

AKENEO SERENITY

NEW FEATURES FOR 2024



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INTRODUCTION

Akeneo has listened to users and partners alike to continuously expand and improve the product information management (PIM) and experience platform.

"As we unveil our Spring 2024 release, we're celebrating the fruits of Akeneo's strategic evolution," said Fred de Gombert, CEO of Akeneo.

This year's Serenity updates directly address Akeneo's intentional focus on product experience solutions, offering additions that will improve how the users' audience will interact with their products and services in an online experience.

In this eBook, we discuss the value, use cases, and how-to of these updates through a compilation of works from hands-on Akeneo-certified Sitation professionals. The authors are not only experts in Akeneo functionality, but also work directly with users, new and old, allowing them a unique and useful vantage point to the successes of the platform.

01

**UNDERSTANDING
AKENEO'S
BUSINESS
ANALYTICS:
A CUSTOMER'S GUIDE**



Let's break down everything you need to know about Akeneo's Business Analytics app. In simple terms, this tool will help you delve deeper into your business's performance metrics.

What Does It Do?

Akeneo's Business Analytics app is like a virtual data assistant for your business. It helps collect and analyze your important business data, giving you valuable insights that can help you make smarter decisions.

What Metrics Does It Measure?

With this app, you can track five key metrics:

- **Revenue:** How much money your business is making
- **Units Sold:** The number of products you've sold
- **Page Views:** How many times people have viewed your products online
- **Add to Cart Rate:** The percentage of page views that result in adding items to the shopping cart
- **Conversion Rate:** The percentage of page views that result in actual purchases



How Does It Work?

Before you can start using the app, you'll need to make sure your sales data is stored on one of these cloud platforms:

- Google Cloud Storage
- Google BigQuery
- Microsoft Azure Blob Storage
- Amazon Web Service S3

Once your data is stored in the cloud, you can easily connect your app to fetch the data and start analyzing it.

Setting Up Your App

Setting up the app is simple. You'll need to create a sales channel, where you'll specify details like the data source name, PIM channel, product identifier, and cloud platform. Once set up, you can activate your channel and start syncing your data.

SALES CHANNEL

Add a sales channel

Data Source Name

PIM Channel

Product Identifier

Cloud Platform

Activate this channel

No Yes

Please fill in the required fields to change the status.

Using the Dashboard

Once your data is synced, you can access the Studio Analytics dashboard. Here, you'll find a variety of tools to help you analyze your data, including graphs, tables, and control panels. You can customize your analysis based on metrics, time periods, and product selections.

Benefits

The Akeneo Business Analytics app offers several benefits:

- **Centralized data:** You can access all your business analytics in one place, making it easier to make decisions.
- **Optimization:** By understanding your business metrics, you can optimize your strategies and improve your performance.
- **Ease of Use:** The app is designed to be user-friendly, so you don't need to be a data expert to use it effectively.

With Akeneo's Business Analytics app, you gain valuable insights into your business's performance and make data-driven decisions to help your business grow. Start using the app and take your business to the next level!

02

SHARE ASSETS: STREAMLINING ASSET SHARING FOR AKENEO USERS



In today's fast-paced digital landscape, effective asset management is key to staying ahead. Whether it's sharing images, documents, or multimedia files, companies need efficient solutions that simplify collaboration and streamline workflows. That's why we're excited to introduce Share Assets - a game-changer in the world of asset distribution.

Global Activation: Control at Your Fingertips

With Share Assets, you're in control. Akeneo's global activation setting lets you decide who can create public links for your assets. Simply toggle the setting in the system configuration to establish a secure sharing environment tailored to your organization's needs.

Create Share Links: Tailored to Your Preferences

Gone are the days of tedious file sharing processes. Share Assets allows Akeneo users to select specific asset families for link creation, ensuring that only the assets you choose are shared. Say goodbye to cluttered sharing platforms and hello to streamlined asset distribution.

See the Links: Effortless Access and Management

Managing share links has never been easier. With Share Assets, Akeneo users can view and share asset links directly from the asset edit form. No more navigating through multiple screens - it's all right at your fingertips.

Share at Scale: Seamless Integration with Tailored Export

For organizations handling large volumes of assets, Share

Asset Link Sharing
...to deliver a complete package of product information and assets

- Directly share public asset links with your team, distributors, and channels without the need to manually download the image files or make multiple API calls.
- Save time and improve the quality of your product experiences without needing to integrate third-party solutions

Access a shareable link on the asset detail page.

