Akeneo, Productsup and TESSA launch 'PXM for Dummies' book

New "Product Experience Management for Dummies" book offers strategies for retailers and brands on how to win in the experience economy

Berlin, 29 July 2019 - Productsup today announced that it has partnered with Akeneo and TESSA to launch "Product Experience Management for Dummies." Published by John Wiley & Sons, the special edition book in the For Dummies® series presents an in-depth exploration of Product Experience Management (PXM), an emerging practice that is rapidly becoming essential for brands and retailers and that has been described as the science of creating compelling product experiences across multiple touchpoints.

Customers interact with brands on multiple channels expecting fast and easy access to information to fuel their purchase decisions. The growing number of customer touchpoints paired with constantly evolving customer expectations make it imperative for marketers to create compelling customer experiences. This is why PXM is becoming an indispensable part of the marketing mix.

As experts in product information management, product data feed management and content syndication, and digital asset management, respectively, Akeneo, Productsup, and TESSA noticed a growing interest in PXM, as well as a knowledge gap. They decided to join forces and create a comprehensive guide to help retailers, distributors and brands navigate the rapidly changing commerce ecosystem. Specifically, the book addresses:
- The importance of PXM in the experience economy
- The key capabilities required for successful PXM
- Best practices in PXM

The book presents PXM as a connection between three types of capabilities — Product Information Management (PIM), Digital Asset Management (DAM), and Product Content Syndication (PCS) — each of which excels in its respective area to produce the best possible PXM solution.

"There are many solutions out there helping companies handle their product data, but getting the perfect mix of technology and expertise can be daunting. We wanted to help marketers, digital transformation practitioners, and IT departments understand why PXM is important and how they can make the most of it," says Marcel Hollerbach, CMO, Productsup.

"As channels proliferate and commerce expands across borders, crafting compelling customer experiences is becoming a huge challenge for marketers," said John Evans, director of product marketing at Akeneo and the book's co-author. *"No single experience rules them all, and this*

book is designed to help marketers navigate and manage the different product information requirements adapted for each channel and market."

"*Once you understand the value of a consistent brand communication, you will see why a PXM strategy is essential. PXM is based on teamwork and is a continuous process. All stakeholders and divisions of a brand need to work together, to create the perfect product experience across all touchpoints. Our book summarizes the core principles that you need to master for successful brand development*," says Salvatore Accaputo, General Manager, EIKONA Media GmbH.

Starting today, the book is available free of charge for anyone interested in learning about PXM and the benefits it can bring to commerce. Downloadable PDF versions are accessible through each of the three companies' websites. The print edition will be published shortly. To obtain one, contact Productsup, Akeneo or TESSA. "Product Experience Management for Dummies" is currently available in English; French and German editions will follow shortly.

###ENDS###

About Akeneo:
Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.

Leading global brands, including Sephora, Fossil, Shop.com, and Auchan, trust Akeneo's solutions to scale and customize their omnichannel and cross-border commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. For more information, please visit https://www.akeneo.com or contact hello@akeneo.com.

About Productsup:
Productsup provides an innovative SaaS platform that empowers brands and retailers to optimize and syndicate their product content to all digital marketing, shopping and B2B retail channels, such as Google, Amazon, Facebook, or Walmart. With agile data and seamless connectivity, the award-winning company helps customers break through data silos and get their products to market quickly.

Headquartered in Berlin, Germany, Productsup is trusted by more than 800 businesses worldwide, including five Fortune 20 companies and market leaders like IKEA, Trivago, Superdry and Rakuten.

Visit www.productsup.com to learn more.

About EIKONA Media GmbH

EIKONA Media GmbH is a team of highly passionate developers, designers, and entrepreneurs whose mission is to create the most intuitive, elegant, and easy to use platform for digital asset management (DAM). The TESSA DAM system was developed based on over 20 years of experience gained from numerous projects in content and data management, and is designed specifically for brands and manufacturers to meet their product experience management needs in global omnichannel industrial sectors. TESSA DAM is currently available in English, German, and French and is used by customers worldwide. Say hello to TESSA at www.tessa-dam.com.

For more information, please contact:
Madalina Trusca
press@productsup.com
+49 30 577003875