

The PXM Champions Awards



The Leadership Award:

Peavey
INDUSTRIES LP 

ABOUT THE AWARD

The Leadership Award recognizes those who **improve the lives of their teams** through more efficient workflows, creating **operational and strategic opportunities** and empowering their teams to grow.

ABOUT PEAVEY INDUSTRIES

Peavey Industries LP, the parent company of Peavey Mart and MainStreet Hardware, has been serving loyal customers across Canada since 1967. With a focus on essential products and services for the rural lifestyle, Peavey Mart has established itself as a trusted destination for quality goods and personalized customer service.

CHALLENGES

Before implementing Akeneo, Peavey Mart grappled with the **complexities of managing product information in a rapidly evolving eCommerce landscape**. The **lack of governance** and **fragmented product data** led to **customer confusion** and **diminished shopping experiences**.

This led Peavey Industries to **revolutionize their approach to product experiences** by beginning their search for a comprehensive solution to **streamline, enhance, and personalize product information**.

SOLUTIONS

Akeneo's **intuitive user interface and seamless integration capabilities** aligned perfectly with Peavey Mart's vision to build a **solid, sustainable infrastructure** for optimal **Product Experience Management (PXM)**.

Implementing Akeneo PIM has created a **73% increase in productivity** and a shift towards more strategic activities. Team members embrace the transition from outdated methods to a **more efficient, collaborative approach**, and **new users are onboarded seamlessly** which empowers them to contribute to the organization from day one.

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“The Akeneo PIM not only transformed the way we work but also ignited a wave of positive change within our organization. We have created an environment where productivity soars and innovation thrives while driving concrete business results.”



Shaun Guthrie,
SVP Technology & eCommerce

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