Include links in Tailored Exports by adding "Share link" as a column to your export profile.

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The screenshot displays the Akeneo user interface for an asset titled "The Historical Dictionary of Golfing Terms". It shows a sidebar with navigation options, a main content area with a description and a "GOLFING TERMS" image, and a right-hand panel with sharing and export options. A callout box points to a "Share" button on the asset detail page, and another callout points to a "Share link" column in the Tailored Exports configuration.

Assets seamlessly integrates with Akeneo's Tailored Export profiles. Exporting share links has never been easier, allowing you to effortlessly scale your distribution.

Distribute via Product API: Enhanced Connectivity

Connectivity is key in today's interconnected world. Share Assets enhances connectivity by allowing Akeneo users to share asset links through the Product API. This means comprehensive access to assets without the hassle of additional API calls.

Simplify Your Asset Sharing Today

With Share Assets, sharing assets has never been simpler. Say goodbye to complex sharing processes and hello to streamlined asset distribution. Try Share Assets today to revolutionize the way you share your assets.

03

AI-ENHANCED ENRICHMENT IN THE PIM



Staying ahead in the market requires more than just standard product content creation. With the emergence of AI-powered solutions, such as our AI-Enhanced Enrichment feature, revolutionizing the product content creation and translation processes has become not only possible, but also seamless.

Permissions: Setting the Stage for AI Empowerment

The first step is to grant the necessary access within your PIM system. Head over to the Permissions section, located at System / Roles / Permissions / AI. Here, you'll find everything you need to unlock the full potential of Akeneo's AI capabilities.

Choosing your Access Level:

- 1. Enable AI on attributes:** This permission allows users to designate text or text area attributes for AI-enabled content generation.
- 2. Authorize AI usage on Product Edit Form:** Granting this permission enables users to utilize the 'Ask AI' button directly within product edit forms for content generation.
- 3. Authorize Rules Configuration with AI:** With this permission, users can automate AI content generation through the Rules Engine.

Note: By default, these permissions are disabled.

Enabling AI at Attribute Settings: A Simple Setup

Let's seamlessly navigate through the steps to enable AI

for content generation and translation, empowering you to streamline your workflow and enhance productivity after you've obtained the necessary permissions. Simply visit the 'Generative AI' tab of your attribute to unlock AI-driven content management for both generation and translation.

Content Generation

- Select 'Yes' to enable AI enrichment
- Choose relevant attributes for content generation
- Utilize pre-defined or custom templates to guide AI content creation

Content Translation

- Enable translation for your attributes effortlessly by selecting 'Yes' on the 'Generative AI' tab
- Seamlessly translate content between locales for broader reach

Note: For multiple attribute translations, consider using the import feature with attribute codes and a designated column for AI translation activation.

AI-Enhanced Enrichment in Action

Product Edit Form:

Once AI is enabled for your selected attribute, you can swiftly access the Product Edit Form for your chosen product and initiate content generation with the 'Ask AI' button. AI-enhanced content for your product will be swiftly generated within seconds.

Based on your need, you can also opt for the 'Translate' option to generate translation. This is especially handy if you wish to maintain the tone and voice across different locales for your content.

Rules Engine:

Revolutionize your content creation process with Akeneo's Rule Engine. With the introduction of 'Generate attribute value with AI' and 'Generate translation with AI' actions, automation becomes effortless. Simply define your product selection criteria and let AI do the rest, ensuring tailored content for your diverse product range.

Crafting Effective Prompts for Precise Content Generation

Effective prompts are the cornerstone of AI-powered content creation. By following these prompt guidelines, you can craft clear instructions that yield precise and engaging product content:

1. Identify key features
2. Specify the target audience, tone, and voice
3. Provide context and technical specifications
4. Include constraints or special instructions
5. Request examples or comparisons
6. Clarify the purpose of the content
7. Review and refine the prompt for clarity and completeness

