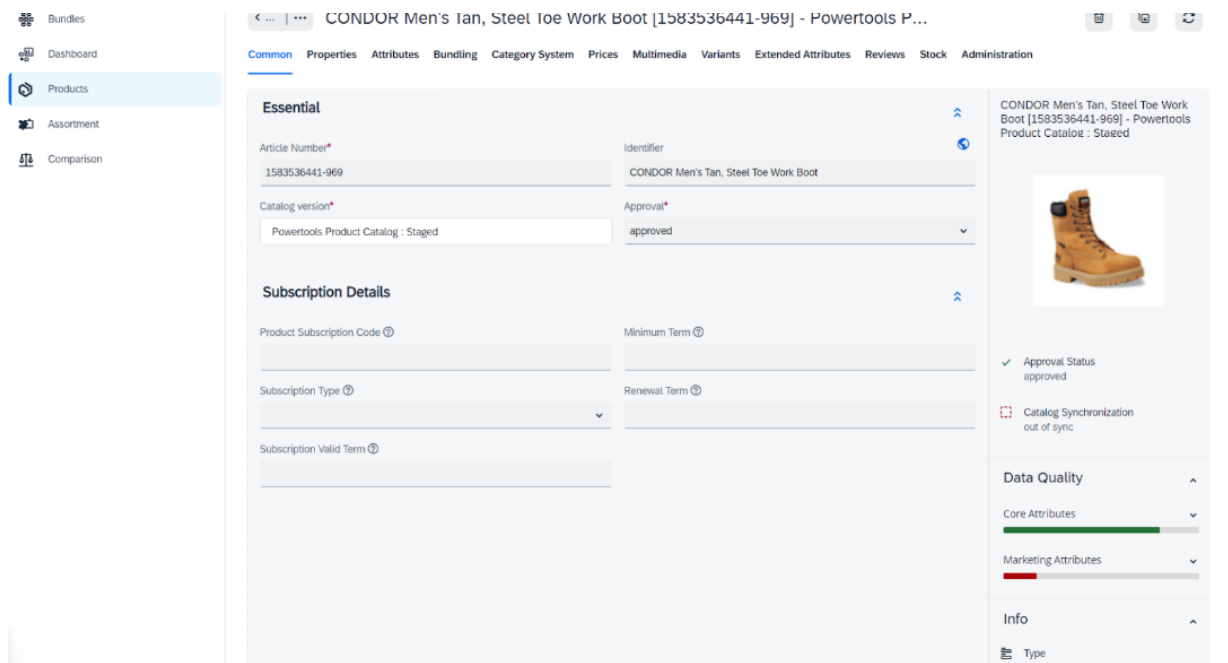
Sell anywhere with a Modern PIM designed for omnichannel

From brick-and-mortar to eCommerce and marketplaces, our solution will help you build the omnichannel product experience your customers expect today. Expand into new marketplaces, manage translation and localized requests, and easily adapt to the requirements of any touchpoint with our Modern PIM technology. Plus, with the Akeneo App Store, you'll be able to empower local marketing teams and benefit from powerful translation apps, resulting in boosted sales and reduced returns.

Adopt extensibility, agility, and flexibility for your commerce business

To be proactive in the uncertain market environment and capture any potential revenue opportunities, businesses need extensibility, agility, and flexibility in place. SAP Commerce Cloud enables commerce organizations to leverage the feature-rich platform with the capabilities to connect best-of-breed solutions to drive profitability.

**For more information on Akeneo's partnership
with SAP, please email: sap-partner@akeneo.com**