

Akeneo Honors Outstanding Achievements in Product Experience at Unlock 2024 Boston

The annual award ceremony recognizes companies using Akeneo solutions to prioritize product experiences and drive growth

BOSTON, March 5, 2024 – [Akeneo](#), the Product Experience (PX) Company and leading provider of Product Information Management (PIM) solutions, today announced the winners of the Unlock 2024 PXM Champions Awards. The ceremony took place at the [Akeneo Unlock 2024 Boston](#) event, a key gathering for the global PX community, held on March 4-5. The winners, including Fossil, Drawer, Insight Enterprises Inc., Peavey Industries LP, Mobili Fiver and Assa Abloy, shared their success stories, highlighting how Akeneo’s solutions have enabled them to achieve their commerce objectives.

“Celebrating this year's PXM Champions is a highlight for us,” said Kristin Naragon, Akeneo’s Chief Strategy Officer. “These companies' commitment to crafting a world-class product experience led to exceptional customer journeys with rich, consistent and accurate product information at each and every touchpoint. The result is these winners drove critical business outcomes, including increased revenue and reduced returns.”

The six 2024 PXM Champions Awards were presented to:

- **Expansion Award:** Fossil
[Fossil](#) is recognized for seamlessly implementing Akeneo to transform its global ecommerce product information management, moving away from Excel spreadsheets to a system that supports global sharing and automation. This change has created a single source of truth for all customer-facing product data, allowing Fossil to scale to incorporate the management of product data for more websites, wholesale partners, and marketplaces across the globe.
- **Accelerator Award:** [Drawer](#) (Partner: [Clever Age](#))
Drawer, an online furniture retailer based in France, leveraged Akeneo PIM and has impressively accelerated its product time-to-market, expanding its catalog from 4500 to 6000 SKUs. By automating data integration, Drawer increased its product creation rate from 120-150 to 200 products per month, enabling the addition of 10 new suppliers and 5 new product families.
- **Global Award:** [Insight Enterprises Inc.](#) (Partner: [Sitiation](#))
Expanding its digital footprint globally, Insight Enterprises streamlined its massive 1.4 million product catalog with Akeneo PIM and Onboarder, boosting efficiency and autonomy across its operations. This strategic move enabled Insight to enhance ecommerce revenue by \$244 million and skyrocket catalog completeness from 15% to 75%, setting a new standard for global product information management without increasing IT dependency.
- **Leadership Award:** [Peavey Industries LP](#) (Partner: [O2 Commerce](#))

Peavey Industries LP harnessed Akeneo PIM to overhaul its product information management, breaking down silos and uniting over 250 retail locations under a cohesive digital strategy. This move streamlined their complex SKU management but also empowered their teams across Canada, enabling faster, more efficient product updates and a dramatically enhanced ecommerce operation. Their proactive approach exemplifies leadership in adopting technology to drive business growth, improve customer experience, and foster team development within the retail industry.

- **Experience Award:** [Mobili Fiver](#)
Mobili Fiver has harnessed Akeneo PIM to redefine its global furniture retailing. It offers products through its website and Amazon in over 8 languages, enhancing customer engagement with diverse content like high-resolution images, instructional videos, and 3D models. This strategic implementation facilitated an enriched customer experience and streamlined internal processes.
- **Ambassador Award:** [Assa Abloy \(O2 Commerce\)](#)
Assa Abloy UK's transformation under the guidance of Matt Caffrey, Solutions Architect, showcases an exceptional case of leveraging Akeneo to overcome substantial data management challenges. By centralizing its extensive product information, Assa Abloy UK improved its efficiency and significantly enhanced its customer experience across sales channels.

Building on the momentum of the Unlock 2024 Boston event, Akeneo invites industry professionals to join its Unlock On Tour series, with stops in Cologne, Germany; London, U.K.; and Paris, France, followed by the digital experience in June. For more information and to register, visit the [Unlock On Tour](#) website.

About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM); creating a world where every product interaction is an experience that guides consumers and professionals to the best purchase, anytime, anywhere. Akeneo empowers business leaders with software, education, and an engaged community all focused on the practice of product experience management.

Leading global brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding; as well as a comprehensive app marketplace and partner network to meet business and buyer needs. For more information: <https://www.akeneo.com>

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