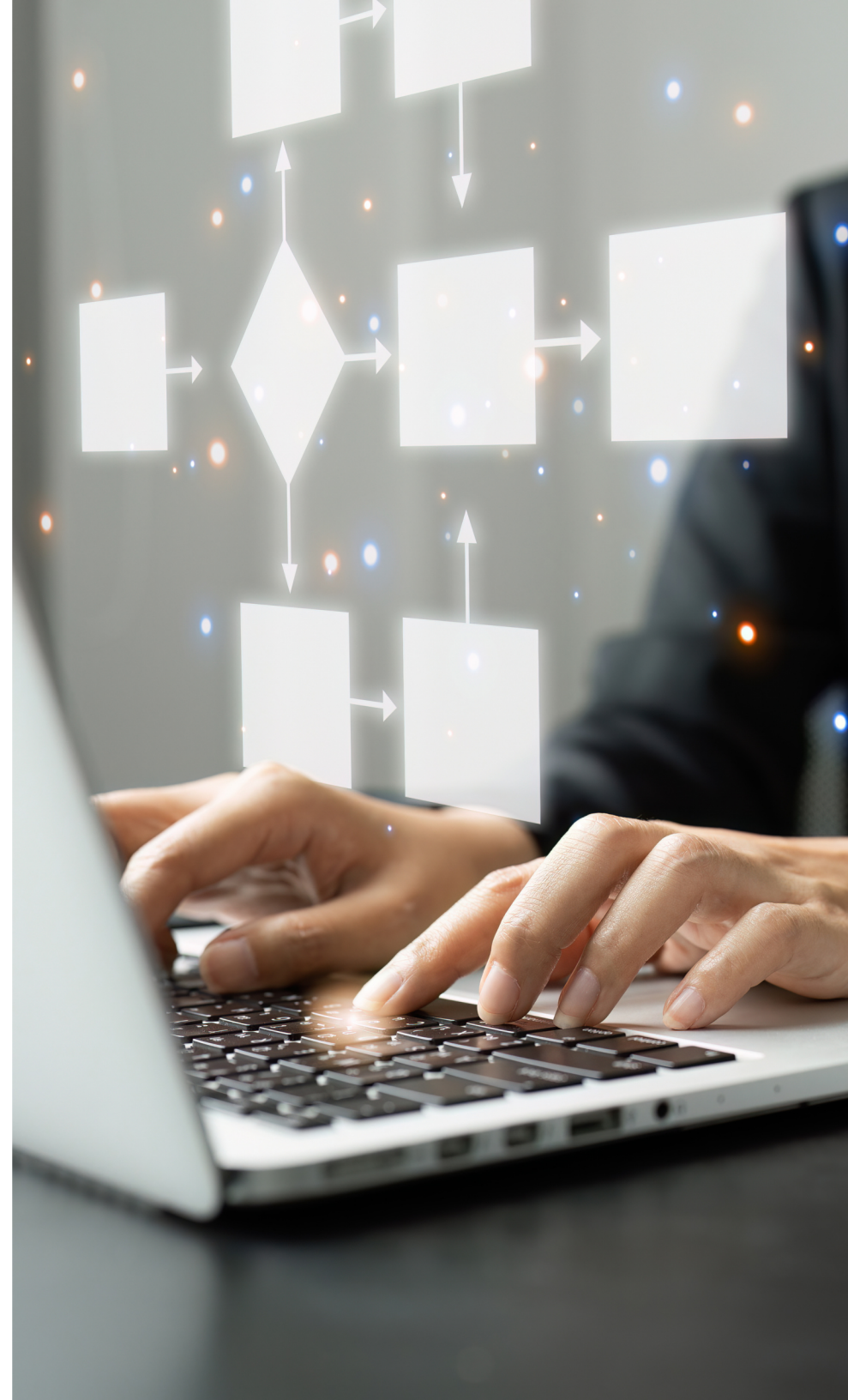
By adhering to these guidelines and leveraging AI capabilities responsibly, you can unlock unparalleled efficiency and excellence in product content creation and translation.

The AI-enhanced Enrichment feature is your ticket to skyrocketing engagement and conversions. Embrace the future of content creation with AI.



04

STREAMLINING PRODUCT DATA ENRICHMENT WITH ENRICHMENT WORKFLOWS



Enrichment workflows are the structured backbone of content editing, ensuring your product data hits the mark. But what exactly are they, and why should your organization jump on board?

