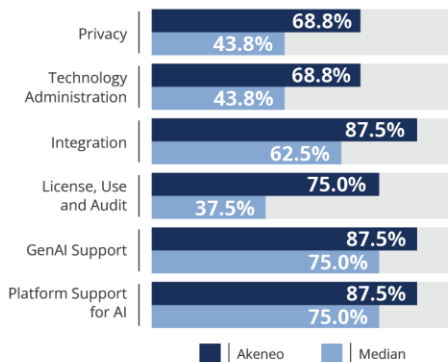




Buyers Guide Insight: Akeneo Performance Against Median



Source: ISG Research
Product Information Management Buyers Guide
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Product Information Management Platforms Buyers Guide 2026

ISG Research defines product information management as the methods and processes for managing and using product information with applications and processes across front- and back-office functions. The 2026 ISG Buyers Guide™ for Product Information Management Platforms provides a thorough evaluation of 21 software providers in this space.

Akeneo Performance Highlights

Akeneo Product Cloud

Version Serenity, in release April 2026

Akeneo shows strength in both core platform requirements and emerging AI capabilities,

with its strongest differentiation in License, Use and Audit options. Akeneo also performs strongly in Integration, an important capability for organizations that must manage and use product information across applications and processes. Its strengths in Generative AI and Platform Support for AI demonstrate an emphasis on enabling AI use cases alongside core PIM processes. Privacy and Technology Administration complement these capabilities by addressing the operational oversight required to support the platform.

Mawish Rahman — Senior Research Analyst, Technology Research, ISG Research

“Akeneo combines strong integration with the governance and operational capabilities organizations need to manage product information across the business. Its performance in License, Use and Audit is particularly notable, providing differentiation in an area that supports transparency around software use, licensing and service expectations. Akeneo also demonstrates a clear focus on the evolving role of AI through its strengths in Generative AI and Platform Support for AI. Together, these capabilities position Akeneo as a compelling option for organizations seeking to connect product information across across teams, systems and business processes while maintaining the oversight required for enterprise use.”



ISG Research provides market research and coverage of the technology industry, informing enterprises, software and service providers, and investment firms. The ISG Buyers Guides provide insight on software categories and providers that can be used in the RFI/RFP process to assess, evaluate and select software providers.