

Akeneo PIM Implementation Service

**Efficient, centralised Product Information
Management**

Prepared By
Curata Web Solutions

Why Do You Need Akeneo?

Centralised Management of Data

Typically, product information is spread out across many disparate departments/systems. Akeneo brings the majority of your structured data into one place, providing a central, web-based repository for product information. Akeneo enables you to classify, enrich and translate your data ready for extraction and propagation to your applications such as Magento. *Say goodbye to reliance on spreadsheets and CSV files.*

Akeneo PIM enables you to manage your product information centrally.

True multichannel solutions for SME retailers.

Multichannel

Akeneo is multichannel, meaning that you can push your data to multiple destinations including your Magento online store, mobile devices, print catalogue, ERP, data feeds and bricks and mortar point of sale (POS) system. The ever increasing number of channels for retailers makes Akeneo a very attractive proposition.

About the Akeneo Application

Akeneo is a web application built on the Oro business application platform and is Curata's preferred product information management system (PIM) for SME retailers.



Used by leading retailers including

charlotte-olympia.com * lancaster-paris.com * sergent-major.com * aelia.com

Open source, multichannel, user friendly

Akeneo Key Features

- ✓ **Products Management** - Fully customisable product grid, category management, variant groups, products association engine, versioning* and rules engine* and more.
- ✓ **Localisation** - Multi-locale management, translator mode UTF8 character set support (Chinese, japanese, Russian etc.).
- ✓ **Quality Control** - Attribute validation rules, completeness level, quality reports.
- ✓ **Configuration Management** - Role based access, entity and category rights, attribute management tool.
- ✓ **Import Engine** - Handles multiple data sources, native connectors or connect with 3rd party applications, import scheduling.
- ✓ **Export Engine** - Export scheduler, partial exports, history and logs, quick export to CSV.



* Feature available in Enterprise Edition only. Note! Price and stock data is not currently handled by Akeneo.

Benefits of Akeneo & Implementation by Curata

There are many...

1. **Efficiency** - Drive efficiency into your operation through a streamlined product information management process.
2. **Centralised Web Based Repository** - Bring disparate systems and departments together under one system.
3. **Multichannel** - Akeneo caters for multi channel operations. Push to Magento, mobile devices, print catalogues, ERP or any other application.
4. **Open Source** - Highly customisable and extendable platform.
5. **User Friendly** - Modern, easy to use web based user interface.
6. **Better visibility on data completeness** - Only products that are 100% complete are able to be exported. Generate reports on missing data.

User
Friendly

Open
Source

Multi
Channel

Our Akeneo Implementation Includes

- ✓ **Scoping and Functional Specification** - Implementation of Akeneo requires considerable scoping to identify the exact Akeneo configuration required.
- ✓ **Attributes & Attribute Sets** - Transfer of attribute sets & attributes in Akeneo.
- ✓ **Categories** - Create/re-create category structure in Akeneo.
- ✓ **Products** - Compile products in Akeneo from Data source.
- ✓ **Configurable products** - Setup of configurable products (as required).
- ✓ **Product Images** - Centralisation of Image Library to Akeneo*
- ✓ **Project Management** - You will have a dedicated project manager for the duration of the Akeneo project to ensure a smooth implementation.
- ✓ **Process Creation and Training** - We will provide you with processes to follow and a training session to ensure you are well prepared to manage Akeneo Ongoing.



* Conditional upon client providing a list of images mapped to SKU in Excel/CSV format.

Akeneo Implementation Costs and Next Steps

As with web projects, Akeneo implementation costs can vary significantly from one project to the next. The final quote of the Akeneo implementation is confirmed as an outcome of a Requirements Gathering Workshop.

Next Steps

Contact Curata today to learn more about what Akeneo can do for your business or to arrange a Requirements Gathering Workshop.

Contact Us Via the Website www.curata.com.au/enquire | Talk to Us - 1300 592 877