

Akeneo Announces Akeneo PIM App for Salesforce on Salesforce AppExchange

Akeneo's customers can now benefit from access to complete product information on Salesforce.

Boston, March 4, 2024 – Akeneo, today announced it has launched the [Akeneo PIM App for Salesforce on Salesforce AppExchange](#), a leading enterprise marketplace for partner apps and experts. The Akeneo App for Salesforce empowers customers to leverage complete, compelling and consistent product information to unlock the full potential of Salesforce. Akeneo's Product Cloud enables businesses to ingest, normalize, enrich and centralize product information through enterprise-grade data modeling, governance and workflows.

The Akeneo PIM App for Salesforce is currently available on the AppExchange at <https://appexchange.salesforce.com/appxListingDetail?listingId=b8990639-8016-4016-874c-2672366e88f4>.

Akeneo PIM App for Salesforce

This customizable app brings high-quality product information and assets into Salesforce Commerce Cloud, Sales Cloud, Service Cloud, and Experience Cloud, driving greater efficiency, higher sales volumes, and better customer service by giving customer-facing teams instant access to product information that drives more meaningful engagement with the people who are buying and using their products and powering digital commerce.

Deployed together, the Akeneo PIM, part of the Akeneo Product Cloud, connects people to products in the Salesforce system where they work, every day. Resulting in:

- Higher sales on B2B and D2C Commerce sites with accurate, up-to-date, and localized product information.
- Sales reps that sell more products, more efficiently, by accessing product descriptions and assets while building quotes and working in Salesforce CRM.
- Customer service reps that deliver better support by leveraging accurate, complete, and up-to-date product information when resolving cases in Salesforce Service Cloud.

Comments on the News

- “We are thrilled to announce our strategic collaboration on the Akeneo PIM App for Salesforce, set to unlock the full potential of Salesforce Lightning,” said Kristin Naragon, Chief Strategy and Marketing Officer at Akeneo. “Together, we are bringing the complete product record directly into the hands of the business users who need them most. This synergy marks a major step forward, empowering users with unparalleled accessibility and insights, fostering collaboration, and amplifying the impact of our combined expertise.”
- “The Akeneo PIM App for Salesforce is a welcome addition to AppExchange, as it accelerates business transformation for customers by enabling greater functionality,” said Alice Steinglass, Executive Vice President and General Manager, Platform, Salesforce. “AppExchange is constantly evolving to connect customers with the right apps and experts for their business needs.”

About Salesforce AppExchange

Salesforce AppExchange, a leading enterprise marketplace for partner apps and experts, empowers companies, developers, and entrepreneurs to build, market, and grow in entirely new ways. Since its

launch in 2006, the platform has grown to include more than 8,000 apps and experts, with over 12 million customer installs. AppExchange connects customers of all sizes and across industries to ready-to-install or customizable apps and Salesforce-certified consultants to solve any business challenge.

Additional Resources

- Follow Salesforce on [LinkedIn](#) and [X](#)
- Follow Akeneo on [LinkedIn](#) and [X](#)

Salesforce, AppExchange, Commerce Cloud, Sales Cloud, Service Cloud, Experience Cloud, and others are among the trademarks of Salesforce, inc.

About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM); creating a world where every interaction with product information 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 buyers needs. For more information: <https://www.akeneo.com>