

The PXM Champions Awards



The Accelerator Award: **DRAWER** Draw attention.

ABOUT THE AWARD

The Accelerator Award recognizes those who have significantly **reduced the time-to-market** of their products, **decreased the number of steps**, and **cut back on manual work** to accelerate growth.

ABOUT DRAWER

Drawer is an online furniture seller operating in the French market, sourcing products from various providers and selling through their website and 10 different marketplaces. The Drawer e-concept store was born in 2011 in the Euratechnologies incubator and has since grown to host a catalog of over 4,500 SKUs.

CHALLENGES

Drawer faced several challenges, including **manual data translation, cumbersome product creation processes, and a lack of data quality evaluation**. These challenges, deeply rooted in their legacy systems and processes, demanded immediate and strategic solutions to align with their ambitious growth plans.

In alignment with their commitment to adopt a **more flexible, agile, and scalable infrastructure**, Drawer recognized the necessity for a **MACH-Certified solution**.

SOLUTIONS

Offering a **robust and user-friendly foundation for data management** and participating in **the MACH Alliance**, Akeneo stood out as the composable solution for Drawer. Since implementing Akeneo PIM, Drawer has achieved remarkable results. **In their first month alone, they created 200 new references, surpassing their typical monthly product creation rate**. This growth was facilitated by the **addition of new suppliers and product families**. Drawer now **creates products in less than a day** for their supply department, **accelerating production launch timelines**.



With Akeneo, we went from a fully manual process spread over five actors and subcontractors to a nearly fully automated process empowered by AI. We still have manual checkpoints and tasks, but the more reliable our process becomes, the more we will be able to achieve a fully automated creation process.

We are confident that we will be able to double our volume of news products created with the same amount of FTEs.



Vincent Mazzucco
COO & Project Director

