



Case Study: AMG Medical

Ensuring Regulatory Compliance in Healthcare Commerce: A Breakthrough with Akeneo



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At AMG Medical, **regulatory compliance is a top priority**. Akeneo's robust platform has helped us to streamline operations while helping us to efficiently ensure that our product information is up to date and in compliance with regulatory standards. Akeneo has also helped us save time in generating sales catalogues while ensuring consistency of information across all our platforms and helping us earn trust from our customers and consumers.

Rudy Abitbol, VP of eCommerce Marketing

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Challenges

- **Inconsistent product data** across channels and distributors, leading to **manual oversight and errors**.
- Complexities in adhering to **multiple language variations and medical regulations**.
- **Time-consuming catalog creation processes**, taking almost a year to generate sales catalogs.



Benefits

- Akeneo's centralized data management ensures **consistency across all channels**, reducing manual efforts and errors.
- Akeneo's localization capabilities enable **seamless management of language variations** and **ensure compliance with medical regulations**.
- Akeneo drastically **reduces catalog creation time**, from a year to just 3 months, through automation and streamlining of processes.

Overcoming Regulatory Compliance Hurdles in Healthcare Commerce

Specializing in the **development, manufacturing, and distribution of medical and home healthcare products**, AMG Medical caters to professional healthcare facilities and individual consumers alike. With an extensive portfolio boasting over **2,500 products** across **ten core healthcare categories**, the company has established itself as a premier destination for healthcare essentials.

As AMG Medical expanded its market presence, it confronted **significant hurdles in maintaining regulatory compliance across its vast product range**. **Inconsistent product data** and the need to **adhere to stringent medical regulations** plagued various channels and distributors, necessitating extensive manual oversight. These challenges propelled AMG Medical to seek a solution to **streamline their product information management (PIM) process, ensuring regulatory compliance while bolstering operational efficiency**.

Healing Efficiency Gaps: The Prescription for Success

Opting for Akeneo's leading platform allowed AMG Medical to benefit from its **rapid deployment** and **easy integration** with **key eCommerce platforms** like Shopify and BigCommerce, **without the need for a large team** or additional hires for the implementation. Plus, The platform's **user-friendly interface** and **legal compliance functionalities** perfectly met AMG Medical's requirements for **streamlined regulatory compliance**.

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Thanks to Akeneo's meticulous approach to regulatory compliance and data accuracy, we've witnessed a remarkable reduction in complaints, particularly from Amazon and B2C clients.



Rudy Abitbol
VP of eCommerce Marketing

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The Antidote for Streamlined Regulation Compliance

AMG Medical has transformed its regulatory compliance strategy in healthcare commerce by adopting **Akeneo's MACH-Certified PIM**. The platform enhances its efficiency through its **centralized data management and localization features**, simplifying adherence to strict, life-threatening medical regulations across all of its markets.

The ability of Akeneo to manage versions and control modifications has been crucial, **ensuring that product information is consistently updated and compliant across all channels**.

The collaboration with PIM2Catalog and Akeneo PIM has led to **significant improvements in operational efficiency** for AMG Medical, notably in **minimizing errors and incidents related to compliance**.

By ensuring our product information is consistently up-to-date and readily accessible, we've not only mitigated customer concerns but also enhanced our reputation as a trusted provider in the healthcare market.



Rudy Abitbol
VP of eCommerce
Marketing

The platform has enabled AMG Medical to **sell better, improve online adoption, and reduce internal communication friction** among the sales team.

Akeneo has not only provided a technical solution but also emerged as a true partner for AMG Medical. The platform's **scalability and seamless integration** have allowed the company to **focus on content enhancement and partner integrations, rather than technical challenges.**



Off the Charts Business Performance & Regulatory Compliance

The adoption of Akeneo has led to remarkable **improvements in data accuracy, regulatory compliance, and market responsiveness.**

AMG Medical Benefits After Implementing Akeneo PIM

- Achieved a 60% reduction in catalog building costs
- Automated and streamlined catalog creation processes
- More efficient resource use and less manual intervention
- Notable improvement in data accuracy
- Decrease in complaints from Amazon and B2C clients due to up-to-date and available assets.
- Enhanced customer redirection to the website, improving time efficiency and online adoption.

About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, and more utilize Akeneo's intelligent Product Cloud, app marketplace, and partner network to create elevated product experiences through product data enrichment, syndication, and supplier data onboarding. For more information: <https://www.akeneo.com>

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