

The Foundation for Exceptional Product Experiences

Great product experiences start with great product information.

Akeneo PIM centralizes, enriches, governs, and distributes product information across every sales channel. From onboarding supplier data to enriching content with AI and ensuring governance at scale, Akeneo helps brands launch products faster, improve data quality, and power exceptional customer experiences across commerce, marketplaces, print, and emerging AI channels.

Why Teams Choose Akeneo PIM



Accelerate time-to-market

Launch products faster with collaborative workflows, AI-assisted enrichment, automation, and streamlined onboarding.



Increase product data quality

Improve completeness, consistency, validation, and governance across every product and every team.



Scale global commerce

Manage multiple brands, languages, locales, channels, and markets from a single source of truth.



Boost team productivity

Empower merchandising, marketing, and supplier teams with intuitive collaboration, automation, and AI assistance.



Future-proof your product catalog

Adapt your data model as your business evolves with flexible attributes, composable products, and configurable governance.



Power better product experiences

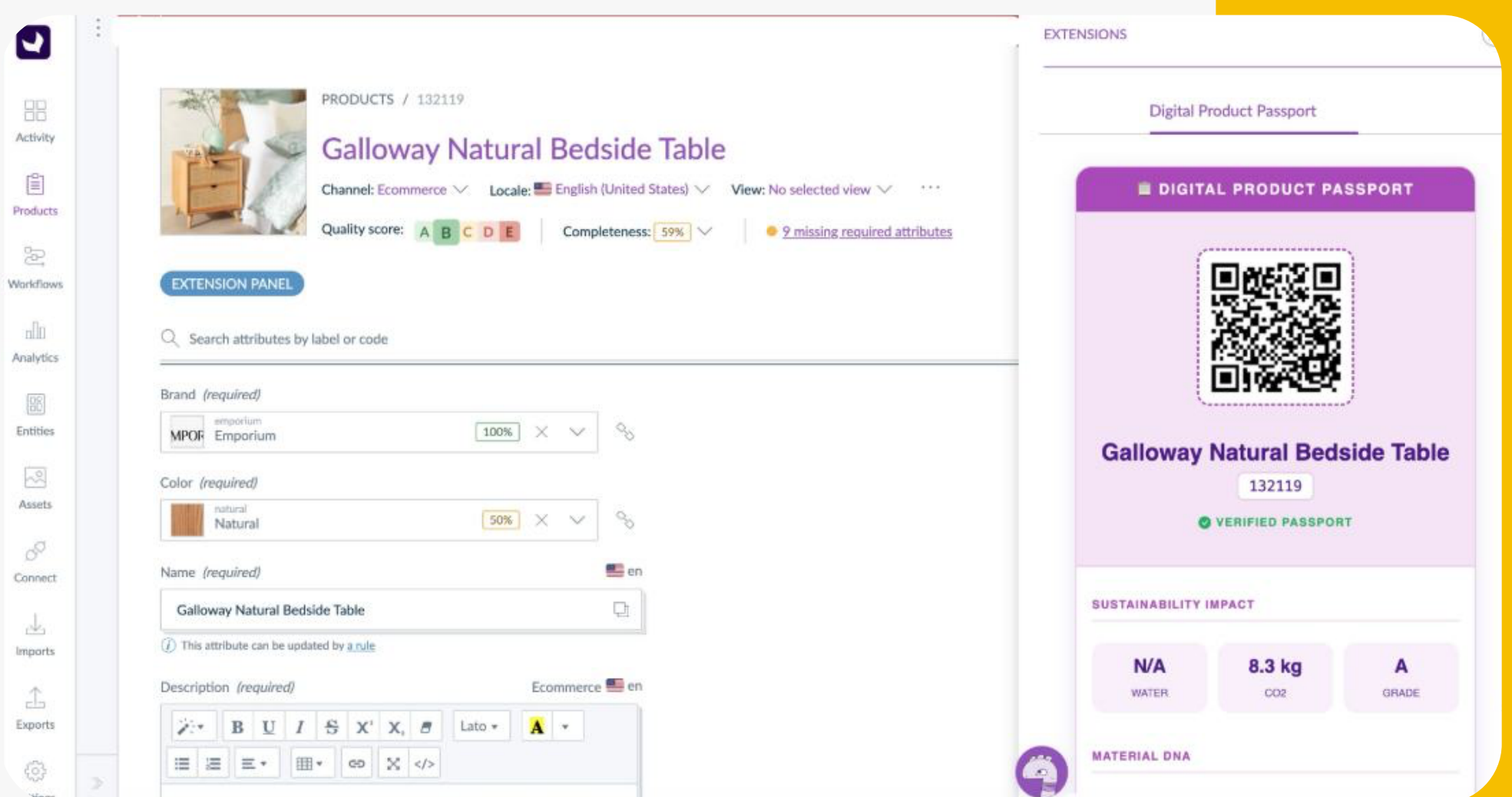
Deliver trusted data everywhere, from eCommerce and marketplaces to print catalogs, retailers, distributors, and AI channels.

Modern Product Information Management

Today's commerce demands more than centralized product data.

