

## The PXM Champions Awards



## The Experience Award: MOBILI FIVER

### ABOUT THE AWARD

The Experience Award recognizes those who provide **exceptional product experiences, create content for the right audience at the right place**, and is cutting edge in how they represent products to their consumers.

### ABOUT MOBILI FIVER

Mobili Fiver, an eCommerce enterprise, is dedicated to the creation and retailing of high-quality, self-manufactured furniture. The product range at Mobili Fiver spans a diverse array of meticulously designed furniture, tailored to modern lifestyles and refined tastes. From contemporary designs to timeless classics, each piece reflects a commitment to quality craftsmanship and innovative aesthetics.

### CHALLENGES

Mobili Fiver's primary pain points revolved around the **inadequacy of a legacy platform** to meet the unique demands of the furniture industry. With a diverse range of items, each with intricate details, the system **lacked the flexibility required for a comprehensive presentation of products**, with constraints such as a limited number of information fields and an inability to configure products.

These manual and time-consuming processes also **hindered their agility** in responding to market demands, new trends, and customer expectations.

### SOLUTIONS

Akeneo's PIM capabilities have empowered Mobili Fiver to **streamline their product catalog**, ensuring **accuracy, consistency, and efficiency across digital platforms**. With streamlined workflows and efficient data handling, Mobili Fiver has reduced the time it takes to launch new products, enabling them to respond swiftly to market trends.

With global shipping capabilities in over 8 languages, Mobili Fiver utilizes Akeneo technology to **deliver accurate and comprehensive product information, foster trust and transparency with customers**, and **cater to a diverse international audience**.

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Akeneo's ability to **handle a diverse range of products, attributes, and configurations** has empowered us to **expand our offering without sacrificing efficiency**. As a result, **our catalog has seen a significant increase in both depth and variety**, we can **cater to a broader customer base**, and we can **position ourselves as a comprehensive furniture solution provider** in a competitive market.



**Ricardo Rodriguez**  
eCommerce Director

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