

Akeneo Once More Named a Leader in IDC MarketScape on PIM



PXM pioneer stands out for customer-centric product and open-source development

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Akeneo, a global leader in Product Experience Management (PXM) solutions, today announced that it has once more been named a Leader in this year's **IDC MarketScape: Worldwide Product Information Management Applications for Commerce 2021 Vendor Assessment (Doc # #US47482521, July 2021)**. The recognition follows Akeneo being named a **Strong Performer** as a new entrant in the Forrester Wave™ for Product Information Management (Q2 2021), and an Overall **Value Index Leader** and Exemplary Vendor by Ventana Research in their Value Index on Product Information Management (2021).

The IDC MarketScape evaluated 16 companies for the report, but only positioned five in the Leaders category, where Akeneo was recognized for both its current product capabilities, as well as its go-to-market strategy that aligns with customer's growth ambitions. Akeneo is trusted by over 500 PIM enterprise customers in 39 countries worldwide, some of which use Akeneo's solutions to manage PIM across tens of millions of products and to manage terabytes of digital assets.

IDC expects technology buyers will increasingly prioritize PIM applications that readily integrate with adjacent technologies such as digital commerce and content management. With 130 implementation partners and 90 technology partners for its PIM solution, Akeneo enables online merchants to deliver modern digital experiences that enable them to tell richer stories about their products across the end-to-end customer journey.

IDC offers special praise for Akeneo's ease of use, noting that Akeneo clients and partner organizations consistently score Akeneo highly for its UI and overall usability. Akeneo's users also gave the company an above-average rating for customer support, with customers reporting that Akeneo was very quick to respond to and resolve support requests. The report also notes Akeneo's commitment to open-source development, which enables customers to try its product without financial commitment, while benefiting from a well-established global PXM community.

"IDC believes the importance of PIM systems will only grow as a larger share of all transactions occur online, prompting organizations to seek out stronger customer relationships via engaging product stories," Jordan Jewell, IDC's research director for digital commerce, writes in the report. "Consider Akeneo if you are a B2C or B2B organization with a wide range of business models and if

you need a tightly integrated system for high-quality product information across all owned and unowned digital channels, as well as offline channels including in-store and print.”

“At Akeneo, we’re always striving to build the best solution for our customers, and earning this recognition from IDC, Forrester, and Ventana is a testament to the strength of our vision,” said Akeneo CEO Fred de Gombert. “These organizations’ analysts understand that Akeneo is fusing best-of-breed technology and a true commitment to customer experience to deliver the powerful and streamlined solutions needed by today’s eCommerce and omnichannel merchants.”

An excerpt of the full report can be downloaded **here: <https://www.akeneo.com/white-paper/idc-marketscape-pim-applications/>**

About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products to unlock growth opportunities by delivering a consistent and compelling product experience across all channels, including eCommerce, mobile, print, points of sale and beyond. With its open platform, leading PIM, add-ons, connectors and marketplace, Akeneo PXM Studio dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across channels and locales.

Leading global brands, manufacturers, distributors and retailers, including Staples Canada, Fossil, Air Liquide and Myer, trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. More information at <https://www.akeneo.com>

About IDC MarketScape:

The IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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