

# PIMCORE VS. AKENEO – 10 POINT COMPARISON GUIDE!











As digital customer experiences depend increasingly on product data management, focus has shifted to product information management (PIM) software to make unmanageable processes simpler and streamlined. Here we compare the two most popular open-source PIM systems, Pimcore and Akeneo, to help you understand which one is ideal for your business.



PIMCORE®



akeneo

<p><b>Technology</b></p> 	<p>Pimcore is 100% open-source. Its latest version, Pimcore X is based on PHP 8 and Symfony Framework 5. Its user interface offers superb admin and editor experience. Pimcore Data Hub provides excellent connectivity with latest APIs such as GraphQL.</p>	<p>Akeneo is also open-source. Its latest version, Akeneo PIM 5 is an OOP application based on Symfony Framework 4; it also widely uses Doctrine ORM. In its Community Edition (CE) or open-source version, Akeneo does not provide complete API support.</p>
<p><b>Flexibility</b></p> 	<p>Pimcore PIM integrates and consolidates any type and any amount of digital data for organizations of any size and in any industry. Since Pimcore also provides master data management (MDM) which supports multi-domain, multi-vector, multi-hierarchies and offers flexible data models, it facilitates control over a wide range of data assets related to stocks, pricing, suppliers, customers, and vendors. Besides that, data modeling configuration can be easily carried out via the Web GUI.</p>	<p>Akeneo does not provide an MDM. Akeneo's data model is suitable for product data only and uses an Entity Attribute Value model to do that. Only a single level for the Primary Product Hierarchy (Product Families) is supported in Akeneo (instead of multi-level product hierarchies). Only a maximum of two product differentiators can be selected to create a single product variant. Akeneo does not offer any access for data model configuration in its Web GUI.</p>
<p><b>Offerings</b></p> 	<p>Apart from PIM, Pimcore's digital experience platform offers – Customer Data Platform (CDP), Master Data Management (MDM), Digital Asset Management (DAM), Digital Experience Platform (DXP/CMS), and Digital Commerce Platform for B2B, B2C, and B2B2C brands. Pimcore also offers Content-as-a-Service (CaaS).</p>	<p>Akeneo offers different versions of product information management (PIM) in its Enterprise Edition (EE), Typically, you will need to purchase and integrate it with other external 3rd party software. Its community edition, which is free, does not offer much. Akeneo offers DAM, but only in its Enterprise Edition.</p>
<p><b>Personalization</b></p> 	<p>Pimcore offers personalized digital experience management to increase engagement with customers by creating compelling experiences based on KPIs attained from behavioral targeting, user profiling and data collection via web analytics, and business intelligence. Pimcore's enterprise content management software can offer personalized content for different target groups.</p>	<p>Since Akeneo is only restricted to product information management, it doesn't make any promises on personalization of the product experience. It does, however, recommend e-retailers to personalize experience with some external tools like recommendation engines (Avail, RichRelevance, Prediggo, etc.) or searchandizing tools (Endeca, Fredhopper, etc.).</p>
<p><b>Ease of Integration</b></p> 	<p>Pimcore comes with a "connect anything" architecture. Its API driven architecture enables incredible connectivity with enterprise CRMs, ERPs, OMS, ESBs, BIs, or 3rd party applications. Pimcore is integration ready in every situation. Pimcore also offers connectors with a host of technology products like Magento, Adobe Experience Manager, and SAP, among others.</p>	<p>Akeneo offers custom connectors for categories like CMS, DAM, eCommerce, marketplace, print, translation, and others. In Akeneo, import and export only support Excel and CSV file formats. Integration endpoint support does not exist to configure connections to Java Message Queues, Hotfolders, etc.</p>
<p><b>Scalability</b></p> 	<p>Pimcore is a highly scalable, enterprise-ready platform, apt for highly agile global environments, including millions of product data records and digital assets. It can easily handle hundreds of editors and zillions of monthly visitors. Owing to the use of leading technologies like PHP, MySQL, Mongo DB, Varnish, and Elasticsearch, Pimcore scales exceptionally well.</p>	<p>With Akeneo PIM 4 it has built on its capabilities further. However, in their earlier versions, they used to encounter use cases where partners would export more than 250k products and experience issues with memory usage. In Akeneo, a certain level of out of the box support is missing for their data modeling and ingestion requirements.</p>
<p><b>Features</b></p> 	<ul style="list-style-type: none"> <li>• Flexible web-based data modeling</li> <li>• Enterprise data management</li> <li>• Advanced data integration &amp; delivery</li> <li>• Improved data quality/semantics</li> <li>• Effective workflow management</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Rights Management*</li> <li>• Validation Workflow*</li> <li>• Reference Entities*</li> <li>• Franklin Insights*</li> <li>• Enterprise-Class Support</li> <li>• Organising and classification of products</li> </ul> <p>(* Only in Enterprise Edition)</p>
<p><b>Pricing</b></p> 	<p>Pimcore's Cloud and Enterprise Edition start from USD/EUR 10,000 per year including full access to services such as SLA, LTS, and consulting. Pimcore's Community Edition comes with features such as multiple output channels, workflows, unlimited products and users. It is fully enterprise ready. In a single bundle, Pimcore comes with PIM/MDM, DAM, CMS and eCommerce.</p>	<p>Akeneo's Enterprise Edition starts from USD/EUR 40,000 per year for one feed to one output channel and 10 users. Akeneo's community edition is heavily limited in features; it provides no rich content such as images; it's suitable for teams with just 1-2 users and real simple catalogs. DAM is only available in Akeneo Enterprise Edition, that too with limited features. Akeneo does not provide multi-domain MDM.</p>
<p><b>Manage Customer Data</b></p> 	<p>Enterprises can easily manage customer data in Pimcore, including connecting to their product data and subsequently using the collected data for marketing automation purposes. Customized distributor and supplier portals for enterprise needs can easily be created by using the platform's integrated CMS and digital commerce modules.</p>	<p>Akeneo helps build a uniform product experience across multiple channels and regions. This speeds up time to market, but isn't of any help in marketing automation. Creating customized distributor and supplier portals for enterprise needs, are not possible. Only preconfigured addons can be used such as Onboarder, with limited flexibility.</p>
<p><b>Brand as a whole</b></p> 	<p>Pimcore is a highly customizable, flexible and expandable digital experience platform (DXP) that offers a frictionless, personalized customer experience on top of your master data across all channels and touch points in real-time. It provides PIM/MDM, DAM, CMS and eCommerce to enterprises.</p>	<p>As a brand, Akeneo's primary focus is on providing a simple and intuitive user interface for product data management in the online retailing and eCommerce industry. It's an open-source PIM system, designed for retailers looking to answer their multichannel needs.</p>