Akeneo PIM combines powerful product information management with AI-assisted enrichment, flexible governance, collaborative workflows, and an extensible platform that evolves alongside your business.

Whether you're launching new products, entering new markets, or preparing your catalog for AI-driven commerce, Akeneo provides the trusted foundation to scale with confidence.

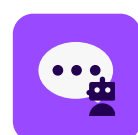


Key Features



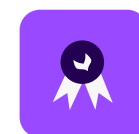
AI-Assisted Product Enrichment

Accelerate enrichment with AI-generated descriptions, translations, attribute values, and structured information extracted from images, documents, and even the web, helping teams create richer product experiences faster while maintaining full control.



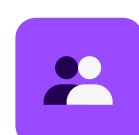
AI Data Architect for Flexible Data Modeling

Design and evolve your data model with AI. Generate families, attributes, options, reference entities, and relationships from simple business descriptions or existing files, reducing the time needed to model new catalogs or expand product lines.



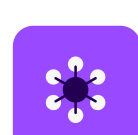
Product Governance & Data Quality

Ensure trusted product information with validation rules, permissions, completeness, versioning, approval workflows, and continuous governance across your organization.



Collaborative Product Management

Bring merchandising, marketing, compliance, suppliers, and product teams together with built-in workflows, review steps, task management, and notifications that keep product information moving.



Omnichannel Product Experience

Deliver tailored product information across ecommerce, marketplaces, retailers, distributors, print, and emerging AI-powered shopping experiences through localization, channel-specific content, and seamless syndication.



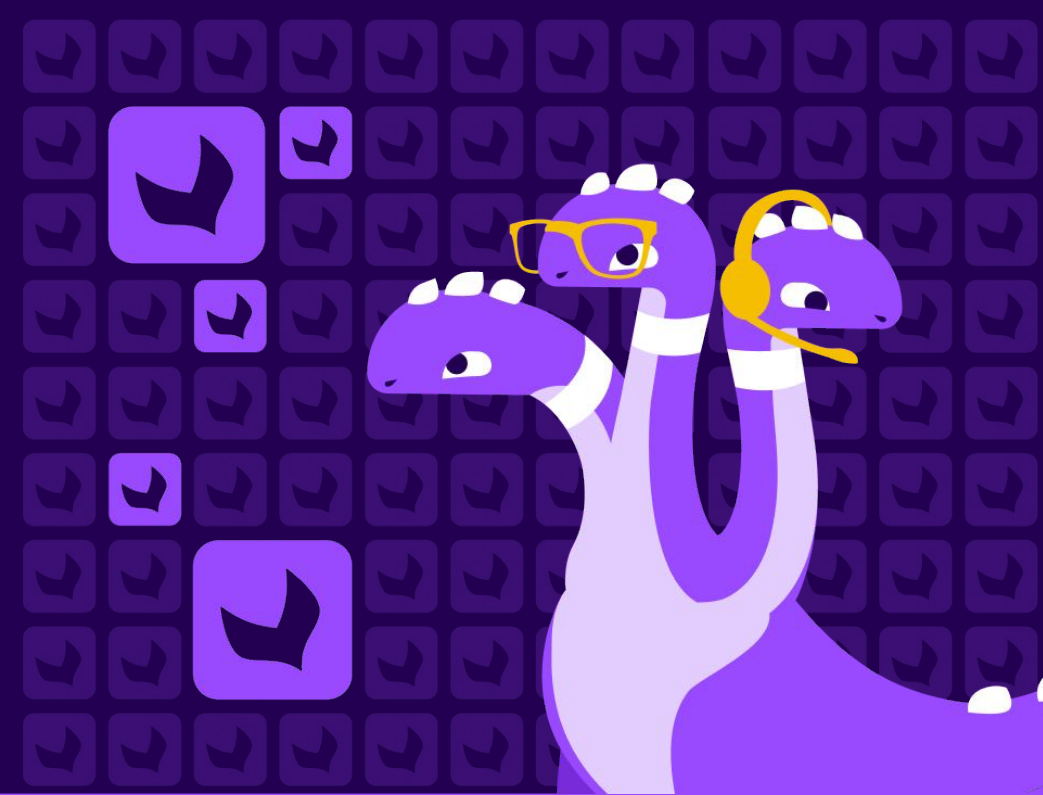
Open & Extensible Platform

Connect Akeneo with your commerce ecosystem using APIs, Apps, UI Extensions, automation, and integrations—allowing your Product Cloud to evolve with your business.

Meet Ziggy, Your Agentic Orchestrator for Better Product Experiences

Ziggy is your intelligent AI companion embedded throughout Akeneo Product Cloud.

Whether you're designing a product data model, enriching product content, finding information, or completing everyday tasks, Ziggy helps every team work faster, make better decisions, and unlock more value from their product information.



AI-Native

Embedded AI throughout enrichment, translation, extraction, and data modeling—not as a separate tool, but as part of everyday workflows.

Enterprise Governance

Manage complex catalogs with permissions, versioning, auditability, workflows, and scalable governance.

Open & Extensible

Connect with your existing commerce ecosystem through APIs, Apps, UI Extensions, and hundreds of integrations.

[Learn More About Akeneo PIM](#)