

Who is Akeneo?

Akeneo is a global leader in Product Information Management (PIM) solutions that enable retailers and corporate brands to deliver a consistent and enriched customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale.

Akeneo's open source enterprise PIM dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management.

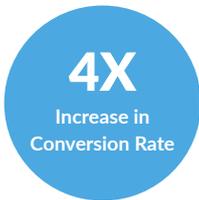
- Leading PIM ecosystem with a comprehensive set of pre-built connectors and extensions
- Intuitive user interface
- Open source technology stack
- Multi-language, multi-currency, multi-region
- On-premises, SaaS, or PaaS deployment

At a glance

- Founded in 2013
- 130+ employees worldwide
- Offices in US, France, UK, Germany, Spain & Israel
- 200+ enterprise customers
- 50,000+ community members
- Robust solution & technology partner ecosystem



PIM business benefits



There is no great customer experience without a compelling product experience.



"Akeneo has been a game changer for my company."

Mike Liberman
Steal-A-Sofa



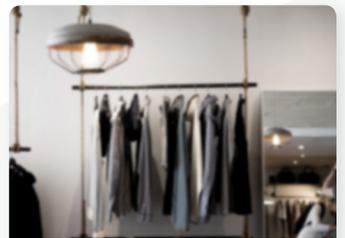
"We needed a user-friendly, efficient, flexible and fast solution. That is why we chose Akeneo."

Clara Ozawa
Lagardere Travel & Retail



"Our teams spend 30-40% less time enriching product data."

GSM55 Online
Electronics Retailer



"We went from an archaic and manual catalog management system to a fast and automated solution."

Pauline Laurent
Lancaster

What is Product Information Management (PIM)?

PIM creates a centralized hub for all product information including technical product specifications, usage and emotional information such as rich media. This dramatically improves product data quality and accuracy while simplifying and accelerating product catalog management.

- **Great customer experiences** require high quality product data
- **Speed to market** requires agile product information management
- **Expansion** across sales channels, product categories, regions, and languages requires scalable processes
- **Social shopping, marketplaces, retail-chatbots, and other new technologies** require more structured, complete and higher quality product information

PIM provides the underlying infrastructure companies need to cost-effectively expand their product assortments, reach more markets, and take advantage of new sales channels.

“This could be the CRM of products.”
- TechCrunch



PIM is growing explosively as companies realize that the product experience is central to every customer interaction.

“By 2021, 1/2 of organizations will use a modern dedicated PIM environment to manage product processes and provide high-quality product experiences.”
- Mark Smith, CEO and Chief Research Officer at Ventana Research

Akeneo powers the product experience for more than 200+ companies including:

SEPHORA

marketamerica®
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NUXE
PARIS



KURT GEIGER



