

The PXM Champions Awards



The Ambassador Award: **ASSA ABLOY**

ABOUT THE AWARD

The **Ambassador Award** recognizes **exceptional use of the Akeneo product** and was created to celebrate those who **represent, advocate, and contribute to the product experience community.**

ABOUT ASSA ABLOY

Assa Abloy is renowned worldwide for its comprehensive range of access solutions, spanning door and entrance solutions, secure identification solutions, and hotel security. With an extensive product portfolio, including locks, access control systems, and door closers, Assa Abloy serves diverse industries, including residential, commercial, and industrial sectors.

CHALLENGES

Assa Abloy faced challenges with **scattered, inconsistent product data and knowledge bases** due to a large team size and a lack of a centralized product data record. Entire products would be missing from various channels due to unavailable product information.

Their goal was to **centralize product information, foster collaboration among brands, and streamline data distribution across channels.**

SOLUTIONS

Since implementing Akeneo PIM, Assa Abloy's **product managers, marketing teams, and customer service** teams have been able to **provide accurate and up-to-date product information to customers.**

With over 30 users across the business, Assa Abloy maximizes every aspect of Akeneo PIM to ensure operational success. They can **create datasheets within minutes, push new products live within 24 hours, and amend SKU information online within hours**, significantly **reducing turnaround times and enhancing customer satisfaction.**



With Akeneo, we are able to provide **product information, datasheets, and pricing and availability data** in a variety of ways that **suit our customers' needs.** In a fast-paced and rapidly changing IT world, we can **empower our customers and internal users to work smarter with accurate and up-to-date information.**



Matt Caffery
Solutions Architect

