Industry Insider

akeneo

See how our partner Akeneo tackles challenges in retail. From big-picture problems, to the specific needs of a global digital director, Akeneo has it covered.

Akeneo enables organizations to build and deliver world-class product experiences (PX) across every customer touchpoint through a comprehensive PX strategy.

salesforce appexchange

Here's how Akeneo helps omni-channel retail organizations like yours.

Centralize product information.

With Akeneo PIM as a central hub of product information, you get a single system of record for all your products, teams, and channels, creating greater productivity and efficiency.

Distribute product data across channels.

Akeneo connectors, syndication add-ons, and app store extensions enable you to hook into virtually every platform, keeping product information consistent across all channels.

Get to market faster.

Akeneo accelerates new product introduction so you can get your trending and seasonal products to market faster – across all channels and regions.

Keep reading to learn how Akeneo could help a global digital director manage product information across multiple channels.

The Solution

Akeneo enables teams to centralize information, move to a composable platform, activate experiences, and enter new markets more easily.

Centralize product information.

The Challenge: When product information is scattered across dozens of suppliers, spreadsheets, teams, and tools, customers end up with inconsistent and inaccurate information – creating a negative shopping experience.

The Solution: With Akeneo, you can manage all your product data and processes in one place. You can share your brand values, manage product variations, and comply with global standards.

Move to composable commerce.

The Challenge: Legacy ecommerce platforms can no longer keep up with growing customer expectations for immersive and engaging product and customer experiences.

The Solution: Composable technologies, like Akeneo, offer a flexible and modular commerce solution, eliminating the need for traditional front-and-back-end system updates.

Enter new markets with agility.

The Challenge: When moving to a commerce suite requires systems integrators to manually gather, cleanse, and re-import product data and content, bad data seeps in – and implementations get delayed.

The Solution: Akeneo connectors and apps provide the functionality required to be fully compatible with Akeneo PIM features, but unlike generic middleware, have the flexibility to meet the unique requirements of your product catalog and ecommerce configuration.

Activate product experiences.

The Challenge: With the ongoing proliferation of marketplaces, having a product experience (PX) strategy is crucial. This strategy should empower the seamless distribution of product information across both owned and unowned channels.

The Solution: As new retail sites, channels, apps, and marketplaces are added to the mix, Akeneo can distribute high-quality product information across all of them from a central location, without having to recreate anything.

The Scenario

In this example, let's imagine how a global digital director at an omnichannel retailer manages product information across multiple channels.

Brandy Katz

Global Digital Director

Brandy needs to find a new, long-term solution to her team's product information challenges without hiring new team members to manage back-end updates.

Her Goals:

- Centralize product information
- Easily distribute accurate product information
- Improve the customer experience

Her Challenges:

- Siloed and outdated product information
- Outdated ecommerce site architecture
- Differing requirements for every marketplace

Akeneo solves Brandy's challenges by helping her to:

Create a centralized product information hub.
Using Akeneo, Brandy's team has improved efficiency, accuracy, and consistency managing product data across brands and departments. For example, they spent 50% less time collecting data for their print catalog and were able to produce their web catalog five times faster than usual.

Adopt a composable ecommerce architecture.
The composite organization expands products sold and facilitates new product adoption sooner due to improved time to market. With Akeneo, revenue at Brandy's company has increased $10.4 million, leading to a margin increase of $600,000 over three years.

Enable global product localization.
Akeneo's flexible data model has helped Brandy's team increase revenue associated with new market opportunities by $22.7 million, a margin increase of $1.3 million over three years.

Learn more about Akeneo