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Scaleflex chooses Akeneo as its first PIM partner and offers a built-in DAM application to accelerate e-commerce brands' content-to-market

(New York, United States of America – 16 January, 2023) – Scaleflex premieres its DAM app on the Akeneo App Store at National Retail Federation's Retail Big Show 2023 in New York City.

Scaleflex, the media acceleration company powering hundreds of mid-market online brands, announces the release of its **first-ever Digital Asset Management (DAM) application in a Product Information Management (PIM) App Store**. Scaleflex chose to start this PIM/DAM journey with Akeneo, a well-known Global leading solution provider in Product Experience Management (PXM).

This partnership is born from a simple observation: **mid-market online brands often struggle in their daily routine as they have too many MarTech tools to master**. The multiplication of tools started as a great opportunity to help e-commerce managers, Product owners, and Content managers, but rapidly became a nightmare to assemble and get all team members up-to-speed. Over the past years, user adoption has become the main reason for failure when implementing a new MarTech solution.

Akeneo and Scaleflex, both members of the MACH Alliance, **share the same vision of a modern, composable commerce**: the implementation and onboarding of internal users on a PIM or a DAM software should be seamless. This is why both companies adapted their solution to this top criteria and collaborated on an out-of-the-box integration.

Using this unique combination of DAM and PIM, **B2B and B2C e-commerce companies using Akeneo Community or Enterprise editions** will benefit from **modern and modular technologies** to accelerate their time-to-market and deliver the right product content to the right place in an engaging digital experience platform.

"E-commerce brands must continuously adapt and improve their visual content strategy to succeed in increasing audiences across countries, devices, platforms, and marketplaces," said Emil Novakov, co-founder and CEO of Scaleflex. "Our DAM-for-PIM app supports online retailers to deliver seamless and consistent product experiences on any device."



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With its MACH-based DAM, Scaleflex empowers e-commerce brands to deliver seamless workflows and optimized visuals from a single source of truth. The new DAM-for-PIM application eradicates inefficiencies and time-consuming back and forth, allowing brands to utilize their visual assets cost-effectively, reliably and at scale.

“With a constantly evolving omnichannel landscape, it’s essential for brands and retailers to utilize the power of composable commerce to manage and activate their product information across all channels,” said Tobias Schlotter, Akeneo VP of Channel. “We’re excited to expand our App Store with the addition of Scaleflex’s DAM-for-PIM app to further enable customers to seamlessly create compelling and consistent product experiences.”

Some key features of the DAM x PIM application include:

- **Simplicity:** a single source of truth for all visual contents and one click away from PIM contributors in Akeneo
- **Creativity:** advanced editing capabilities, mixing useful design connectors such as in-line editors, Adobe Photoshop, InDesign, and Canva as well as AI-powered automations e.g. background removal, smart-tagging, and face detection.
- **Collaboration:** easy sharing of visual content among different team members using them in third-party tools e.g. Adobe Commerce, WordPress, Commercetools, and Contentful, preventing inaccurate versioning, duplicates, and local downloads
- **Acceleration:** lightning-fast image variants creation using dynamic URLs to fit all Google Core Web Vitals’ expectations to improve your website’s ranking and user experience.



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About Scaleflex

Scaleflex is a global leading B2B SaaS company developing the most powerful and scalable Digital Asset Management and Media Acceleration solutions.

Its mission is to build useful and easy-to-use software to enable engineers and business people to work better together. Its MACH (Micro-service, API, Cloud-based, Headless) certified technology allows marketing and technical teams to easily manipulate media from any back-office (CMS, PIM), accelerating content-to-market.

With more than 2 billion brand assets per month under management, Scaleflex helps over 1300 organizations, including Michelin, Hyundai, St-Gobain, Toom, the European Space Agency, WhiteStuff, SeLogger, Knight Frank, Sotheby's Realty and various SaaS companies to provide more engaging, personalized experiences for their customers around the world.

About Akeneo

Akeneo brings a complete and composable SaaS-based solution for managing, orchestrating, activating, and optimizing the entire product record in order to drive compelling and consistent product experiences across all owned and unowned channels and routes-to-market. With its open platform, leading PIM for product data and asset management, and ecosystem connectivity with Akeneo App Store, Akeneo Product Cloud empowers commerce businesses to deliver world-class product experiences that unlock growth.

Leading global brands, manufacturers, distributors, and retailers, including Thrasio, Staples Canada, boohoo, and Air Liquide trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo Product Cloud, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated expansion, and increased team productivity.