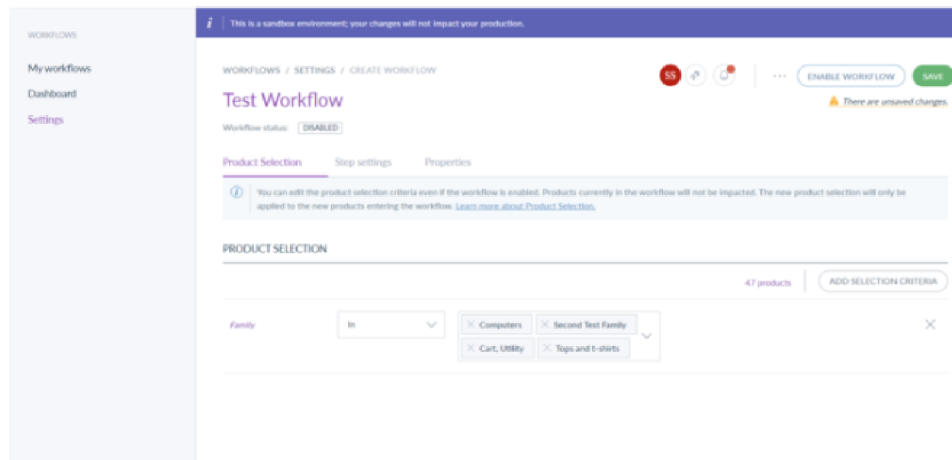
Understanding Enrichment Workflows

Enrichment Workflows from Akeneo simplify the process of enhancing your product data. Acting as a step-by-step guide, these workflows ensure each product undergoes necessary refinements before market debut. By maintaining consistency and fostering collaboration among team members, they enhance productivity and streamline the entire process effortlessly.

Set up Enrichment Workflows

Configuring your workflow is straightforward with Akeneo:

- **Create Workflow:** Access Workflow settings, create a workflow, and label it according to your needs.
- **Set Up Product Selection:** Choose attributes and system fields to filter products for your workflow, with conditions operating on an 'and' basis.



- **Configure Workflow Steps:** Outline steps from "Step settings > create step", assign them to contributors, provide instructions, and set realistic timelines.
- **Enable the Workflow:** Activate your workflow; products meeting criteria will automatically be entered and assigned to relevant contributors.

NOTE : You can always update/duplicate the workflow as needed. To set up workflows, ensure you have the necessary permissions for managing workflow settings, which require appropriate roles.

Managing Workflow

Keeping pace with your workflows is a breeze with Akeneo. Simply navigate to the My Workflows dashboard to monitor pending tasks, efficiently organize your task list, and seamlessly perform tasks right from the product page. This streamlined approach ensures that you stay on top of your workflow management, maximizing productivity and minimizing administrative hassle.

Enrichment workflows are the key to efficient product data management. By implementing structured processes and utilizing Akeneo's intuitive platform, organizations can enhance productivity, maintain consistency, and achieve their business goals.

CONCLUSION

These new Akeneo Serenity features offer significant benefits, enhancing the overall product experience and management capabilities for users. By providing valuable improvements that streamline asset sharing, enrich product data, and optimize workflows, these updates directly enhance the way your audience interacts with your products and services online.

Our team brings a wealth of expertise in Akeneo implementation and management, helping you leverage the full potential of these new tools to drive success.

If you're not already operating within the Serenity framework, we can assist in making the upgrade process smooth and efficient.

By partnering with Sitation, you gain access to unparalleled expertise and support, ensuring that your Akeneo platform is optimized for peak performance and continuous growth.

sitation.com



CHRISTINA KHANAL

Solution Architect



SHILPA SHETTY

Solution Consultant



Christina and Shilpa bring over a decade of e-commerce and digital experience, along with extensive expertise in web application and development. Their combined Akeneo certifications include Foundation Certification, Business Implementation Fundamentals Certification, and Product Experience Advisor Certification, making them invaluable members of Sitation's team.

They are dedicated to Akeneo's success, implementing the powerful tool, expanding its functionality, and managing the platform for Sitation's Akeneo clients.

ABOUT SITATION

Founded in 2001, Sitation has quickly become a global leader in digital merchandising, offering a diverse selection of solutions to help brands, manufacturers, retailers, and distributors compete and win on the digital shelf.

We're proud to partner with leading solution providers, offering best-in-class service and certified solution consultants to customers across the Automotive, B2B, Brand, Beverage & Alcohol, Furniture, Grocery, Hi-tech, and Retail verticals.

Some of the most recognized brands in the market, including Welch's, Campbells, Hallmark, Bic, Staples, and Bush Brothers & Company trust us to support their merchandising initiatives.





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Product Information Management (PIM) | Master Data Management (MDM) | Artificial Intelligence (AI)