akeneo supplier data manager

akeneo Product Cloud

Improve Sales and Margins with AI-Powered Data Onboarding

Akeneo SDM helps distributors and their suppliers streamline product data exchange, correction, and enrichment, allowing them to scale supplier data onboarding, improve their margins, and increase overall sales.

The simple, scalable, and collaborative way to collect product data from all your suppliers.

Simplify data collection and supplier collaboration

Share user-friendly web portals, data sharing and enrichment guidelines, structured file formats (xls, csv, xml, etc.), and set the right level of collaboration with both internal and external users.
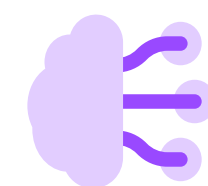
Automate data compliance verification

Expose your data requirements (from PIM, ERP, or elsewhere) through the Akeneo SDM UI. Automate data correction and enrichment with AI and established rules.

Turn technical data into marketing attributes

Automate product classification within families and categories, and automatically enrich attributes from descriptions, titles, labels, and visual assets, linking all data and assets to relevant product records.
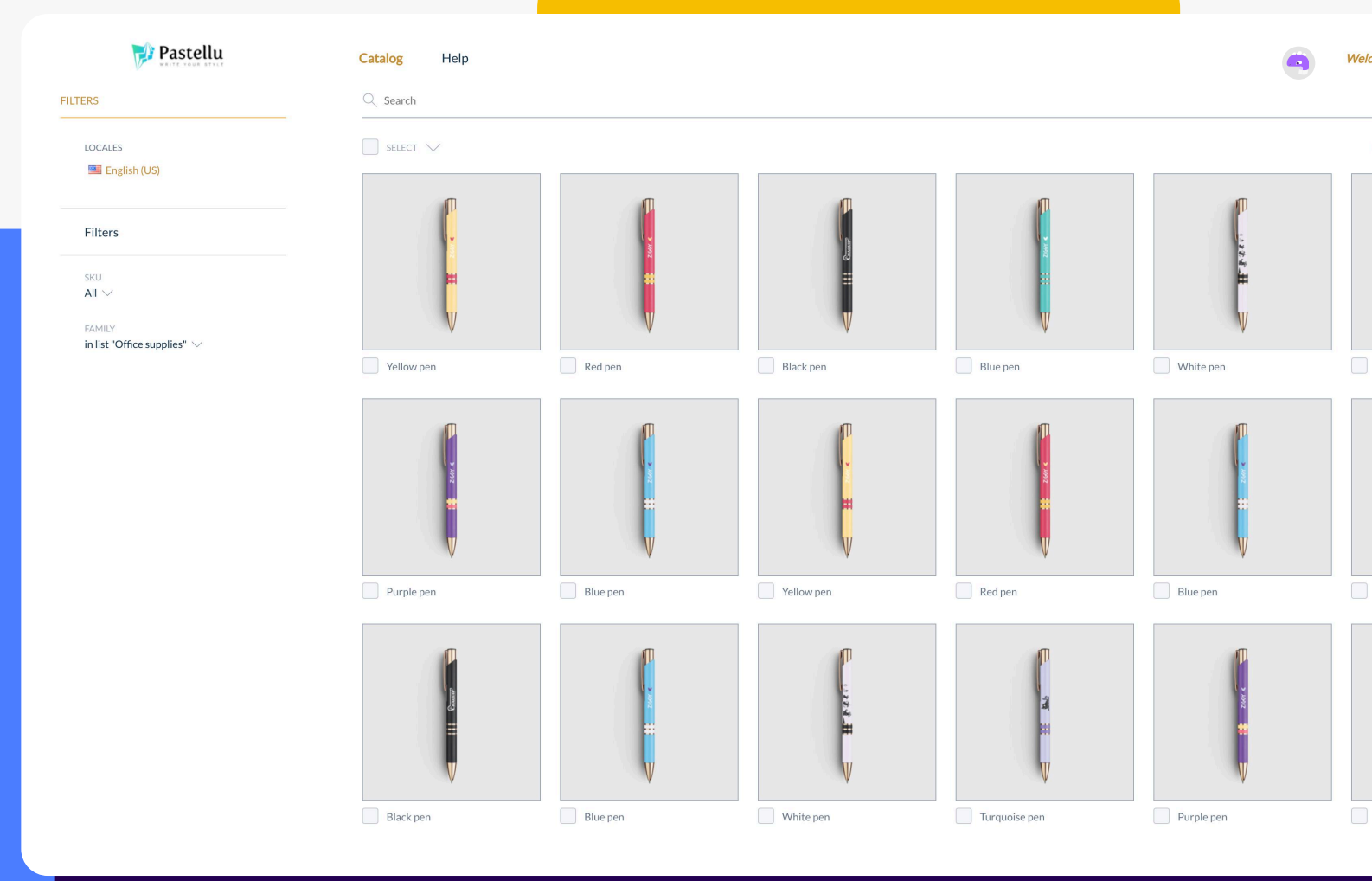
Synchronize all product data systems

Synchronize Akeneo SDM with all your systems, ensuring efficient communication and dissemination of enriched and accurate supplier-provided data across all your product data systems.

Drive growth and profitability with better collaboration

- Increase productivity of your procurement, marketing, and eCommerce teams

- Reduce time-to-market by automating product collection and correction

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Set yourself up for omnichannel success with consistent, accurate, and up-to-date supplier information.

PIM

- Collect, map, classify, enrich and import marketing and technical information from external sources into your PIM
- Ensure product data and classification consistency in your core Data Model
- Improve faceting and search with rich and normalized categories, attributes and tags
- Ensure all the basic data are in PIM in order to generate descriptions, translations channel specific enrichment

ERP

- Collect, map, classify, enrich and import procurement, assortment, and pricing information within your ERP
- Normalize short and long description for label generation
- Ensure logistical information presence and consistency
- Select or exclude products from assortment manually or automatically by comparing PIM and ERP stored product data
- Automate classification of products into procurement and ERP categories for reliable analytics.

Pricing

- Collect, map, normalize, and verify prices, quantities and units from pricing updates
- Automatically transform and map pricing flat files into pricing software data model
- Normalize logistical units across all suppliers sources
- Check and dynamically edit prices at import

Hear what our customers have to say

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The relationship built with Akeneo SDM is tied to our desire to have data quality. Out of over 2 million products, we have enriched 800,000 products to ETIM standards, with AI-powered suggestions for missing data accurate up to 98%.

Franck Duvigneau
Data Expertise Project Manager
Rexel

Rexel

Read Rexel's story

www.akeneo.com